

# RADIO AND TELEVISION

ELECTRONIC NEWS

# WEEKLY

NEW YORK, WEDNESDAY, MARCH 5, 1947



► **Friendly, tactful, impartial, trained to serve,** these Hytron commercial engineers form the liaison between us—maker and user of electronic tubes. Few in the radio tube plant can be circuit specialists. Few outside the tube plant can be tube specialists. Both of us need these commercial engineers trained to see clearly both sides of our common problems and help us solve them.

Often their job begins with a request for advice in selecting a tube. Investigation of the circuit application helps them recommend an available type, a slight redesign, or a brand new type. If a new type is found to be the only practicable and economical solution, they cooperate with design and production engi-

neers to achieve the performance desired.

Specification of adequate factory testing procedures and preparation of characteristics sheets do not end their work. Returns are closely checked. If trouble occurs, they go into the field, help dig out the facts, and offer possible solutions—improvements in tube or application. And they stick tenaciously with the problem until it is solved.

Using a wealth of test equipment and know-how, these boys really sweat to make it easy to make Hytron tubes which will make you happy. Busy as a one-armed paperhanger, yet they always welcome the tube problems of equipment engineers. They are nice guys, and we thought you would like to meet them.

SPECIALISTS IN RADIO RECEIVING TUBES SINCE 1921



# HYTRON

RADIO AND ELECTRONICS CORP.

MAIN OFFICE: SALEM, MASSACHUSETTS



# 1947 PARADE OF VALUES

**SPEARHEAD THE WAY TO INCREASED SALES  
WITH ULTRA QUALITY RECORD PLAYERS!**

Alert dealers and distributors are profitably playing a Symphonic tune! These seven outstanding record players are bound to ring your cash registers to new musical heights! All have exceptional versatility, superb tone, functional beauty and advanced engineering features. Critics have acclaimed them . . . and you will sell them . . . because they are the most exciting values of the year!

RCA Licensed Manufacturers



**PREP**

LIST  
**\$24.50**



- 2-tube amplifier (3-tube performance)
- 5 1/2" Alnico-5 Permalloy G. E. Speaker
- Acoustically designed for fine tone
- Two-tone simulated leather cabinet

**TEEN AGER**

LIST  
**\$32.50**



- 2-tube amplifier (3-tube performance)
- 5 1/2" Alnico-5 Permalloy G. E. Speaker
- Separate volume and tone control
- Portable case in two-tone leatherette. 3 colors: Brown, Blue, Maroon.

**CO-ED**

LIST  
**\$36.50**



- 2-tube amplifier (3-tube performance)
- 5 1/2" Alnico-5 Permalloy G. E. Speaker
- Separate volume and tone control
- Portable case, ostrich finish leatherette

LIST

## **\$109.95 CONCERTO**

**Deluxe Automatic RECORD PLAYER**

- Handsome solid mahogany custom-built cabinet with storage space for 10 and 12 inch record albums.
- 4-tube amplifier (including Selenium rectifier) with voltage doubler circuit for twice the power output.
- Full range tone control from bass to treble, with inverse feedback to assure perfect reproduction.
- 10" G. E. speaker with 6.8 oz magnet of Alnico-5 Permalloy.
- Foolproof, two post automatic record changer with noiseless 60 cycle AC motor.
- Minimum surface noise with lightweight pickup arm and permanent needle.

List 5% Higher west of Rockies

**VARSAITY**

LIST  
**\$39.95**



- 3-tube amplifier (4-tube performance)
- 6 1/2" Alnico-5 Permalloy G. E. Speaker
- Separate volume and tone control
- Portable case in two-tone leatherette
- Lightweight pickup arm, permanent needle

**FRATERNITY**

LIST  
**\$64.50**



- 3-tube amplifier (4-tube performance)
- 6 1/2" Alnico-5 Permalloy G. E. Speaker
- Separate volume and tone control
- Solid mahogany, hand rubbed cabinet
- Lightweight pickup arm, permanent needle
- Gearless, foolproof automatic changer

Model  
YCA3

LIST  
**\$53.95**



- 3-tube amplifier (Super performance)
- 6 1/2" Alnico-5 Permalloy G. E. Speaker
- Separate volume and tone control
- Deluxe portable case, two-tone leatherette
- Lightweight pickup arm, permanent needle
- Gearless, foolproof automatic changer

*Symphonic Record Players Perform  
a New High in Music Pleasure!*



**RADIO & ELECTRONIC CORP., 292 MAIN STREET · CAMBRIDGE · MASS.**

**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. 10

NEW YORK, WEDNESDAY, MARCH 5, 1947

Per Year—\$5.00

## Form Retail Chain With 54 Outlets; Sales \$12,000,000

**ALL JEWELRY, RADIO SHOPS**

Operating in Forty-two Southern Cities — Federated Jewelers Corp. Purchasing Headquarters Opened in New York City.

Announcement was made yesterday (Tuesday) of the formation of Federated Jewelers Corp., with headquarters at 62 West Forty-seventh street, New York City. The new corporation was organized by owners and operators of fifty-four retail stores, including a number of chain store groups, selling jewelry, radios and home appliances, located in forty-two cities and towns in Maryland, Virginia, Tennessee, Georgia, North Carolina, South Carolina and Florida, and with total gross retail sales in excess of \$12,000,000 annually.

The corporation will centralize to a large extent its merchandising, advertising, warehousing, distribution, purchasing and sales promotion activities for the entire fifty-four stores. While similar corporations have been created and are successfully operating in other fields, this is the first corporation of its type and size to be formed for the jewelry trade, the announcement states.

Chairman of the board of Federated

(Continued on Page 27)

## RCA SET OUTPUT 1,500,000 LAST YEAR; NET PROFITS PLACED AT \$10,985,035

**RAYTHEON WILL DIRECT  
RECEIVING TUBE SALES  
FROM CHICAGO OFFICE**

**ERNEST KOHLER IN CHARGE**

**Curtis R. Hammond Is Appointed  
Distributor Sales Manager — F.  
E. Anderson Continues as Head  
of Newton, Mass., Sales Office.**

CHICAGO, ILL., Friday—Headquarters of the sales department of Raytheon Manufacturing Co.'s radio receiving tube division has been established at 445 Lake Shore drive, this city, according to announcement made by Carl J. Hollatz.

All activities of the division with respect to sales engineering and advertising and the sale of radio receiving tubes to equipment manufacturers and to the distributor trade are under the direction of Ernest Kohler, Jr., sales

(Continued on Page 10)

# CONSOLE PRODUCTION UP; SET OUTPUT AT NEW HIGH

## RADIO, PHONO MAKERS' VOLUME TOTALLED \$380,873,960 IN 1946

FIGURE BASED ON EXCISE TAX PAYMENTS DURING YEAR

Report Indicates \$61,294,560 in Record Volume by Manufacturers — Internal Revenue Department Also Releases Figures for Appliances and Musical Instrument Producers for 1946 Calendar Year.

### Color Television Ruling Awaited

WASHINGTON, D. C., Monday—The Federal Communications Commission's decision on the application of the Columbia Broadcasting System petition for the establishment of standards for color television is expected to be announced within a week, according to informed circles here.

At the conclusion of the Commission's lengthy hearings on the application on February 13, FCC Chairman Charles R. Denny promised a decision "as soon as possible in view of the problems concerned."

Net earnings of the Radio Corp. of America in 1946 amounted to \$10,985,035, equivalent to 56.4 cents per share of common stock, it was disclosed in the RCA twenty-seventh annual report released last week by Brig.-Gen. David Sarnoff, president. This compares with \$11,317,068 in 1945, when earnings, after the payment of preferred dividends, were equivalent to 58.8 cents per share.

Total gross income from all sources amounted to \$236,980,770, representing a decrease of 15.2 per cent compared with the total of \$279,503,615 in 1945, when the corporation was still engaged in filling substantial Government orders.

The total earned surplus at December 31, 1946, amounted to \$54,099,043, an increase of \$5,060,916 over earned surplus at the end of 1945.

Re-establishment by RCA of peacetime commercial operations in the service of the nation and the public was announced by Chairman James G. Harbord and President David Sarnoff, speaking for the board of directors, in a joint statement being mailed to

(Continued on Page 23)

WASHINGTON, D. C., Friday—Manufacturers of radio sets, phonographs and components paid a total of \$38,087,396 in Federal excise taxes during the calendar year 1946, the Bureau of Internal Revenue of the Treasury Department revealed today. Taxes were paid by the manufacturers at the rate of 10 per cent of their selling price, which indicates aggregate sales of \$380,873,960 by all manufacturers in this field.

For the preceding year, producers of radio sets, phonographs and components paid excise taxes totaling \$5,129,295.

The phonograph record manufacturers, who also pay excise taxes at the rate of 10 per cent, paid into the treasury a total of \$6,129,456 last year, reflecting a total sales volume of \$61,154,560 last year. Tax payments by record makers during 1945 totaled \$2,347,895.

Refrigeration and air conditioning manufacturers, likewise in the 10 per

(Continued on Page 26)

## Engineers Gather For '47 Meetings

160 EXHIBITS IN NEW YORK

**Extension of Wartime Production  
Techniques Into Peacetime Pro-  
duction Reflected in Displays at  
Grand Central Palace.**

The extension of wartime production techniques into peacetime production are being demonstrated at the exhibits being staged in New York in conjunction with the annual Institute of Radio Engineers convention and show, which got under way on Monday and will continue through tomorrow (Thursday).

Some 160 organizations are exhibiting equipment at the Grand Central Palace and 120 technical papers will be presented at the Hotel Commodore during the four-day period. Total attendance from all sections of the country

(Continued on Page 26)

## Makers Establish Monthly Records

FM OUTPUT INCREASED

**RMA Members Turned Out  
1,564,171 Receivers During  
January — 10% Were Con-  
sole Model Radio Sets.**

WASHINGTON, D. C., Monday—January production of both FM-AM radio receivers and television sets rose sharply over all monthly records in 1946 as the radio industry's total output continued to maintain the high production rate reached in the last quarter of 1946, the Radio Manufacturers' Association announced today.

Especially gratifying to the industry was the fact that the proportion of all radio consoles to table models rose substantially during January, indicating a greater availability of wooden cabinets. The scarcity of wood cabinets has been the principal bottleneck in the production of console models.

Total set production by RMA set manufacturers was 1,564,171 as compared with 1,454,687 in December.

FM-AM sets manufactured in January totaled 51,318 as compared with 40,903 in December, while television receivers numbered 5,437 or almost 2,000 above the 3,561 produced in December.

More than 5,000 of the January output of FM-AM receivers were in the low-cost table model field. The remainder were consoles, most of which were radio-phonograph combinations.

Of the television receivers reported, 4,790 were of the radio table model type, the remainder being consoles.

Consoles accounted for about 10 per cent of the January radio output as against a 1946 average of 7 per cent, while table models in the same period dropped from a 1946 average of 77 per cent to about 64 per cent.

## Sylvania Electric Pays 35-Cent Interim Dividend

Sylvania Electric Products, Inc. has declared a 35-cent interim dividend on its common stock, due April 1 to stockholders of record on March 21. Three 25-cent dividends and a year-end dividend of 50 cents were paid by Sylvania last year.

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## FIELD REPRESENTATIVE

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## FM Promotion

The shot-in-the-arm necessary to promote FM on a major scale was provided at the recent conference of the Radio Manufacturers Association held in Chicago.

In response to a request from the newly-organized Frequency Modulation Association, RMA has appointed a special committee to canvass set and transmitter manufacturers with a view towards boosting the production of both FM receivers and FM transmitters. Plagued with numerous obstacles — notably the band allocation controversy — and encountering unexpected production difficulties from an engineering standpoint and from a shortage of component parts — the manufacturers produced less than 200,000 frequency modulation receivers during 1946 out of more than a total output of 15,000,000 sets.

However, conservative estimates indicate a production of 2,000,000 FM radios this year — although more enthusiastic proponents of frequency modulation believe the figure will reach 3,000,000 to 4,500,000 FM receivers in 1947. Although there are at present only approximately 140 FM transmitters in use in this country, Charles R. Denny, chairman of the FCC, is of the opinion that 700 such stations will be on the air by the end of this year. In fact, all manufacturers agree that the crying need, as far as nation-wide FM promotion is concerned, is for more FM transmitters.

At the present time, a large segment of the nation's population is still without FM service. Under these conditions, FM receivers cannot be sold in these areas. Manufac-

turers are more anxious to produce sets that can be sold in every section of the country rather than in selected areas.

In sections where new FM stations have been launched, broadcasters have complained of the scarcity of FM receivers in these particular areas. They contend that their programs are being heard by a mere handful of listeners because of the scarcity of FM sets. There is no doubt that their complaints in this regard are justified. More sets must be shipped into markets now being served with staticless FM programs for the first time in order to provide the broadcaster with as large a listening audience as possible. Broadcasters don't relish the idea of sending their programs out into thin air with but a handful of listeners.

Greater co-operation between the receiver manufacturers and the broadcasters is essential to assure larger audiences for pioneer FM stations.

The FM survey to be conducted by RMA, coupled with a conference with the FM Association on production problems, is designed to solve these problems and to assure remedial action to the satisfaction of broadcasters — and not without profits to the manufacturers, distributors and dealers from the sale of sets.

The forthcoming all-industry "Radio in Every Room" campaign to be launched shortly by the RMA Advertising Committee, with the co-operation of allied trade groups, will place a good deal of emphasis on FM.

One of the primary tasks of the radio industry will be to lift the average unit of sale per set. FM offers the greatest immediate means for lifting the average price of a radio from a level of less than \$45 at retail last year to one substantially higher. Even during 1940, the industry average price per set sold was something like \$36 at retail, and we should not forget that \$9.95 sets were sold by the millions that year and that console combinations with automatic record changers were also marketed by nationally-known manufacturers at around \$100. Nevertheless, there were extenuating circumstances which led to the production last year of such an overwhelming percentage of table radios and thereby contributed to keeping the price level down to where it was.

In a conservative estimate of the potential FM market, R. C. Cosgrove, vice president and general manager of the Crosley Division of the Aviation Corp. and head of the RMA, predicted that 2,000,000 FM receivers would be made this year. He further declared that FM table models would be produced this Summer to retail as low as \$50, and that console type FM receivers would be available at as low as \$175. Mr. Cosgrove indicated that the total of FM receivers to be turned out this year would be divided equally between table models and consoles. This would be a minimum average of \$112.50 per set at list — considerably in excess of the \$45 industry average per set last year.

Some there are who insist that FM pro-

duction by the end of this year will be at a rate of 5,000,000 receivers a year, with 1948 production of staticless sets far in excess of this.

