

RADIO AND TELEVISION

ELECTRONIC NEWS

WEEKLY

NEW YORK, WEDNESDAY, FEBRUARY 19, 1947



**You're
in the lead
with RCA...**
here's why



Prestige... **the best-known name is your best stock-in-trade**

Towering 70 stories above Radio City, in New York, the RCA Building fittingly symbolizes the greatest name in radio. Atop this skyscraper are the letters RCA—three letters that have come to be recognized throughout the world as the symbol of quality and integrity.

That is why, today, the RCA name is a household word and the best-known, and most respected name in radio.

People naturally seek out the products of earned reputation. No wonder, then, that RCA Tubes en-

joy such wide customer acceptance.

Your identification with RCA lends prestige to your business—brings more people to your shop for other things, too. RCA prestige is another reason why—*You're in the lead with RCA!*

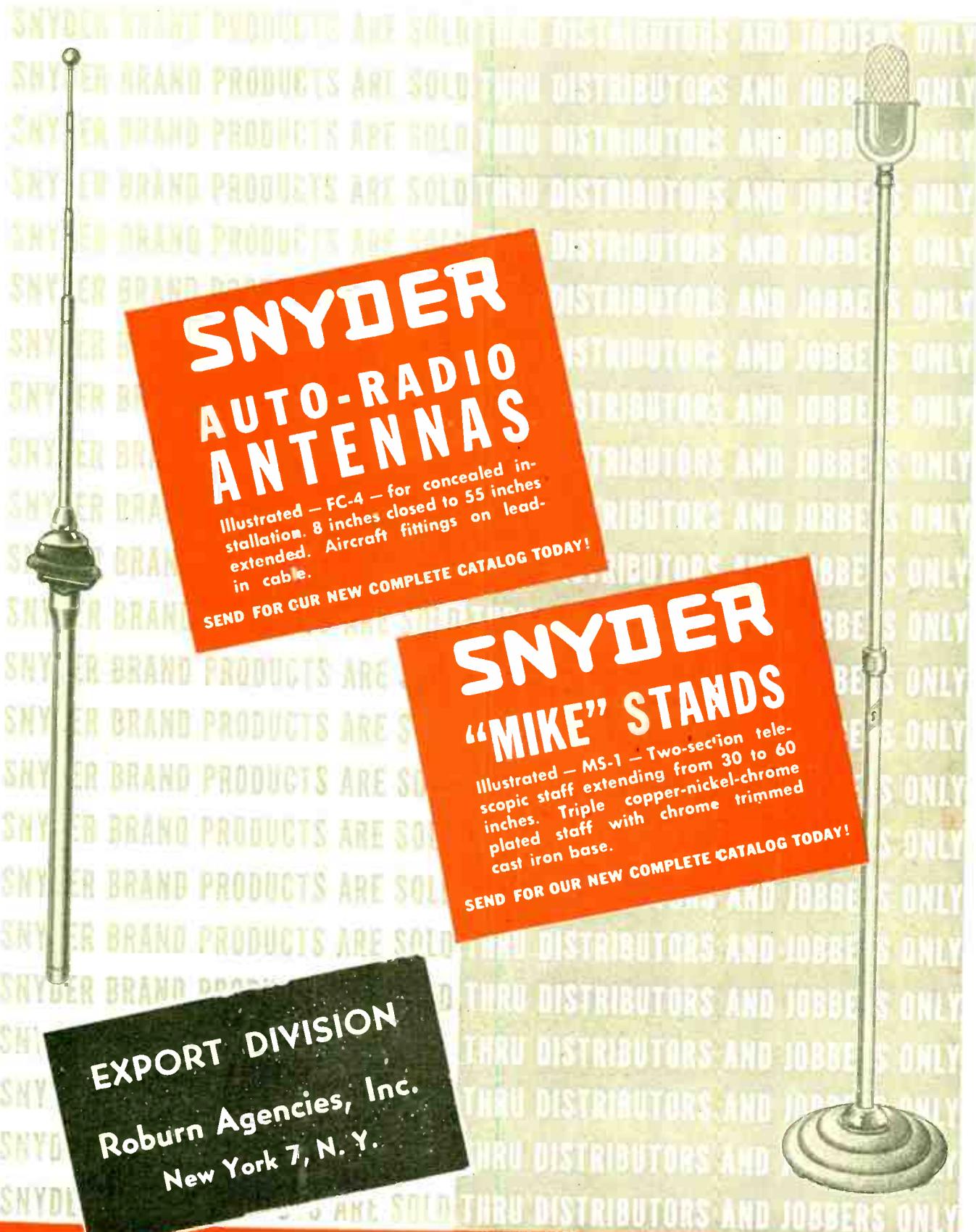
THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA



TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.



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

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

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

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

CONCISE AND ACCURATE
NEWS OF THE TRADE
PUBLISHED WEEKLY

RADIO
AND
TELEVISION

Established 1916

WEEKLY

THE ONLY NEWSPAPER
IN THE RADIO AND
ELECTRONIC FIELDS

Vol. 63—No. 8

NEW YORK, WEDNESDAY, FEBRUARY 19, 1947

Per Year—\$5.00.

Jack Dalton Made Director of Sales For Bendix Radio

SUCCEEDS L. C. TRUESDELL

New General Sales Manager Has Been Associated With the Radio Industry for 25 Years.

BALTIMORE, MD., Monday — The appointment of J. T. "Jack" Dalton to the post of general sales manager for Bendix radio and television was announced here today by W. P. Hilliard.



Jack Dalton

general manager of the Radio Division of Bendix Aviation Corp. Mr. Dalton, who has been manager of distribution for Bendix for the past three years, succeeds Leonard C. Truesdell, who resigned last week.

A veteran of twenty-five years in radio, Mr. Dalton has held executive posts with nationally known manufacturers in the radio and appliance fields. He started his career with the Crosley Corp. in 1922 and remained with that company until 1929, during which peri-

(Continued on Page 30)

Cost Ratios for Color Video Sets . . .

WASHINGTON, D. C., Thursday — A Radio Manufacturers' Association Engineering Department committee, headed by David B. Smith, vice president in charge of engineering of the Philco Corp., showed the following estimated cost ratios in terms of a 10-inch black and white console television receiver with a CBS system sequential set and an RCA simultaneous color set:

Set	Sequential	Simultaneous
Color only	1.95	1.98
Semi Universal . . .	1.38	1.20
Universal	2.44	2.11

INDUSTRY ANXIOUSLY AWAITING DECISION ON COLOR TELEVISION

FINAL ROUND IN BITTER STRUGGLE CONCLUDED

Granting of CBS Petition for Color Standards Would Retard Present Development of Video—Refusal Will Be Signal for "Green Light" on Monochrome Television Growth.

WASHINGTON, D. C., Friday—Four days of testimony by experts was concluded before the Federal Communications Commission here yesterday on the petition by the Columbia Broadcasting System for the establishment of commercial standards for color television. This is believed to be the final round in this struggle and FCC Chairman Charles R. Denny has promised a decision "as soon as possible

in view of the problems involved."

NOTICE

Effective Thursday, February 20, the subscription price of RADIO and Television WEEKLY will be \$5 a year instead of \$4. Single copies will be 25 cents instead of 20 cents each. This covers subscriptions in the United States. In Canada, Cuba and Latin America, the subscription price will be \$6. In all other foreign countries the annual subscription price will be \$7.

The decision to increase the subscription price was due to the large increased costs that enter into the production of a newspaper. During the past two years the cost of paper, printing, binding and mailing has increased more than 75 per cent. Additional increases in the cost of production are scheduled to take place within the next few days. This is the first increase in the subscription price of RADIO and Television WEEKLY in a period of thirty-one years.

"The Trade's Only Weekly" will continue to maintain its pre-eminent position in furnishing "trade news right when it happens."

OXFORD ELECTRIC CORP. IS NEW NAME OF FIRM

CHICAGO, ILL., Monday — Stockholders of the Oxford Radio Corp., of this city, have approved the change in the company's name to Oxford Electric Corp., it was announced today.

The board of directors declared a dividend of ten cents a share payable on March 31 to stockholders of record March 15.

Wm. Meiklejohn Dies; Rhode Island Dealer

PAWTUCKET, R. I. Monday—William Meiklejohn, president and treasurer of the Meiklejohn Co., operator of a chain of radio-music stores throughout Rhode Island, died last night at his home, here. He was eighty-five years old.

A native of Scotland, he served as head of the Pawtucket Business Men's Association.

A decision granting the CBS petition for setting color standards will substantially retard the commercial development of television, whereas a refusal by the FCC to establish standards for color pictures will be the "green light" for the rapid development of a nationwide system of monochrome television. Accordingly, the industry is anxiously awaiting the FCC decision, which is expected in about three weeks.

The hearings on the CBS petition began on December 9 in this city; were continued in New York City and Princeton with demonstrations of color and black and white television the latter part of January and were concluded here yesterday. Also, several special demonstrations have been conducted in conjunction with the hearing. Scores of witnesses, including the foremost television engineers in this country, have presented testimony, and the controversy has split the industry into two rival camps.

The RMA Engineering department, earlier in the week, forecast a production and sale of more than 2,000,000

(Continued on Page 26)

VINCENT L. KELLY DIES; WAS VICE PRESIDENT OF RADIO SPECIALTY FIRM

MILWAUKEE, WIS., Thursday — Vincent L. Kelly, vice president in charge of sales of the Radio Specialty Co., of 829 N. Broadway, this city, distributor of Philco products, Columbia records and other nationally known lines, died suddenly at his home last Saturday following a heart attack. He was forty-eight years old.

Mr. Kelly had been associated with Radio Specialty for a number of years, starting as a territory salesman; later becoming sales manager, and eventually vice president in charge of sales.

Funeral services were held yesterday morning at St. Jude's Church. As a mark of respect, the offices of Radio Specialty Co. were closed yesterday until noon.

He is survived by his wife, two sons, his mother and a brother.

Industry Groups Report Progress For Co-operation

RMA AND NAB HEADS MEET

Manufacturers of Radio Sets Consider Other Trade Problems at Current Chicago Conference.

WASHINGTON, D. C., Friday—Numerous problems of the radio manufacturing and broadcasting industries were discussed, closer cooperation effected, and better understanding developed at the initial meeting here yesterday of the RMA and NAB liaison committees. It was the first joint conference of this kind in many years and future periodical meetings were arranged.

The first meeting necessarily was exploratory and there was wide discussion of many major interests, such as exchange of industry statistics, legislative and FCC matters, development of FM and television, programs, etc.

Only two major decisions were reached, one for joint conduct, beginning the week of October 26, of another "National Radio Week" observance by RMA and NAB, and also for cooperation with the RMA "Radio-In-Every-Room" promotion project. Also it is planned to make "National Radio Week" an annual celebration, and the 1947 week of October 26 was regarded as mutually the best period both for manufacturers and broadcasters.

Several matters were referred by the joint RMA-NAB conference to the boards of the two associations. From Feb. 17-19 at the Stevens Hotel, Chi-

(Continued on Page 27)

Radio Makers Study Purchasing Orders

WASHINGTON, D. C., Saturday — Ben Abrams, president of the Emerson Radio & Phonograph Corp., has been appointed by R. C. Cosgrove, of Crosley, president of the Radio Manufacturers Association, chairman of a new joint RMA committee of set and parts manufacturers to consider possible development of uniform provisions in the purchase orders of set manufacturers and the acceptance of parts manufacturers.

A similar RMA joint committee, also headed by Mr. Abrams, recently developed the RMA recommended standard warranty for parts manufacturers.

On the committee are the following: V. deP. Goubeau, RCA Victor Division; Larry F. Hardy, Philco Corp.; J. P. Rogers, Farnsworth Television & Radio Corp.; John R. Howland, Zenith Radio Corp.; A. Blumenkrantz, General Instrument Corp.; G. B. Flood, Sprague Electric Co.; Paul Hetenyi, Solar Manufacturing Co.; L. F. Muter, Muter Co.

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Business Is Good

Ask most radio dealers, distributors and manufacturers and they will tell you that business has slowed down during the past month.

Well, maybe business isn't as easy to get now as it was several months ago, but if we assume a "down to earth" attitude, the only conclusion is that the radio and appliance business is still good and should continue to be good for a long time. It is a fact that all manufacturers may not now be deluged with orders as they were during most of 1946. After all, a lot of radios, combinations and appliances have been bought by emergency purchasers since the war ended and much of the panic is over.

By the same token, some distributors are beginning to have some inventories — and this is a natural course of events. Distributors can't expect dealers to keep on the phone constantly begging them for merchandise. Much of the honeymoon is over. Likewise, dealers can't expect to have customers lined up in their stores waiting for virtually any type of radio or appliance. Also, they can't expect to have long waiting lists on their books for radios, refrigerators, washers and other household equipment forever. It's just not in the cards.

The market is still rich and the surface has barely been scratched. But merchandise will have to be good before the public will buy; it will have to be priced right, and most important, it will have to be merchandised aggressively. Manufacturers are beginning to realize that they now need salesmen to promote their wares. Distributors and deal-

ers are no longer breaking down the manufacturers' doors to assure shipments. It is only natural for manufacturers to be obliged to go out and promote and sell their wares. This requires smart salesmanship coupled with live-wire promotions and advertising that hits the spot. Merchandise just won't sell by itself, no matter how good it is—not under keen competitive conditions. It requires assistance that will help the distributor and dealer sell his particular line of merchandise.

Distributors, too, must get out and sell their lines before the other fellow does. Accordingly, wholesalers will require live-wire sales personnel — not mere order-takers — who can go out and market their merchandise. No, the distributor can no longer expect to sit back in his office and wait for the dealers to beg him for merchandise — any merchandise. This phase of the post-war gravy train is over. If wholesalers expect to continue in business, they must make up their minds at once that they must go out and help create and promote sales. The most successful wholesalers in the past have been those who have plugged hard and who have not halted their efforts with retailers after they have sold the dealer a bill of goods. Most of the highly successful distributors have helped retailers in their promotions—in fact, they have helped them move their merchandise from the dealer's floor to the consumer's home. These are the merchandisers and not the mere order-takers who sell a dealer a line of goods and then let it go at that.

Now, coming down to the dealer, what can he do to promote sales? First of all, he can engage smart sales personnel who can actually do a good job in selling. Then he can keep his display windows attractive and his salesroom in such a fashion as to invite customers and make them comfortable. Also, he must advertise his lines. And last, but not by any means the least, he can go out into his customers' homes and really do a selling job. Many a dealer has attributed his success to doorbell ringing as a means of actually creating sales. This type of selling has always paid off in the past and will pay dividends now. And, there is nothing undignified about it, either. It is just good business.

A fertile market exists for virtually all types of consumer durable goods, and radios, combinations and appliances are no exception. The consumer is ready and able to buy if he is approached in the proper manner—and if the product and price are right. Panic buying is at an end, but that's no reason to lose confidence in the future.

Curve Ahead

Recent observations by important officials of business, industry and government point to the fact that price advances have almost reached their peak and that such factors as competition, buyers' resistance and the approaching balance of supply with demand (and probable over-supply of certain classi-

fications of goods in the near future) will force prices down to more sensible levels.

The day when a storekeeper could dispose of the most inferior, obsolescent and shoddy merchandise to customers simply by placing it on his shelf or counter, and getting a price entirely out of line with the poor quality of the product, is just about finished. Conditions are changing fast in almost every field of endeavor. Manufacturers are swinging into heavy production, which is swelling with each passing day; consumers are becoming more and more price-conscious and quality-conscious; they are becoming more selective, and business is feeling this not unexpected change in buying habits.

Rejection of inferior quality merchandise by consumers brought about a 100 per cent increase in dollar mark-downs for his company last year over the preceding year, A. W. Hughes, president of J. C. Penney Co., said the other day. To avoid a repetition of such mark-downs during the current year, buyers must quit gambling on questionable items and concentrate on goods customers want, he added.

Lew Hahn, president of the National Retail Dry Goods Association, asserted only a few days ago: "We believe the public must get the goods it needs at the proper prices."

Television Antenna

On top of the present controversy which caused considerable confusion for manufacturers of television receivers and transmitters, this industry is now faced with another source of trouble.

A number of apartment house operators in areas now served with television stations have banned the erection of video antennas on building roofs. The reason advanced by apartment management officials is that the necessary roof aerials and connecting wires, if erected for several tenants in one building, would clutter up the roof and deface the interior of the structure. There simply wouldn't be room enough, they explain, for the elaborate aerials now required, if a considerable number of tenants want them. Refusal on the part of the building owners to permit the installation of video antennas is tantamount to barring the use of a television receiver.

Manufacturers have been aware of this problem and hope to have it solved satisfactorily before long. Several master systems have been developed and others are in the process of perfection. In the meantime, dealers about to consummate sales of television receivers to apartment house dwellers would do well to ascertain the landlord's attitude regarding the installation of an antenna.

Although it may appear far-fetched at this time, some means will be devised eventually which will eliminate an outdoor antenna for television receivers. This feat has been accomplished with AM receivers, and at the present time FM radios are being manufactured with built-in antennas. So, why not television?

NEW ADVISORY UNITS ARE FORMED BY RMA FOR TRADE PROBLEMS

STUDY GENERAL MATTERS

Will Stress Public Relations and Legislative Functions — Paul V. Galvin and John Van Allen, Chairmen of Committees.

WASHINGTON, D. C., Monday — Two new Radio Manufacturers' Association advisory committees have been appointed by RMA President R. C. Cosgrove, vice president and general manager of the Crosley Division, Aviation Corp., to consider general industry problems which affect members of the association.

One committee, comprising attorneys for member-companies, will consider industry policies in connection with matters before Congress and government agencies, such as the Federal Communications Commission and the Federal Trade Commission. The other committees will be concerned with industry public relations policies.

Both advisory committees will make policy recommendations on broad, general industry problems to the RMA board of directors, committees and staff.

Paul V. Galvin, head of the Galvin Mfg. Corp. and chairman of the RMA Set Division, is chairman of the advisory committee on public relations, which includes the following association directors and division chairmen:

M. F. Balcom, of Sylvania Electric Products, Inc.; H. W. Bennett, of General Electric Co.; Joseph Gerl, of Sonora Radio & Television Corp.; J. J. Kahn, of Standard Transformer Corp.; S. P. Taylor, of Western Electric Co., Inc.; James G. Wilson, of RCA Victor Division of RCA.

RMA General Counsel John W. Van Allen, Buffalo, is chairman of the new advisory committee on legislative and external administrative matters, which includes the following counsel of RMA companies:

Frederic J. Ball, of Crosley Division, Aviation Corp.; Philip Dechert, of the Philco Corp.; Robert Farrell, of General Electric Co.; Irving Herriott, of Zenith Radio Corp.; Edward Martin, of Farnsworth Television & Radio Corp.; Joseph H. McConnell, of RCA Victor Division of RCA; William J. Nolan, of Sprague Electric Co.; and John Steen, of Westinghouse Electric Corp.

CHAIN STORE SALES REVEAL BIG GAINS

WASHINGTON, D. C., Saturday — Chain store and mail order houses did more than one-fifth of the nation's total retail business in 1946, the Department of Commerce reported this week.

Stores of this type did a total business of \$21,000,000,000, a 29 per cent increase over the previous year. The dollar increase was attributed to both higher prices and generally more goods sold.

Increase in Radio Stores Greater Than Other Types

WASHINGTON, D. C., Thursday — New proprietors were starting in business in 1946 at a rate about double that of 1940 and 1941, the U. S. Department of Commerce revealed yesterday. The rate of business discontinuance in 1946 was only about half what it was in 1940-41. The percentage of increase among radio-appliance dealers has been greater than in any other field.

In the retail trade, the industry with the highest rate of entry last year was motor vehicles. There were 457 new retail automobile firms started for every 1,000 in existence. Radio and appliance stores were a close second, with an entry rate of 452 for every 1,000 in existence.

"HAP" HUNTER JOINS CLARION RADIO; WILL TRAVEL THE SOUTH

CHICAGO, ILL., Friday — Reau Kemp, sales manager of Warwick Mfg. Corp., of this city, announces that C. H. Hunter has joined the Clarion organization as divisional sales manager for the South and southeastern areas.

"Hap" as he is known to the trade, has been occupied in appliance merchandising for almost twenty years. Most recently he was district manager of the central Middle-west for Proctor Electric Co., and previous to that manager of the Bendix branch at St. Louis. His background is well suited to the assignment he has taken for Clarion, since, in addition to the connections above, he represented one of the leading radio factories for a period of seven years.