If the rate of FM production is able to reach the total forecast by the more enthusiastic advocates of staticless radio, the role of FM in lifting the average price per set sold is readily discernible. The entire industry has an important stake in FM, and concerted action of an aggressive type is essential for the speedy development of this superior service on a nation-wide basis.

The industry must get moving fast on FM if it is to grasp a golden opportunity. The public is waiting for a chance to buy radios incorporating wartime developments. FM fills the bill at the moment.

## A New Era

Distributors of popular radio and appliance lines are currently chalking up sales records that would have made even many a nationally-known radio set manufacturer envious before the war. Some of the largest wholesalers with a well-rounded set-up of merchandise in the radio, appliance and record field are looking forward to a volume that may reach the \$15,000,000 mark this year, if conditions in this industry continue at present levels and unless the bottom falls out of our established economic structure.

Any figure even approaching the \$15,000,000 mark would have appeared fantastic before the war for any distributor. However, pre-war records of achievement just don't count in the post-war picture. Also, when we hear some people wish for the return of "normal conditions," they certainly can't mean the pre-war level of business.

Our standard of living has changed considerably since the outbreak of war. Wages have gone up; living costs have risen considerably, and so have prices. Accordingly, we must all think in different terms than we did in 1941.

If we insist upon talking about pre-war conditions, we shouldn't forget the \$9.95 radio, the \$99.50 electric refrigerator, and the \$700 automobile. These prices didn't create too much prosperity and nobody is anxious for their return. Also, these prices were coupled with 40-cents-an-hour wages and a standard of living far below what we are enjoying today.

Manufacturers of well-known brands are likewise producing at a level far above anything known during peacetime years. This rate, too, must be maintained under the new era of expanded costs and higher standards. Business must be on a bigger scale if industry must continue to pay \$30 for an office boy, compared to only \$12 to \$15 paid before the war.

Our world of today is far different from that preceding the war. We must think and act accordingly if we are to keep pace with these changed conditions. Otherwise, we will be left at the post.

## L. C. TRUESDELL JOINS HOTPOINT CONCERN AS MARKETING DIRECTOR

IS NAMED VICE PRESIDENT

Recently Resigned as Bendix Radio General Sales Manager — To Take Up New Duties in Chicago on March 10.

CHICAGO, ILL., Thursday — Leonard C. Truesdell, who resigned two weeks ago as general sales manager of the Radio Receiver Division of Bendix Aviation Corp., has been appointed vice president in charge of marketing of Hotpoint, Inc., this city, electrical appliance manufacturing affiliate of the General Electric Co., it was announced by James J. Nance, executive vice president of Hotpoint. Mr. Nance was formerly vice president and director of sales of the Zenith Radio Corp.

This newly created post carries with it responsibility for all commercial phases of the company's operations, including that of general sales management. This latter position has been vacant since last October.

Mr. Truesdell is widely known in the radio and appliance industry. Before joining Bendix, he was general sales manager of the Crosley Corp., and prior to that he was associated in marketing capacities with the Frigidaire Division of General Motors Corp. for a period of eleven years.

Mr. Nance revealed that this appointment is part of a program "to build a powerful marketing organization to match the greatly increased production capacity we are now acquiring." Mr. Truesdell will take up his new post here on March 10. He is at present vacationing in Florida.

## NEW SERVICE CENTER OPENED IN MIDWEST BY GENERAL ELECTRIC

KANSAS CITY, MO., Friday—A new General Electric appliance service center has been set up here under the direction of Vern Hagmann, manager, and L. H. Creel, operating manager, it was announced by T. J. Killeen, manager of warehousing and distribution for the company's product service division.

The service center, situated at 2619 McGee Trafficway, is the company's eleventh.

Mr. Hagmann, who joined General Electric in 1930 as a student engineer, has recently been acting manager of the appliance service center in Cleveland. Previously he was a field representative for the company in Kansas City, and in 1944 he was named district service supervisor here.

Mr. Creel went with the company in 1942 as assistant foreman of appliance manufacturing in Bridgeport, Conn. Three years later he was transferred to the product service division as assistant to the supervisor of appliance service centers.

## Farnsworth District Managers Hear Plans For Merchandising 1947 Radio Set Models



Farnsworth Sales Organization

FORT WAYNE, IND., Thursday—Farnsworth district managers were given an outline of 1947 merchandising plans and a preview of the firm's new models at a two-day meeting here recently with sales officials of the Farnsworth Television & Radio Corp. The district managers and company officials who participated in the conference are shown here as follows from left to right:

Seated: Clifford A. Malliet, Middle and South Atlantic states; E. H. Vogel, vice president in charge of sales; John S. Garceau, advertising and sales promotion manager; Glenn L. Kuffer, Chicago area.

Standing: Hector A. Castellucci, as-

stant sales manager; Stanley A. Morrow, assistant manager of advertising and sales promotion; John S. Conger, Rocky Mountain states; Lee V. Hadin, East North Central states; Roy P. Mulhausen, Rocky Mountain states; Leon I. Beardsley, West North Central states; Joseph E. Hendrickson, Chicago area; G. S. Jeffers, West South Central States; Arthur E. Champagne, New England states; James H. Kelly, South Atlantic states; George E. Worden, sales division.

Eustace H. Vynne, district manager for the West Coast, and representatives of the firm's Los Angeles and San Francisco distributors visited Farnsworth headquarters here in December.

## DEL MERCADO HEADS NEW EXPORT DIVISION OF MAJESTIC FIRM

ELGIN, ILL., Friday—Formation of an International Division, which will function as the sales and merchandising organization in export markets for Majestic Radio & Television Corp. and Majestic Records, Inc., has been announced by E. A. Tracey, Majestic's president.

C. V. del Mercado, who has been named to direct the new division, has been with Majestic for several years, his activities having included the organization of Majestic's export distributor group, and more recently radio sales manager.

"As director of Majestic's International Division," Mr. Tracey said, "Mr. del Mercado brings to the new division twenty years of well-rounded experience in sales and merchandising in the domestic as well as the export market. His appointment will be welcome news to his many friends in the overseas markets and evidences Majestic's well-directed planning towards the development of our export business."

Plans now in process call for undertaking the export of other products compatible with Majestic's activities in

the International Division, Mr. Tracey added.

## Lou Martin, Robt. Kelly, Jack Sadowsky Named To New RCA Tube Posts

HARRISON, N. J., Friday—Three promotions have just been announced by the Radio Corp. of America Tube Department, it was announced here this week.

Louis Martin has been appointed supervisor of the equipment field force of the tube department; Robert L. Kelly has been named supervisor of application engineering service of the equipment sales section; and Jack M. Sadowsky has been made supervisor of electronic component sales of the same section. All have been associated with the RCA Tube Department for some time.

## Farnsworth Reports on Nine-Month Operations

FT. WAYNE, IND., Friday—For the nine months ended January 31, the Farnsworth Television & Radio Corp., this city, reported a net loss of \$337,420 after estimated tax carry-backs. This compares with a net profit of \$469,077 for the like period of the previous year.

## R. H. LANGLEY NAMED ENGINEERING HEAD AND VICE PRES. OF OLYMPIC

THIRTY YEARS IN INDUSTRY

A. A. Juviler, President of Olympic, Announces Appointment — New Executive Started With Marconi; Was With G. E., Crosley and Hazeltine.

A. A. Juviler, president of Olympic Radio & Television, Inc., Long Island City, N. Y., has announced the appointment of Ralph H. Langley as vice president in charge of engineering.

Mr. Langley has been active in radio engineering for almost thirty years. He started with the Marconi Wireless and Telegraph Co., before the days of broadcasting. When that company was bought out by General Electric, Mr. Langley joined G.-E. and helped produce the company's first superheterodyne receivers. In 1927, he joined the Crosley Radio, first as assistant to the president, and later as director of engineering.

In 1931, Mr. Langley formed his own company, acting as private consultant to members of the radio industry. During the war he joined Hazeltine where he contributed to important research on radar.

In October, 1946, Mr. Langley joined Olympic Radio & Television, where he will be responsible for the development of the company's FM and television program. He is a registered engineer in the State of New York, a Fellow of the Institute of Radio Engineering, a member of the American Institute of Electrical Engineers, and a member and past president of the Radio Club of America. Mr. Langley has written numerous articles on electronics for The Proceedings of the Institute of Radio Engineers.

## New Building Planned By Acme Appliance Co., Belleville, N. J., Dealer

BELLEVILLE, N. J., Thursday—The Acme Appliance Co., retail radio and appliance firm, which was launched last May at 92 Washington avenue, in this city, has announced plans for the erection of a new building to house its growing business.

Herman Harmelin, manager of the Acme store, revealed that the concern has purchased land at 234 Washington avenue, next to the local post office, and will erect two modern stores comprising 2,500 square feet of floor space each. The second floor will be devoted to offices. Ground for the new building will be broken on April 1.

Acme handles Philco, Crosley and Westinghouse radio and appliances, as well as Garod and Ansley sets and several other appliance lines.

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

## IS EDELSTEIN ELECTED TRAV-LER VICE PRES.

CHICAGO, ILL., Friday—Announcement of the appointment of Is Edelman as vice president of the Trav-ler Radio Corp., of this city, was made today by Joe Friedman, president of the



Is Edelman

company. Mr. Edelman's elevation to the vice presidency of the Trav-ler company comes after an association of five years with Trav-ler, during which time he has served in various executive capacities.

Prior to joining Trav-ler, Mr. Edelman headed the radio department of Spiegel's, in this city, where his wide knowledge of radio products and merchandising had earned him an enviable reputation in the industry.

In his present executive position with Trav-ler, Is Edelman co-ordinates the operation of the firm's plants in Orleans and Bedford, Ind., with the engineering, purchasing and sales divisions of the firm which are located at the main offices in this city.

## ROTHENBERGER HEADS RCA VICTOR SALES OF RENEWAL RADIO TUBES

CAMDEN, N. J., Monday—W. L. Rothenberger has been appointed manager of renewal sales in the RCA Victor Radio Tube Department, it was announced here today. In this post, Mr. Rothenberger succeeds D. J. (Dave) Finn, who was recently named general sales manager of the RCA Victor Record Department.

RCA also announced today the production of an electrifier for the conversion of a battery type radio to one which can operate off power lines.

## Sid Gatty in New Offices

PHILADELPHIA, PA., Friday—Sidney H. Gatty, factory sales representative for DeWald radio and Duotone phonograph needles in this territory, has opened new offices in the Jefferson building at 1015 Chestnut street, this city. Display and sales offices are maintained at the new address.

## HEDCO DISTRIBUTORS NAMED WHOLESALER FOR AIR KING RADIO

CHICAGO, ILL., Friday—Hedco Distributors, Inc. has been appointed distributor for the Air King line of radios in northern Illinois, according to an announcement by Paul M. Davidson, president of the company. The Hedco organization with headquarters at 4564 Broadway, this city, will inaugurate an intensive sales promotion campaign in behalf of the 1947 Air King line. A staff of five salesmen will serve the dealer trade in Chicago and the adjoining northern Illinois territory.

In addition to Air King, the Hedco concern is national distributor for the Buhlman phonograph line, and also distributes a well rounded line of appliances and other products handled by radio-appliance dealers, such as record players, electric clocks, irons, radio parts, tubes, etc.

Officers of Hedco Distributors, in addition to Paul Davidson, are Dave Eitelson, vice president, and Norman J. Siskin, secretary. All three of the officials are well known in the industry as a result of their many years activity in the business.

Two of the firm's officials, Messrs. Davidson and Siskin will be in New York from March 9 to the 13th and will maintain open house at the Hotel St. Moritz. Members of the trade are invited to drop in and receive first-hand information regarding the extensive plans of the new organization.

## CLARION DISTRIBUTORS MEET IN NEW YORK; HEAR SELLING PLANS

The Warwick Manufacturing Corp., Chicago, maker of Clarion radio sets, has formulated comprehensive plans for the forthcoming buyer's market, John S. Holmes, president, told Eastern distributors at a meeting yesterday (Tuesday) at the Waldorf-Astoria Hotel, New York. This is the first of a series of four regional conferences to be staged by the company.

Introduced for the first time was Clarion's new development—symphonic modulation. Mr. Holmes was optimistic over his company's future, and said "the buyer's market is here—now. This will mean a return to normal competition in which we must apply tried merchandising practices," he declared.

Mr. Holmes pointed out that the public is now "value conscious." Other speakers included Gordon G. Brittan, vice president; Reau Kemp, general sales manager; and Earl E. Sproul, president of the Agency Service Corp., advertising and publicity counsel for Clarion.

Fifty distributors and members of their staffs attended the meeting. A banquet in the evening topped off the session. Other conferences will be held in Atlanta, Dallas and San Francisco. A Chicago meeting was held last Thursday.

## Astatic Service Engineer Describes Crystal Applications in Poughkeepsie Talk



Tells Service Men About Crystals

POUGHKEEPSIE, N. Y., Thursday—J. K. Poff, service engineer of the Astatic Corp., Conneaut, O., recently addressed an interested group of radio-phonograph service men in Poughkeepsie. His talk was confined chiefly to a description of crystals (Rochelle Salts) and their various applications.

Mr. Poff recently edited an article entitled "Crystal Pickups," dealing principally with reproducing cartridges, their theory and application. Reprints of this article are available by addressing Mr. Poff at the Astatic Corp.

Picture here shows Mr. Poff during this course of his address in this city.

## FIRM IN INDIA SEEKS LINES MADE IN U. S.

P. T. Bhatia, proprietor of Parsram & Co., radio and appliance organization of Karachi, India, is interested in contacting American manufacturers of radio sets, electrical appliances, automatic record changers and electric phonograph motors who seek an outlet for their products in India.

Interested manufacturers can reach Mr. Bhatia at P. O. Box 389, Frere road, Karachi, India.

## Wire Recorder Standards Established by RMA Group

The RMA was scheduled to endorse yesterday (Tuesday) wire speed of two feet a second as standard for all wire magnetic recorders. L. C. Homes, of the Stromberg-Carlson Co., chairman of the RMA committee, predicted yesterday morning. The group recommended adoption of standards after two years of study, Mr. Homes said.

## Paul D. Bezazian Elected Manager of Aero Needle

CHICAGO, ILL., Thursday—Paul D. Bezazian, treasurer of the Aero Needle Co., of this city since its organization some years ago, has been elected general manager of the firm.

The company manufactures a complete line of Aeropoint long life needles for home phonographs and the coin operated phonograph field.

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

## TAX PAYMENTS SHOW GAINS IN PRODUCTION

WASHINGTON, D. C., Monday—Soaring production gains during January of this year, compared with January, 1946, are reflected in a report of Internal Revenue Collections during the month and just issued by the Treasury Department.

Manufacturers of radio sets, components and phonographs paid \$6,728,300 last January compared with \$539,352 in the same month last year; makers of phonograph records paid taxes totaling \$967,257 in January as against \$433,979 in January, 1946; electric, gas and appliance makers paid \$5,016,766 last January as against \$2,055,688 in January of 1946; refrigerator and air conditioner producers paid taxes of \$2,067,707 last January as compared with \$616,116 in January, 1946, and manufacturers of musical instruments paid taxes amounting to \$765,608 as against \$216,571.

## Delco Radio Division Acquires Chicago Plant

DETROIT, MICH., Monday—The General Motors Corp. announced today that it has arranged a lease for a factory in Chicago formerly operated by the RCA Victor Division.

The Delco Radio Division of General Motors will operate the Chicago plant for the manufacture of household and automobile radios.

Delco Radio headquarters are at Kokomo, Ind. Its home radios are merchandised through the United Motors Service division of General Motors.

## "SMART SET" MODEL, E. C. A. PORTABLE NOW AVAILABLE TO TRADE

The Electronic Corp. of America has introduced "The Smart Set," its new three-way portable known as model 204. The set is a seven-tube model with



"Smart Set" Model

three-gang condenser designed with the latest advanced circuit.

When used on line current, the circuit, provides five times the power output of conventional portables, a firm spokesman revealed. This is made possible by the unique circuit which automatically utilizes a separate power tube. The average portable uses the same power output tube for both battery and house current operation.

When used portably, the new type circuit provides weak station reception two to four times as effective as former portable receivers, it was stated.

"The Smart Set" also incorporates the new miniature tubes, an application of the latest wartime tube development. This is the second in a series of miniature tube sets which the company is producing.

Also featured is a built-in antenna, Alnico V speaker, automatic volume control, tuned radio frequency amplifier and a full dial range of 535-1640 kilocycles.

## Electronic Labs. Shows New Radios

Four new radio models were introduced on Monday by Electronic Laboratories, Inc., Indianapolis, Inc., at a special demonstration held at the Drake Hotel, New York.

Feature of the presentation were two console combinations, one standard and the other chair height with an electrical device which raises or lowers the top of the radio to provide easy access to the record player simply by pressing a button. The former will retail at \$349.50, the latter at \$299.50 and will be in the hands of dealers by April 1, according to William W. Garstang, president of the firm.

A table Orthosonic model, featuring twin speakers and employing ten tubes is now in production, it was announced. Said to be the first small radio to include such features, this model will sell at \$80. It will operate on AC or DC. Electronic Laboratories also has other table models priced from \$39.95.

## TELEVISION INDUSTRY SUGGESTS PLAN FOR APARTMENT OWNERS

The sub-committee on apartment house television installations of the Television Broadcasters Association, Inc. conferred with representatives of the Real Estate Board of New York City this week to present a suggested plan which would permit immediate installation of television receivers in multiple-dwellings in the New York area.

The plan, adopted at a meeting of the sub-committee held at the TBA office last Friday afternoon, was submitted to the realtors at a meeting held at the Realty Board Offices, 12 E. Forty-first street, New York City yesterday, Tuesday.

Two weeks ago landlords of apartment houses in the New York area and elsewhere notified tenants that no television installations would be permitted until a suitable multiple antenna system, capable of feeding a large number of video receivers, could be devised.

Members of TBA who attended the meeting with realtors included representatives of manufacturing as well as television servicing organizations. They are: Ernest A. Marx of Allen B. DuMont Laboratories, Inc.; William W. Cone of RCA Victor Div. of Radio Corp. of America; Alexander Fisher of Belmont Electric Co.; Ben Adler of Temco Service Corp., and Will Baltin of TBA.

## DUMONT ANNOUNCES BIG VIDEO SHIPMENTS

PASSAIC, N. J., Thursday—Dr. Allen B. DuMont, president of Allen B. DuMont Laboratories, Inc., today stated that, in the four-week period between January 27 and February 23, his organization had shipped in excess of \$875,000 worth of television receivers. Dr. DuMont further stated that the remaining backlog of unfilled orders for telesets totals more than \$3,100,000.

Shipments to date have been almost entirely to the New York metropolitan area. Distribution schedules of the DuMont organization call for early deliveries of television receivers to Philadelphia, Washington, D. C., Schenectady, Detroit, Chicago, St. Louis and Los Angeles.

## Burt Zimet Joins Milo

The Milo Radio and Electronics Corp., national distributor of radio and electronic equipment, today announced the appointment of Burt Zimet to its sales staff. Mr. Zimet will specialize in "ham" sales.

The Milo firm located at 200 Greenwich street, here, is headed by Louis Grossberg and Milton Putterman.

## Sidney W. Ashe Dead

PITTSFIELD, MASS., Monday—Sidney Whitmore Ashe, a retired electrical and radio engineer of this city, died last night in New Lebanon, N. Y. at the age of sixty-eight. Mr. Ashe was with General Electric for many years.

## Stewart-Warner Doubles Advertising To Meet Buyers' Year on Radio Receivers



Discuss Stewart-Warner Advertising Program

CHICAGO, ILL., Friday—In the belief that 1947 will be "a buyers' year for radio sets," Stewart-Warner Corp. is "more than doubling" its 1946 advertising and merchandising program, Leo B. Pambrun, advertising manager for the radio division of the company, revealed last week. In announcing the company's plans, Mr. Pambrun said:

"Anticipating that 1947 will be a buyers' year, Stewart-Warner has planned an advertising and merchandising program more than doubling the outstanding effort made for its dealers in 1946. Displays, identification signs, and real feature-selling literature are now in preparation for the all-new models recently introduced and full line schedules have been released for color pages in leading national magazines. Dealers will be well informed of latest Stewart-

Warner developments via full page ads in all leading radio and appliance trade journals. Also doubled down the line this year will be merchandising aids designed to stress outstanding Stewart-Warner radio features that make for easier sales, such as superior tone, finer cabinet design, and greater values."

In addition, a comprehensive cooperative program in newspapers and other local media, with distributors and dealers participating, was announced by Mr. Pambrun.

Picture shows, Hal Hoops, left, art director of Henri, Hurst & McDonald, Inc., Stewart-Warner advertising agency, showing Mr. Pambrun final touches of a dealer tie-in advertising program. L. Martin Krautter, agency vice president, is at the right, an interested spectator.

## Mrs. D. D. Israel's Mother Dies After a Brief Illness

CINCINNATI, OHIO, Monday—Mrs. Annie Bloch Murr, mother-in-law of Dorman D. Israel, New Rochelle, N. Y., vice president in charge of engineering of the Emerson Radio Corp., died here after a brief illness. She was seventy-three years old, the widow of Samuel Murr and a niece of the late Rabbi Isaac Mayer Wise, founder of American Reform Judaism.

## Oramas Placed in Charge Of New Seedman Office

J. M. Oramas has been placed in charge of the offices and showrooms opened by the international division of the Seedman Co., 121 Broad street, here.

The office will handle export of radios, appliances, automotive accessories, toys, sporting goods and housewares. Seedman Co. is the parent company of the Gotham Products Corp., Viking Manufacturing Corp. and the Times Square Stores Corp.

## Miami Distributing Firm Discontinues Operations In Radio-Appliance Field

MIAMI, FLA., Thursday—Following a meeting of the board of directors, the J. M. Keely Sales Co., 400 S. W. Second avenue, this city, has announced that it will discontinue its radio, electric and gas household appliance distributing division, effective March 1st. Hereafter, the company will confine its operations to marine supply and equipment lines.

## Dr. Lee DeForest Named To Army Signal Board

WASHINGTON, D. C., Monday—Dr. Lee deForest, director of veterans' training at American Television, Inc., Chicago, has been elected to the board of directors of the Army Signal Association, Brig. Gen. S. H. Sherrill, executive secretary announced today.

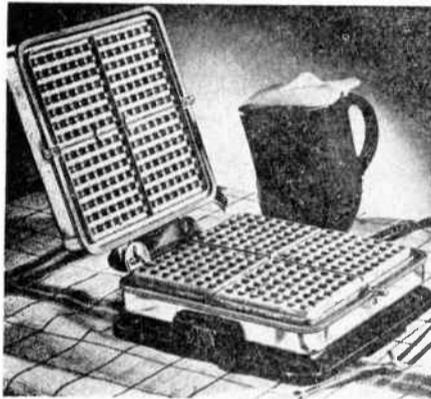
Dr. deForest will head the association's committee on veterans' welfare and training.

## 'LECTRIC COOK' ADDED TO ARVIN LINE OF NEW APPLIANCE PRODUCTS

HAS EXCLUSIVE FEATURES

Provides Facilities for Grilling,  
Frying, Toasting and Baking  
— Unit Will Retail for \$27.95.

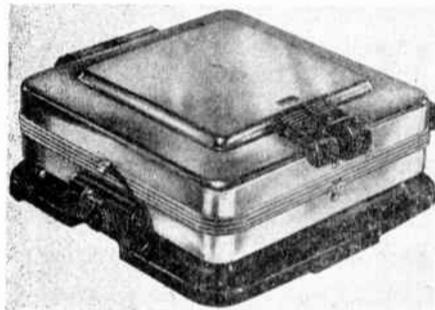
COLUMBUS, IND., Friday—An entirely new electric cookery appliance has been added to the new line of Arvin products manufactured by Noblitt-Sparks Industries, Inc., this city. Known



"Lectric Cook" Open View

as the Arvin "Lectric Cook," this appliance provides facilities for grilling, frying, toasting and baking, and is claimed by Noblitt-Sparks officials to be the only thing of its kind on the market. It will retail for \$27.95.

The "Lectric Cook" is primarily a



"Lectric Cook" Closed

well proportioned electric grill of 190 square inches of cooking surface—equal to 3 ten-inch frying pans—and so designed that waffle grid plates can be attached for baking waffles. It's unique in that it will bake four waffles at one time or has a sufficiently large cooking area to cook for the average size family. Steaks and chops can be cooked in six to ten minutes and toasted sandwiches, four at a time in a few minutes.

Built-in features for greater comfort and convenience claimed are:

An Arvin signal-light goes on the moment the cord is plugged in and stays on until the heat reaches the dialed temperature indicating cooking temperature is reached. It is designed to open like a book so that there is no direct exposure of the arms and hands to the heat emanating from the cooking surface. After the temperature dial is once set, this heat is maintained automatically just as in an automatic

(Continued on Page 19)

## WESTINGHOUSE ISSUES REPORT ON OPERATIONS

The Westinghouse Electric Corp. had an operational loss last year of \$59,768,997 in contrast to an operating profit of \$48,443,839 in 1945, the annual report disclosed last week.

Tax refunds arising from the carry-back feature of the Federal tax laws and other income, however, enabled Westinghouse to show a net income of \$8,823,846 for 1946, which compared with a net income of \$26,744,055 the year before.

G. W. Price, president, explained the large operating loss resulted from a strike last year that lasted four months, scarcity of materials, inadequate prices under OPA and expansion outlays. However, improvement in production and prices was reflected in an operating profit of \$1,446,763 in December, he declared.

Orders unfilled at the close of last year reached a new peacetime high of \$589,583,459, compared with \$303,873,749 a year earlier. Notwithstanding the production difficulties during the year, production as represented by net sales billed, also made a new peacetime high of \$301,691,788, Mr. Price said.

## MELODY RECORD FIRM APPOINTED MONARCH HORIZON DISTRIBUTOR

Appointment as distributor for the Horizon Record Co. was revealed here last week by Morty Kline, president of the Melody Record Supply Co., New York City. The Horizon firm specializes in children's records with the purpose of teaching music appreciation.

Mr. Kline added that his firm had been named distributor for the "Fala" album of Monarch Records, Inc. This album is the set-to-music story of the late F.D.R.'s famous dog.

## Credit Concern Formed By Northrup Supply Corp., Binghamton Distributor

BINGHAMTON, N. Y., Friday — Northrup Building Credits, Inc. has been organized here to assist the dealers of the Northrup Supply Corp., 168 Water street, this city, in handling time payment accounts, it was announced by Herbert J. Northrup, president of both corporations. The new concern will cooperate closely with dealers in their financing problems.

David Morgan, Jr., executive vice president, who is in active charge of the new corporation, has twenty-two years of experience in the financial field. Other officers of the new firm are: C. J. Starr, vice president; H. J. Teetsel, treasurer and C. E. Gulbran, secretary. Offices of Northrup Building Credits will be located at 168 Water street.

Northrup Supply Corp. is the distributor in this area for Stewart-Warner radio, Laundrall automatic washer, American Gas Machine heaters and Parsons Pureaire kitchen.

## Gibson Distributor Shows the "Kookall" . . .



HOME SERVICE DIRECTOR Joan Shimamura of R. A. Howe & Co., Gibson distributor for Hawaii, demonstrates to the firm's salesmen, the Gibson Kookall electric range. Since her return from a visit to the Gibson plants at Belding and Greenville, Mich., Mrs. Shimamura has been busy relaying new product information to the Howe personnel.

## BIRMINGHAM DEALERS ADOPT NEW POLICY OF SELF-SERVICE SELLING

BIRMINGHAM, ALA., Monday — The newly remodeled accessories and service department of Watts-Newsome, Philco distributor, combines a most attractive setting with a maximum of shopping ease and convenience for the customer. The "serve yourself" idea is embodied in the layout which was designed by R. Edward Spring, manager.

"There is a decided trend towards self-service which was started by Philco in New Jersey about two years ago," said Mr. Spring. "In addition to saving time and work, it is also a method of suggestive selling, as the dealer who comes in for one item is more than likely to see something else that he wants."

A new farm store, designed to meet the needs of a fully modernized farm, was opened here February 20 by Sears, Roebuck & Co. Included among appliances are refrigerators, freezers and milk coolers. Coldspot freezers were prominently displayed to the right of the entrance and still farther to the right Farm Master milk coolers. H. G. Sims, graduate of Alabama Polytechnic Institute and a former assistant county agent, is manager of the new store.

Graybar Electric Co. will be distributor in this area for M-G-M records. E. G. Walker, merchandise manager, reports having received a sample album of four records taken directly off the sound track of the M-G-M production, "Till the Clouds Roll By." Dan Hornsby is the new record manager for Graybar in the Southeast.

Better deliveries of Bendix radio receivers, with decided excellent of tone quality, are reported by Mr. Walker. Hotpoint major appliances, however, are still coming in slowly.

Mrs. J. E. Lightsey, former manager of the record department at Sears, Roebuck & Co., is now in charge of the record department at Electric Appli-

ance Co., at Five Points. The record department here has been enlarged and moved from the rear of the store to the front.

The Home Appliance Co., which features the Hotpoint line, is being remodeled and decorated. The owner is E. L. Chisenhall.