Martin Zatulove Returns From 2-Week Trade Tour; Tele-Tone Demand Grows

Martin Zatulove, sales manager of Tele-tone National Corp., has returned to the New York offices from a two-week business trip which included the Cleveland, Detroit, St. Louis, and Dallas territories, where he visited district salesmen and many Tele-tone dealers in those areas.

"It was very gratifying to me to note the exceedingly fine acceptance which Tele-tone has found among both dealers and consumers," Mr. Zatulove declared.

"The dealers particularly are most enthusiastic about the new models which we are producing and, of course, are well satisfied with the regular line currently being shipped. They are looking forward with great interest to the three-way portable set which will retail for \$29.95, and the new "Dyna-Mite" in Ivory, both of which will be available in March. Excellent sales have already been recorded on the entire Tele-tone line, and all previous sales figures are being surpassed," he stated.

Fay Winters, of Jewel Radio Co., has returned from a holiday at Miami Beach, Florida.

In retail trade, the highest rate of discontinuance was among radio and appliance stores. In this group, seventy-seven firms quit business for every 1,000 in existence.

The Department of Commerce report shows that in December, 1943 there were 10,100 radio and appliance retail stores in operation in this country, whereas in June, 1946 there were 18,400 such stores—an increase of 82 per cent, the highest in any field of retailing. Second highest percentage of increase was among motor vehicle dealers and automotive parts and accessories dealers, each with a 55 per cent increase in the number of stores operating last June compared with December, 1943.

NOBLITT-SPARKS NET \$670,185 DURING '46

COLUMBUS, IND., Friday—Noblitt-Sparks Industries, Inc., this city, manufacturer of Arvin products, reported a net income of \$670,185, equal to \$2.26 a common share, for 1946. This compares with profit of \$848,828, or \$2.85 a share, in the year before, subject to renegotiation.

The report stated that last December the government tendered an agreement which called for a net refund of \$72,500 on 1945 business under the act which provided for the renegotiation of war contracts. This agreement has been signed by the company, and assuming it is executed by the government, 1945 earnings after this and certain other adjustments will be reduced to \$758,618, or \$2.55 a share.

Warren J. Miller Named Advertising Manager of Peirce-Phelps Concern

PHILADELPHIA, PA., Friday — Warren J. Miller, a veteran of twenty years in the advertising business, has joined Peirce-Phelps, Inc., this city and Harrisburg, as advertising manager. Peirce-Phelps distributes radio and appliance products.

Mr. Miller was formerly advertising manager of the electrical appliance division of the West Penn Power Co., Pittsburgh, and later was with the Hutchins Advertising Co., serving the Philco Corp. account. Subsequently, he was copy chief of the RCA Victor Home Instrument Division.

Jack Siegrist, who has been doing sales promotion work with Peirce-Phelps for the past year, has been named assistant advertising manager.

Phil Gillig Recovering In Bronxville Hospital

Phil Gillig, vice president in charge of sales of the Emerson Radio & Phonograph Corp., is recuperating in Bronxville Hospital, Bronxville, N. Y., following an operation.

DAVE FINN APPOINTED GENERAL SALES HEAD OF RCA RECORD DEPT.

WITH COMPANY FOR 17 YRS.

Advanced From Position of Renewal Sales Manager of RCA Tube Department — Has Wide Merchandising Experience.

CAMDEN, N. J., Friday—J. W. Murray, vice president in charge of the RCA Victor Record Department, today announced the appointment of D. J. (Dave) Finn as general sales manager



Dave Finn

of the department. Mr. Finn was formerly renewal sales manager of the RCA Tube Department.

Widely known in the radio retail field through seventeen years of sales and advertising activities with RCA, Mr. Finn joined the company in 1930 as sales promotion manager for radio tubes in the Lake Erie district. In 1934, he was transferred from the Chicago division offices to RCA Victor headquarters in Camden as manager of Tube Department advertising. He served later as manager of RCA Photophone advertising, home instrument advertising, and then as assistant manager of all RCA Victor advertising and promotion activities.

In 1939, Mr. Finn was appointed general advertising and sales promotion manager. Four years later, he transferred to the RCA industrial and sound department as sales manager and in 1944 was appointed Chicago regional manager for the RCA Victor Division. Late in 1945 he went to Harrison as renewal sales manager of the RCA Tube Department.

A native of Natick, Mass., Mr. Finn is a graduate of Little Rock (Arkansas) and Texas A & M colleges.

TO GATHER THE NEWS
FOR YOU—

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

TRAV-LER FACTORIES ARE NOW IN PRODUCTION ON 1947 LINE OF RADIOS AND COMBINATIONS

ORLEANS, IND., Thursday — Production of the 1947 line of radios and electric phonographs of the Trav-ler Radio Corp., of this city, Chicago, Ill., and Bedford, Ind., is now running at top speed, according to Joe Friedman,

As many as seven hundred workers are employed in the vast Trav-ler factory in this city, even though the population of the town is only a little more than fourteen hundred. The employment problem is solved by having com-



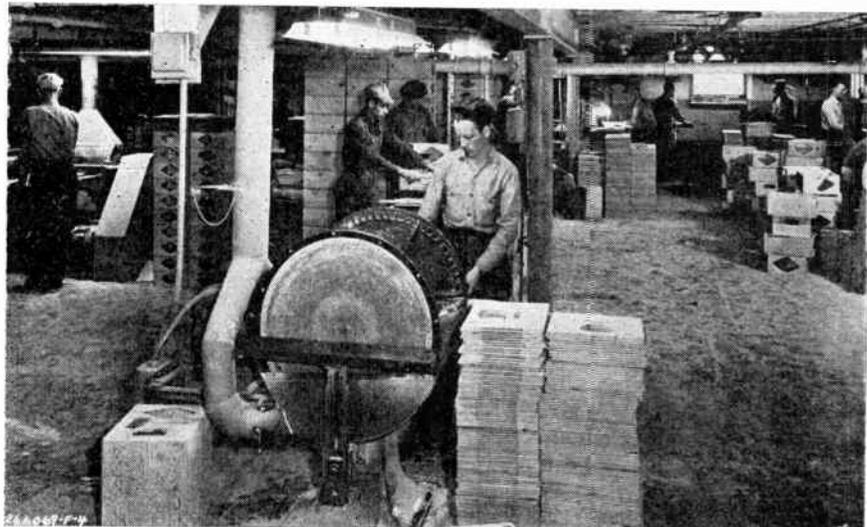
Orleans, Ind., Radio Factory Producing 3000 Sets a Day

president of the company. The bulk of the production schedule will be concentrated in the Orleans plant where 175,000 square feet of space are devoted to the production of cabinets, radios and phonographs.

Everything from tooling, punch and

pany busses pick up employees at special focal points near their homes each morning and make the same return trip at the end of each day.

The local plant, as well as the Trav-ler plant at Bedford, Ind., is under the supervision of Ellis Friedman and he is



View of Woodworking and Cabinet Department

drill press operations, plating, wiring, testing, checking as well as final assembly is performed in the plant which cover 3½ acres of land. In addition to the radio factory, a complete wood working plant adjoins the main factory building. This plant is capable of turning out three thousand cabinets per day.

assisted by Arthur Pirt. Joe Friedman, president of the company, makes his headquarters at the Chicago executive offices of the company at 571 West Jackson Blvd., where Is Edelman serves in the capacity of assistant to the president. In Chicago, Trav-ler maintains general offices, showrooms, laboratory and research departments.

MORRIS SOBIN NAMED OLYMPIC VICE PRES.

Morris Sobin has been elected vice president and treasurer of Olympic Radio & Television, Inc., Long Island City, N. Y., according to an announcement by A. A. Juviler, president of the company.

Mr. Sobin is a certified public accountant in the State of New York. Before joining Olympic, he was actively

engaged in the practice of his profession since 1935, serving his present firm as well as many other large industrial organizations. He joined Olympic as a director of the company in December, 1942, and was also assistant treasurer and assistant secretary until his recent election. He is also a member of the National Association of Cost Accountants.

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

Chicago Trade Told That Time Is Here To Get Busy and Do Real Selling Job

MANY CONCERNS ARE ENLARGING THEIR SELLING FORCES

Aggressive Campaigns Are Planned by Jobbers and Retailers — Decca Distributing Co. Suffers Fire Loss — John Cashman Back From Mexican Trip — Emerson Multi-Purpose Radio Set Makes Debut.

CHICAGO, ILL., Monday — Lynn Stewart, president of the Lynn Stewart Co., distributor of Arvin and Trav-Ler radios in this territory, has announced the appointment of Jay Bremmer as sales manager for the firm. Mr. Bremmer's interest in radio goes back some years, he having been a "ham" since the early days of radio.

It is time, said Mr. Stewart, for the industry to realize that the palmy days are over, and that it is time to get busy again and do a selling job. In keeping with his belief, the Stewart sales force is being strengthened and an aggressive campaign to put goods into consumers' hands will be the firm's policy.

The Stewart Co. has as its Arvin and Trav-Ler territory northern Illinois and Wisconsin from Milwaukee north to Green Bay. Other lines handled include Canfield toasters, Arvin automatic irons, Trav-Ler electric irons, the Juice King, Nicro stainless steel coffee makers, Waring blenders, and combination waffle irons and grills, of which latter it will receive their first shipment within a week. The 1947 Trav-Ler line is on display this week at the firm's quarters, 150 North Wacker drive.

A fire of unknown origin wiped out the South Side location of Decca Distributing Corp. at 1509 South Michigan avenue last Thursday morning, raging for about seven hours before being brought under control. Decca occupied 2,500 square feet of floor space at this location, and the loss in records, phonographs, office equipment, bins, racks, etc., is estimated by A. Weiner, district supervisor for Decca, at around \$50,000.

John C. Cushman, sales manager of Radio Craftsmen, Inc., 1341 South Michigan avenue, has returned from a three-week business trip to Mexico, during which he worked in Mexico City and surrounding territory. Mr. Cushman reports that he found merchants in that section hungry for merchandise, and expressed himself as exceedingly pleased with his sales of speakers made by his firm. Radio Craftsmen manufactures 11 models of speakers in four series—Standard, Master, De Luxe and Special.

A reduction in the list price of the Emerson three-way portable radio, model 536, has been announced here. When this new set was exhibited at the January market in the Furniture Mart here, it sold at \$49.95, less batteries. Due to marked improvement in production at the Emerson factory, with consequent savings in unit costs, \$10 has been taken off the price, it now selling at \$39.95, less batteries. The 536 is a seven-tube set, with three-gang tuning condenser, and at its new price is believed to be the most inexpensive high-quality portable on the market.

Emerson's six-tube Multi-Purpose set, model 1003 designed for both normal

use and for those hard of hearing, either separately or simultaneously, appeared in Chicago last week in a new case, with a perforated wood front. This attractive radio, with six tubes, lists at \$45.

Ben Abrams, president of Emerson, will be in Chicago the week of February 17. While here he will attend the directors' meeting of the RMA.

Mrs. Edgar N. Greenebaum, mother of Edgar N. Greenebaum, Jr., manager of Emerson's Chicago office, has been removed to her home from Michael Reese Hospital, and is recuperating from a recent severe injury.

The priceless legacy left by Mrs. Jerome J. Kahn—sight for some blind person—will soon lead to the establishment of a Midwest eye bank, it was revealed here. Mr. Kahn, wife of the head of Standard Transformer Corp., died here December 18, bequeathing the corneas of her eyes to be used to restore sight to a blind person. It was necessary to rush the gift to New York by plane, since no eye bank exists here. Mr. Kahn immediately began plans for a Rosa Kahn Memorial Eye Bank in Chicago.

A liquidating auction sale of the Sheridan Electronics Corp., 2850 S. Michigan avenue, will be held here on the premises of the firm, February 17 and 18. Headed by John J. Sheridan, Sheridan Electronics has been in business seventeen years, making electric appliances and, since the war, radios under the Vogue label.

Art Sheridan, son of the president, and vice president and sales manager of the firm, emphasized that the sale is in no way a bankruptcy proceeding, but simply a disposal of the stock, equipment and good-will of the company. His father's decision to take this step, he stated, was due to the current inability to secure adequate supplies with which to conduct operations as desired.

The first shipment of Fada three-way portable radios in this territory is ex-

(Continued on Page 23)

Emerson Names Prottas An Eastern Sales "Rep"

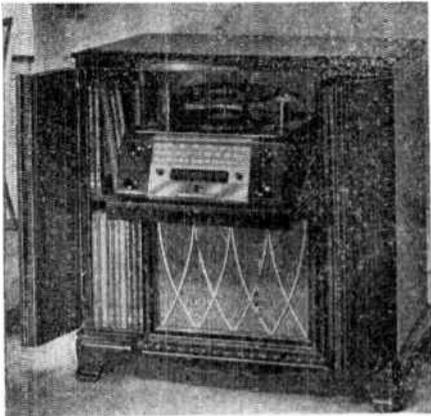
Charles Weisser, sales manager of the Emerson Radio and Phonograph Corp., New York City, today announced the appointment of Melvin A. Prottas, of New London, Conn., as a company sales representative. His territory will include Rochester, Buffalo, Syracuse, and Albany, New York; Erie, Pa., and Springfield, Mass.

Prior to joining Emerson, Mr. Prottas was affiliated with Stern & Co., Hartford, Conn. as western Connecticut sales representative. During the war he served with the Army Air Forces in New Guinea.

RCA Victor Pleased With First Reaction To Crestwood Series

COMBINATIONS INCLUDE FM Called "First Serious Entry by a Mass Manufacturer Into Deluxe Field" — Have Many Features.

CAMDEN, N. J., Friday—RCA Victor's new Crestwood series, first of the company's Victrola radio-phonographs to include FM, is attracting enthusi-



RCA Crestwood Model

astic response from the buying public, according to initial reactions from distributors and dealers reported by Henry G. Baker, RCA Victor home instrument sales manager. Two models of the new series, the 612V1 and the 612V3, both consoles, were offered to the public this month.

The new receivers offer many features heretofore included only in the costlier sets, Mr. Baker pointed out. In them, the phonograph turntable and controls for all three radio bands—standard broadcast, FM, and international short wave—are integrated into a single unit which rolls out on tracks for easier access when the drop-leaf door is tilted open. Once the records are placed on the automatic drop-type changer (it will accommodate up to twelve), or the radio is turned to the desired station, the roll-out unit can be enclosed in the cabinet.

Each phonograph has a silent sapphire tone arm—a permanent playing point which floats in the grooves of the record, lessening record hiss and prolonging the life of the records. All Crestwoods also have the RCA Victor "Golden Throat" tone system and generous record storage space.

The first two models of these receivers in production are a classical and a contemporary version. Both are made in blonde, mahogany, and walnut finishes.

"Each cabinet in the Crestwood series is a masterpiece of design, and all of the sets are engineered to produce richly varied, full-bodied tone," stated Mr. Baker.

"These are the finest receivers ever made by RCA Victor," he said, "and represent the first serious entry by a mass manufacturer into the deluxe field."

Among features of the Crestwood which have contributed to its instan-

Apartment Houses Bar Television Sets; Industry Group Acts to Solve Difficulty

MASTER AERIAL SYSTEM IS AWAITED BY VIDEO INDUSTRY Members of Trade Consider Seriousness of Problem — Several Systems for Multiple Dwellings Already Developed — Some Will Be Installed — Objections Voiced in New York, Newark, Washington.

Tenants in numerous apartment houses in the greater New York area, including Newark, in Washington, D.C. and elsewhere have been warned by owners of the buildings that they cannot use television receivers in their homes at the present time because of complications in erecting suitable antennas for the sets, it was revealed last week. In New York City alone, tenants in 100 buildings were notified that aerials cannot be installed on roofs.

Reception of telecasts in these apartments will have to await the perfection and installation of a master aerial system serving all tenants or some other method which will not require the installation of unsightly antennas on apartment house roofs.

Television manufacturers are aware of the seriousness of the matter and are discussing plans to remedy the situation. Although several systems have already been developed to solve the problem, none has as yet been accepted by the industry at large.

However, it was learned that installation of a master aerial system for television reception in apartment houses is now being considered by several leading real estate owners in New York City, and that such a system will definitely be included in at least two apartment buildings to be completed this Summer.

Solomon Sagall, president of the Telicon Corp., New York, announced that his firm has patented a suitable multiple antenna system which was used at the Television Broadcasters Association exhibit last Fall. The Radio Corp. of America reported last week that it has an antenna system for large apartment houses which it will demonstrate shortly. Dr. Thomas T. Goldsmith, Jr., director of research for the Allen B. DuMont Labs., declared at the FCC hearing on color television in Washington last Thursday that two methods are now being perfected to overcome objections of large hotel and apartment

taneous acceptance, Mr. Baker said, are precision-built push-button tuning, a twelve-inch electro-dynamic speaker, automatic volume control, and three built-in antennae for the three radio bands the set receives.

Joseph B. Elliott, vice president in charge of the RCA Victor Home Instrument Department, revealed that the company is now in production on six models incorporating FM. They are being made at the RCA plant in Indianapolis and distribution is already under way.

In addition to consoles, incorporating FM, RCA Victor plans during 1947 to bring out a series of table model FM-AM receivers, and at least two models of television receivers which will also have standard broadcast, FM and short wave reception, Mr. Elliott said.

house owners to cumbersome antennas. One, a radio frequency distribution unit, adaptable to apartments of fifty units or less, would permit owners of sets to plug them in without need of individual antennas. The other system involves the use of a central television receiver with monitors only in the rooms.

The United States Television Mfg. Corp. revealed that it has also developed a master antenna system for television.

Following a special meeting of the Television Broadcasters Association, held last week in New York, the association appealed to apartment house owners to reconsider their ban on installation of individual aerials for tenants waiting to buy television receivers.

"There is a lack of understanding of the aerial problem in multiple dwellings," J. R. Poppele, president of TBA, declared at the close of the meeting of that group. It would appear unfair to tenants of apartments and other multiple dwellings to be deprived of a television service until suitable multiple antenna systems capable of serving large numbers of receivers are fully developed and field tested, he added.

Mr. Poppele announced the appointment of Ernest A. Marx, general manager of the television receiver division of Allen B. DuMont Labs., Inc. to organize a special association committee to deal with the aerial matter.

"I am firmly of the belief that the committee activity will bring about a rapid solution," Mr. Poppele said. "Meanwhile, I would urge landlords to reconsider their actions on antenna installations."

D. E. NOBLE ADVANCED BY MOTOROLA CONCERN

CHICAGO, ILL., Friday—Daniel E. Noble, general manager of the Communications and Electronics Division of Motorola, has been appointed to the position of vice president in charge of that division, it was announced this week by Paul V. Galvin, president of the firm. Mr. Noble's appointment followed a meeting of the board of directors of the Galvin Manufacturing Corp.

Mr. Noble joined Motorola in 1940, when he became director of research. For the past six years he has been engaged in the development of frequency modulation communications equipment for mobile services and military applications.

Decca Dividend

Directors of Decca Records, Inc. have declared a quarterly dividend of 25 cents per share on the 776,650 outstanding shares of capital stock, payable March 28 to stockholders of record March 11.

THE TRAVELER

Max and Sam Kassover, of the Vim Radio chain of retail stores in metropolitan New York, are vacationing in Florida.

Earl L. Hadley, advertising and sales promotion manager of the Bendix Radio Division, Bendix Aviation Corp., Baltimore, arrived in New York last night for a brief stay.

Joseph Dworcen, president of the Dynavox Corp., Long Island City, N. Y., is planning to make a tour of the eastern trade starting this week in behalf of several new models in the Dynavox line of amplified phonographs.

Ira L. Arkin, popular Chicago factory sales representative, spent the past week in the East visiting the trade in New England, New York and Philadelphia. He was accompanied by Mrs. Arkin.

Leonard Ashbach, head of the Chicago wholesale organization bearing his name, made a hurried trip to New York last week to complete several negotiations which were pending and awaiting his personal approval.

Jules Frank, of the Eckenroth Co., Brooklyn, N. Y., plans to leave this week on a visit to many eastern markets to appoint outlets for the sale of the firm's Musagrund combinations and also record cabinets.

Herbert A. Brennan, accompanied by Mrs. Brennan, paid a visit to some of his friends in New York last week but hurriedly returned to sunny Florida with a promise to be back in New York when the weather is milder.

Hector A. Castellucci, assistant manager Farnsworth sales division, spent several days in New York last week and while here visited the D. W. May Corp., metropolitan Farnsworth distributor. "Cas" returned to Ft. Wayne on Monday.