The Stromberg-Carlson line of radios has been added recently by Seals Piano Co., Inc. L. O. Parsons, manager, reports having received a few FM combinations and says the radios are selling nicely. Seals is Alabama's oldest piano store, having been established in 1882. Also, except for Stromberg-Carlson radios, it deals exclusively in pianos. —S. A. MAXWELL.

## Frigidaire Dealers Hold Norfolk Meeting

RALEIGH, N. C., Thursday — With more than 150 Frigidaire dealers and salesmen in attendance, introduction of a complete new line of electric household ranges highlighted a meeting of Frigidaire's Norfolk district at the Hotel Sir Walter on Tuesday.

One of the chief speakers, R. F. Trant of Norfolk, Va., president of R. F. Trant, Inc., said that 1947 is the year of transition when a buyers' market eventually will replace the sellers' market. He predicted that this year will prove to be one of booming business for industry.

Other speakers included H. W. Butt, W. N. Mason, George Blassingham, company representatives, and E. H. Morris, Jr., of Raleigh, district representative. —B.

## Conlon, Moore Merge

CHICAGO, ILL., Friday—Merger of the Conlon Corp., maker of the Washington machine and ironer, and the Moore Corp., manufacturer of cooking and heating appliances, has been approved by stockholders of both firms, it was revealed here last week by B. J. Hank, president of Conlon.

The new organization will be known as the Conlon-Moore Corp.



**AIR KING** "Court Jester"

MODEL A-403

**THE OUTSTANDING COMBINATION FOR QUALITY AND FAST SALES!**

The smart new, versatile "Court Jester" is the latest addition to the brilliant Air King line. Here is the popular priced radio-phonograph combination your customers can afford to buy. Masterfully engineered for tone; superbly styled for beauty.

The huge demand for just such a high-quality, low-priced combination means that here is a unit that will sell itself—built for quick turn-over and increased profit. Too, the all purpose "Court Jester" is a natural in every home because it goes in any room.

**Air King "Court Jester" Features**

Compact, modern design in glistening, hand rubbed walnut finish. Superheterodyne radio receiver with

precision die-cut antenna rendering superb sensitivity and maximum signal. All controls conveniently located. Alnico V PM speaker. Stepped-up power stage for increased volume. Plays 10- or 12-inch records. Equipped with Fidelatone lifetime needle.

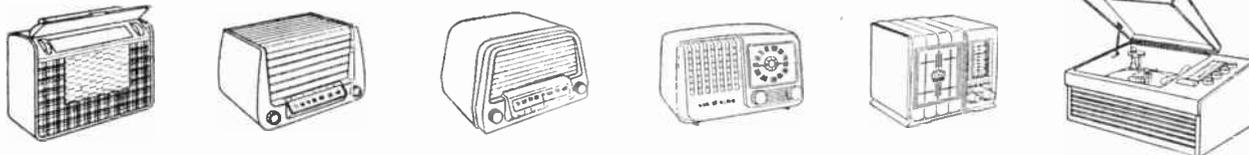
**List Price \$39.95**

*The Royalty of Radio Since 1920*

**AIR KING  
RADIO**

Division of HYTRON RADIO & ELECTRONICS CORPORATION

*The Royal Family of Radio*



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

Write: Air King Products Co., Inc., 1523-29 63rd St., Brooklyn, N. Y. Export Address: Air King International, 75 West Street, New York 6, N. Y.

# SEVEN MODELS IN NEW 1947 SYMPHONIC LINE OF RECORD PLAYERS

CAMBRIDGE, MASS., Friday — The most complete line of record player models ever manufactured by the Sym-

phonic Radio & Electronic Corp., of this city, has been announced by M. H. Cogan, president of the company. The line consists of seven record players that range in list prices from \$24.50 to \$109.95, and covers small table models, portables and a deluxe console.

The Concerto model is a solid mahogany custom-built console with storage space for ten and twelve-inch record albums. It has a four-tube ampli-

fier, ten-inch G. E. speaker, two-post automatic record changer and numerous other features.

In commenting on the new models, Mr. Cogan stated, "We have received enthusiastic reports from practically all of our distributors who have seen and heard the new models. Many G. E. distributors who handle our line have besieged us for deliveries in quantity and they want them right away."

# RAYTHEON WILL DIRECT RECEIVING TUBE SALES FROM CHICAGO OFFICE

(Continued from Page 3)

manager, the statement disclosed.

Curtis R. Hammond has been appointed distributor sales manager in charge of all Raytheon renewal tube sales activities pertaining to jobber distribution of receiving, transmitting and special purpose tubes. Mr. Hammond will continue his activities in connection with receiving tube equipment sales and sales engineering service.

F. E. Anderson continues in charge of the Raytheon radio receiving tube division sales office at the plant in Newton, Mass., where his services are conveniently available to eastern manufacturers.

Raytheon's hearing and tube division continues under the direction of Norman B. Krim at Newton, Mass. Mr. Krim also manages the radio receiving tube division's special tube section for the manufacture of special purpose tubes for industrial and scientific electronic applications. Sales of Raytheon hearing aid and special purpose tubes are directed by Mr. Krim from the plant at Newton, Mass.

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

# Announcing . . . THE FORMATION OF HEDCO Distributors, Inc.

An organization formed primarily to serve the Radio and Appliance Dealer with Electrical Appliances, Radio Sets, Radio Tubes, and Electronic Parts and Equipment at the lowest possible prices with a speed and efficiency born of the years of experience of

Hedco personnel. The Hedco name is not alone new, but the spirit and merchandising ideas of the organization as well—and this spells profit for Hedco customers. It will pay you to make Hedco your radio and appliance headquarters.

## THESE ARE BUT A FEW OF THE MANY VALUES AT HEDCO

### AIR-KING TABLE MODEL COMBINATION



Single record player, superheterodyne radio. The latest Air King Release.

### AIR-KING 5-TUBE PLASTIC COMPACT



A real value—competitively priced, but of Air King quality construction.

### UNIVERSITY KITCHEN CLOCK



In heavy metal, ivory finished case, 9 1/2" square, 7 1/2" dial. Self starting. DEALER COST \$5.86

### RADIO TUBES

The following are only a few of the types available, priced at OPA last bracket figures or lower.

Type	List	Net
1A5GT	\$1.50	\$.70
1A7GT	1.80	.83
1H5GT	1.50	.70
6A7	1.35	.63
6A8G	1.35	.63
6SD7GT	1.80	.35
6SL7GT	1.80	.50
12SA7GT	1.80	.83
12SJ7GT	1.50	.60
12SK7GT	1.50	.70
12SQ7GT	1.50	.70
25Z5	1.35	.63
30	1.35	.63
35L6GT	1.35	.63
35Z5GT	1.15	.53
50L6GT	1.50	.70
80	.95	.42
117Z6GT	2.20	1.04
954	4.90	.60
957	3.25	.60
6AK5	3.15	.60

For types not listed, send us your requirements. Many still hard-to-get types are available—let Hedco supply your radio tube needs.

### NATIONALLY DISTRIBUTED BY HEDCO

#### THE SYMPHONETTE



Two tube amplifier, heavy duty 5" speaker, automatic changer. DEALER COST \$32.47

#### TOOLITE FLASHLITE SCREWDRIVER



A flashlight and screwdriver all in one—for those hard to get places. Detachable blade, ideal for tool kits. Unbreakable. DEALER COST Lots of 12 \$1.80

#### THERMO-MATIC 1000 WATT IRON



3 Lb. Automatic Iron with a Lifetime Guarantee. A really revolutionary iron. DEALER COST \$7.49

### ATTENTION ILLINOIS DEALERS

The Air King line offers profitable sales with a really new line of competitively priced and nationally advertised radio sets of truly post-war design. Hedco Distributors, Inc. have been appointed by Air King as exclusive distributors for the line in Illinois—Contact Hedco immediately—tie in with this profit-packed line of 1947 radios

1947 AIR KING RADIOS

### YOU ARE INVITED . . .

To attend Open House at the Hotel St. Moritz in New York City March 9 through March 13. Present will be Hedco's President, Paul M. Davidson, and General Manager Norman J. Siskin, to acquaint the trade with Hedco policies. Everyone is welcome—come up and get acquainted with Hedco!!

OPEN HOUSE MARCH 9-13  
HOTEL ST. MORITZ, NEW YORK CITY

# HEDCO Distributors, Inc.

4564 BROADWAY

TELEPHONE RAVENSWOOD 6100

CHICAGO 40, ILL.

# Garrard

world's finest automatic record changer



# Read

the story we have sent to over 5,000 record-changer customers; send for copies of: DON'T OVERLOOK THE RECORD CHANGER for yourself and your sales force.

# Garrard

SALES CORPORATION

315 BROADWAY • NEW YORK 7, N. Y.

## HOUSEWARES CLUB OF KANSAS CITY ELECTS GOSNEY AS ITS HEAD

NEXT MEETING MARCH 7TH

Talk Given on Electronics Interests Large Group — Frigidaire Holds Interesting Meetings.

KANSAS CITY, MO., Monday—The Kansas City Housewares Club will hold its regular monthly meeting at the Hotel Phillips, March 7. J. Norman Gosney, housewares buyer for the Katz Drug Co., who was recently elected president of the club, will preside.

Other officers elected for 1947 are: K. G. Gillespie, manager of Jenkins wholesale division, first vice president; Bernard F. Sears, salesmanager of Rival Manufacturing Co., second vice president; L. S. Gershon, L. S. Gershon & Son, secretary, and Bert J. Clark, Bert J. Clark Co., treasurer.

These members were elected to the board of directors: Earl J. Goetze, E. J. Goetze Co.; W. E. Smith, Stowe Hardware and Supply Co., Robert P. Ingram, Robert P. Ingram & Co.; J. Heard Wimberly, Jr., Superior Distributing Co.; R. L. Vance, General Electric Supply Corp., and J. E. Perdue, Bert J. Clark Co.

"The Love Life of an Electron" was the subject of a talk presented February 20, by Gordon Volkenant, associate director for the Minneapolis-Honeywell Regulator Co., before the Kansas City Association of Credit Men.

Mr. Volkenant defined the science of electronics and presented a few demonstrations of the power of harnessed electrons.

Members of the club and their wives, who were guests at the dinner meeting, were amused by the speaker's demonstration of a gadget he called a husband detector, a mechanism he said could be used to record the exact hour and minute of a husband's return from a night out.

"It's Time to Start Selling" was the theme of the first 1947 sales meeting held by Frigidaire, February 20, at the Hotel Continental in this city.

Suggestions for advertising and merchandising programs presented at the session were based on the premise that a buyers' market is developing and will be a reality within a few months. Dealers were warned to prepare for a balanced buyers' market, which will find potential prospects in line with the amount of available merchandise.

"The basic purpose of the meeting," C. J. Allen, branch manager explained, "was to stir dealers out of their complacency and lethargy and to help them to realize that they must do a job of selling again."

Regular top-line models of refrigerators and heaters were on display and dealers were introduced to Frigidaire's new range.

Total attendance at the all-day meeting and luncheon was 318 Missouri and Kansas dealers and their staffs. A similar conference for Iowa dealers was held at the Fort Des Moines Hotel, Des Moines, Ia., February 24.

"Dealers were hungry for a good

meeting," Mr. Allen said. "The overall response to the program was enthusiastic."

C. E. Barnickle, Bendix sales manager of the Federal Distributing Co., has also found enthusiastic responses to a series of sales training meetings he is conducting in towns within a fifty miles radius of Kansas City.

Interest in these meetings is indicated by the attendance. The first meeting held at the Power and Light Co. in

St. Joseph, Mo., attracted fifty-five dealers and their salespeople; the second at Crosby Bros.' Dept. Store in Topeka, Kans., thirty; the third at the Lane-White Stove Co. in Joplin, Mo., thirty-five; and the fourth at McLaughlin Bros.' furniture store in Sedalia, Mo., thirty.

"The course now being offered dealers is actually refresher training," Mr. Barnickle said. "Buyers want to know what features Bendix models offer. We

plan to give our dealers the information they need to answer customers' questions."

Mr. Barnickle joined the staff of the Federal Distributing Co. this year after three years' work in the office at the Bendix factory.

—ELSIE WRIGHT.

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

# HURRY! HURRY!

# For Big Spring Profits

## ORDER DIRECT TODAY

AVIOLA'S LATEST AND GREATEST PHONO-COMBINATION

The New **Aviola** MODEL 608

FOR IMMEDIATE DELIVERY

Aviola Deluxe Combination: Smart, modern design cabinet with aluminum grille bar; all controls completely enclosed; six tube with rectifier, two-gang condenser, Franklin Precision air-loop for maximum sensitivity, six inch Alnico speaker. Aviola die-cast automatic record changer, plays ten 10-inch or 12-inch records, crystal pickup. U/L underwriters approved. Choice of Mahogany natural finish or Walnut finish cabinets.

LIST ONLY \$99.95

BLEACHED MAHOGANY CABINET \$105.50

STANDARD DEALER DISCOUNTS  
Order direct or through nearest Aviola Jobber.

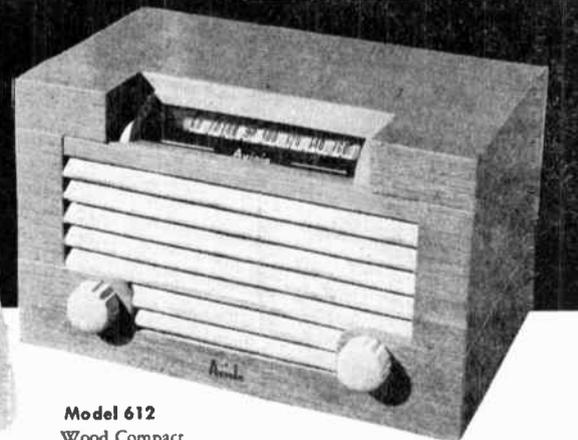


NEW POWERFUL 6 TUBES Table Model Compacts



Model 601 Plastic Walnut \$29.50 Ivory \$31.50

Six tubes with rectifier; Franklin patented airloop; Litz wire I. F. transformers; 100 mfd of electrolytic condenser; two gang condenser, 5 inch Alnico speakers, slide rule 45° dials, RCA preferred Tubes.



Model 612 Wood Compact choice of American walnut or mahogany, \$39.50. Bleached mahogany or oak desert blonde, \$41.50.

COUNT ON

# Aviola

FOR QUALITY

AVIOLA RADIO CORPORATION • SKY HARBOR AIRPORT • PHOENIX, ARIZONA

MILO

Your "Q" for Quality

Selling to:  
INDUSTRIAL FIRMS  
SCHOOLS  
AMATEURS  
SERVICEMEN, ETC.

NATIONAL DISTRIBUTORS of  
RADIO and ELECTRONIC  
EQUIPMENT

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

## SEATTLE RETAILERS TO STRESS SALESMANSHIP AS PRESENT-DAY NEED

NEW DUAL-TEMP IS SHOWN

Principal Speaker at Meeting Was W. C. Johnson of Admiral, Who Told of Firm's Plans.

SEATTLE, WASH., Friday—It is the opinion of Col. Fred R. Mast, proprietor of Mast's, Inc., veteran Seattle radio dealer, that the most important factor in the business of selling radio receiving sets today is a staff of trained salesmen.

"The salemen in today's market must be trained from every standpoint," contends Mr. Mast and adds, "He must

really know the merchandise, the policy of the firm with which he is associated and the trade."

The Mast store is located in the heart of Seattle. It is said to be one of the newest and most modern stores of its kind in this section of the country. The electrical department is divided into two sections, half of the space being devoted to electric appliances of all kinds and the other half being devoted to radios exclusively. Soft carpets, fluorescent lights, mirrors and a decoration scheme in pastel shades, make the display room an attractive place for the fine pieces of radio furniture that are exhibited.

But Mr. Mast, who has been in the business of selling radio receivers for over twenty-two years and who has sold over 100,000 sets, believes that a good location and a fine show room are not quite enough. He displays such popular-

ly advertised makes as General Electric, Westinghouse, RCA-Victor, Stromberg-Carlson and he maintains one of the largest service departments in this city, yet he is keenly appreciative of the fact that point of customer contact is most important.

"It is my policy to insist that my salesmen know the factory story behind every make of radio. There is a difference in sets and there is a market for all sets. If the salesman knows the merchandise, then it is a fairly easy matter for him to match merchandise to customer and thereby perform the triple service of assisting the buyer, the manufacturer and our institution. Any good salesman is a good judge of people and people are customers and customers mean business for any store. Therefore, I want good salesmen just as badly as I want good radio sets. They all go together and I don't have any time for distress merchandise, distress stores or distress salesmen."

When radio sets all but vanished from the market during the war, the Mast store turned to the merchandising of sporting goods and sportswear. It continues in that field, but appliances remain an important factor while radios lead the sales procession at the present time. According to Mr. Mast, his store will soon announce the addition of a record department to serve as an added accommodation to buyers of players and combinations.

Speaking about the advent of a new FM station here recently, he reports that there has been little popular interest as yet in frequency modulation sets for that purpose alone, however, customers buying receivers of \$250 in value or over are insistent that it possess a FM band. —DUD BROWN.

## DEALERS IN BOSTON REPORT INCREASE IN REPAIR DEPARTMENTS

FOLLOWING PRICE ADVANCE

But Sales Volume on Radio Sets for February Was Considerably in Advance of January.

BOSTON, MASS., Monday — At retail sales levels, some radio and electric appliance stores report an increase of repair work, coincident with a stiffening in buying new items. It seems that the prospective customer is extremely sensitive to notices of continuing price rises in many commodities of industry and commerce.

A few weeks ago, it was thought that prices had reached their peak and many had already come down. At the same time, sales volume advanced considerably over January levels. Electric refrigerators and automatic washers sell much more readily than do similarly priced radios. Dealers that are getting such major appliances report an excellent dollar volume of business.

Publication Associates, at 115 Federal street, has just opened its offices, specializing in advertising, publicity, and merchandising sales promotions. It is headed by Guy G. Smith, who is considered in this area to be an accomplished authority in such matters.

Edwin H. Land, of Cambridge, discoverer of Polaroid, revealed this week,

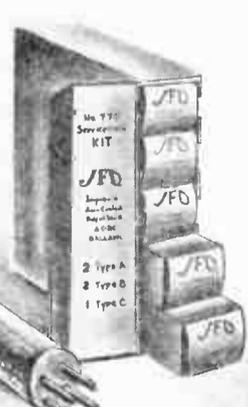
(Continued on Page 27)

Only **3** JFD Adjustable BALLASTS

REPLACE OVER 3000

IMPROVED AIR-COOLED

Exact duplicate AC-DC RESISTANCE TUBES

TO REPLACE RESISTANCE TUBES			
USE JFD BALLAST	BEGINNING WITH	NUMBER	ENDING WITH
"A"	K, L, M, BK, BL or BM	5 to 42	A, B, C, D, F, G or H
"B"	K, L, M, BK, BL or BM	45 to 105	A, B, C, D, F, G, H, S1, S2, S3
"C"	All 4-Prong	80 to 350	F, R4, R6, L, L4, L6

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

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

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

## MARCH RECORDINGS NAMED BY MUSICRAFT

Musicraft record releases for March include four albums and three singles, it was learned here today.

Among the albums are "Duke Ellington at Carnegie Hall"; Rhumbas by Miguelito Valdes; "The Pied Piper of Hamelin" by Artie Shaw, and an album by Dizzy Gillespie and his All Stars. The singles to be released are "I'm Yours" and "Who Cares What People Say" by Mel Torme; "Tulip or Turnip" and "Magenta Haze" by Duke Ellington; "Boyd's Nest" and "Blue Prelude" by Boyd Raeburn.

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

## Bull's-Eye Displays!



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

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

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

for "the Radio of Tomorrow — TODAY!"

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

## PHILADELPHIA PUBLIC SEES NEW APPLIANCES AT HOMEMAKER SHOW

**MUCH INTEREST MANIFEST Many 1947 Models in Household Equipment and Radios Exhibited — Arvin Consoles Arrive.**

PHILADELPHIA, PA., Monday—The opening of the Homemaker's Center at 807 Chestnut street last Wednesday afternoon, brought out an audience of 400 women and a number of prominent officials from various fields. The first program prominently featured the theme of electrical living in the modern fashion, with cooking demonstrations an important phase.

The Center was laid out to simulate a busy Philadelphia street with the colonial period motif predominating in the permanent fixtures of the plan. The entrance to the auditorium was so arranged that visitors were forced to wander down a street along which were built booths in new-store style. Among the many exhibitors showing products were a number of electrical and radio distributors and manufacturers.

Prominent locations were occupied by the Motor Parts Co., Raymond Rosen & Co., RCA Mfg. Co., Trilling & Men-

tagne, Pierce-Phelps, The Electric Co. and Philco Distributors.

Everybody's, Inc. has placed all Arvin radios and electrical products under the Pennsylvania Fair Trade Act, thus protecting all dealers from unfair price competition. Samuel Fingrutd, firm executive, declared that all dealers have enthusiastically supported this action which has brought tremendous goodwill to the organization.

Initial deliveries are now being made on the first Arvin console combination model 665 which was recently announced. This console is among the lowest priced sets of its type and will be heavily promoted on that basis. The entire Arvin line will be supported by a strong national advertising campaign which will begin on March 8, with a full page in the Saturday Evening Post.

Although Arvin radios are still being strictly allocated on a fair basis by Everybody's, a number of leading merchants have planned to tie-in with the national advertising by local campaigns in newspapers and other media.

Mr. and Mrs. A. Irving Witz are vacationing at Palm Beach, Fla.

The local Emerson of Pennsylvania distributor is making deliveries on the three-way portable model No. 536, priced at \$39.95 without batteries.

Majestic radios are arriving in dealers' stores in greater quantities than since before the war, with model 7BK758, a table combination retailing at \$99.95 and the eight-tube combination model 8S473 retailing at \$210 among the leaders in demand, according to an official of the J. J. Pocock, Inc.' sales organization.

W. H. Cooper, record department manager of the Majestic record division of J. J. Pocock, reported that Louie Prima's new number "Baciagalopp," an Italian novelty number is exceedingly popular. Another well-liked Majestic catalog item is the Alfred Newman album in which the Hollywood Symphony Orchestra is featured.

The Westinghouse Electric Supply Co. is awaiting samples of the new radio line before beginning any special campaigns. Present models are still in great demand with dealers' demand greatly exceeding present shipments.

A large attendance is reported at the Elliott-Lewis Distributing Co. showrooms where "Products Demonstration

## RESISTORS

**CARBON INSULATED AND WIRE WOUND**

**A Complete Range**

**In 1/2, 1 and 2 Watt**

**5%, 10% and 20%**

**In Stock at all Times**

**ASK FOR OUR NEW PRICE LIST**

**LEGRI S COMPANY, INC.**

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

Week" is being celebrated. Many factory representatives have been in attendance to demonstrate their products.  
—SOL SHERMAN.

This album was recorded for RCA Victor by the Boston Symphony Orchestra under Serge Koussevitzky, with film actor Melvyn Douglas as narrator.

## RCA Victor Lincoln Set Presented to Historian

CAMDEN, N. J., Monday—RCA Victor, in its observance of Lincoln's Birthday, presented Paul M. Angle, noted Lincoln authority, director of the Chicago Historical Society, the first album of "A Lincoln Portrait."

## Benny Goodman to Make His First Capitol Discs

HOLLYWOOD, CALIF., Friday — Benny Goodman will make his recording debut on Capitol Records the week of March 10-17 with four sides by his full orchestra, it was announced here this week by Capitol Records, Inc.

for a **STEADY** resource

stick to **STEELMAN** PRODUCT

The STEELMAN POLICY insures the profitable development of your record player department, because:

1. Steelman started as makers of record players...
2. Steelman is still making record players...
3. Steelman will continue making record players!

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

USE this coupon TODAY!

STEELMAN RADIO CORPORATION  
742 East Tremont Ave., Bronx 57, N. Y.  
I am interested in the complete Steelman line. please send me descriptive literature.

Store \_\_\_\_\_ (please print)  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
My regular jobber is \_\_\_\_\_



Acoustic-angled lid directs sound waves from speaker to listener.



STEELMAN Model 200

Retails for \$2995

Compact, lightweight, attractive duotone overnight luggage type case. 5" Alnico V heavy slug speaker. 2 Watt output... AND! improved tone quality attained through reflection of sound by lid placed at an acoustically designed angle (see sketch).



STEELMAN Model 303

Retails for \$3995

A phonograph with that PLUS value! 3 tube amplifier with POWER TRANSFORMER! 5" Alnico V heavy slug speaker and continuously variable tone control. 5 Watt output with wide, undistorted frequency response. Compact — yet plays 12" record with lid closed! Cased in beautiful duo-tone leatherette.

## Recent Explosion in Los Angeles Gives Unusual Opportunity for Video Broadcast

**KTLA GOES ON THE AIR IMMEDIATELY AFTER TRAGEDY**

**Excellent Report Boosts Sales of Video Equipment in Southern California Area — Electric Club Planning Entertainment Program for March 10 — Sues, Young & Brown M-G-M Distributor for State.**

LOS ANGELES, CALIF., Saturday —The recent explosion of a tank of perchloric acid in a chemical plant here which killed thirty people and injured hundreds, provided a sensational opportunity for television to demonstrate its usefulness. Long before events could be shown on newsreels, station KTLA was on the job supplying the scene coverage of the tragic event. Under the supervision of Klaus Landsberg, producer - director of the station, complete coverage was provided by, first, films taken immediately after the explosion and shown at 8 p. m., the hour when viewers regularly expect KTLA's programs to go on the air. Immediately following these, KTLA went on the air with equipment improvised on the scene of the disaster.

Electric power had been wiped out so that power and light had to be supplied by means of a gas generator. Then, the antenna which relayed the pictures up to Mt. Wilson for telecasting, had to be set up in a shattered and condemned building. The camera was set up in another condemned building, opposite, from which the stairway had

been blown away. Among the obstacles that had to be overcome was the softening of the camera cables by the acid which was running all over the place.

Fascinated lookers received a clear view of the results of the holocaust. Details of the debris including the shattered bodies that were found and demonstration of the efficient job of cleaning up, accompanied by interviews with survivors and officials engaged in the investigation, were part of the broadcast.

So good was the view relayed to television receiver owners, that no sooner was the program under way than telephone calls started pouring in to the station begging to have it kept on the air. It was therefore continued for three hours that evening. Then, in response to a continued clamor for "more", the crew, under Mr. Landsberg's direction, remained up all night to readjust the equipment and then, without retiring, continued the showing from eight a. m., until noon the next day.

Mr. Landsberg estimates that, besides the owners of the equipment, at least ten thousand people saw the show-

ing. After talking to many of these people and to dealers, he is firmly of the belief that most of these ten thousand viewers are so enthusiastic about television that their purchase orders for receivers are "in the bag." They are now convinced that television can bring to owners of receiving sets the sort of on-the-scene coverage of important events that would make the possession of these sets invaluable.

At the request of the "Electric Club", a local association of dealers organized by the Meyberg Co., RCA distributor, Station KTLA is planning a major entertainment program for the afternoon of March 10. That is the date designated as "T Day", when the television receivers which have been accumulating in the distributors' warehouses will be released through dealers to purchasers. Several makes of television sets are expected to be available on or about that date.

Under the direction of Mr. Landsberg, the program will demonstrate all the features that can be provided through television. There will be a live studio show using outstanding talent provided through the cooperation of Paramount Pictures of which KTLA is a subsidiary; a "Movie" program; and a "Remote pick-up" of a field event.

On March 1, Sues, Young & Brown, Inc., distributor of MGM records for the entire State of California, opened its San Francisco location at 221 Eleventh street.

Jack E. Baker, who has been with RCA Victor since 1939, and who has had extensive experience in the record business, has been appointed manager of the northern California Division of the Company.

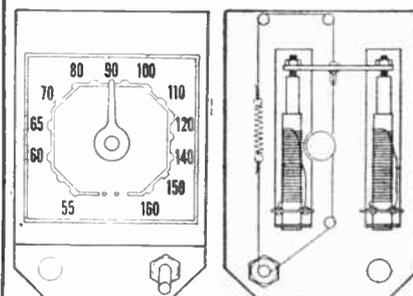
James Richardson, formerly western regional manager for ARA Records, has been appointed manager for the MGM record division of the southern California area. Mr. Richardson attended the Gulf Coast Military Academy and, later, the University of Alabama, where he started his musical career early—playing in the University of Alabama "Million Dollar Band" while later playing in dance bands throughout the United States and abroad.

Sues, Young & Brown, is setting up a complete record department in both San Francisco and Los Angeles, where

(Continued on Page 22)

## 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.

## 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	12Q7GT	.50	76	.45
6A8	.65	12SA7GT	.60	77	.40
6C6	.50	12SK7GT	.60	80	.40
6F5GT	.50	12SQ7GT	.60	81	.85
6F6GT	.45	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.

## MELLO-TUNE CONCERN EXPANDS PRODUCTION; ADDS CONSOLE MODEL

VAN DYKE, MICH., Friday — Announcement has been made by Mello-Tune Manufacturing Co., manufacturer of electric phonographs at 5583 East 8 Mile Road, this city, that in order to keep pace with present demand it has been necessary to enlarge the concern's plant facilities for greater production.