Philco Corp. Declares 37½c Quarterly Dividend

PHILADELPHIA, PA., Monday — Philco Corp. directors today declared a quarterly common dividend of 37½ cents a share payable March 12 to holders of record on February 28. This indicates an annual rate of \$1.50 on the common. Last year Philco paid four dividends of 20 cents each and a year-end dividend of 20 cents, making total payments for 1946 of \$1.

Sylvania to Distribute Surplus at Emporium

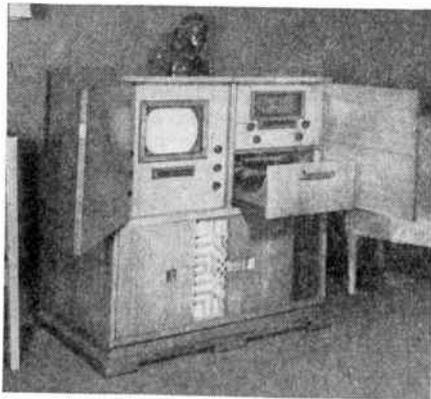
PHILADELPHIA, PA., Monday — The War Assets Administration announced here today that it has designated Sylvania Electric Products, Inc., Emporium, Pa., an official distributor of surplus electronics equipment.

STROMBERG-CARLSON EXHIBITS VIDEO SETS; READY LATE IN YEAR

TWO MODELS INTRODUCED

One Is a Straight Television Console and Other Combines Radio and Phonograph With FM Band — Distributors Praise Sets.

ROCHESTER, N. Y., Thursday — The Stromberg-Carlson Co., which as early as 1939 manufactured television receivers that are still in use in metropolitan areas, displayed its first two



Stromberg Television Set

post-war video sets at its headquarter's suite in the Stevens Hotel, Chicago, recently. The company's distributors, who viewed demonstrations of these models, were highly enthusiastic about their performance and appearance.

Stromberg-Carlson spokesmen stated that the company is now tooling up for television production and that receivers will be on the market during the last quarter of 1947.

Model TV10L, a straight television console, is housed in a blonde walnut cabinet 34½ inches high by 21 inches wide and 23 inches deep. It features a 10-inch direct view picture and facilities for tuning in all television channels. Seven push-buttons with motor tuning are provided and may be set up to select any seven of the thirteen channels (only seven channels are allocated by the FCC for any given area).

Model TV10P, a television radio-phonograph combination, is housed in a blonde walnut cabinet which measures 40½ inches high by 39 inches wide by 24 inches deep. Seven push-buttons with motor tuning are provided and may be adjusted to select any seven of the thirteen television channels. In addition, this instrument has eight push-buttons for selecting programs on the standard broadcast and both FM bands. An automatic record changer drawer, spaces for storage of six 10-inch and six 12-inch record albums, and provision for later connection of the Stromberg-Carlson wire recorder are included among many advanced features of this instrument. The Model TV10P employs a powerful twelve-inch electrodynamic speaker which is suspended in live rubber.

The television section of both models has twenty-two tubes, three rectifiers, and an aluminum-back kinescope.

World Honors Edison on 100th Birthday; Discovered Basis of Modern Electronics

DEVELOPED THE PHONOGRAPH, HIS FAVORITE INVENTION

His "Edison Effect" Was Further Developed for Use in Radio and Electronics by Prof. J. A. Fleming, Dr. Lee deForest, E. H. Armstrong and Dr. Irving Langmuir — Inventions Paved Way for Creation of Vast Industries and Contributed Much to Nation's Welfare.

SYRACUSE, N. Y., Friday—As the nation paused this week to honor the 100th birthday of Thomas Alva Edison, this city is benefitting from a great and expanding science and industry — electronics—which had its beginning in an electrical principle the late inventor established and then had little time to pursue.

The General Electric Co., which considers Edison one of its pioneers, is concentrating its electronics work here and soon will start initial operations in a new \$25,000,000 plant dedicated to the magical electron and its numerous applications for home and industry.

It all began back in 1883 when Edison was experimenting with his electric light bulb. He observed a glow inside the horseshoe-shaped carbon filament, accompanied by a rapid disintegration of the filament. Edison sealed a metal plate inside the tube. When this plate and the positive side of the power supply circuit were connected, an electric current flowed across space from filament to plate. This became known as the "Edison Effect," the basis of modern electronics.

Edison worked a telegraph sounder with this electricity "freed from the bondage of wire" and later exhibited it at the Philadelphia Exposition in 1884.

The inventor ordered working models of his new tube and used them as sensitive indicators of lamp voltages.

However, Edison was too busy getting his new electric light system under way to spend much time with further experiments with the "Edison Effect." Thereupon occurred one of those curious intervals in the history of science. A great discovery lay idle. Not until years later did anyone begin to build upon the foundation that Edison unknowingly had erected.

Men like Prof. J. A. Fleming, Dr. Lee deForest, E. H. Armstrong and Dr. Irving Langmuir later made numerous and important contributions, and the science was spurred on by the two great world wars.

Today electronics has given us worldwide broadcasting, the miracle of television, a new kind of radio called frequency modulation, two-way communications of all descriptions, the magic "electric eye," radar and numerous industrial products for heating, inspecting, measuring, counting, etc.

General Electric is a large contributor to this new science and industry through fundamental research and product development. Its new plant in Syracuse, to be known as "Electronics Park," will have an electronics development laboratory and will house the company's main manufacturing and administrative units in this field.

Aside from the tremendous potential



The Old and the New

business represented in the strictly entertainment and communications side of electronics, G-E expects it to expand in industrial use through power rectification, inspection of materials and products, control of various operations, heating of metals, and other applications.

And electronics will continue to work for man's physical welfare in such electronic devices as the X-Ray machine, the electrocardiograph used to study heart action, the electroencephalograph for brain study, and the electron microscope.

A replica of one of Edison's early hand-cranked phonographs — his favorite invention is shown here being operated by four-year-old Joan Marie Robinson, of Syracuse, atop one of the latest phonograph-radio units made by General Electric. Both radio and phonograph in the combination set are operated by electronic developments which had their beginning in the famous "Edison Effect".

TELEVISION STATION OPENED IN ST. LOUIS

ST. LOUIS, MO., Thursday — The first television station in this area has been opened here by KSD-TV, associated with the St. Louis Post-Dispatch Station KSD. RCA equipment has been installed.

Initial programs were held in conjunction with Edison Centennial Week. At present, there are about 250 television sets in use in this city. A number of local industries will sponsor television programs during the week over the new station.

GENERAL ELECTRIC CO. CONDUCTS PREVIEW OF APPLIANCE PRODUCTS

FOR DISTRIBUTORS IN N. Y.

Refrigerators, Automatic Washers, Ranges, Freezers, Water Heaters Presented at Showing.

BRIDGEPORT, CONN., Saturday — The General Electric Co. unveiled to distributors in New York, at a closed meeting here this week, its 1947 line of major appliances, including refrigerators and home freezers, an automatic washer, a new series of ranges and water heaters, and a new small vacuum cleaner.

The meeting, called by C. R. Pritchard, general sales manager of the G-E appliance and merchandise department, was the first of two-day sessions to be held throughout the country. It was the first meeting of G-E distributors since 1940.

The new line of ranges and water heaters, as well as the new vacuum cleaner, will not be introduced to dealers or to the public until March. A model of the refrigerator was shown at Chicago, as was a sample of the new washer, but this is the first time different models were shown.

In its new refrigerators, G-E is emphasizing the space-saving feature. A company spokesman said that development of a new compressor and general improvement of the freezing unit had made possible the manufacture of eight cubic feet capacity refrigerators in the same size cabinet which formerly had only six cubic feet of storage space. The 1947 model G-E refrigerators will come in six, eight and ten cubic feet and apartment house sizes.

The new G-E automatic washer was described as an open-top automatic unit. Unlike some other makes of home laundry equipment, this one has an activator.

J. N. CEAZAN APPOINTS TWO TO NEW POSITIONS IN CALIFORNIA AREA

SAN FRANCISCO, CALIF., Friday — Two appointments on the staff of the San Francisco Division of the J. N. Ceazan Co., distributing organization with offices here and in Los Angeles, have just been announced by H. D. Scibird, division manager.

Ray Broughton has been appointed district manager in the San Francisco division, and Carl Brizzi has been named service manager of the local operation. Prior to his service with the Army Air Forces, Mr. Broughton was active in wholesale merchandising circles in the San Francisco area. He is making his headquarters at Fresno. Mr. Brizzi has had many years of experience with large distributing firms in the Bay area. In his new post, he will have overall supervision of both the radio-appliance and tire service departments.

ROCHESTER DEALERS MODERNIZING STORES; BEAUCAIRE IS ACTIVE

PROMOTIONS UNDER WAY

Distributing Officials Will Attend Meeting in New York — Frank M. Beaucaire os Honeymoon — Corona Plans Opening.

ROCHESTER, N. Y., Thursday — Beaucaire, Inc., distributor of Philco products, has just launched a promotion on Philco refrigerator and radio polish to dealers. The firm's sales division has expressed great enthusiasm over the plan, because the salesmen have a good chance to make plenty of extra money in this promotion, according to George H. Beaucaire, vice president of the local wholesale firm, who stated that "this promotion brings us back to the good old Philco pre-war selling days and keeps all of us promotion minded."

He predicts that this promotion will hit 300 per cent of the quota mark. He also stated, now that since Rochester's newspaper strike has been called off, big plans are being formed for a gigantic radio, newspaper advertising program with all the dealers in this distributing area taking part.

Leonard V. Colt, sales manager of Beaucaire Bendix division, announced that a refresher course on competitive selling will be held on February 27 at Beaucaire's sales auditorium. Mr. Colt stated he will have a very important announcement to make regarding an addition to the Bendix line. Ray Beaucaire, Dave Birell, Homer Burbank and George Beaucaire will attend the Eureka meeting at the Hotel Astor, New York, on February 20.

Frank M. Beaucaire, president of the distributing firm, was married on January 25 and is taking his honeymoon in Miami for a few weeks.

Guy Lombardo, proprietor of Corona Home Furnishings, reports that the addition to his store will be completed in a few weeks, at which time he expects to hold open house.

Speaker's Furniture and Appliance Store is just about ready to show off to its many customers and friends its modern renovated store with its latest addition. Dom Roncome and Mike Speaker, heads of the business, are proud of their accomplishment and declared that the reason for the store expansion was because they wanted to give even greater service to their customers.

The new Philco parts and accessory department at Beaucaire's, managed by Edgar C. Maloney, is showing rapid strides in its sales volume. since Philco announced a complete line of radio hardware parts and accessories put up in packages of beautiful eye-catching colors and easy to merchandise cartons. Mr. Maloney stated that Beaucaire is leading the eastern division on accessories and with sales promotion plans proposed, "we are going to be pretty tough to beat on quota."

Low-Priced Radar for Civilian Aircraft Held Possible by Hilliard

BALTIMORE, MD., Friday — W. P. Hilliard, general manager of the Bendix Aviation Corp., Radio Division, declared today that radar for landing civilian aircraft in bad weather could be made available at less cost than is gen-

erally realized. Mr. Hilliard said "it must be remembered that the military version of GCA (Ground Controlled Approach) radar for landing planes, such as that which Bendix Radio built for the U. S. Navy, had to be a complete "nerve center" for a combat landing field, combining traffic control, landing system, communications, power generating equipment, maintenance shop, all mounted on big trucks and trailers." He continued, "Obviously a civilian air-

port already has many of these facilities, such as commercial electric power lines and two-way radio communications, and in some cases provisions for traffic control. The cost of a civilian GCA system would not have to include all of these items, and further savings would result from eliminating trucks and trailers, air conditioning equipment and communication equipment which was a part of extensively used military GCA.

It's a fact! Confirmed by Dealers all over AMERICA

... the **ECA** RADIO DEALER FRANCHISE

"pays off" in ...

**PROFITS...
PRESTIGE...
GOOD WILL**

The consumer has become "selective". He looks for quality . . . demands value . . . wants radios that will give high quality, dependable performance. And that is precisely what the ECA Radio line provides—plus a merchandising program that is custom-tailored for the benefit of the Radio Dealer.

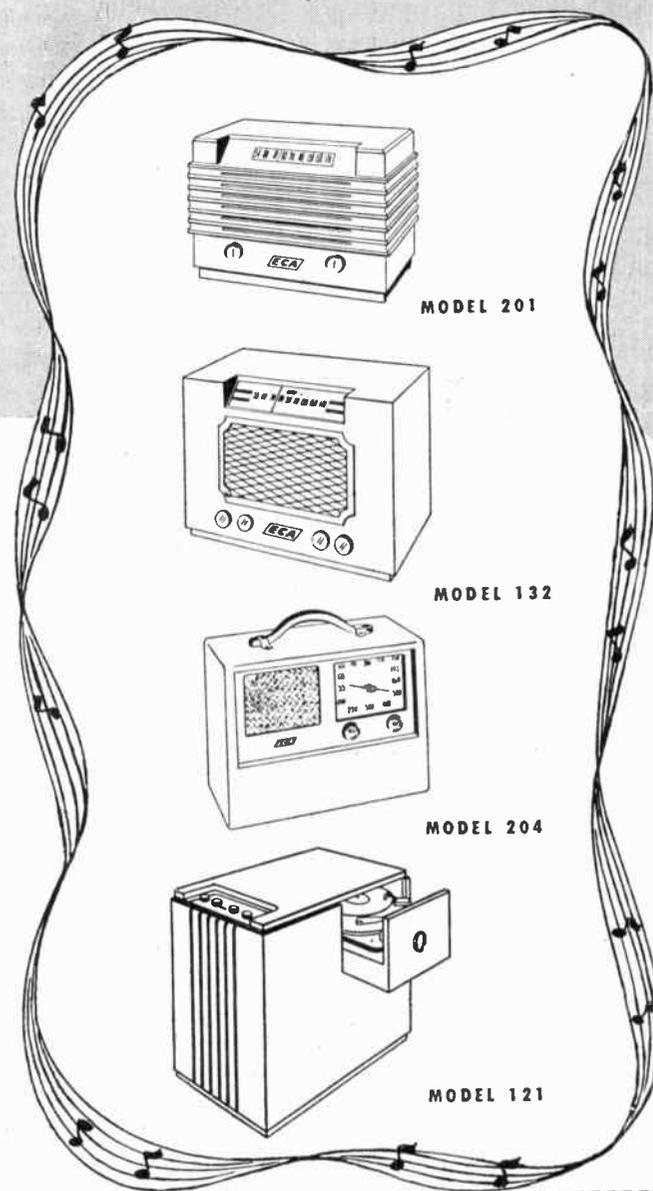
- **ECA RADIO DIRECT-TO-DEALER SALES POLICY**—Means greater value for your customer.
- **DEALERS ARE SELECTED—AND LIMITED.** That means protected territories and higher sales potential for your store.
- **RETAIL PRICES MAINTAINED:** Freedom from price-cutting competition, and *protected profits* for you.
- **FREIGHT PAID TO YOUR CITY**—another big help in boosting your profit percentage.
- **ECA RADIOS ARE QUALITY BUILT**—Better, costlier components—newest electronic features—rigidly inspected and thoroughly tested—built to a quality standard . . . not down to a price.
- **NATIONAL ADVERTISING**—Reaching millions of prospects and pre-selling them for you.
- **COOPERATIVE NEWS-PAPER ADVERTISING**—To help you bring 'em into your store.
- **SALES-CLINCHING WARRANTY TAG**—The first "informative label" on radios . . . makes a powerful sales tool for you, builds customer confidence and good will.



Limited number of territories still open . . .

Write for Information on the ECA Radio Dealer Franchise—**NOW!**

ELECTRONIC CORP. OF AMERICA
170 53rd STREET • BROOKLYN 32, NEW YORK
RADIOS • RADIO PHONOGRAPHS • PORTABLES • FM • TELEVISION • RECORD PLAYERS

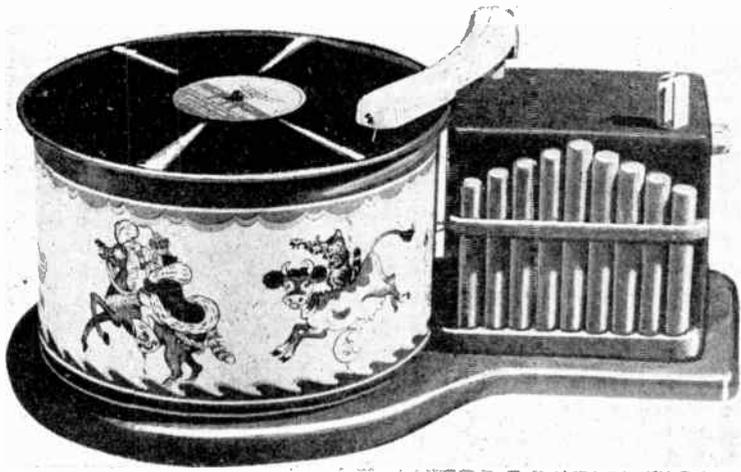


ELECTRONIC CORP. OF AMERICA
170 53rd St., Brooklyn 32, N. Y.

W-2

I am interested in the ECA Radio Dealer Franchise. Please send details.

Name.....
Store Name.....
Address.....
City..... Zone..... State.....



Merry-Go-Sound ELECTRIC PHONOGRAPHS FOR CHILDREN

The Merry-Go-Sound electronic child's phonograph is no toy — it's a high-fidelity electrically amplified record player, superior in tone quality to more expensive adult phonographs. It will play 7", 10" or 12" records — nursery rhymes, dance music or symphonies with concert hall clarity. The speaker is housed in the calliope. Designed with imagination, the turntable revolves in carousel fashion, giving animation to the fanciful storyland characters astride horses. The colorful "carousel" is scratch-proof and washable. Made of metal, plastics and wood, the unit will resist the rough usage of the most energetic child. It's constructed to last.

List Price \$24.98 Inc. Excise Tax



Merry-Go-Sound KIDDIE RECORDS of UNBREAKABLE VINYLITE

*RUMPELSTILTSKIN—TP1

A musical fantasy with song and sound effects—2 records.

*SEVEN AT A BLOW—TP2

Set to music and enacted by the Merry-Go-Sound Players—2 records.

*MOTHER GOOSE PARTY—TP3

A "must" for toddlers—starring Dick Brown—2 records.

OLD MacDONALD—107

Animal imitations and sound effects, in rhythm and music—1 record.

ADVENTURES OF TOM THUMB—TP5

Children love this story, set to music and dramatically enacted—2 records.

AESOP'S FABLES—TP6

Stories with morals, set to music. Character builders—2 records.

CHILDREN'S OPRY HOUSE—TP7

Imaginative portrayals in music. Educational—2 records.

WHO'S WHO AT THE ZOO—TP8

The animals sing. Merry-Go-Sound Orchestra, Dick Brown and Big Cast—2 records.

*Also Available in Shellac Records

New York Representative: Lawrence R. Schmidt & Co. 200 5th Ave.
Territories Open for Distributors and Factory Representatives

TONE PRODUCTS CORP. OF AMERICA
351 Fourth Avenue
New York 10, N. Y.

Northern Ohio Electrical Retailers to Form Local Division of National Group

REPRESENTATIVES OF 10 COUNTIES MEET IN CLEVELAND

Officers to Be Elected at Forthcoming Session — City's First Television Station Expected to Be in Operation by Early Fall — Women's Division of the Electrical League Holds Interesting Meeting.

CLEVELAND, OHIO, Monday — Ten Ohio counties were represented when a group of electrical retailers met at Hotel Carter last Thursday evening to form a local division of the National Electrical Retailer's Association.

Nathan Weinzimmer, who heads Forest Hill Appliance Co.'s two stores in Cleveland, was chairman of the meeting. Mr. Weinzimmer is a regional governor of the N.E.R.A. and, with Frank Ruth of the Cope Electric Co. in Alliance, is co-chairman of the Ohio-Michigan area.

In addition to electrical dealers from Erie, Lorain, Cuyahoga, Medina, Ashland, Richland, Wayne, Holmes, Lake and Geauga counties, the meeting was also attended by representatives from several Cleveland distributing firms and two utility groups.

Clifford C. Simpson of Washington, managing director of the N.E.R.A., explained the purpose of the organization: to foster good relations between electrical retailers and utilities; to aid in successful sales promotion and good window displays, and particularly to work for a minimum 40 per cent trade discount for all electrical retailers.

Date of the next meeting of the group, at which officers will be elected, will be announced later.