It is now planned that with this increase in production, Mello-Tune will have a few available territories open for distributors.



**NOW AVAILABLE ...**

### PORTABLE RADIO 7 TUBES—2 BANDS

MODEL B4

AC & DC & Battery—110 or 220 Volts—Internal & External Antenna—Overall size 6"x9½"x11½"—Weight (with Batteries) 13½ Lbs.—Individually Cartoned—Guaranteed Foreign Reception.

Inquiries Invited

**YALE INDUSTRIES INC.**

1170 BROADWAY

MU 3-2745

NEW YORK, N. Y.

## PIONEER STATION IN SCHENECTADY MARKS TWENTY-FIFTH YEAR

IS ONE OF THE TEN OLDEST WGY Observes "Open House" in Honor of Event — Special Programs and Dinner Features.

SCHENECTADY, N. Y., Monday — WGY, one of the ten oldest broadcasting stations in the country, marked its twenty-fifth year recently and General Electric officials, station sponsor, observed open house throughout the week to celebrate the event.

Beginning with the Monday broadcasts, studios were open to inspection tours from 10 A.M. to 10 P.M. The visiting crowds were maintained in a smooth flow by issuing tickets at WGY in advance. A pictorial story of WGY was told in a display of old broadcasting pictures which included many scenes taken during the first five years of the station's operation.

Operating through the nation's maximum power allotment of 50,000 watts, WGY's most modern design includes the latest transmission and radiation system and guarantees a strong signal coverage of the Northeast.

An NBC affiliate, WGY has been on the air a total of 132,883 hours in the past quarter century. On its natal year, (1922) WGY operated 733 hours contrasted to 6,853 for 1946. The operating time increased steadily until the present schedule of 6 A.M. to 1 A.M. was reached. Top broadcasting year was 1942, directly following Pearl Harbor, when the station was on a twenty-four hour schedule from January 1 through December 1 for a total of 8,611 hours.

Three special programs during the week, highlighted by a dinner program on Friday, were features of the week-long observance though all local broadcasts pointed to the anniversary.

Niles Trammell, president of the National Broadcasting Co., was the main Friday evening speaker. The dinner program originated from the Van Culer ballroom and was on the air from 9 to 10 P.M. The program included music by the "Music Builders" under the direction of Edward A. Rice; songs by leading WGY soloists (John Seagle, Helen Spann, Frances Keelan, and Jon Crow) and choral numbers were rendered by the "Sweet Sixteen" under Rufus Wheeler.

In deference to the fifth anniversary of one of the station's most popular programs, "The FBI in Action," Louis B. Nichols, assistant director of the F.B.I., was guest speaker at a 7:30 P.M. Friday feature broadcast.

"The World without Radio," an original skit, was presented as the first of the three special programs on Tuesday.

A two-way radio conversation between Sir Noel Ashbridge, deputy director general of the British Broadcasting Co. and a pioneer in radio in that country, and Everett S. Lee, G.E. engineer of the general engineering and consulting laboratory of G.E., spotlighted the second special program on Wednesday.

Sir Noel was associated in 1920 with a small group of engineers at Marconi's experimental station at Shelmford, England.

After an invitation to return for the celebration, many former WGY radio employes, who advanced from the Schenectady station to prominent posts in the radio world, returned for the observance. —PAT MASSELL.

## HOFFMAN RADIO ADDS TEXAS DISTRIBUTOR

LOS ANGELES, CALIF., Thursday —R. J. McNeely, director of sales for the Hoffman Radio Corp., of this city, returned from a trip today and announced that Diehl & Lehman, of El Paso, have been appointed as Hoffman

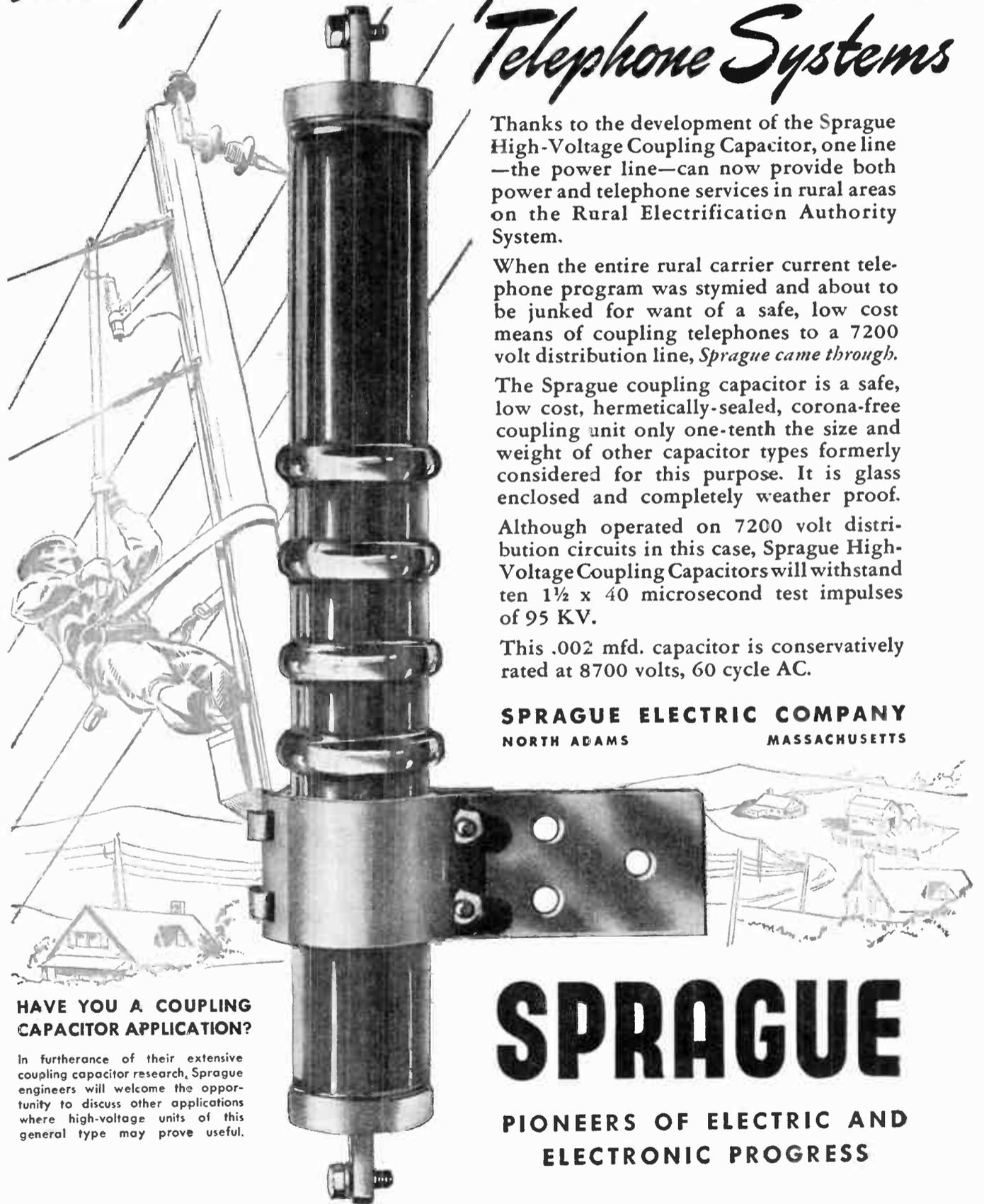
distributors for southern New Mexico and western Texas.

Mr. McNeely, in addition to visiting El Paso, also held dealer conferences in New Mexico and western Texas before returning to the firm's factory.

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

# THE HIGH-VOLTAGE COUPLING CAPACITOR

*that paved the way to Low-Cost Carrier Telephone Systems*



Thanks to the development of the Sprague High-Voltage Coupling Capacitor, one line—the power line—can now provide both power and telephone services in rural areas on the Rural Electrification Authority System.

When the entire rural carrier current telephone program was stymied and about to be junked for want of a safe, low cost means of coupling telephones to a 7200 volt distribution line, *Sprague came through.*

The Sprague coupling capacitor is a safe, low cost, hermetically-sealed, corona-free coupling unit only one-tenth the size and weight of other capacitor types formerly considered for this purpose. It is glass enclosed and completely weather proof.

Although operated on 7200 volt distribution circuits in this case, Sprague High-Voltage Coupling Capacitors will withstand ten 1½ x 40 microsecond test impulses of 95 KV.

This .002 mfd. capacitor is conservatively rated at 8700 volts, 60 cycle AC.

**SPRAGUE ELECTRIC COMPANY**  
NORTH ADAMS MASSACHUSETTS

### HAVE YOU A COUPLING CAPACITOR APPLICATION?

In furtherance of their extensive coupling capacitor research, Sprague engineers will welcome the opportunity to discuss other applications where high-voltage units of this general type may prove useful.

# SPRAGUE

PIONEERS OF ELECTRIC AND ELECTRONIC PROGRESS

# the fast turnover line

# 1947

**\* distributorships available**

A few choice territories are now open. An opportunity for established, live-wire distributors to handle this fast-selling, nationally advertised quality line that's **LOW PRICED!** Write giving qualifications.



Trav-Ler 7010



Trav-Ler 5002



Trav-Ler 5030



Trav-Ler 5031

**Trav-Ler 5030—RADIO PHONOGRAPH TABLE MODEL**

An outstanding value! 4 tubes plus Selenium rectifier. Approx. 2½ watts output. Large 5-inch Alnico P.M. Speaker. Continental type dial and plastic grille. Self-starting motor, 9-inch turntable. Light weight crystal pickup. Simulated leather cabinet. **\$34.95** Retail

**Trav-Ler 5031**—Same as above except slightly larger and with matching lid. Plays 12-inch records. Retail \$39.95

**Trav-Ler 5002—6-TUBE PLASTIC TABLE MODEL**

6 tubes including rectifier; 2 dual-purpose tubes; 5" P.M. speaker with Alnico V, built-in antenna; automatic volume control. Ivory or Walnut finish plastic cabinet—9½" by 5" by 6½"; 105-125 volts, AC-DC. Ivory \$26.95. Walnut **\$24.95** retail

**Trav-Ler 7010—PORTABLE ELECTRONIC PHONOGRAPH**

Beautiful tone, generous volume and swank luggage styling. Built-in Power Amplifier and over-sized 6-inch Alnico P.M. speaker. Approx. 2½-watt output—Selenium rectifier. Plays 12-inch records with lid closed. Simulated alligator or rawhide covered. A.C. only. Retail **\$39.50**

# 47 TRAV-LER

RADIOS • PHONOGRAPHS • COMBINATIONS

*Now Ready for Immediate Delivery!*

This year Trav-Ler offers you greater competitive opportunities than ever before!

Fast-selling table models and portables exclusively! New smart cabinet styling! Improved performance! Quality workmanship!

And, most important, prewar values!

TRAV-LER is priced right . . . right down to fit the pocketbooks of

millions of Americans who are especially value-conscious today!

All this is backed up by ads in Post, Life, Liberty, Colliers, Cosmopolitan, American and others. The biggest national advertising campaign in Trav-Ler history!

More than ever it pays to "Travel With Trav-Ler" . . . the fast turnover line! Write for the name of the Trav-Ler distributor nearest you.

## TRAV-LER RADIO CORPORATION

General Offices: 571 W. Jackson Blvd., Chicago 6, Ill. Plants: Orleans and Bedford, Indiana



Trav-Ler 5025

### Trav-Ler 5025—3-WAY DELUXE PORTABLE RADIO

Plays on AC-DC or batteries. Heavy duty 5-inch Alnico P.M. speaker. 4 tubes plus Selenium rectifier. Built-in antenna. Smart luggage style cabinet covered in simulated alligator or rawhide fabrics.

Retails, **\$37<sup>95</sup>**  
less batteries.

### Trav-Ler 5000—5-TUBE PLASTIC TABLE MODEL

5 tubes including rectifier, 2 dual-purpose tubes. Latest superheterodyne circuit. 5-inch Alnico P.M. speaker. AC and DC. Ivory finish plastic cabinet—\$21.95.

Walnut retails **\$19<sup>95</sup>**

### Trav-Ler 5006—TOP TUNER TABLE MODEL

Strikingly modern plastic cabinet completely enclosed. Back styled same as front. No chassis visible. Novel "finger roll" tuning. 5 tubes plus Selenium rectifier. Approx. 2 1/2-watt output. 5-inch Alnico P.M. speaker. AC and DC. Ivory and colors—\$32.95.

Walnut retails **\$29<sup>95</sup>**



Trav-Ler 5000



Trav-Ler 5006



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

# hallicrafters

The Radio Man's Radio

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

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



## Rocky Mountain Electrical League Will Hold Joint Division Meeting April 11, 12

DENVER, COL., Saturday—Ralph B. Hubbard, secretary-manager of the Rocky Mountain Electrical League, announces that there will be a joint meeting of the engineering and accounting divisions of the League on April 11 and 12. At the suggestion of President Ben French, this meeting will be held in Rapid City, S. D.

The first day, Friday, April 11, will be devoted to meetings of these divisions under the leadership of F. C. Kelly, General Electric Co., chairman of engineering division, and W. J. Benning, Southern Colorado Power Co., chairman accounting division.

Saturday, April 12, a very interesting inspection trip is being arranged, which will consist of a trip through the Homestake mine at Lead, S. D.

The citizens of Colorado and of the Rocky Mountain region generally, joined in celebrating the Thomas A. Edison Centennial. It was in this area that some of his greatest inventions and

techniques were first applied and utilized.

The Public Service Co., of Colorado claims the distinction of having as part of its system, an area that served as a mammoth out-door laboratory for Edison-conceived long-distance transmission of high-voltage electric power. This area lies 156 miles to the west of Denver, between Denver and the Colorado River and is traversed by the company's 100,000-volt transmission line. Edison equipment, technique, and engineers figured in the construction and operation of this epochal circuit, which crosses the Continental Divide three times at altitudes in excess of 13,000 feet.

Tom Killian of Tom Killian, Inc., 1236 Broadway, in discussing present trends, expressed the opinion that the time is now here when manufacturers and distributors will have to collaborate with retailers in the same kind of merchandising programs as were

generally used in the pre-war era.

Remodeling at Fistell's Radio & Electrical Supply Co., is now completed and new counters and new display cases are being installed. New fluorescent lighting and new tile flooring effectively complete the remodeling program.