Cleveland should open up as a market for television sets this Summer as the city's first television station should be in operation by late Summer or early Fall.

Scripps-Howard Radio, Inc. will operate the new station which has been named WEWS in honor of the late E. W. Scripps, founder of the Scripps-Howard newspaper chain.

A lease has been signed providing quarters for WEWS in the former Women's City Club Building at 1816 East 13th street. The station will occupy the entire building with the exception of the street-front stores, and will have a main arena-type studio

larger than any television staging area so far announced in the United States.

Construction work is being started immediately by the Austin Co. which is now working on television and FM stations in Washington, New York, St. Louis, Hollywood and Seattle.

In addition to the main broadcasting arena, there will be a small studio for intimate programs and round table discussions, a motion picture televising studio, control rooms, dressing rooms, a sponsor's booth and offices in the building.

The station will have a relay transmitter on the Hotel Allerton penthouse, from where its telecasts may be beamed to the WEWS transmitter in suburban Parma.

The February meeting of the Women's Division of the Electrical League, in the League auditorium Wednesday evening February 12, was featured by colored motion pictures taken in Alaska last Summer by C. N. Rakestraw.

Jacques Stanitz of the League's Trade Relation's Bureau talked on the subject "Every Day's A Sales Day."

D. E. Todd, radio buyer for the William Taylor Son & Co., has noticed an upswing in radio sales recently, following a business lull.

"Business has picked up considerably lately, but we could still use more of the big sets than we are getting," Mr. Todd said.

—EVELYN BAILING.

Servwel Lifts Production On Radio Backs, Baffles

Servwel Products Co., 270 Lafayette street, New York, manufacturer of radio components, is now in full production on its line of radio backs and baffles, it was revealed this week by Max G. Goldberg, head of the firm. Servwel has been manufacturing backs and baffles for the set industry for many years.

DEALERS—A Quality Kiddie Console

More Sales
For You!

← Model No. 950

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

List \$24.99

For Immediate
Delivery Write

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



Model No. 901

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

List \$11.95

VALUE OF TELEVISION AS DEMOCRACY'S AID CITED BY ZWORYKIN

ADDRESSES M. I. T. ALUMNI

Cites Telecast of Opening of the New Congress — Distinguished Group of Scientists and Engineers in Audience.

BOSTON, MASS., Thursday—Potentialities of television as a means of extending the effectiveness of democracy in his country were emphasized here last week by Dr. V. K. Zworykin, director of the electronic research laboratory, RCA Laboratories Division, Princeton, N. J., in an address before the alumni meeting of the Massachusetts Institute of Technology.

"With the opening of the new Congress," Dr. Zworykin said, "television cameras were on hand in Washington to transmit the sessions to the nation. In our present democracy the lines of communication between the common citizen and his representatives have become long and tenuous. Special interest groups can readily exert a disproportionate amount of pressure on the member of Congress who remains out of touch with his constituency. Television by showing the national legislators at work, may help to redress this situation, making democracy effective on a larger scale than heretofore."

Dr. Zworykin has played a prominent part in the development of all-electronic television as a service to the public. He invented the iconoscope, television's electronic "eye," and developed the kinescope, picture tube of the television receiver.

In addition to television's use in bringing citizens closer to their legislators, Dr. Zworykin said, there is a wide scope for television programs that are educational in a more restricted sense. He added:

During the M.I.T. alumni meeting, the Boston audience witnessed a television program in which the RCA Victor Division demonstrated its latest television receivers and field pick-up equipment. The meeting was under the direction of Professor John T. Rule, of M.I.T., and in the audience were many distinguished scientists and engineers including Dr. Karl T. Compton, president of Massachusetts Institute of Technology.

NORFOLK DISTRIBUTING PLANS SPRING EXHIBIT; NEARLY 500 EXPECTED

NORFOLK, VA., Friday—An elaborate showing will be staged by Norfolk Distributing Co., of 135 Church street, this city, March 10 and 11, on the occasion of the formal opening of the concern's new showrooms. According to Harry L. Snyder, general manager of the company, between 300 and 500

dealers from the Virginia and North Carolina trading areas will attend the showing as will from thirty to forty-five factory representatives.

Mr. Snyder believes the Norfolk exhibit will be one of the finest general shows held in the South since the end of the war. Many new products will be previewed and special merchandise is being procured for the affair.

Out-of-town guests will be housed in the Monticello and Thomas Nelson ho-

tels in Norfolk; in the new Hotel Portsmouth, located in Portsmouth; at the Nansmond at Ocean View or the Cavalier at Virginia Beach.

The entire Norfolk Distributing Co. organization is at present busily engaged in furthering the interests of this gala Spring showing among dealers throughout the territory.

Lines handled by Norfolk and to be displayed include Templetone radios, Ironrite ironers, Jacobs Launderall, Mc-

Allister-Ross vacuum cleaners, Sessions clocks, Rittenhouse chimes, Juice King juicers, Samson, Dominion and Everhot appliances, Birtman products, Hobart, Geib phonographs, etc.

Among the New York City radio tradesmen currently in Miami Beach is Al Rothenstein, manufacturers representative for the Electro Motive Mfg. Co., maker of condensers.

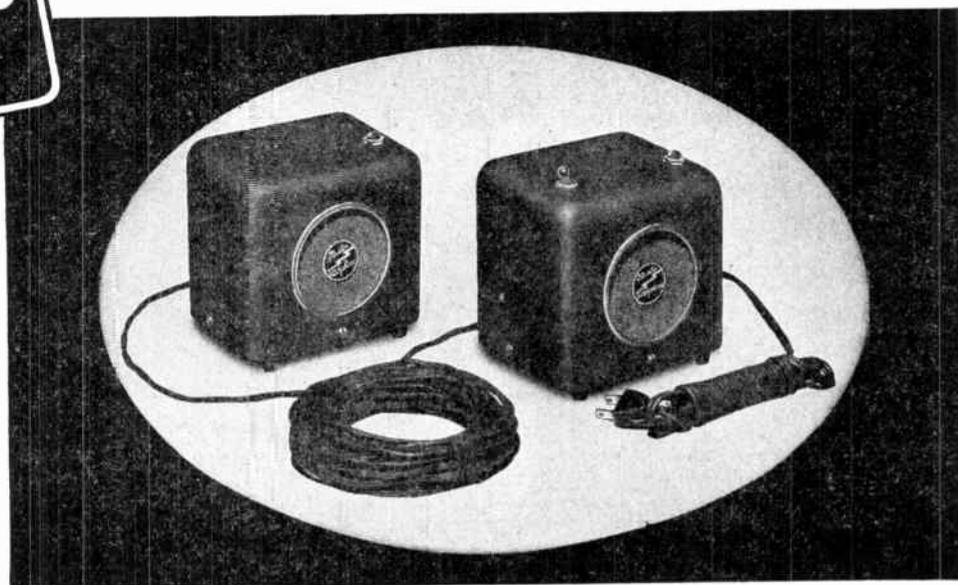


You just push the button to talk... lift the finger to listen!



No need to raise voice... no need to lean toward speaker to be heard.

Over 100,000 Sales Last Year!



THE FIRST *Top-Quality* INTERCOM IN THE POPULAR PRICE RANGE!

● You'll find the Utiliphone an entirely new and bigger value in a two-station intercom set. Handsome in contour and styling, the Utiliphone, with its metallic, grey-bronze finish and chromium trim, graces any surroundings. Its up-to-the-minute electronic designing, plus the use of the finest components exclusively, make it as outstanding in operation as it is in appearance. In addition, the Utiliphone offers a number of important features that make it not only the finest intercommunication equipment available anywhere for the money, but the most convenient and easiest to operate in every way.

Good Looking... Expertly Designed... Has These and Other Important Features

- Individual Station Control—Simple, instantaneous operation, push-button control.
- High Amplification—Highly sensitive, 3-tube amplifier has plenty of power. You speak in normal tones.
- Easy to Install—You merely connect the master and the sub-station with the wire, plug the master into an electrical outlet, and turn it on.
- Sturdily Built—Housed in unbreakable steel case, attached to sturdy steel chassis.
- Operates on AC or DC

The Utiliphone is the efficient, economical answer to intercommunication in smaller offices, stores, homes, on farms and estates! Business men, doctors, dentists, lawyers, car dealers, garages, radio shops, farmers, housewives, all find it useful wherever there is need for

people in two different places to talk back and forth. The sub-station may be placed anywhere, as far as 500 feet from the master. With its high utility... wide range of application... fine quality... and reasonable cost, the Utiliphone opens a wide and profitable market for distributors and dealers! Order your stock of Utiliphones now.

Limited Number of Distributorships Still Available

Wire or Phone Sales Division, Indianapolis, Riley 1551

LIST PRICE

\$29⁹⁵

Complete with Interconnecting Wire

PRICES SLIGHTLY HIGHER, DENVER AND WEST

ELECTRONIC LABORATORIES, INC.

INDIANAPOLIS, INDIANA

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
IT4	.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	70L7GT	.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.

NEW ORLEANS ELECTRICAL ASS'N WILL MARK EDISON'S BIRTHDAY BY CELEBRATION FEB. 21

AFFAIR WAS DELAYED ON ACCOUNT OF MARDI GRAS WEEK

Inventor's Son to Be Principal Speaker at Banquet — Entire City to Join in Commemorating Centennial of Electrical Wizard — Appliance and Radio Dealers Addressed by W. J. Johnson at Meeting.

NEW ORLEANS, LA., Monday — Charles Edison will address the Electrical Association of New Orleans at an "Edison Dinner" February 21 in the Grand Ballroom of the Roosevelt Hotel.

The centennial celebration of this city is delayed since February 11, Edison's birthday, fell during Mardi Gras week. Edison's son will be the principal speaker at the gala affair, at which a table will be reserved for pioneers of the electrical industry. Mayor de Lesseps S. Morrison will introduce Edison, and Wayne B. Wands, president of the Electrical Association, will open the meeting.

C. C. Walther is chairman of a committee of business and civic officials in charge of arrangements. S. L. Drumm is vice chairman. Honorary chairman are Governor "Jimmie" Davis Mayor Morrison and A. B. Peterson, president of New Orleans Public Service, Inc.

Mr. Edison will arrive here early Friday to dedicate a new Public Service power station on the Industrial Canal. He will tour the port on the Dock Board's inspection boat, and participate in essay contests awards at Delgado Trades school.

Electrical dealers and department stores throughout the city are participating in the centennial with extensive newspaper, radio and window display advertising. Mr. Edison will also participate in the dedication of newly developed mobile radio telephone equipment, and the telephone company will stage an open house during the week. An Army-Navy show of new electrical equipment will be part of the program.

Much interest is being shown in the city by schools and newspapers in the Edison Essay Contest, sponsored by a committee headed by C. C. Walther. A committee of news editors in New Orleans has been named to chose a grand winner from twelve other prize winners. The subject is: "Edison: Inspiration of Youth." Public libraries here are displaying Edison books and literature in connection with the event.

W. C. Johnson, general sales manager for the Admiral Corp., Chicago, addressed a luncheon meeting of appliance and radio dealers from Louisiana, Mississippi and Alabama here last week. The company's 1947 refrigerators and kitchen ranges were displayed.

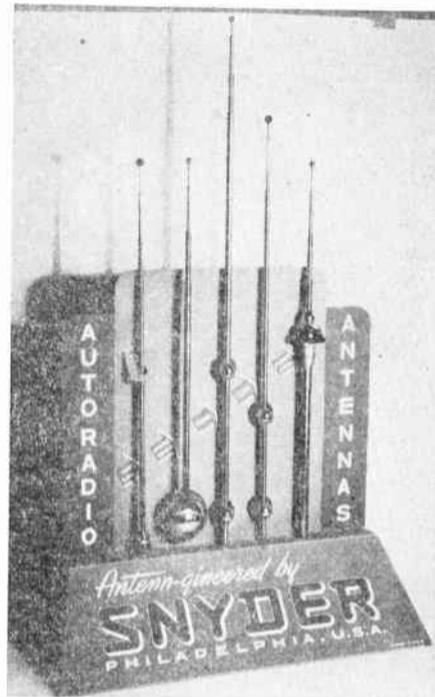
Mr. Johnson declared that refrigerators are the most sought after home appliances now, with ranges ranking close behind. He said that the housewife may get her new refrigerator this year, but supply will be short.

Among those attending the gathering at the St. Charles Hotel were Harry Lever, Atlanta, Ga., regional manager; P. W. Stratton, vice president and George Stratton, vice president and manager of Stratton Baldwin, Inc., local distributor.

—R. W. HARTSHORN.

SNYDER FIRM EXHIBITS NEW AERIAL DISPLAYS

ATLANTIC CITY, N. J., Friday — Promotional and general display innovations were introduced for the first time by Snyder Mfg. Co., of Philadel-



3-Color Display Board

phia, at the recent AAMA show in Atlantic City.

Heading the list of new ideas was the presentation of the Snyder autoradio display board, fully assembled, attractive in three colors, and easily packed for reshipment to retailers.

Ben Snyder, president of Snyder, Mfg. Co. announced these colorful boards are now ready for distribution. They are individually packaged.

Another Snyder promotion was the use of a candid camera by Ben Snyder and Dick Morris, sales manager, to photograph visitors in the firm's booth. Some 200 prints will shortly be sent to those photographed.

Milton Spirt a Daddy

Milton Spirt, president of Spirling Products Co., New York, is receiving the congratulations of his numerous friends in the trade upon the birth of a baby girl last Wednesday evening at the Women's Hospital, New York. Mrs. Spirt and daughter, Beverly Alice, are both reported to be doing nicely.

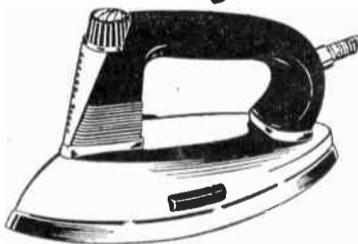
It is not only smart to be thrifty—it's also good business. Advertise in the RADIO and Television WEEKLY.



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



SEATTLE STORES TAKE ON PRE-WAR ASPECT AS MORE APPLIANCES, RADIOS ARE SHOWN

SEATTLE, WASH., Friday—The MacDougall store is taking on all the appearances of the pre-war era. The windows display a wide range of appliances, advertising features well-known lines on liberal credit terms and the store is well stocked with merchandise. Not only is the main store in the heart of Seattle, one of the city's leading department store operations, but its eight suburban stores are in the same condition.

MacDougall's is part of the Wm. T. Knott, Inc., chain of department stores that span the nation. In the Pacific Northwest, MacDougalls is the principal operation with branches in Mt. Vernon and Wentachee and with suburban stores in Seattle located in West Seattle, Ballard, Kirkland, Greenwood, Lake City and the Roosevelt districts.

There are water heaters, ranges, lights, lamps, small appliances and refrigerators in ample supply for delivery. Among the receiving sets on display are Sparton, Gilfillan, Minerva, Westinghouse, Clarion, Garod, Stewart-

Warner, Motorola, Fada, Cromwell, Admiral and within a few days the store will stock a complete line of Philco products.

The sets are available in console, combinations, table models and portables. It was the MacDougall store

that kept radios in stock all through the war and when the conflict terminated, it was busy restablising itself with not only its old trade, but the manufacturers. Today it is in an enviable position in this market from a merchandising standpoint.

Barney Shaffers, who directs the MacDougall appliance department, reported that Al Walter, long one of the partners here in Northwest Auto Radio, has joined his selling staff at the

main store. Mr. Shaffers says that business has been as good as the merchandise has been available. He says that there is no way to compile the possibilities of what coming months will bring. It is his opinion that the market has not been scratched and that with the advent of FM in this market, new sales horizons will appear that should double the present potentialities of his department.

DUD BROWN

SAMPSON IS BUILDING NEW HEADQUARTERS; CHICAGO DISTRIBUTOR

CHICAGO, ILL., Friday—Construction of its new home by the Sampson Co., this city, was started recently and will be ready for occupancy around the first of July.

The Sampson Co., radio and appliance distributor for twenty-six years, serves over 2,000 dealers in an area embracing the greater portion of the State of Illinois and also portions of the States of Iowa and Indiana. This new building, designed especially for the function of distribution, will make possible many economies in the handling of the goods that Sampson distributes.

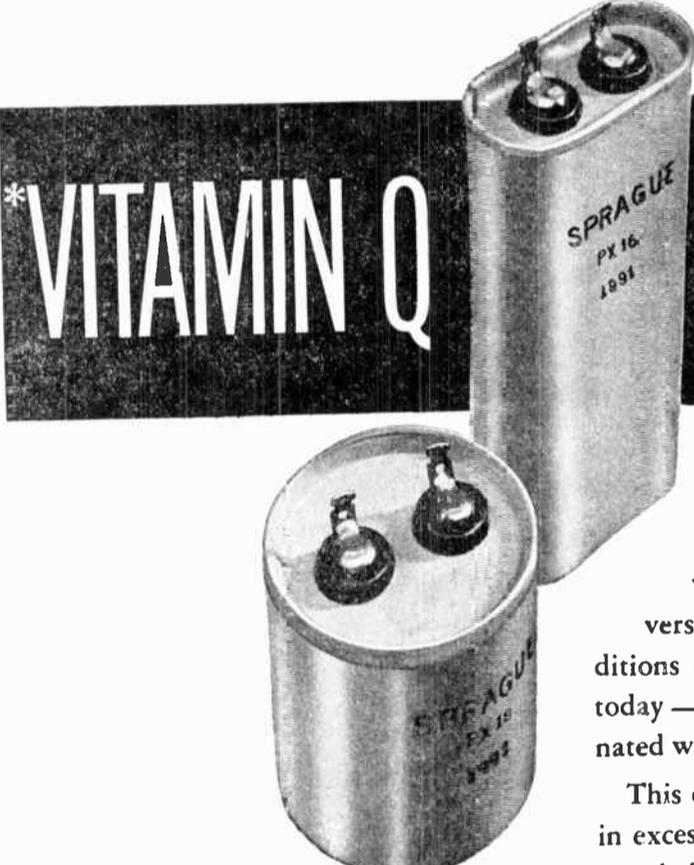
The new building, located on South Western avenue at Twenty-third street, is situated in the approximate geographical center of Chicago. Executive offices, sales departments, display room, service and parts departments, and a warehouse are all on one floor—and comprise an area of approximately 100,000 square feet.

The Sampson Co. was incorporated on January 31, 1921 as the Sampson Electric Co. and originally engaged in the wholesale distribution and servicing of automotive electrical equipment.

With the development of radio in the early 20's, the Sampson Co. became one of radio's pioneer distributors, representing the Atwater Kent Manufacturing Co. from the time Mr. Kent went into the radio business until the time of his retirement.

Lines now handled by Sampson include the Bendix Radio, Norge appliances, Columbia records, Youngstown kitchens, Ironrite, Universal appliances, Domestic sewing machines, Hamilton dryers and Stokol stokers.

Goodbye TO FLUORESCENT BALLAST CAPACITOR HEADACHES!



***VITAMIN Q**

Sprague *Vitamin Q impregnated ballast capacitors normally rated at 330v. A-C can be operated at 460v. A-C at 85°C. for 1,000 hours — without major change in power factor or any other deterioration.

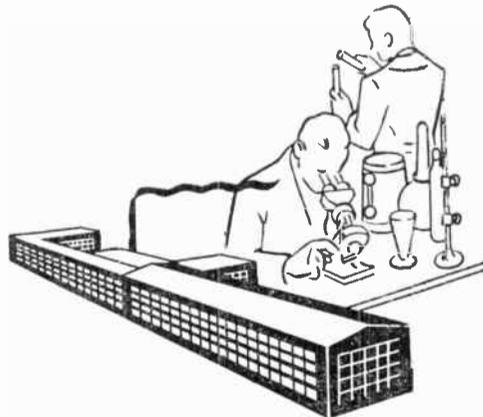
Fluorescent lamp ballast capacitors have been a major trouble source — because conventional dielectrics cannot withstand the adverse combination of temperature and voltage conditions under which the units must operate. But not today — not when you use Sprague Capacitors impregnated with Vitamin Q!

This dielectric is thermally stable at temperatures far in excess of those encountered even under the most severe ballast conditions. Life-tested for 750 hours at 575v. A-C at 85°C. in still air, not a single Sprague ballast capacitor failed. All competing capacitors employed in the same test failed within four hours. These competing units, of course, were impregnated with conventional materials.

Write for Technical Data Bulletin No. 3200. Get the facts on this new Sprague capacitor engineering development that removes the big weak spot from fluorescent lamp operation!