The Colorado Appliance Co., formerly at 1210 Broadway, has moved across the street to 1135 Broadway, where it has much larger and more conveniently arranged quarters. W. B. Bragdon, president and manager of the store, said the company handles the hotpoint line of major appliances—General Electric refrigerators, home freezers, washers, and all smaller appliances. There is a heavy demand, he said, for all lines of electrical appliances and the company is promoting the sale of electric kitchens in its "Electric Kitchen Headquarters." To meet the demand, the company also has stores at 28 Broadway and at 2949

Englewood. In addition it has four

FRANCES CONREY

## OAK RIDGE ANTENNA CO. TO MARKET PRODUCTS ON NATION-WIDE BASIS

Howard S. Levy, general sales manager of Oak Ridge Antenna Co., 717 Second avenue, New York, announced last week that plans are being formulated for national distribution of the company's products. Mr. Levy reported that radio parts jobbers throughout the country will be featuring the concern's Rigfast line of aluminum television and FM antennas, and the Oak Ridge products, within the next few weeks.

The company is now expanding its distribution nationally to meet the increased country-wide demand for an attractive, durable, weather-proof antenna. This demand has been growing ever since television sets were released by manufacturers after the war.

Oak Ridge manufactures five types of Rigfast antennas: the single dipole, the single dipole with reflector, and the new type double folded dipole to cover upper and lower television and FM bands.

In addition to the Rigfast antennas, Mr. Levy announced that his company will also distribute, nationally, Videowire, a 300 ohm low signal-loss transmission wire for the television receiver, and Videocable, an RG 59U type 72 ohm coaxial cable.

In New York City, New Jersey, Philadelphia, Baltimore and Washington, D. C., Oak Ridge is represented by the Progressive Marketers, 41 Union Sq., New York City. On the West Coast, the Oak Ridge sales representative is Conrad R. Strassner, 2501 Kenilworth avenue, Los Angeles, Calif.

## Police Needed to Save Radio in Show Window Of Gary, Ind., Dealer

GARY, IND., Friday — Police stood all night guard to keep the curious crowd from breaking a show-window displaying a new Zenith radio-phonograph combination, the Empire Furniture Corp., retailer of this city.

"We had placed a 12HO90 in the window and left the light on all night," M. Fleishman, of the Empire corporation, revealed. "The next morning I received a call from the police department, telling me that if I wanted to keep the window intact I had better remove the radio."

Police said they had to keep two uniformed men stationed in front of the window all night to protect the glass from the press of the crowd. Up to 250 persons milled before the window continuously during the night, the officers reported.

## Harry Booke Appointed Radio - Appliance Head At Leonard Bros. Store

FORT WORTH, TEXAS, Friday — The Leonard Bros. department store, of this city, has announced that Harry Booke has rejoined the firm as radio and appliance buyer and manager. Mr. Booke resigned from the Leonard organization two years ago to join the Alen Co. of Paris, Texas, and later he was with the Frank Lyon Co., Little Rock, Ark., as sales manager and buyer for the concern, which distributes appliances and furniture.

**QUIET...**

NO other word could so adequately describe the superb reproducing quality of Astatic's excitingly new, greatly improved "QT" Phonograph Pickup Cartridge.

Highly acclaimed for its clear, clean, "quiet-talk" reproduction, the "QT" is ideally suited for new applications or for modern home record player replacements. The unusual design of this cartridge, with a needle allowing appreciably more vertical compliance, has VASTLY reduced surface noise and needle talk for more enjoyable reproduction. The needle, precious metal or jewel-tipped, is REPLACEABLE, easily inserted or removed. Descriptive literature is available.

Precious Metal Tip

Jewel Tip

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

## 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

## 'LECTRIC COOK' ADDED TO ARVIN LINE OF NEW APPLIANCE PRODUCTS

HAS EXCLUSIVE FEATURES

Provides Facilities for Grilling, Frying, Toasting and Baking — Unit Will Retail for \$27.95.

(Continued from Page 8)

electric iron. Even the lifting handle is designed to protect the hands from the heat.

The handle is so designed that a small air space exists between it and the cooking appliance itself, providing air-cooling for greater comfort.

When used as a waffle iron, the grid plates (two of them provided with the cooker) are inserted and instantly clamped securely. Four waffles are baked at one time to serve four people without waiting.

The automatic feature in baking waffles is the signal-light which goes on the moment the cord is plugged in. When the proper waffle cooking temperature is reached, according to the dial setting, the light goes out indicating it's time to pour the waffle batter.

This new Lectric Cook will not be available in all markets at one time. The marketing plans are to develop one market at a time until such time when sufficient production is reached to warrant nation wide distribution.

## RCA WILL INTRODUCE NEW TELEVISION SETS ON COAST ON MAR. 10

LOS ANGELES, CALIF., Friday — The first television receivers to be introduced in the Los Angeles area in substantial quantities will be offered to the public early in March, it was revealed this week at a two-day series of dealer meetings concluded today at the Ambassador Hotel here by executives of the RCA Victor Division of the Radio Corp. of America and the Leo J. Meyberg Co., RCA Victor distributor in this region.

Several carloads of RCA Victor television receivers will arrive in the Los Angeles area next month, it was announced by J. B. Elliott, vice president of RCA Victor in charge of Home Instruments. Mr. Elliott revealed that "T" (for television)-Day, on which sale of the receivers in Los Angeles will be initiated, will be Monday, March 10.

Several hundred dealers from the Los Angeles metropolitan area attended the meetings held yesterday and today to study features of initial 1947 RCA Victor receivers. To demonstrate the receivers, special broadcasts from the Paramount Pictures television station, KTLA, were presented for these meetings.

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

## Aviation Corp. Reports Profits of \$14,235,339; Parent of Crosley Firm

The Aviation Corp., parent of the Crosley Corp., reported a consolidated net profit for the fiscal year ended No-

vember 30 of \$14,235,339. This is equal to \$2.06 a common share.

Consolidated net sales of the corporation in the 1946 fiscal year amounted to \$52,781,267. Included in these sales were the operating results of the Crosley Corp., American Central Mfg. Corp., New Ideas, Inc. and the American Propeller Corp., all of which are now oper-

ating as separate divisions of AVCO.

As a result of the acquisition of these companies, the report signed by Victor Emanuel, chairman, and Irving B. Babcock, president, said that the tangible assets for the corporation's preferred stock were substantially increased and amounted to \$55,200,000 on November 30.

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

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

## PHONE—WIRE—WRITE

ORDERS WILL BE FILLED IN ROTATION RECEIVED

These Tubes Are Guaranteed Nationally Known Brands—Not Private Brands or Rejects—Check Before You Buy Anywhere

Qua.	Type	Pr.	Qua.	Type	Pr.	Qua.	Type	Pr.	Qua.	Type	Pr.
3000	—1A7GT	\$.65	4000	—6H6	\$.48	2000	—7C5	\$.65	5000	—35Z5	\$.52
2000	—1N5GT	.65	1900	—6C5	.55	1800	—12SR7	.65	1400	—35Y4	.85
2000	—1H5GT	.60	20000	—6J6	.50	5000	—12SQ7GT	.65	3000	—14Q7	.85
1200	—1L4	.40	5000	—6SA7GT	.58	8000	—12SK7GT	.65	3300	—14A7	1.12
500	—1LD5	.95	6000	—6SQ7GT	.58	4000	—12SA7GT	.72	2900	—14B6	.85
5000	—1LN5	1.12	800	—6SD7	.45	12000	—12SN7	.51	2500	—80	.42
1100	—1LH4	1.12	12000	—6SH7	.45	3000	—12C8	.48	900	—45	.48
7000	—1R5	.60	2300	—6SL7	.70	8000	—12A6	.62	700	—46	.48
4000	—1T4	.48	2000	—6V6GT	.60	6000	—12BE6	.55	8000	—9003	.35
400	—3Q5	.90	2800	—6SN7	.62	6000	—12AT6	.55	350	—955	.65
1600	—3A4	.48	8000	—7A7	.65	5000	—35W4	.55	1100	—VR90	.55
4100	—5R4G7	.55	4000	—7B4	.65	6000	—50B5	.85	1000	—VR150	.48
2900	—5U4G	.55	5000	—7B7	.65	2000	—25Z6	.63	7000	—SP30	.45
8000	—5Y3GT	.45	5800	—7B6	.65	3000	—25L6	.70	6000	—SP45	.45
2635	—6AC7	.60	6200	—7Q7	.65	10000	—35L6	.70	5000	—OY4	.48
4100	—6AG5	.60	8000	—7N7	.60	3000	—50L6	.70	1000	—77	.45
4100	—6AG7	.70	3000	—7E5	.55	1700	—50A5	.92	2000	—27	.40
3000	—6AL5	.40	2000	—7Y4	.65						
2800	—6C4	.40	3000	—7F7	.75						

And Hundreds of Other Types. Send us Your Requirements

Thousands of Famous Make VOLUME CONTROLS (with or without switches)

5,000 Ohm. 50,000 Ohm. 100,000 Ohm. 500,000 Ohm. 1 Meg. Prices on request.

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

And Hundreds of Other Critical Parts

SPEAKERS			PHONO-MOTORS		CONDENSERS			Automatic Changers	
Quan.		Mag.	Quality Brand		Quan.	Mfd	Volt	Quan.	Type
3500	4" AL 5	.67	9-In. Turn-Table		8000	30-30	150	900	Model 650 Detrola
2200	4" AL 5	1 oz.	5,742 Pieces		3000	50-30	150	575	Arc-1-Maguire
5304	4" AL 3	3 1/2 oz.	RESISTORS		3000	40-20	150	750	Crescent
3100	5" AL 5	1 1/2 oz.	5-Watt Wire. 250-Ohm.		4000 FP	8 or 10	450		
1600	5" AL 5	1 oz.	10-Watt Wire. 3000-Ohm.		3700 FP	20	450		
1200	5" AL 5	.68	10-Watt Wire. 6000-Ohm.		All Sizes in Micras				
1604	4x6 - 450 Ohm. Dyn.		10-Watt Wire. 12000-Ohm.		Output Transformers			Line Cords	
2000	6 1/2" AL 5 1 1/2 oz.		10-Watt Wire. 500-Ohm.		6V6	1250		6 Ft. No. 18 With	
	Rola With 6V6 P.P.							Tinned Ends . . . . . 25,000	
	Output Transformer								

## LEONARD ASHBACH COMPANY

152-54 W. HURON STREET

All Phones Whitehall 2065

CHICAGO, ILLINOIS



### RCA VICTOR ANNOUNCES CURRENT RECORDINGS

CAMDEN, N. J., Tuesday — RCA Victor records that will go on sale this week were listed here yesterday.

Included are: "Free Eats" and "Bill's Mill" by Count Basie; "My Number One Dream Came True" and "Foggy River" by Jane Harvey; "It's a Good Day" and "The 'Possum Song" by Phil Harris; "My Adobe Hacienda" and "I Ain't A-Gonna Leave My Love No More" by Billy Williams; "I Love Her More, Now Mother's Old" and "Have You Seen My Daddy Here" by the Blue Sky Boys; "Port Wine Blues" and "You Satisfy" by Ruby Smith; "Angels in Harlem" and "Ain't Gonna Drink No More" by Doctor Clayton; "Undercurrent" and "Traumerei"; "La Paloma" and "That Naughty Waltz," and "Nola" and "Beautiful Ohio" by Al Goodman. An album of "Harmonica Classics" by John Sebastian, with the Russ Case orchestra, is also available.

and "My Best to You" by Andy Russell; "Open the Door, Richard" and "When Am I Gonna Kiss You Good Morning" by the Pied Pipers; "Hoodle Addle" and "Pine Top Schwartz" by Ella Mae Morse; "We Could Make Such Beautiful Music" and "Ain't Misbehavin'" by Billy Butterfield; "Heartaches" and "If I Had a Chance With You" by Joe Alexander; "A Broken Promise Means a Broken Heart" and "Little You Cared" by Wesley Tuttle, and an album, "Manhattan Moods" by Eddie LeMar.

### H. MATTHEWS CONCERN NOW IN PRODUCTION ON STORAGE ALBUM LINE

Production of a line of record storage albums is under way at Howard Matthews, Inc., 22 West Twenty-sixth street, in this city, according to Morris Stein, a firm official.

During the war, restricted by the shortage of materials, the Matthews organization had to limit its production to the making of albums for record manufacturers. With the alleviation of the supply shortage, this firm has now added a record storage album line.

Features of the first three albums in the Matthews line are attractively designed covers, a simulated leather covering, twelve pockets and sturdy construction, Mr. Stein revealed.

Merchandising of these albums has

already begun, and the Matthews firm is now seeking to set up distributors on a national scale.

### Diamond Records Lists Its Singles for March

Latest disc releases of the Diamond Record Corp., of New York City, were announced here this week.

The following are the tunes and artists featured on these March recordings: "Maybe" and "Heartaches" and "It's a Sin to Tell a Lie" and "Tomorrow" by the Cedric Wallace Trio; "You Should Have Told Me" and "You'll See What a Kiss Can Do" and "Serenade to Love" and "Shh! Don't Wake the Baby" by Nat Brandwynne; "Cattin'" and "Rika Jika Jack" and "Cincinnati, Vout" and "You're a Lucky Guy" by the Earl Warren Sextet, and "My Shawl" and "Without You" by Jan August.

### TED STRAETER IS ON SONORA BLACK LABEL

Signing of Ted Straeter, piano playing band leader, to an exclusive recording contract was confirmed today by the New York office of Sonora Radio and Television Corp.

His first recordings, now available to the trade on the Sonora 39-cent black label, are "Midnight Masquerade" and "You'll Know When It Happens" and "That's Where I Came In" and "Heartaches."

The Sonora firm listed other black label discs which are now available: "The Anniversary Waltz" and "My Little Grass Shack" by Roy Smeck; "Am I Still Part of Your Heart" and "Left by the Wayside" by Jerry & Sky and the Melody Men; and "Blues at High Noon" and "Snub's Boogie" by Snub Mosley.

### Latest Capitol Discs Listed for the Trade

HOLLYWOOD, CALIF., Tuesday — Latest discs now available to the trade were listed by Capitol Records, of this city, yesterday.