*Trademark Reg. U. S. Pat. Off.

SPRAGUE ELECTRIC CO., North Adams, Mass.



SPRAGUE

PIONEERS OF ELECTRIC AND ELECTRONIC PROGRESS

PRODUCTION STARTED AT ELECTRONIC LABS. ON RADIO-INTERCOM

DESIGNED FOR EXECUTIVES

Numerous Features Incorporated in New Combination, William W. Garstang, President of Concern, Reveals.

INDIANAPOLIS, IND., Friday — Production of a new combination radio-intercom has just been announced by William W. Garstang, president of Electronic Laboratories, Inc., this city.

Designed especially for the modern executive who likes a neat-appearing desk, the model utilizes a dark mahogany veneer cabinet housing for both master and slave units. Sleekly styled on simple lines, the radio-master unit blends harmoniously and unobtrusively with office furnishings to perform its dual function. Since all sides are finished, both master and slave units may be located entirely for convenience without regard to the usual unfinished backside of the standard radio.

Covering the standard broadcast band from 540 to 1620 kilocycles, the Radio-

Utiliphone unit is approximately 12x9x7 inches while the slave unit measures about 7x4x5 inches. As many as four slave units may be included in the circuit. With one slave unit, the Radio Utiliphone is expected to retail at \$89.50 with additional units at \$15 each.

Intercom controls are located on the top half of the front panel with the "talk" and "listen" switch on the left and slave station selector on the right. The radio switch and volume control is at bottom left and radio station selector at bottom of the front panel. A magnified sliding dial at lower center of the panel provides easily read station settings.

Designed for use with either AC or DC, the radio-master unit employs a superheterodyne type circuit of six tubes, with permeability type tuning, crystal detector, automatic volume control, beam power output tube and tuned rf stage, mounted on a heavy gauge cadmium plated chassis. Input is 30 watts, AC or DC. Electronic Laboratories' vario tuner is employed, dispensing with the variable condenser in tuning. The antenna is a built-in HI-Q loop type. Operating range for each slave station is 500 feet.

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

PERMIT GRANTED FOR SECOND FM STATION OWNED BY WISCONSIN

MILWAUKEE, WIS., Monday — A construction permit issued by the Federal Communications Commission sets August 18 as the completion date for the second FM station in a proposed state-owned network. To be known as WIUV, the station will be located near Delafield and will serve the Milwaukee area and southeastern Wisconsin.

A new wholesale and retail appliance corporation is Slavens-Stenzel Appliances, Inc., La Crosse, with 100 shares of stock at \$100 a share. Incorporators are Ralph G. Slavens, Hazel J. Slavens, Fred Stenzel and Vivian Stenzel.

Barlow & Seelig, a Ripon manufacturing firm, will pay a regular 30 per cent quarterly dividend on its Class A

stock March 1, to stockholders of record February 17.

A new hardware and appliance corporation is the O'Brien Hardware Co., Hartland, with 250 shares at \$100 a share. Incorporators are L. A. Bailey, William B. Mueller, Jr., Frederick C. Gerlach.

Applications for FM broadcasting grants have been made by the Neenah-Menasha Broadcasting Co., of Neenah, and Station WEAU, Eau Claire.

Alfred H. Flowers has been named executive vice president in charge of Minnesota operation for the Clark Supply Co., 3707 North Richards street. He will have his headquarters at 2300 University avenue, in St. Paul.

Mr. Flowers managed the firm's Chicago office at 221 North La Salle street for several years and takes up his latest position well qualified to handle his new duties, according to L. E. Froling, advertising manager of the company.

—BERT REICHERT.



Introducing

JUNIOR JUKE BOX *

There's profit-plus in this new-on-the-market Junior Juke Box. In a pre-test campaign, Televox has been a sensational sell-out wherever it has been shown. Televox is not only a musical and educational treat for all youngsters but you'll find the easy-to-sell Junior Juke Box sweet music to your sales reports and cash registers.

TELEVOX FEATURES

Completely self-contained unit, consisting of high Fidelity electronic amplifier—light weight Crystal Pick-up, powerful Alnico 5" speaker. • Heavy duty motor and turntable. • On-off, and volume controls. • Plastic windows give multi-colorful lighting effect. • A sturdy, simple-to-operate, genuine musical instrument. • Plays 10" and 12" records with amazing fidelity. • Series of attractive colors available.

Kiddies Juke Box*—Senior Juke Box* to Come. Watch for Them!

*Reg. Trade Marks — Pat. Pending

Mount Vernon, N. Y.

Televox

JFD

RADIO CEMENTS & SOLVENTS

"Serve the Serviceman!"

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

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

Attractively and conveniently packaged for fast sales.

LITERATURE ON REQUEST

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

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

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

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

PATENT ISSUED FOR PROJECTION SYSTEM VIDEO DEVELOPMENT

BETTER RESULTS CLAIMED

Invention Is Assigned to RCA — Other Television Improvements Are Patented — Hazeltine Man Makes New Developments.

WASHINGTON, D. C., Friday — Several patents in the field of television and electronics have been patented during the past week, the U. S. Patent Office reported.

Patents on two inventions in the developing field of television were issued to Russell R. Law and George C. Sziklai, both of Princeton, N. J., and assigned by them to the Radio Corp. of America.

Mr. Law's invention, designed to provide an image projection system having a greatly enhanced light efficiency, employs for the purpose a novel and improved optical train, of the type comprising a spherical mirror and a spherical-aberration correcting plate, by means of which improved results in refractive and light transmission effects are obtained.

Mr. Sziklai's invention (No. 2,415,226) provides a new apparatus for the electrical production of the luminous images which may be viewed directly or projected upon a screen.

PHILADELPHIA PLANS MERCHANDISE FAIR

PHILADELPHIA, PA., Friday—Philadelphia's tenth annual merchandise fair will be held March 3 to 6, inclusive at the WGS Building, 231 North Third street, with some 700 firms exhibiting their products. Thirty-thousand retail merchants covering a number of fields will attend.

Many new merchandise lines, including electrical appliances and house furnishings, will be on display.

William George Steltz, president of the Supplee-Biddle Co., local distributing organization, originated the fair idea in 1934 and has been directly responsible for its growth.

Superior Distributing To Open New Quarters; Pittsburgh Wholesaler

PITTSBURGH, PA., Friday—Superior Distributing Co. will formally open its new, ultra-modern building at 5124 Liberty avenue, this city, February 14 to 21. Several hundred radio and appliance dealers from the Tri-State area will attend.

Superior Distributing Co. is the newly-formed subsidiary of the Superior Auto Accessories Co., 5117 Baum boulevard, for many years a leading local electrical and automotive wholesale organization. The new firm will feature a complete line of electrical appliances and is the exclusive wholesaler in this area for Emerson Radio.

The apparatus is also used for color television in a novel image projection system in which a plurality of sequentially operated light sources of different colors are employed together with a multiple light valve responsive to radiant energy, and other devices by which are obtained the color balance of a pleasing effect upon the picture to be projected on the screen.

Patent No. 2,415,305 was issued to William F. Peck and George F. Schenk

and Howard A. Maier of Buffalo and assigned by the individuals to the Radio Corp. of America.

Three inventions were patented by Harold A. Wheeler of Great Neck, N. Y., who assigned his rights in all of them to Hazeltine Research.

They were a wave-signal receiving system (No. 2,415,316) of greater stability in operation than others previously developed, a super-generative receiver (No. 2,415,317) designed for

the reception of modulated carrier-frequency wave signals and a new and improved wave-signal receiver arrangement (No. 2,415,318).

This is for the operation at a predetermined frequency to translate received wave signals and adapted to share a common antenna system with an arrangement for transmitting wave signals of a frequency which corresponds substantially to the operating frequency of the receiver.

What do You
Look for in a
Phono-Radio
Line? . . .



ELECTRO-TONE

#706
Portable
Automatic
Phono-Radio
Combination



#712
Portable
Phono-Radio
Manual
Record
Player



... offers a line that is taking a definite place among the nation's finest. For, here you have a line that is truly "The Right Combination" ... a line that has Style ... Tone ... Value. Dealers, coast-to-coast, are now featuring and selling "ELECTRO-TONE".

Our Exquisite #555: The new "Console-performance" table model phono-radio, 6-tube scientifically improved radio receiver plus the famous Seeburg dual-post automatic record changer.

On the way ... one of the most magnificently styled quality consoles to hit the market—destined for record breaking sales—wait 'til you see it!

Choice distributorships available ...
write, phone or wire

ELECTRO-TONE CORPORATION

221 HUDSON ST. • HOBOKEN, N. J.

Lead with the Leader in '47!



"Perpetual Promotion" in 1947 in Behalf of ALL DEALERS Alike

"Lead with the Leader in '47!" With a continuous flow of sparkling new sets of every type—with greatly increased output—with outstanding promotion features to spotlight your store every month of the year.

Emerson Radio, in an unprecedented nationwide and local-wide advertising and sales promotion campaign—IN BEHALF OF ALL DEALERS ALIKE—will again LEAD in every progressive merchandising respect.

Watch for sensational broadside announcement. Ask your Emerson Radio distributor.



World's Smallest AC-DC Superheterodyne

Emerson Radio Model 540. Never before anything like it—in compactness, in concentrated power, in all-embracing tone! **\$19⁹⁵**
In Walnut
A beautiful palm-of-your-hand receiver in plastic—in a range of colors. Featured model in nation-wide advertising.

EMERSON RADIO AND PHONOGRAPH CORPORATION • NEW YORK 11, N. Y.
World's Largest Maker of Small Radio

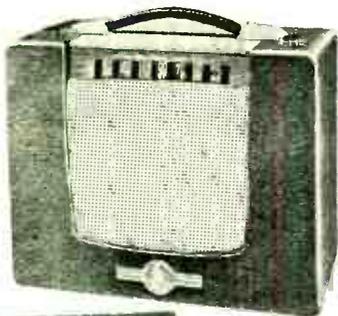
THE NEW 1947
Emerson
 Radio



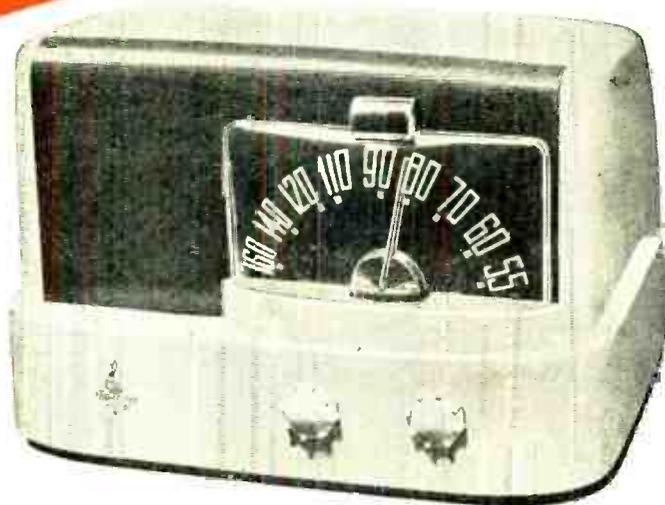
Better Style, Tone,
 Performance, Value

Here are just a few typical models in a DEMAND LINE For Every Purpose and Every Purse.

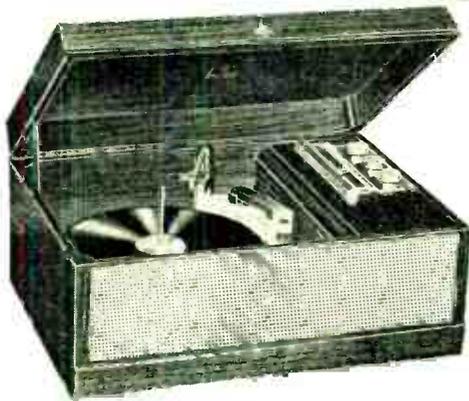
Emerson Radio 3-Way Portable Model 536. One of a distinguished group of portables with super-power and outstanding style and performance features. Less batteries.



\$49⁹⁵



Emerson Radio "Moderne" Model 511. 1947 style innovation in a series of color combinations. Plastic cabinet with metal grille, modern dial with crystal facing. A superb performer. **\$29⁹⁵**



Emerson Phonoradio Model 506. All advance design, automatic operation and superlative performance features in exquisite cabinet.

\$119⁹⁵

Lead with the Leader in '47!

EMERSON RADIO AND PHONOGRAPH CORPORATION • NEW YORK 11, N. Y.
 World's Largest Maker of Small Radio



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 . . .



Ontario Radio, Appliance Group Annual Gathering Mar. 31-Apr. 1

MEETING TO BE HELD IN ROYAL YORK HOTEL, TORONTO

Brand & Millen to Manufacture Car Radios in Canada for Large Firm in United States — Jackson Electric Service Co. Reports Business in Repairs Good — John B. LeBel Returns to Premier Vacuum.

TORONTO, ONTARIO, Monday — March 31st and April 1st are the dates set for the Ontario Association of Radio & Appliance Dealers convention to be held at the Royal York Hotel, here.

John B. LeBel, formerly Ontario division manager of the Premier Vacuum Cleaner Co. Ltd., has returned to this company after an absence of four years during which time he served as assistant purchasing manager with the Canadian Government's wartime synthetic rubber plant, Polymer Corp. Ltd., at Sarnia. Mr. LeBel now assumes the position of general manager, with headquarters here. Formerly with the P. A. Geier Co. Inc. Cleveland and its Canadian subsidiary, the Continental Electric Co., Toronto, he held both sales positions.

Premier Vacuum also announces the appointment of David F. Williams as

secretary-treasurer. Mr. Williams joined the Premier organization in Cleveland, in 1914, moving to Toronto in 1926 to oversee the manufacture and accounting of this company.

Negotiations are understood to be proceeding between Brand and Millen Ltd., Lake Shore road, Toronto, and a United States company to arrange a contract under which Brand and Millen will manufacture car radios in Canada. Plant capacity of the company will be increased 50 per cent to handle production of radios, automatic record players other radio equipment and the new Astralite, a portable fluorescent floodlight.

More than 5,000 different units have been repaired by the Jackson Electric Service Co. of 150 Pearl street since this firm began operations a year ago. Specifically designed to serve the trade

with a repair service for small appliances, the company has built up a large volume of business in this specialized field and is now laying plans for expansion into the major appliance field. In this case they will service such units as ranges, refrigerators, ect. in the customer's home at the request of their dealer customers.

The company is headed by Reginald H. Jackson, formerly president of Canadian Elevator Equipment Co. Ltd., a firm which during the war produced large quantities of bomb throwers for the allied forces.

Jackson Electric Service Co. is the exclusive Toastmaster service depot for Ontario and for the complete line of Samson-United appliances as well as being an authorized General Electric service station. Fred Westmore is the company's service manager.

WILLIAM FREEMAN

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

RCA VICTOR NAMES ITS FEBRUARY DISCS

CAMDEN, N. J., Monday—RCA Victor Records this week announced three national specials for the month of February. They are "Then You'll Remember Me" and "I Hear You Calling Me" by Christopher Lynch; "Set Down, Servant" and "Soon-A Will Be Done" by Robert Shaw, and "Carmen Fantasia" by Jascha Heifetz.

Other recordings scheduled for early February delivery are "How Are Things In Glocca Morra?" and "When I'm Not Near the Girl I Love" by Tommy Dorsey; "Midnight Masquerade" and "I Can't Believe It Was All Make Believe" by Sammy Kaye; "Speaking of Angels" and "It Might Have Been a Different Story" by Tex Beneke; "My Chickashay Gal" and "I Never Had a Chance" by Roy Rogers; "Bring Me Some Money, Honey" and "Texas" and "Pacific" by Pat Flowers. Also available to the dealers is an album of "Friml Melodies" played by Al Goodman.



Jensen
PHONOGRAPH
NEEDLES

In addition to the full tonal range and fidelity of reproduction assured by Jensen Phonograph Needles, there are two distinct advantages: (1) longer needle life resulting from point-durability and the famous Jensen spring-action construction so often imitated but never successfully duplicated by others. (2) longer record life assured by the cushioned playing action.

Two models are available—the Popular Concert Needle with the Jensen Alloy point @ \$1.00, and the Royal Jewel Genuine Sapphire Needle @ \$2.50. You get everything you want in a needle with a Jensen.

DEALER NAME
AND ADDRESS IN THIS SPACE

The above is Jensen Ad Mat No. 15 prepared for dealers to use in local publications. Available on request.

Jensen Industries, Inc. 329 South Wood St., Chicago 12, Ill.



A Continuous Stream of

PHONOGRAPH PICKUP CARTRIDGES

● In supplying millions of Phonograph Pickup Cartridges to manufacturer and parts jobber customers, for new equipment installation and replacement purposes, respectively, The Astatic Corporation makes and delivers many thousands daily. Among the various type Cartridges now in production are Astatic's new "Nylon" and "QT" Cartridges, incorporating the most advanced engineering features for finer phonograph reproduction.



THE Astatic CORPORATION
CONNEAUT, OHIO
IN CANADA: CANADIAN ASTATIC LTD., TORONTO, ONTARIO
Astatic Crystal Devices Manufactured under Brush Development Co. patents.



Frank D. Lewis Dead; A Phonograph Pioneer

WEST ORANGE, N. J., Thursday—Frank D. Lewis, 368 Gregory avenue, this city, a mechanical engineer who was an associate of Thomas A. Edison for fifteen years, died yesterday at the Columbia - Presbyterian Hospital, New York. Mr. Lewis held many patents for recording and phonograph devices and entered the phonograph industry as a youth.

After the death of Mr. Edison, Mr. Lewis became associated with the old

DISC PLANS REVEALED BY RAINBOW RECORDS

Rainbow Records, New York City, announced today that among its first disc releases would be recordings by Larry Clinton, Jack Lawrence and Eddie McMullen.

The newly formed firm will use a novel type label using three colors instead of the customary two.

Pathe Phonograph Co., Brooklyn.

Surviving are his wife, two sons and a sister.

HIGH HONOR AWARDED TEMPO PRESIDENT FOR WORLD WAR II DUTIES

HOLLYWOOD, CALIF., Monday—During World War II, Lt. Colonel Irving Fogel, now president of the Tempo Record Co. of America, served as commanding officer of all radio installations in Africa, Italy, Sardinia, Sicily, Corsica and France. While in Italy he was made a Knight of the Order of the Crown, an honor that had only been conferred upon only one other officer in the American Army, a general.

Now, nearly two years later, the U. S. Army has concurred in the acceptance of this high honor. While in the armed forces, Mr. Fogel was also awarded the Bronze Star, a citation from the Republic of France and a Papal medal, personally dedicated by His Holiness, Pope Pius XII.

A. E. AKEROYD NAMED NEW ENGLAND 'REP' BY AERO NEEDLE CONCERN

CHICAGO, ILL., Monday—Appointment of Arthur E. Akeroyd as New England representative for Aeropoint phonograph needles was announced here last week by E. Ralph Haines, sales manager of the Aero Needle Co., this city.

This appointment resumes a business association between Mr. Haines and Mr. Akeroyd, which has been maintained for twelve years, when both were with the Raytheon Mfg. Co., Newton, Mass., producer of tubes.

Mr. Akeroyd, upon leaving Raytheon, opened his own office in Boston, which is now his headquarters.

Mayfair Firm Releases Its Latest Kiddie Disc

Herb Plattner, secretary of Mayfair Record & Recording Corp., announced here today that his firm's latest disc release for the kiddie field is "Let's Go to the Zoo!"

This single record, pressed in vinylite, is written and narrated by David Kurlan. Mr. Plattner added that this disc is now available to dealers.

Robt. Frazer to Direct Merchandising Activities For Decca Foreign Discs

Robert Frazer, with Decca Records, Inc., since its inception, and having served that company in several important sales capacities, has been named head of distribution and merchandising of Decca London Records, and Parlophone Records. Both are being handled in the United States by the Decca Distributing Corp.

Under Mr. Frazer's supervision, four announcements of releases of these imported records have already been made, and distribution to regular Decca dealers is well under way.

Mr. Frazer was the first Decca company-member to enter the armed forces during World War II, and was originally in charge of Decca language series exploitation.

Latest Record Releases Listed by Keynote Firm

Three albums are included among the latest record releases of Keynote Recordings, Inc., New York City.

The albums, available to the dealers now, are "New Songs of Palestine" sung by the International Chorus conducted by A. W. Binder; "Americana" by Earl Robinson; and an album of Flamenco music by Sabicas.

Singles for February include "Let's Fall In Love" and "Walking My Baby Back Home" by Bill Darnell; "Everywhere" and "Beefsteak Charlie" by Milton Hinton; "Perdido" and "Gussie 'G'" by Dave Lambert and Buddy Stewart; "Keb-Lah" and "The Sphinx" by Juan Tizol, and "I Can't Get Started" and "Out On A Limb" by Lennie Tristano.

Records are a big item with MacDougall's of Seattle. The section has been expanded. Lines now being carried in stock are Decca, RCA-Victor, Columbia, Capital, Mercury and Signature. Al Ribbentrop manages the record department and reports sales increasing steadily each month.



FOR customers who want the best, recommend the unchallenged leader among all jewel-tipped needles. The Duotone Diamond makes music sparkle with full-range beauty . . . every voice and instrument recreated in golden tones. It performs superbly for years and years—the only needle that plays shellac and Vinylite records interchangeably without wear.

So, spotlight the Duotone Diamond. Keep it up front and cash in on Duotone's reputation for quality products and fair prices. Unconditionally guaranteed, \$50 retail. Write direct for the name of your distributor. Other Duotone Needles from 10¢ to \$5.

The Duotone Line includes the world's largest variety of phonograph needles, Duodisc recording blanks, cutting needles and recording accessories.



EXPORT DEPARTMENT: American Steel Export Co., Inc., 347 Madison Ave., New York 17, N. Y.



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448 North Pearl Street,
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MANUFACTURED BY

Audio INDUSTRIES
MICHIGAN CITY, INDIANA

KANSAS CITY DISTRIBUTORS LOOKING AHEAD TO TIME WHEN "REAL SELLING" IS NECESSARY

SEE LAST HALF OF 1947 AS TIME OF INTENSIVE SELLING

Several Firms Holding Meetings With Aim of Planning for Future — Jenkins Wholesale Holding Series of Exhibits — Federal Distributing Co. Announces Sales Meets to Be Held in Different Areas.

KANSAS CITY, MO., Tuesday—Advertising and promotion plans on major appliances and traffic items are developing into definite programs in offices of local distributors.

Walter C. Debold, merchandising manager of Graybar Electric Co., reports that employes of the concern are still much perturbed with the need for merchandise to meet the immediate demand, but are looking beyond the current market. Mr. Debold expects the first quarter of 1947 to show a demand about equal to that of the last quarter of 1946, and the second quarter to bring a boom in sales as quantities of brand-new items reach dealers. "The last half of the year will require real salesmanship," he stated.

Planning meetings, sponsored by the Frigidaire Sales Corp., which will be held here February 19, are expected to attract 400 dealers from Missouri and Kansas. Original plans called for holding the sessions in the firm's new building in North Kansas City, but dealer interest was so great that a larger

meeting place was secured in the Continental Hotel in Kansas City.

According to C. J. Allen, branch manager, dealers will be given suggestions on sales programs for the balance of the year and information on what to expect in merchandise.

"Frigidaire has been following a policy of securing a maximum of business from a minimum of dealers," Mr. Allen said. Rather than adding a large number of new dealers, the company has been making an effort to improve the business of its established retailers. Operations have been modernized and the sales forces increased.

Kenneth Gillespie, manager of Jenkins wholesale division, is utilizing a series of displays at hardware shows to stimulate interest in radios and appliances distributed by his firm.

The first of these shows was the Western Implement and Hardware Show, held in this city January 27-31. Displays will be set up at the Missouri Hardware Show in St. Louis on March 11 and 12, and at the Oklahoma Hardware Show, to be held at a later date in Oklahoma City.

Preceding the local show, the Jenkins wholesale division mailed especially designed invitations to 1,500 dealers in western Missouri, eastern Kansas and Kansas City, asking them to make the exhibit their headquarters at the show. About 2,500 invitations to the St. Louis display will be mailed.

"Our exhibit at the Western Hardware and Implement Show was a success, both from the standpoint of dealer interest and orders booked," Mr. Gillespie said. "Records on inquiries at the booths show that we had approximately 100 per cent response from the 4,500 dealers who attended. We expected a similar response and a large volume of business from the St. Louis show."

—ELSIE WRIGHT.

DEALERS



You Have the World by the Tail

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

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

Talk-A-Phone

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

THING

Ask Your Jobber

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



Talk-A-Phone Co.

1512 S. Pulaski Road Chicago 23, Ill.

CHARLIE BOICE NAMED TO DIRECT SALES FOR PHILA. ELECTRONICS

PHILADELPHIA, PA., Friday—Charlie Boice has been appointed sales manager of Philadelphia Electronics, Inc., of this city, according to an announcement made today by Gordon M. Biehl, president of the company.

The new sales manager is well known in the Philadelphia territory as he has spent the past fifteen years in the retail and wholesale business in the metropolitan area. For the past seven years Charlie Boice was with Philco Distributors and has contacted all key accounts in the territory. His profound knowledge of retail merchandising is expected to stand him in good stead in his new position.

KEN-RAD
RADIO TUBES

K
KEN-RAD

Better than ever

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

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

178-FLA-8850

DUOTONE CO. REPORTS 50% SALES INCREASE

Ending its fiscal year, the Duotone Co., Inc., 749 Broadway, New York, producer of a full line of phonograph needles and record accessories, announced last week, through its president, Stephen Nester, that the concern showed a 50 per cent increase over last year in dollar volume.

Predicting that record accessories would continue to be an important fac-

tor in retail sales for the next five years, due to the relaxation of necessary materials for their production, Mr. Nester stated, "The Duotone Co. is anticipating this by planning an enlarged production of phonograph and cutting needles, and home recording discs. Additional counter displays, counter cards and dealer-sales promotion helps will be on the schedule for 1947."

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

NATIONALLY ADVERTISED

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

REC-ALBUM

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"

Also Disk-Albums Standard Type, Deluxe & padded Deluxe

See Your Jobber or

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

MINERVA

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

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

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



ROCKY MOUNTAIN ELECTRICAL LEAGUE SEEKS SAFETY STANDARDS ORDINANCE FOR DENVER TO KEEP SUB-STANDARD EQUIPMENT OFF THE MARKET

**Aimed at Protection of Appliance Users — Radio Products Sales Co.
Modernizes Its Store — First Course in Sales Training Completed
—Utility Managers of Several Western States to Meet Feb. 28.**

DENVER, COLO., Saturday — The Denver City Council is considering a request made by the Rocky Mountain Electrical League for an ordinance which would bring electrical appliance dealers under national safety standards. The League points out that this safeguard would keep dangerous and sub-standard equipment off the market and would also insure safety to users of the appliances.

The Public Service Company of Colorado, will install a new generating unit at its Lacombe Station in Denver. The new unit will be 35,000 kilowatt capacity and will cost \$4,000,000. Construction plans are already well under way. According to present estimates, the unit will be in operation early in 1948. The addition is made necessary by the area's expansion in industrial development and the growing population.

W. E. Nettles of the Radio Products Sales Co., reports that most of the modernization of the store is now completed along with installation of the long-awaited elevator system. Promo-

tion highlight is on Hoffman and Howard radios.

The Rocky Mountain Electrical League successfully finished its first basic sales training course and as a result of numerous requests for another, it has now arranged a second service, which will be held in the Electric Institute in the basement of the Gas and Electric Building, beginning February 18. The course will be held in the evening, but beginning in the early part of March, through co-operation of the Opportunity School, it is hoped to have additional instructors available so as to be enabled to have classes in mornings and afternoons — one class each week.

Ralph B. Hubbard, League manager, said that the course is designed to provide opportunity for members to train additional personnel and to teach the new men the fundamentals of selling, and to act as a refresher course for experienced salesmen who have been out of competitive selling since before the war.

The course, Mr. Hubbard said, was prepared by the National Electrical Wholesalers' Association and the Edison Electric Institute. It will be given at no cost to the students.

A two-day meeting of utility managers from Colorado, Wyoming, New Mexico and South Dakota will be held in Denver on February 27-28. This will include a luncheon at the Cosmopolitan Hotel on February 28. A special program is being planned which will be of interest to all.

E. E. Stettler, owner of West Denver Electric Co., recently announced his retirement from the electrical contracting business. He has sold his business to Frank G. Ridle and Harold M. Stalink, who are now located at 679 Galapago street.

H. G. Bennett has taken over the business formerly owned by H. G. Reed, who passed away last November. Mr. Bennett will operate the business under the name of C. A. Bennett Electric Co.

J. H. Jacobucci, of the Southern Wyoming Utilities Co., Green River, Wyo., announces his recent retirement from the Electric Utility business as of January 1, 1947. Mr. Jacobucci has been active in the Rocky Mountain Electrical League work and served as president

of the League during the year 1938.

Bruce H. Evans, manager of Decca Distributing Corp., 1534 Wazee street, reports that while the big volume of business is on the popular records, the "Songs of Devotion," mainly sold in albums, are in steady demand. Popular records, he said, are subject to constant change.

The corporation has had headquarters in Denver for a number of years. The Denver territory covers from Denver south to Albuquerque, all of Colorado and to the Canadian border.

—FRANCES CONREY.

Georges Faurie Returns From West Coast Visit; Arranges Radio Exhibit

SAN FRANCISCO, CALIF., Thursday—Georges Faurie, advertising and sales promotion manager for the Westinghouse Electric Corp. Home Radio Division, Sunbury, Pa. arrived in San Francisco, Monday to make preliminary plans and reserve exhibit space for the division's radio display at the San Francisco Summer Mart, which is expected to draw the usual large crowd.

While on the West coast, he will outline production schedules and new model plans for Westinghouse Electric Supply Co. radio distributors in San Francisco and Los Angeles. On his return trip he will stop at Denver to contact "Jerry" Achtenhagen of the Radio and Appliance Distributing Co. Mr. Faurie will return to Sunbury on or about February 17.

Martin Fenneberg Dies

MILWAUKEE, WIS., Saturday — Martin Fenneberg, fifty-seven, a purchasing agent for Westinghouse Electric Supply Co., died on February 5 at Milwaukee Hospital. He was a member of the Electrical League of Milwaukee and of the Milwaukee Purchasing Agents' Association.

Bull's-Eye Displays!



'Point of Sale' Dealer's Helps

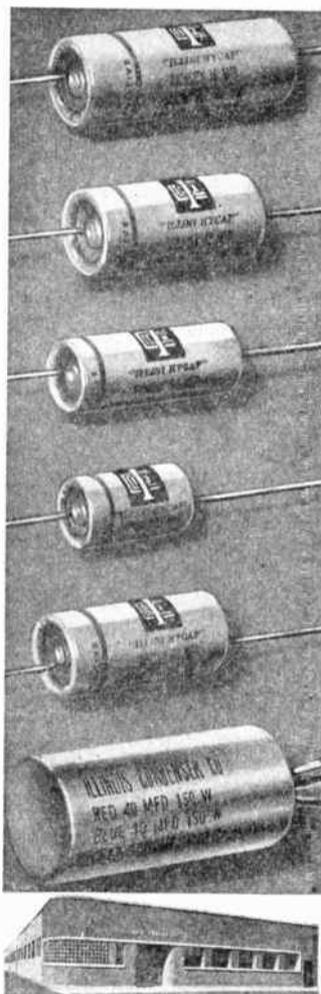
*to aid you in putting over
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Illinois . . .
your perfect source for

**ELECTROLYTIC
CAPACITORS**

to meet your needs

Our new plant is humming . . . turning out Capacitors of finest quality . . . serving our growing list of customers. At Illinois as always, the emphasis is not on quantity but on quality condensers of lightweight, compact construction endowed with ruggedness for long life. Latest and most modern production equipment, newest manufacturing techniques and the rigid control standards of our trained engineering staff is guarantee of the best in Capacitors.

Your copy of our latest catalog is ready
for you. Write for it today.



ILLINOIS CONDENSER CO.
1616 NORTH THROOP STREET • CHICAGO 22, ILL.

in New Jersey it's —

ALL-STATE DISTRIBUTORS INC.

45 CLINTON STREET, NEWARK, N. J.

Market 3-5313

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

Exclusive in Northern N. J.

HOWARD RADIO
MADE BY

"America's oldest Radio Manufacturer"

**FEBRUARY RADIO SALES
IN BOSTON SECTION TO
SHOW LARGE INCREASE**

MANY RETAILERS BELIEVE

**Several Factors Expected to Con-
tribute to Anticipated Increase
— National Issues Data.**

BOSTON, MASS., Monday — Comment among radio dealers this week is that as the consumers' cost of living comes down and uncertainties of rent boosts are partially allayed, February sales of radios will have a good increase in respect to the number of units. Many find that the miniature AC/DC Arvin table radios which can be marked at very modest prices are very effective in convincing customers that radios are not as high priced now as the average shopper thinks.

While far from being "nail-down samples," these little Arvins serve to introduce the larger models and the popularly priced line of specialty traffic appliances. The Arvin-Salmanson Co. of

New England, wholesale distributor, is conveniently located at 700 Beacon street.

The recent price reduction to below ten dollars on the Westinghouse Ultra-Violet Sun Lamp is creating a great deal of interest in electrical appliance stores as this appears to be the only "health lamp" unit that can be purchased without the expensive trappings, and that can be used with convenient and low cost porcelain shell sockets and standard holding fixtures. In Boston, the R. H. White department store is the first to use newspaper space on the lamp.

Technical men here in the electronics field look forward to the fresh news that comes to them weekly in these columns just as avidly as those in the commercial and sales promotion divisions.

For them, it will be interesting to note that the Stevens-Arnold Co., 22 Elkins street, South Boston has brought forth a new relay housed in a metal tube case with octal plug-in base, useful in resistive loads and operating in a one millisecond time cycle at 1/2 amp. 110 volts at the contacts. With A.C. on the coil and D.C. at the contacts, it becomes a square-wave generator.

Tracerlab, Inc., 55 Oliver street, announces the first issue of the "Tracerlog" monthly bulletins, of interest to technicians and physicists in electronics, specializing in radioactivity.

Sylvania Electric Products, Inc. is preparing to introduce a new group of power tubes with graphite anodes made of a superior grade developed by National Carbon, said to be purer than other grades heretofore used resulting in greater strength and high thermal emissivity as well as greater economy.

The Spectroscopy Laboratory at Massachusetts Institute of Technology, which, during the war worked on projects for the Government's Manhattan Project, will now operate independently under the Dean of Science. Specific projects will include frequency measurements at the extreme ends of the band.

Members of the staff of MIT's wartime Radar School have edited an 887 page book with 565 illustrations which is now available through a well known publisher of technical books. To an electronics engineer it is obvious that much of the material relating to radar will serve as a basis for investigation into allied fields.

The National Co., Inc. of Malden, has just issued its 1947 catalog of communications receivers, electronics components, etc. It includes post-war improvements of time-tested items as well as several new ones.

Tobe Deutchmann Corp. of Canton has developed and is marketing a highly effective Filterette said to give high attenuation from 150 kc to 400 mc to man-made static, and very useful for the screened test rooms of radio manufacturers.

—FRANK PRAY.

**Chicago Trade Told That Time Is Here
To Get Busy and Do Real Selling Job**

(Continued from Page 6)

pected this week, according to Willard Swaab, sales manager of Hyland Electrical Supply Co., distributor. The set will list at \$63, he stated, and is said to be a beautiful job. Mr. and Mrs. Swaab returned last week from a three-week vacation in Hot Springs, Ark., which was, Mr. Swaab declared, "too good and too short."

The Stromberg-Carlson Co. has been appointed distributor of Dixie gas ranges in this territory, it was stated by J. A. Frye, manager of the Chicago radio and appliances department of Stromberg-Carlson, at his office at 564 West Adams street. Mr. Frye stated that this range, made by the Dixie Foundry Co. in Cleveland, Tenn., is a product of high quality at a popular price.

William Charney, head of W. M. C. Inc., 1735 Diversey parkway, last week announced the appointment of Vern El-

lison as sales manager for the firm. Mr. Ellison joined W. M. C. after being with Cinch Mfg. Corp. for sixteen years. W. M. C., a rapidly growing concern, makes an extensive line of sockets, and has been in existence about a year.

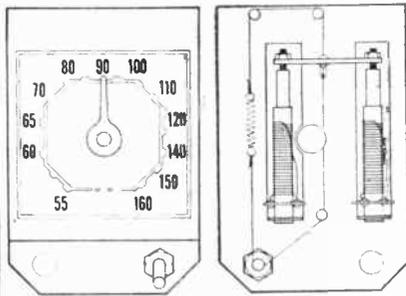
Lester W. Tarr, president of Cinch Mfg. Co., and Mrs. Tarr, will be back in Chicago this week, following six weeks in California on a combination vacation and business trip, Mr. Tarr looking after matters in the firm's Los Angeles office, as well as the factory in Oakland.

The Cinch firm is up to its neck in orders for the 12,000 parts items that it makes for the radio and electronics industry. E. J. Poole, sales manager, stated that it has an almost unbelievable backlog of orders, and that the manufacturer who is not a customer of his firm, is to be congratulated at this time, so far behind are deliveries.

—W. D. MORRIS.

**PERMEABILITY
TUNERS**

**SUPERHETERODYNE
TUNERS**



- 535 to 1660 KC Complete
- 3 Color Dial and Drive
- All units Pre-Tracked at Factory

**AERMOTIVE
EQUIPMENT CORP.**

1632 Central St. Kansas City, Mo.
New York Office

H. BRAVERMAN

161 Washington St., New York 6, N.Y.

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

**We Extend To All
JOBBERs and
DISTRIBUTORS
Attending I. R. E. Show
AN INVITATION
TO VISIT US**

Only A Short Distance From
GRAND CENTRAL PALACE
HOURS—9 A.M. to 6 P.M. DAILY

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



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HEATERS

"LECTRIC COOK"
COMBINATION GRILL
and WAFFLE BAKER

SPECIAL TELEVISION DAYS FOR THE RETAILER TO BE HELD IN LOS ANGELES ON FEB. 26-27

DEMONSTRATIONS TO BE STAGED FOR BENEFIT OF TRADE

Next Ninety Days to See Beginning of Buyers' Market, Trade Advised
— Response to Launderall Washers Is Gratifying — Farnsworth
Table Radio Meeting With Success, Sherman & Swenson Claim.

LOS ANGELES, CALIF., Monday—
On January 22, Station KTLA, the first commercial television station in the West, presented its premier program. A lively musical and comedy program, featuring Bob Hope, Jerry Colonna, William Demarest and William Bendix, was sponsored by Tupman Motors, Lincoln and Mercury distributors.

Station KTLA replaces Station W6-XYZ, and is owned and operated by Television Productions, Inc., subsidiary of Paramount Pictures, under the direction of Klaus Landsberg.

A special demonstration will be presented on "Dealers' Briefing Days," to be staged February 26-27, to show dealers just what television sets can do.

The next ninety days will see the beginning of a buyers' market, says M. D. (Bud) Schuster, general manager of the Ray Thomas Co., 1601 South Hope street.

Inventories are rapidly catching up and the heyday of the sellers' market is waning. Dealers will then have to go to work once more and really do some selling. Mr. Schuster sees an early return to the practice of house-to-house canvassing in order to catch potential sales in a normally competitive market.

Founded in 1909, the Ray Thomas

Co. has been distributing radio and allied products since 1922. The firm head is Ray Thomas, and Bud Schuster is general manager. Eleven salesmen cover the whole area from Kern County south to the Mexican border, selling Launderall washers and Frostair Duplex home refrigerators, under supervision of Harry Olander, sales manager of the appliance division, and Columbia records under the supervision of Howard Bredlow, sales manager of the record division.

Although the Launderall automatic washing machines have been coming in very slowly, 700 were in the hands of users as of January 1, and Ray Thomas' allotment is the second largest nationally. Mr. Schuster is happy to find the response from users "terrific." The major downtown accounts, including all the department stores, are now carrying Launderall.

Dealers appreciate the break given them by the Ray Thomas Co., which has refused to accept even one of the 500 orders received from Launderettes or self-service laundries. Although this fast-growing outlet for automatic washers represents a tempting multiple-order business, and right now would not cut too much into the buying po-

tential, Mr. Schuster feels that it won't be long until it represents a serious inroad into the number of possible sales. In the meantime, he feels that dealers are entitled to the meager amount of Launderalls that he can deliver.

Both Mr. Thomas and Mr. Schuster are now engaged in surveying the field before selecting a suitable line of radios for distribution in order to round out their operations. They are also on the lookout for a good line of non-automatic washing machines.

H. E. Sherman, of Sherman and Swenson, distributor for Farnsworth, states that the Farnsworth straight radio table model has been meeting with enthusiastic response from consumers because of its excellent performance. Dealers are anxious to handle it and the demand still far exceeds the supply despite a general falling-off in the demand for table model sets.

Very few consoles have come in. FM sets are expected by late February or early March. Mr. Sherman is hopeful that when production, which was started in December, in Farnsworth's new cabinet factory, gets going efficiently, there will be a satisfactory supply of all models, particularly consoles and combinations. So far combinations have been received only in console models. They hope to have television receivers in March.

The Graybar Electric Co., 201 Santa Fe avenue, still finds the demand for all models greater than the supply. To date, very few consoles have come in. FM models are expected to appear in March.

Anxiously awaited are the Whirlpool Automatic washers which have been promised for delivery in April. In the meantime the regular Whirlpool non-automatic washers, which are in heavy demand, have been coming in very slowly.

S. M. BOOKEE

TO GATHER THE NEWS FOR YOU—

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

Magnavox Dividend

FORT WAYNE, IND., Thursday—
Directors of the Magnavox Co. this city, have just declared a quarterly dividend of 25 cents a share on approximately 500,000 shares of capital stock outstanding. The dividend is payable March 15 to stockholders of record February 25.

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 DISTRIB-
UTORS, Inc., are the exclusive
sources of supply for Independ-
ent Dealers throughout East-
ern Massachusetts and South-
ern New Hampshire territory.

588 Commonwealth Ave.
BOSTON, MASS.

BEAUCAIRE Inc.

114 MONROE AVENUE

ROCHESTER 7, N. Y.

Distributor of

PHILCO

Radios - Refrigerators - Freezers

SPEED QUEEN

Washers - Ironers

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

● **ZENITH**

Radios—Hearing Aids

● **DEEFPREEZE**

The Original Home Freezer

● **GAROD**

Lower Connecticut Only

STERN & COMPANY of HARTFORD, Conn.

Distributors of America's Leading Brands of Small Appliances

"STERN'S SELLING SLANTS" mailed on request.

COLUMBIA and OKEH RECORDS

"TODAY'S TOP FRANCHISE"

● **THOR**

Home Laundry Equipment

● **GIBSON**

Refrigerators—Ranges

● **UNIVERSAL**

Vacuum Cleaners & Appliances

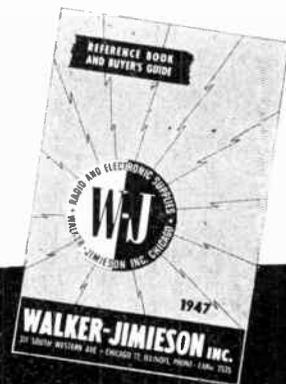
Sole State Service Distributors



HAVE YOU SEEN OUR NEW BUYER'S GUIDE?

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

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



WALKER-JIMIESON, INC.

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

BETHLEHEM RADIO, APPLIANCE RETAILERS SEE NEW BROADCASTING STATION BOOSTING SALES

SEVERAL DEALERS ARE ALREADY SPONSORING PROGRAM

Business Survey Shows That City's Appliance Merchants Last Year Had 23 Per Cent Sales Increase Over '45 — Herstan's Opens New Establishment — D. Miller Remodels Store — New Teletone Here.

BETHLEHEM, PA., Monday—With Station WGPA now broadcasting on a regular schedule, 7 to 5:30 daily, local businessmen are taking advantage of this new advertising medium in the Lehigh Valley. Of these, many are radio and appliance dealers, such as C. E. Goodenough, Carl and Paul Wohlbach, Rosser Huff, M. Glazier, Robert Greene, L. M. Fraivillig, L. Beitel and Sol Phillips. Nearly all of these merchants are sponsoring program over WGPA, and, because of the station's purely local appeal, expect a marked increase in sales of AM and FM receivers to Bethlehemites. WGPA-FM will be on the air within a couple of weeks, according to Arthur C. McCracken, station manager.

Charles F. Meredith has announced that Bucks County will soon be represented with a station in the Doylestown area. Application has been filed with the FCC. In Allentown, WKAP is expected to open within a month, broadcasting on 1580 kc.

According to the Business Survey of Pennsylvania State College, Bethlehem radio dealers and other merchants enjoyed an increase in retail trade of 23 per cent over that of last year. Increase for the state as a whole amounted to 14 per cent. Bethlehem's increase was just one per cent below the highest.

Ben Goodman, 6-12 West Third street, is ready for all comers now, with a huge shipment of Zenith, Emerson, Majestic, Sentinel and Fada sets just arrived.

Herstan's Inc., formally opened its big new furniture and appliance outlet at 515-517 Main street, this week, with J. Joseph Needleman, president and general manager of the firm, in charge. He has twenty-seven years experience in the furniture business as

salesman and general manager, and opened Herstan's Allentown store in May, 1945. Assistant manager is Joseph J. Kilpatrick, Jr., who served six and a half years in the U. S. Navy, and is commander of VFW Post No. 855, this city. Other store personnel include James Zboyovsky, Jr., Mrs. Jean Deutsch, and Leonard L. Needleman. Both Zboyovsky and Mr. Needleman are war veterans.

Jack and Alfred Marcus, 16 West Third street, are the first in town to show Teletone's new compact five-tube set, the "Dyna-mite."

David Miller, located at Main and Market streets, says his remodeling is proceeding much faster than he had anticipated, and so he is able to clear out much more furniture and home appliances at reduced prices each week. As the new part of the establishment crowds out the old, he is able to bring in many more late-model Admiral, Bendix, and Stromberg-Carlson console and table models from the warehouse.

Sol Phillips, well-known radio and music dealer here, ended his term of office as chairman of the Chamber of Commerce Retail Division when Sears Roebuck's Russell Snyder was elected to that post.

GEORGE STATLER

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

NATIONAL INTRODUCES NEW ONE-TEN-A RADIO

MALDEN, MASS., Saturday — The NC One-Ten-A radio receiver, which can be used in the 118 megacycle aircraft band, as well as in the field between one and ten meters, has been placed on the market for general sale to the public by the National Co., of this city.

Of particular use to laboratory research workers and engineers, the One-Ten-A was developed through a thorough study of the operation of a pre-war predecessor and a redesign made of the circuit, mechanical arrangements and constructional details in light of recent advances in high frequency technique.

A four-tube circuit is used, composed of one tuned R.F. stage, a self-quenching super-regenerative detector, and a transformer coupled to a first stage of audio which is resistance coupled to the power output stage.

The PW type dial revolves ten times in covering the tuning range

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

full line from portables to consoles—the finest quality in each price range!

farnsworth

TELEVISION ● RADIO ● PHONOGRAPHS

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

Emerson

RADIO

Headquarters for Northern Illinois

For Details of the Emerson Dealer Franchise Consult

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



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.



P I L O T R A D I O
 YOUR BEACON TO A BETTER BUSINESS IN BETTER RADIOS

INDUSTRY ANXIOUSLY AWAITING DECISION ON COLOR TELEVISION

(Continued from Page 3)

black and white television receivers within the next three years. A study made by three special industry committees indicated that adoption of the proposed CBS color standards would delay public service comparable with that now available in black and white, from four to five years.

CBS has consistently maintained throughout the hearings that its method of sequential color television is adequate and ready for the public. Powerful opposition to the CBS proposals have come from the Radio Corp. of America, Philco Corp., General Electric Co., Allen B. DuMont Labs., the Radio Manufacturers Association, Radio Technical Planning Board and the Television Broadcasters Association. CBS has found support from Bendix, Federal Telecommunications Labs., Inc., Cowles Broadcasting Co. and from Dr. Selig Hecht, Columbia University biophysicist, known for his work in the field of vision.

Among other things, Dr. Peter C. Goldmark, inventor of the CBS color system, told the FCC that he is perfecting a combination set capable of receiving either color or black and white pictures over the entire television band—a set which uses only one more tube than the CBS color receiver.

Opposition witnesses early in the week contended that color television is still very much premature and that at least four to five years more time is required for development before it will be ready for the home. CBS has contended that color television is now ready.

E. W. Engstrom, vice president in

charge of RCA Laboratories, has led his firm's opposition to the CBS petition. RCA opposition was also expressed by R. D. Kell, G. H. Brown and G. L. Beers, research engineers.

"The RCA simultaneous system of color television, on the other hand, while still in the laboratory stage, already is demonstrably superior in performance characteristics, and in promising possibilities for the future quite unattainable by CBS under the handicaps imposed on development of its proposed service by limitations inherent in the sequential system," Mr. Engstrom said.

A nine-point superiority for the RCA simultaneous system was claimed by Mr. Engstrom.

Dr. T. T. Goldsmith, director of research for DuMont, testified that a satisfactory television broadcast service cannot be rendered in the present stage of video development in frequencies above 500 megacycles. CBS methods involve the use of such ultra-high frequencies. He added that in six or eight locations selected for tests, signals televised at 484 megacycles from a CBS transmitter were either indiscernible or of such inferior quality as to render them visually useless.

The proposed CBS standards "just do not provide for a bright enough picture for freedom from flicker," David B. Smith, vice president and chief engineer of Philco declared. Frank J. Bingley, chief television engineer of Philco, declared that mechanical color television sent out by CBS is "so deficient that it could not even be seen at seven out of eight test locations within twenty-five miles of New York City." Concluding testimony yesterday also

featured a summation of color video plus an estimate of the high cost of color sets compared to black and white. Robert B. Dome, of the General Electric Co., estimated that a color set corresponding to a \$500 black and white receiver would cost nearly three times as much, or about \$1,340. This estimate is based, he said, on a "mass production study" which is being conducted at the present time by the General Electric Co..

Mr. and Mrs. G. Sweeney Vacationing in Jamaica

DENVER, COLO., Monday—Mr. and Mrs. George C. Sweeney are currently vacationing in Jamaica, British West Indies. Mr. Sweeney is in charge of radio sales and promotion for the B. K. Sweeney Electric Co., distributor of Farnsworth products in Colorado, southern Wyoming, northern New Mexico and western Nebraska.

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

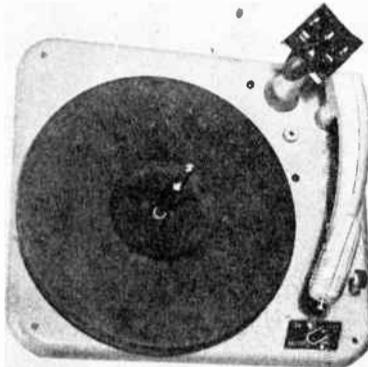
War Dept. Certificate Is Awarded John Ballantyne

PHILADELPHIA, PA., Monday — John Ballantyne, president of the Philco Corp., was today awarded a special Certificate of Appreciation for his wartime services in directing the development and production of radar for the armed forces. Lt. Col. A. T. Gallagher, commanding officer of the Signal Corps Philadelphia Storage and Issue Agency, read the Certificate signed by Secretary of War Patterson, Lt. Gen. LeRoy Lutes, commanding general, Army Service Forces, and Maj. Gen. H. C. Ingles, Chief Signal Officer.

Dealer Assigns Assets

Melvin Cathell, operating as the Long Island Amusement & Phonograph Co., 31-14 Thirty-sixth avenue, Astoria, L. I., retail store operator, made an assignment of his assets last week to Israel Halpert, 270 Broadway, New York.

DISTRIBUTORS — JOBBERS Limited Quantities Below Regular Prices **RECORD CHANGER SCOOP!!**



DETROLA Model 550

\$11.95 Lots of 10

Individual Factory Sealed Cartons—Each Changer Guaranteed



Newest AERO

With Ballantine Motor-Piano Control

\$12.45 Lots of 10

ALLIANCE and GI PHONO MOTORS

Complete with Turntable

Special \$2.55 each, lots of 24

Factory Cartons—Each Motor Guaranteed

Send for Newest Confidential Wholesale Price Lists
 There are Items and Prices that will amaze you

SPECIALS

- Meissner IF Coils Matched Sets 95c
- 2 Gang Superhet Variable Cond. each 88c
- Micamold Fresh Stock 50x30 150V Cond. each 36c

GROSSMAN RADIO & ELEC. CO.

120 Cedar Street, New York 6, N. Y.

Have You Received Our New Radio Kit Flyer — If Not, SEND FOR ONE

MILLION DOLLAR HOME OF QUALITY
Aviola RADIOS
 Players and Phono-Combinations

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

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-500 "Leader"

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

APPLIANCE SALES SHOW GAIN IN DETROIT AREA, MANY DEALERS STATE

ESPECIALLY LARGER ITEMS
Radio Business Gradually Recovering From the Usual January Slump — "Bill" Fenske Host.

DETROIT, MICH., Monday — Indecision seems to be the reigning mood among Detroit dealers these days. Spotty sales, consumer resistance and fluctuating prices all seem to have local radio men puzzled. Since January, sales of radios and appliances are reported as poor to fair, with the larger merchants seemingly getting a greater proportion of the available business. Different sections of the city report different reactions, as East side merchants claim inability to sell small sets at anything over \$30 while West side merchants are having difficulty with sets in the \$50 and over brackets.

Downtown stores following the lead of Dave Radaway, Kerns radio and appliance buyer, are slashing prices on odd brand table combinations and radios. Last week, Kerns ran a large ad in one of the local papers, listing table automatic combinations at prices ranging from \$56 up. While other stores have not actually advertised cut prices, tags within the stores have been marked as high as 30 per cent off the original price.

To illustrate the quandary the radio dealer finds himself in, an interview with L. J. Leason, department head for

radios and appliances at the Crowley Milner store, revealed that, in the face of consumer reluctance to buy at even present prices, one of the major radio companies has just announced an increase on several models. Mr. Leason said that while he understood the necessity of increases due to higher labor and parts cost, he could not see how customers could be sold at the higher price.

Wm. "Bill" Fenske, appliance and radio head of Federal department stores, large chain operators, says that business was extremely spotty. Because Federal operates stores in every section of Detroit and its suburbs, Mr. Fenske has perhaps, a better overall picture of conditions than most radio merchants. Major appliance sales however, continue very good in all stores, continued Mr. Fenske, and this quarter, because of much better deliveries, he hopes to beat his 1946 figures.

Mr. Fenske was host to a great many radio and appliance distributors at his home this past Sunday. The open house was in celebration of the completion of his new home in Grosse Pointe Woods, a suburb of Detroit. Among the many guests were the Messrs. Davidson, owners of Federal department stores, who had an opportunity of meeting the suppliers whose efforts on Bill Fenske's behalf had made such a success of Federal's first year operation in major appliances.

Jerry Kelly, owner of Kelly's music store in Northwest Detroit, remarked that radio business had just begun to come out of the January doldrums and that interest was again being evinced in the larger combinations. Business in records has continued very good and

Mr. Kelly reported his gratification with the three local radio programs he sponsors, which he believes is in good part responsible for the success of his record department.

Max Lipkin, president of Allied Music Sales Corp., reports that Webster model No. 60 phonograph, first shipments of which arrived last week, has met with unqualified acclaim. "Dealers are eagerly stocking this phonograph as they feel it is the outstanding value in phonographs on the market today" said Mr. Lipkin. While the original shipment was sold out within twenty-four hours, another shipment is expected soon, which Mr. Lipkin hoped would take care of most of the back orders.

—LON ALLISON.

MOTOROLA-NEW JERSEY REMODELING BUILDING

NEWARK, N. J., Friday—Motorola-New Jersey, Inc., distributor of Motorola radio products, is remodeling its building at 177 Central avenue, this city, and will hereafter occupy the entire structure. Nat Cooper, head of the company, revealed this week. Heretofore, Motorola occupied only the ground floor with the second floor rented to another firm.

When extensive alterations are completed in two or three months, the radio distributing firm will house its service department on the second floor and use part of this floor for warehouse purposes. The main floor will be used for display rooms and offices. Pete Shaffer is sales manager of the firm.

BUSINESS FAILURES ABOVE LAST YEAR'S

Commercial and industrial failures continued above the 1946 level in the past week, reports Dun & Bradstreet, Inc. Concerns failing aggregated forty-five as compared with sixty-five last week and twenty-seven in the corresponding week a year ago. This represented the twentieth consecutive week in which failures have exceeded those in the comparable weeks of the previous year.

Failures involving losses of \$5,000 or more declined from fifty to thirty-seven, but were about twice as numerous as a year ago when nineteen of these large failures were reported. Only eight small failures with losses under \$5,000 occurred in the week just ended.

INDUSTRY GROUPS REPORT PROGRESS FOR CO-OPERATION

(Continued from Page 3)

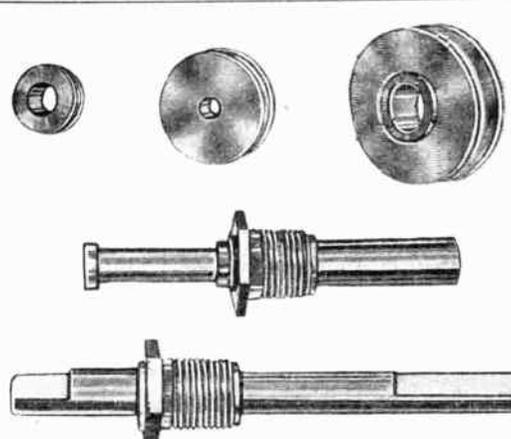
cago the RMA board will discuss current advertising of some broadcast stations regarding the sale of FM receivers and also the new proposed FCC engineering rules and standards on broadcast operations which also may affect future receiving set design, production and sale.

President R. C. Cosgrove of RMA, vice president of Crosley, headed that group in the joint conference. Other RMA representatives attending were Paul V. Galvin, president of Galvin Manufacturing Corp., and chairman of the RMA Set Division; E. A. Nicholas, president of Farnsworth Television & Radio Corp.; John K. West, director of public relations, RCA Victor Division of RCA; and RMA Executive Vice President Bond Geddes. President Justin A. Miller headed the NAB representatives, which included William Fay, Station WHAM, Rochester; James D. Shouse, Station WLW, Cincinnati; Carleton D. Smith, Station WRC, Washington; General Manager A. D. Willard, Jr.; Secretary C. E. Arney, Jr.; and General Counsel Dow Petty of NAB.

Selling Agents
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Manufacturers
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NEW JERSEY (Southern)
DELAWARE
MARYLAND
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Permanent Showrooms
In Philadelphia
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QUAKER PRODUCTS CO.
146 N. TENTH STREET
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"Sales Engineers"



SCREW MACHINE PARTS

Specializing in
Pulleys
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Bushings and Solderless
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for the
RADIO TRADE

SERVWEL PRODUCTS COMPANY
270 LAFAYETTE STREET NEW YORK 12, N. Y.

*Finest Name
in
Radio
Phonographs*

Brunswick **RADIO PANATROPE**
IN PERIOD FURNITURE REPRODUCED FROM MUSEUM PIECES

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

Birmingham Electrical Show Scheduled For April 5-12 Is Postponed Until Fall

TIME NOT CONSIDERED OPPORTUNE FOR EXHIBITION NOW

Presteline Show Is Postponed Until May — New Maytag Dutch Ovens Have Heavy Demand — Robert Harris Joins Loveman, Joseph & Loeb — Radio-Phone Service Put in Operation by Southern Bell.

BIRMINGHAM, ALA., Monday—At a meeting of the Electrical Association of Birmingham, on February 4, in the auditorium of the Birmingham Electric Co., it was decided to postpone until early Fall the Electric Show which had been scheduled for April 5-12.

"While it was a disappointment to many of us, it seemed wiser to make the postponement in view of the fact that, because of scarcity of merchandise, several of the large manufacturers did not see fit to come in at this time," declared Bob Hall, president of Steel City Supply Co., who during the prolonged illness of Roy H. Knox, is acting general chairman of the Electric Show. "As it looks now, the exhibition will be held in September."

"The show just wasn't timely," declared L. S. Hart, president of the association. "Shortages still exist, and distributors haven't been able to get enough merchandise to satisfy present demands, so that it hardly seems advisable just now to create additional demand with an exhibition."

Mrs. Florence Cooper, widow of Blucher H. Cooper, Jr., is now secretary-treasurer of Dixico, appliance distributing firm. Mr. Cooper, whose death occurred when he was a visitor at the Mid-Winter Market in Chicago, was vice president and part owner of Dixico.

Paul Dowling is president and joint owner of Dixico. He reports that deliveries on Howard radios are fairly good.

At the Gulf States Distributing Co., Seymour B. Kronenberg, president, declared that the Presteline show, which at first he thought might be held in February, would not take place until April or May. "In the beginning, we plan to limit our dealers in Alabama and western Florida to twenty-five, so as to supply them with an adequate amount of merchandise," he said.

Mr. Kronenberg, who is back from a trip to Chicago and New York, mentioned having seen the Presteline refrigerator, with the self-defrosting feature, in Chicago. "But we probably won't have it here until June," he stated. In New York, he attended a private Lear appliance show. Production on Lear radios is being slowed up due to the difficulty of procuring wood for expensive cabinets. Deliveries on Arvin radios are better, he said.

Fulton Seelbinder, in charge of radios at the Wimberly & Thomas Hardware Co., reports that Fada radio sets, complete with tubes, are now coming through in quantity. "We are getting in a number of combinations and portable battery sets, and the demand for all types is excellent," he stated.

A recent shipment has been received of the new Maytag Dutch Oven gas range, and demand for them is enormous, declares Norman G. Olsen, man-

ager of the Maytag Co. of Alabama. "Not only is this true of city homes, but there is a tremendous market in farm dwellings, as Maytag Dutch Oven has been specifically engineered to meet liquid petroleum gas requirements for use with butane or propane."

Robert Harris, whose previous experience was with Davis & Paxton, of Atlanta, is a new employe in the electrical appliance department of Loveman, Joseph & Loeb.

"Our experience is that customers buying the expensive radio combinations are demanding that they have FM bands," said W. E. Krechei, manager of Loveman's radio and electric appliance department. "Sales of discs are keeping up as well now as before Christmas and are six times as large as last year," he said.

Radio-telephone service was placed in commercial use in Birmingham recently by the Southern Bell Telephone & Telegraph Co. Six local businesses had the radio-telephone unit installed.

—S. A. MAXWELL.

Lou Alexander Joins Cornell-Dubilier Firm

SOUTH PLAINFIELD, N. J., Friday—Lou Alexander has joined the Eastern sales force of the Cornell-Dubilier Electric Corp., this city, it was announced by Octave Blake, president. He will specialize in application engineering.

Mr. Alexander started his career in the radio industry as purchasing agent with the old De Forest Radio Corp. He was later with the Aerovox Corp.

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

WAA EXPEDITES FLOW OF SURPLUS PRODUCT; MEETINGS CONDUCTED

WASHINGTON, D. C., Thursday—To expedite the flow of salable surplus electronics equipment from owning agency depots to industry distributors, the War Assets Administration has scheduled a series of meetings at storage warehouses where agents can make selections and place on-the-spot orders for immediate shipment.

The first of these meetings was held last week at the Philadelphia Signal Depot, Philadelphia, Pa., attended largely by agent-distributors in the New York and New England area. Dates will be set soon for similar meetings in other sections of the country.

Meanwhile, WAA also moved to speed up the segregation of salable from non-salable electronics materials. Forty-two volunteer consultants from the electronics industry, meeting recently in Lockland, Ohio, inspected 125 electronic and equipments (complete assemblies) to determine whether the material should be disposed of by industry agents, directly by WAA, or turned back to owning agencies for disposal as scrap. A similar determination by an industry panel was conducted Tuesday at the Naval Supply Depot, Mechanicsburg, Pa.

In addition to the determinations as to salability to the electronics industry, these panels find that many items may have conversion value to other branches of industry.

George Sieger Elected By Resistance Welders

DETROIT, MICH., Friday—G. N. Sieger, president of the S-M-S Corp., this city, was elected president of the Resistance Welder Mfrs. Association at its annual recent meeting at the Book-Cadillac Hotel, here. He has been active in the association for a number of years.

A prominent figure in the welding industry, Mr. Sieger has been active for years on committees of the American Welding Society and now serves as second vice president of that group.

T. S. Long, vice president and general manager of the Taylor-Winfield Corp., of Warren, Ohio, was elected to serve as vice president of the Resistance Welder Mfrs. Association.

RESISTORS

CARBON INSULATED
AND WIRE WOUND

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

ASK FOR OUR
NEW PRICE LIST

LEGRI S COMPANY, INC.

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New York 25, N. Y.
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IGOE BROTHERS, Inc.

35-37 HALSEY STREET

NEWARK 5, N. J.

Northern New Jersey Distributor of

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

AEROPPOINT ^{UHF*} Emerald

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

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

*Ultra High Frequency

Radio and Appliance Trade Dinner Brings Western Market Week to an Auspicious End

SPEAKERS AT MEETING TRACE HISTORY OF APPLIANCES

Predictions for Future Optimistic for All Classes of Electrical Goods — Leo J. Meyberg Co. Remodels Showroom Into One of Finest on the West Coast — Radios Still Short of Immense Demand.

SAN FRANCISCO, CALIF., Monday —Western Winter Market Week drew to an end on Saturday with eager buyers from this country and many other lands still thronging the halls. Highlight of Market Week, as is customary, was the semi-annual Western Radio and Appliance Trade Dinner under the management of George A. L'Amoreaux, promotion manager of the Mart. It was a foregone conclusion that the event would be a highly successful affair. The Mart Club Room was packed to capacity, and there was an overflow of several hundred guests into the Green Room.

The guest speakers were J. W. Stigall, sales manager, Laundrall Division, F. L. Jacobs Co. and E. Carl Sorby, vice president, Geo. D. Roper Corp. The chairman was R. E. Fisher, vice president in charge of public relations and sales, Pacific Gas and Electric Co. The dinner wound up with a stage show.

Mr. Stigall traced the development of automatic home laundry equipment, which he described as a "young, new industry, an important factor in the national economy, which has contributed greatly to the nation's better health, and better living." Mr. Stigall further stated that "at long last industry had ironed out its many problems, and currently five hundred Laundralls are manufactured daily. This is to be stepped up in the near future to a thousand a day." Mr. Stigall observed

that the demand for automatic laundry equipment is so great that it is beginning to crowd refrigerators for first place. The market is barely touched, and there is plenty of room for good manufacturers, he added. Eventually, Mr. Stigall said, his firm will manufacture other household appliances but currently production centers on Laundrall.

As to predictions: considering the five years deferred demand, the fifteen million new dwellings to be erected, the ten million young married couples, there is no recession in sight for the durable goods industry, the market for which will probably be flourishing throughout the next decade. However, the buyers market is definitely here. It will be necessary to fight for business, which is a healthy condition, compelling everyone to efficiency, he said.

He stressed as important good management, good public relationship, extensive advertising, and last but not least, competent selling. He advised: "Start early morning sales meetings; the boys really have to start selling."

E. Carl Sorby extolled the merits of automatic gas appliances with special reference to automatic gas ranges. Mr. Sorby said that during the war years salesmanship had fallen into the doldrums, when one heard: "Business is wonderful—If I could only get more merchandise." That era is fast drawing to its end, and Mr. Sorby observed:

"There is a tremendous need for inspirational leadership."

In honor of Western Winter Market Week, Leo J. Meyberg Co., had entirely remodeled its showroom, and the merchandise displayed against the effective background was outstanding and varied. Among the Meyberg exhibits were the new RCA-Victor Crestwood series of radios; phonograph-radio combinations with mechanical push-buttons, twelve tubes, AM-FM reception. S. L. Dunton, Meyberg representative for RCA-Victor in the Sacramento area, called attention to the series of attractive RCA-Victor miniature portable radios, especially the "Small Solitaire."

Don F. Courtleigh, manager of Leo J. Meyberg Co.'s radio division, stated that RCA-Victor radios are so much in demand that even the table radios are still on an allocation basis. Mr. Courtleigh continued to say that RCA-Victor television receivers have been delivered in good quantity in the Los Angeles area, and as soon as there is video transmission here, Leo J. Meyberg Co. will be ready to take care of the demand for television home receiving sets.

Home appliances to be seen at the Meyberg showrooms are: an American Kitchen; a new Bendix automatic ironer and dryer; Norge electric water heater; Norge upright and chest type home freezers, Norge refrigerators of various designs and capacity, and many other products.

C. G. Hamilton Co., western factory representative for Freed-Eisemann radios, Blackstone washers, Chromcraft products, etc., is launching out on a very extensive expansion program. Another office and showroom is to be opened immediately in Los Angeles, and a second one in the Northwest in the near future. Carolyne G. Hamilton, head of the firm, notices that the

trend by eastern manufacturers is to relegate their export business to the logical point on the West Coast. C. G. Hamilton Co. has already been appointed to transact all the export business for Chromcraft products in the Philippines, Hawaii, Guam, Australia, China, and all points between. Carolyne Hamilton is very much interested in the export business and is grooming her organization to handle, capably, export to the Orient and all points West of the Pacific Coast. GISELA NEY

CATHCART ADDRESSES KIWANIS CLUB MEETING

PHILADELPHIA, PA., Thursday — "Television stations will be springing up in the various communities of the United States at the rate of nearly two a month during 1947 and 1948," J. Davie Cathcart, advertising manager of RCA Victor Home Instrument Department, told a luncheon meeting of the Kiwanis Club at the Bellevue-Stratford, here on Tuesday.

"Most of these new stations will be introducing television to their communities for the first time," he said. "Currently, St. Louis and Detroit are inaugurating television. Some forty construction permits have been granted by the FCC for television stations in addition to nearly a dozen now on the air. Television receiver production lines are rolling rapidly and steadily in an effort to fill the growing demand stimulated by the expanding industry. By 1948, a half million of these receivers may well be in the hands of the public."

Mr. Cathcart described some of the problems encountered in placing television in the hands of the public and progress to date on television network facilities to link the major cities of the United States.



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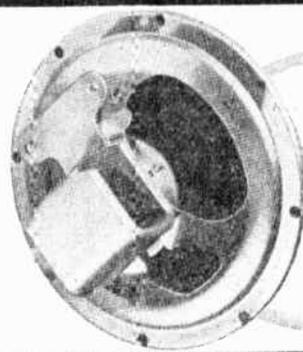
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CLASSIFIED SECTION

— 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

FOR SALE — Stromberg - Carlson Sound Equipment. All brand new cartons. No reasonable offer refused. Benmar Radio, 3708 Bergenline Ave., Union City, N. J.

SPOT CASH

We buy overstock inventories of radio tubes and parts. Must be at or below manufacturers' prices. All transactions treated confidentially. Write Box No. 806, RADIO and Television WEEKLY.

SALES HELP—Radio Salesman, portable AC-DC battery set, now calling on trade with kindred line. Commission. Write fully. Yale Industries, 1170 Broadway, New York.

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.

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

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.

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.

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.

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.

CHIEF RADIO ENGINEER

Long experience in manufacture of home radio receivers. Engineering degree. Age 36. Box 809, 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.

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.

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

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

REPUTABLE RADIO MANUFACTURER is prepared to accept orders for private label radios in medium or large quantities. Write Box 808, RADIO and Television WEEKLY.

PHONOGRAPH CASES—We furnish and cover portable cabinets. Also bind and sew through wood. Phonograph and radio cabinets our specialty. L & L Leather Products Co., 24 Band St., Philadelphia 6, Pa.

MANUFACTURERS—California representative, established many years, with excellent recommendations from present accounts, wants to add good non-conflicting line for parts jobbers and manufacturers. Will be in New York, Chicago to talk business first two weeks March. Box 807, RADIO and Television WEEKLY.

EXECUTIVE, foreign and domestic experience in radio and appliances, cost accounting, material control, purchasing, production control, advertising, sales and personnel relations. Capable of taking complete charge of manufacturing plant, U. S. or foreign. Available on contract as consultant or permanent. Box 810, RADIO and Television WEEKLY.

JACK DALTON MADE DIRECTOR OF SALES FOR BENDIX RADIO

(Continued from Page 3)

od he held various executive posts. He then spent several years with the old Grigsby-Grunow Co., formerly manufacturer of Majestic radio, serving as assistant sales manager.

Subsequently, he was with the Kelvinator Corp., and from 1938 until 1944, when he joined Bendix, Mr. Dalton was with the RCA Victor Division of the Radio Corp. of America.

Mr. Dalton established the national radio distribution organization for Bendix radio and instituted many of the merchandising policies now in force. He is widely known among retailers from coast to coast.

Mr. Truesdell joined Bendix in the latter part of 1944. Before joining the company, he was general sales manager of the Crosley Corp. manufacturing division. Prior to that, he served for eleven years with the General Motors Frigidaire Division.

FIELD SALES EXECUTIVE

Wholesale Distributor of Top Line Phonograph Records would like to contact experienced merchandising man to head up Record Operation. Volume now running over million dollars annually. Location—Exceptionally desirable market in Middle West. Compensation—Guarantee and overriding arrangement. Will approach \$10,000 on present volume. Give complete personal description and outline of experience in first letter.

Box No. 805

RADIO and Television WEEKLY

99 Hudson Street

New York 13, N. Y.

DISTRIBUTORS IN NEW JERSEY

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SHELVADOR REFRIGERATORS — RADIOS — KITCHEN CABINETS — SINKS

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Products

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

Where the Magnitude
Of Selling Power
Is Reflected

RADIO AND TELEVISION WEEKLY

ESTABLISHED 1916

A Trade Directory of
Leading Firms In
These Fields

Radio-Television Manufacturers

Admiral Corp. Chicago, Ill.
Air King Radio Brooklyn, N. Y.
Ansley Radio Corp. Trenton, N. J.
Apex Radio Corp. New York, N. Y.
Automatic Radio Mfg. Co. Boston, Mass.
Aviola Radio Corp. Phoenix, Ariz.
Beimont 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.
Meck Industries, John Plymouth, Ind.
Minerva Corp. of America New York, N. Y.
Noblitt-Sparks Industries, Inc. Columbus, Ind.
Philco Corp. Philadelphia, Pa.
Pilot Radio Corp. Long Island City, N. Y.
RCA Victor Division, RCA Camden, N. J.
Regal Electronics Corp. New York, N. Y.
Sentinel Radio Corp. Evanston, Ill.
Sonora Radio & Television Corp. Chicago, Ill.
Sparks-Withington Co. Jackson, Mich.
Stewart-Warner Corp. Chicago, Ill.
Stromberg-Carlson Co. Rochester, N. Y.
Symphonic Radio & Elec. Corp. Cambridge, Mass.
Tele-Tone Radio Co. New York, N. Y.
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.
U. S. Television Mfg. Corp. New York, N. Y.
Viewtone Telev. & Radio Corp. Brooklyn, N. Y.
Warwick Mfg. Corp. Chicago, Ill.
Westinghouse Electric Corp. Sunbury, Pa.
Wilcox-Gay Corp. Charlotte, Mich.
Zenith Radio Corp. Chicago, Ill.

Appliance Manufacturers

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

Electronic Tube Supplies

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

Electronics Manufacturers

Bendix Radio Division Baltimore, Md.
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.
Scund 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.
Capital 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.
Duo-tone 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.
Recoton Corp. New York, N. Y.
Sonata Electronics Corp. Chicago 5, Ill.
Sonora Radio & Television Corp. Chicago, Ill.
Sound Products Co. White Plains, N. Y.
Steelman Radio Corp. Bronx 57, N. Y.
Sterling Records, Inc. New York, N. Y.
L. H. Symons Associates New York 14, N. Y.
Talk-A-Phone Co. Chicago, Ill.
E. Toman & Co. Chicago 8, Ill.
Tone Products Corp. of America New York, N. Y.
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.
Tung-Sol Lamp Yorks, Inc. Newark, N. J.

Radio Parts Manufacturers

Aermotive Equipment Corp. Kansas City, Mo.
Aerovox, Inc. New York, N. Y.
Aerovox Corp. New Bedford, Mass.
American Condenser Co. Chicago, Ill.
Astatic Corp. Conneaut, Ohio
Camburn, Inc. Woodside, N. Y.
Chicago Aviation Chicago, Ill.
Coronet Electric Co. Chicago, Ill.
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.
Spiraling Products Co. New York, N. Y.
Sprague Electric Co. No. Adams, Mass.
Sylvania Elec. Products, Inc. Emporium, Pa.
Wm. T. Wallace Mfg. Co. Peru, Ind.
Ward Products Corp. Cleveland, Ohio

Radio and Parts Wholesalers

All State Distributors, Inc. Newark, N. J.
Apollo Distributing Co. Newark, N. J.
Appliance Distributors, Inc. New Rochelle, N. Y.
Arvin-Salmanson Co. of N. Y., Inc., New York, N. Y.
Arvin-Salmanson Co. of New England, Boston, Mass.
Arvin-Salmanson Co., Inc. Baltimore, Md.
Ashbach Co., Leonard 152 W. Huron St., Chicago
Beaucaire, Inc. 114 Monroe Ave., Rochester, N. Y.
Berman Co., Inc., Henry O. Baltimore, Md.
Brooks Radio Dist. Corp., 853 B'way, New York, N. Y.
Central Queens Elec. Sup. Corp. Brooklyn, N. Y.
H. L. Dalis, Inc. New York
Eastern Electrical Supply Co. Newark, N. J.
Emerson-New Jersey, Inc. Newark, N. J.
Emerson-New York, Inc. New York, N. Y.
Emerson Radio of Pennsylvania Philadelphia, Pa.
Emerson Radio of Washington Washington, D. C.
Everybody's Supply Co. Philadelphia, Pa.
Fada of New York, 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

SENSATIONAL G-E ELECTRONIC REPRODUCER . . . for the most beautiful record reproduction you ever heard! No needles to change. Self-protecting genuine sapphire stylus normally is unharmed by accidental dropping or by sliding across record.



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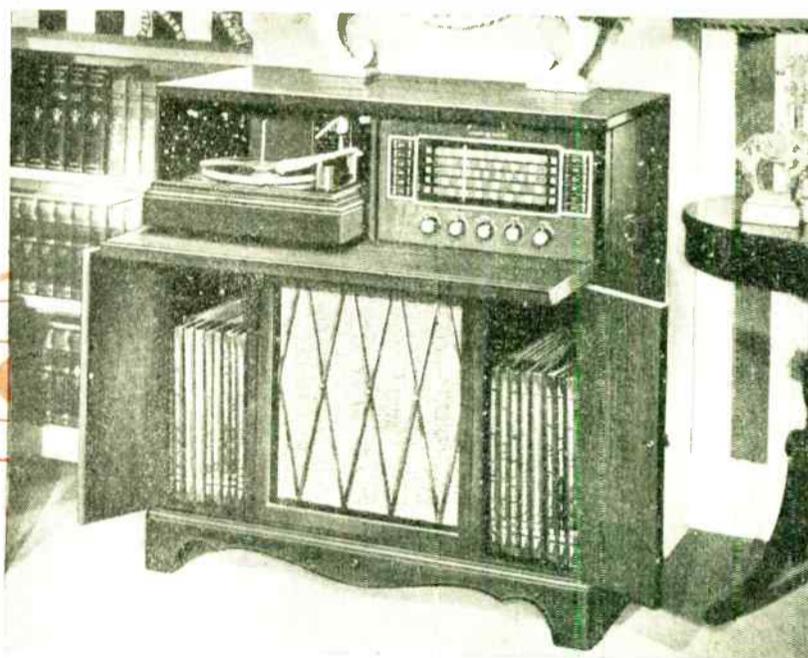
. . . in glorious natural color tone with this great new radio-phonograph

LISTEN — COMPARE . . . AND YOU'LL BE PROUD TO SELL G-E MODEL 417

♪ The first chance you get . . . hear this set perform! Listen to FM or AM or short wave. Of course the FM is wonderful. It's genuine Armstrong FM. But the AM and short wave too, sound better than ever. Listen to any record, old or new. Then you'll realize just how fine the G-E Electronic Reproducer really is! Look at the cabinet. That's styling your best customers will appreciate. And the price is well below what you'd expect for such a triumphant combination. For full details see your G-E Radio Distributor, or write today to: Electronics Department, General Electric Company, Bridgeport, Conn.



Glamorous **GINNY SIMMS**, star of the Borden show, every Friday night over CBS.



SUPERB GENERAL ELECTRIC FM-AM RADIO-PHONOGRAPH MODEL 417 Five Bands—AM, Short Wave and genuine Armstrong FM. 9 tubes plus rectifier. Sensational new G-E Electronic Reproducer reveals all the music on your records. G-E Guillotine Tuner. Oversized (12") Dynapower Speaker with magnet of G-E Alnico 5. Beautiful 18th Century-inspired mahogany cabinet. Storage space for approximately 120 records.

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175.F2

PORTABLES • TABLE MODELS • CONSOLES • FARM SETS • AUTOMATIC PHONOGRAPH COMBINATIONS • TELEVISION