Featured for March are: "I Do Do Do Like You" and "Movie Tonight" by Johnny Mercer; "Anniversary Song"

A COMPANY IS KNOWN BY THE COMPANY IT KEEPS

# TEMPO

Record Company of America

## SALUTES ITS DISTRIBUTORS!

### 1. FRUMKIN SALES CO.

2418 MILWAUKEE AVE. • CHICAGO 44, ILL.

Selling Exclusively TEMPO Records in:  
Minnesota • Iowa • Missouri • Wisconsin  
Illinois • Michigan • Indiana

#### LATEST TEMPO RELEASE

"MUSIC FROM EMERALD ISLE"—Album 3-10" records featuring the Voice of Jimmy Nolan—singing star of Hollywood's "Earl Carroll's Vanities"

RECORDS IN THIS ALBUM ALSO AVAILABLE SINGLY

OVER 1000  
TEMPO TUNES  
RECORDED



RECORDED BY  
DIRECT ELECTRONIC  
PROCESS

TEMPO Record Co. of America • 8534 Sunset Blvd. • Hollywood 46, Calif  
TEMPO ATLANTIC INC. TEMPO SOUTHERN

76 West Chelton Avenue  
Philadelphia 44, Pa.

11 Avondale Road  
Avondale Estates, Georgia

## Your Profits Will Rise . . .

With  
**Matthews' Albums**  
Immediate Delivery

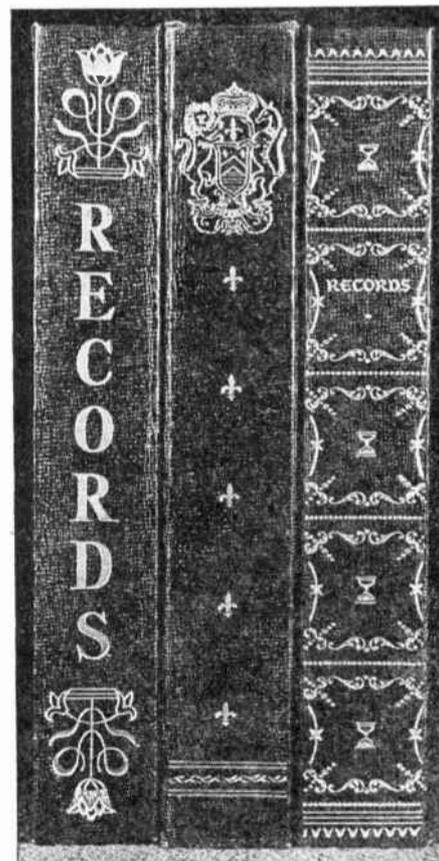
#### FEATURES

- Simulated Leather Cover
- Attractively Designed
- Gold Ornamentation on Spine
- Available in Navy Blue and Maroon
- Study Construction
- 12 Pockets
- Indexed

(packed 24 to the carton)  
(Also manufacturing for the major record firms)

Distributor Franchises Open  
In Many Choice Areas

Export franchises also available



For Further Information Write

## HOWARD MATTHEWS, INC.

22 West 26th Street

New York, N. Y.

# RCA VICTOR RESUMES ITS TRAINING PROGRAM WITH A SERIES OF SIX RECORD CONFERENCES

FIRST DISC DEPARTMENT SESSION IN N. Y. NEXT WEEK

**Top Executives to Conduct Meetings — Comprehensive Dealer Training Sessions to Be Staged in Atlanta, Cleveland, Chicago, Dallas and San Francisco — Distributors' Men to Attend.**

Resumption of RCA Victor's "dealer training programs" after an interlude of six years was announced last week by James W. Murray, vice president in charge of RCA Victor record activities, who revealed that the Record Department's 1947 seminar will get underway in New York, March 10 to be followed by regional meetings in Atlanta, Cleveland, Chicago, Dallas and San Francisco.

Picking up where the pre-war program left off, the 1947 program, known as the "Now School," will employ novel presentation techniques to drive home to personnel of distributor organizations a wide range of subjects including market analysis, inventory, merchandising, self-selection, related selling, and the relationship of RCA Victor's 1947 national advertising and dealer aid program to sales and merchandising, Mr. Murray said.

"RCA Victor and its predecessor, the Victor Talking Machine Co., have pioneered in this field of dealer training," said Mr. Murray. "We discontinued the seminars during the war because of the production problem. Our last program, given in 1941, was the "How School." The logical follow-up, now that we are converted to peacetime production, is the "Now School." We chose that title because with wartime controls eased and production more readily available, now is the time to alter our thinking to conform to a buyers market and to employ the latest merchandising techniques in the sale of recorded merchandise."

The forthcoming series of meetings, which open at the Park Central Hotel, New York on March 10 for three days, will be under the direction of Jack L. Hallstrom, general merchandise manager for the RCA Victor Record Department, Jack M. Williams, advertising manager, and Herbert J. Allen, field sales manager.

Utilizing a presentation technique that includes color slide film in a novel cartoon treatment specially developed by J. Walter Thompson, advertising agency for the company, the three record department executives will build their programs around the various aspects of record merchandising that are of direct concern to dealers.

First day of the regional meetings will have personnel of RCA Victor distributing organizations, including record department managers, sales managers, advertising managers and salesmen, acting as record clerks. The following two days of each regional meeting will be given over to individual discussions with distributor representatives. After these "pre-view" meetings, distributors will carry this seminar direct to their dealers.

After the New York meeting the itinerary is as follows: Atlanta, Ga. (Piedmont Hotel) March 14 and 15; Cleveland, O. (Carter Hotel), Mar. 18, 19 and

20; Chicago, Ill.; (Knickerbocker Hotel), March 24, 25 and 26; Dallas, Tex. (Baker Hotel), March 31, April 1 and 2; San Francisco, Calif. (Sir Francis Drake Hotel), April 7, 8 and 9. Emphasizing the importance of the

new seminar was Mr. Murray's announcement that he will preside over the New York meeting, and will be on hand for regional meetings in Cleveland, Chicago and San Francisco.

"Distributors will see a number of physical samples of RCA Victor's new sales promotion items which have been carefully guarded secrets until his time," said Mr. Murray. "We can promise a number of surprises that will make the selling job of distributor and dealer considerably easier."

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

## NATIONAL APPOINTMENTS THREE DISTRIBUTORS

A. B. Green, president of National Records, of New York City, last week announced the appointment of three new distributors: Kentworth Corp., of Louisville, Ky.; Gas Engine and Electric Co., Charleston, S. C., and Amusement Enterprises, London, Ontario.

An additional announcement was also made by Herb Abramson, National's director of artists and repertoire concerning the signing of Red McKenzie, old-time vocalist, to a long-term recording contract.

**The Jensen Needle**  
"worth its weight ten times in gold"

**WHUM**  
Berkshire Hotel  
Telephone 44-803

READING, PA. . . . HUMMING WITH INDUSTRY AND AGRICULTURE  
A Basic Station of The Mutual Broadcasting System  
December 24, 1945

Jensen Industries, Incorporated  
329 South Wood Street  
Chicago 12, Illinois

Dear Sir:

Since we first went on the air September 1 of this year, I have looked continually for a decent needle for our transcription tables here at WHUM. No diamond points were available anywhere so it was a try to find a substitute that we could use. I tried all types that I thought were on the market. But with the hard wear of pregrooving and continual use I found that the numerous needles I had tried had to be replaced three or four times a week. This was getting on my nerves.

One day I was in a local radio store when I saw some of your Jensen Sapphire needles on display and as I have done in the past, I just thought that they too would be just like the rest. And, to my amazement when I inserted the needles in our pick-ups, never, had I ever heard such clarity of reproduction from a broadcasting recording and transcription; not even compared to a diamond point.

Today it has been a month since I first inserted the Jensen Sapphire and they are still holding up just as good as the day they were put into use. To date they have passed over some eight thousand records and every one was pregrooved before being put on the air. Any needle that can stand up like this is "tops" in my estimation and I assure you that they will be used at this station from now on.

I can highly recommend them to any broadcasting station that wants a long-life needle that can take it and with a least surface noise and finest in reproduction. For a \$2.50 needle it is worth its weight ten times in gold. Take it from me, they're "tops".

I thought you would like to pass this information on to other radio stations who have had the same trouble as I have in the past. Thanking you very much, I am,

Very truly yours,  
*Joseph E. McCormack*  
Joseph E. McCormack  
Chief Engineer

The Voice of Reading

For amazing clarity, longevity and completely satisfactory reproduction there is no finer needle than the Jensen Genuine Sapphire needle . . . as Engineer McCormack reports in this unsolicited letter. You'll want to tell your customers about the pleasure they can get from Jensen Needles. Designed with the latest developments in acoustical science, manufactured to jewel-like precision, packaged in colorful, eye-appealing gold foil trays, they build business for dealers everywhere. The Jensen Royal Jewel Genuine Sapphire Needle plays and plays and plays, and sells and sells and sells.

**Jensen INDUSTRIES, INC. • 329 S. Wood St., Chicago 12, Ill.**

**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.*

## Recent Explosion in Los Angeles Gives Unusual Opportunity for Video Broadcast

**KTLA GOES ON THE AIR IMMEDIATELY AFTER TRAGEDY**

**Excellent Report Boosts Sales of Video Equipment in Southern California Area — Electric Club Planning Entertainment Program for March 10 — Sues, Young & Brown M-G-M Distributor for State.**

(Continued from Page 14)

it will have attractive displays, booths for the use of coin operators and every facility to give MGM record dealers good service.

It is the company's intention to work very closely with dealers in the field and Miss Dorothy Vance, who has been active in sales development in the record business for the past ten years, has joined the company to work with dealers.

Miss Vance has covered most of the United States for Victor for several years, and has worked closely with record people everywhere to increase the efficiency of their departments and to develop sales. For the past two years she has been active in her own record business at Toluca Lake, Calif.

"Sues, Young & Brown, Inc." is a new name for the Sues-Young Co., Zenith distributor. M. G. (Pete) Sues is president of the corporation. He has been an active executive in the radio and appliance industry for the past

twenty-five years and has been identified prominently in the industry's association activities.

Clarence Brown is vice president of the new corporation, and although not active in the business, is an important member of its board of directors. Mr. Brown is a newcomer to the electrical appliance industry, although this is not his first experience in the distributing business. After graduating from the University of Tennessee, Mr. Brown developed the Brown Distributing Co., which was distributor in the State of Alabama for Stevens-Duryea and Hudson automobiles.

For the past thirty-five years, however, Mr. Brown has been more prominently identified as an outstanding leader in the motion picture industry. He is one of Hollywood's most successful producer-directors. He has brought many famous stars to the screen and has produced and directed many pictures, the most recent of which have been "The Human Comedy," "The White Cliffs of Dover," "National Velvet" and the outstanding contender for

the Academy Award, "The Yearling."

E. E. Young, who is secretary and treasurer of the new corporation, is well known to the industry. He has held important executive posts in the financial and operations phases of the distributing business in California for the past twenty-five years. He also has been responsible for the introduction of many of the most useful innovations in finance plans available to dealers today.

## New Carolina Concern

CHARLOTTE, N. C., Thursday—Associated Distributors of Charlotte, Inc., has filed articles of incorporation with Secretary of State Thad Eure, at Raleigh. The new firm, which will deal in household appliances, has an authorized capital stock of 1,000 shares, no par value.

The incorporators include B. D. Waller and Mary Waller, both of Charlotte, and Howard Beidler, Asheville.

—B.

**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

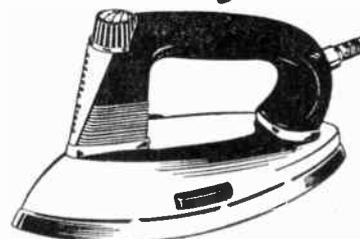
*New Jersey*  **NEWARK DISTRIBUTOR**

*It's here!*

The new General Mills Tru-Heat iron, the first post-war appliance sensation! Jam full of new, sales-appealing improvements. . . Super accurate Tru-Heat control . . . Extra large ironing surface . . . Safety side rest. . . Important features to boost your sales for a quick, easy turnover.

*Betty Crocker*  
of General Mills says:

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



**THE NEW General Mills Tru-Heat Iron**

Distributed by

**EASTERN Electrical SUPPLY CO.**

287 Halsey Street      Newark, N. J.      348 Washington Street

# RCA SET OUTPUT TOTALED 1,500,000 IN 1946; \$10,985,053 NET PROFIT REPORTED FOR YEAR

(Continued from Page 3)

the corporation's 215,000 stockholders. They said that as a result the foundations were laid for increased commercial activity throughout the entire RCA organization the activities of which are covered in the annual report.

The RCA Victor Division, engaged in manufacturing and sales, exceeded the records it had established in production and merchandising during any previous peacetime year. Nevertheless, the availability of products at no time matched the demand, the report stated.

Nearly 1,500,000 units — including RCA Victor home radio, phonograph and television instruments—were produced during the year, despite the fact that manufacture was restricted by shortages of such items as wood cabinets, record changers, steel, plastics, and loudspeakers.

Last year, during which RCA produced its billionth phonograph record, was one of the best for the RCA Victor record business, the report declared. The coordinated efforts of manufacturing, engineering and purchasing department made it possible to operate the record plants at Camden, Indianapolis and Hollywood to capacity during the entire year. A fourth record manu-

facturing plant at Canonsburg, Pa., is expected to begin operation this Summer to help meet the increased demand.

RCA Victor announced its initial plans last September to merchandise television receivers. The television line includes two table models, one with a 7-inch picture tube and one with a 10-inch picture tube; a console with a 10-inch picture tube and also facilities for AM and FM radio reception as well as an automatic phonograph record changer; and a console projection model utilizing a 5-inch picture tube and an optical system which presents a 15 x 20-inch picture tube. Production of the two table models began last Fall and console production is scheduled for this Spring.

The report said that delivery of RCA super-sensitive television cameras and field equipment during 1946 enhanced programming in general and greatly facilitated advances in the art of tele-casting sports and news events. The prospect for new business in the television field was revealed to be good, with home receivers and transmitter apparatus in demand.

Production and shipment of RCA electron tubes for 1946 exceeded any peacetime year. Preparations have been made for large-scale mass-production of television picture tubes. New electron tubes were developed which in the near future will open new markets, not alone for tubes but for new electronic equipment for use in communications, transportation, science and industry.

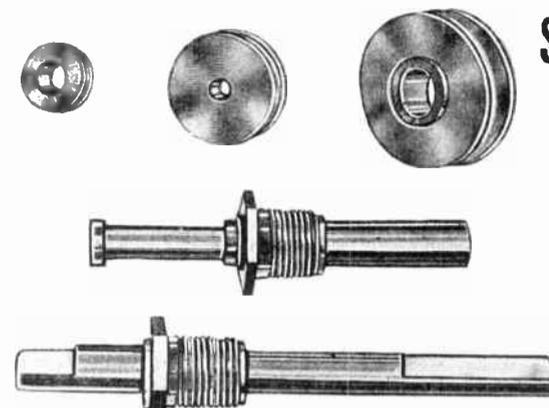
The RCA International Division, which has the responsibility for the foreign activities of RCA, ended the year with a back-log of orders that reached an all-time high, according to the report. Contracts for RCA products were signed in many countries.

The RCA Laboratories Division reported that its scientists and the research staff, having completed wartime assignments and responsibilities, directed their efforts in 1946 to research useful in developing new radio-electronic products and services. Their scientific achievements enabled engineers to put electrons to work in many new processes and applications.

Recalling that color television pictures produced by all-electronic means were demonstrated publicly for the first time on October 30, 1946, at RCA Laboratories, the report said the demonstration disclosed a revolutionary development in radio science as far-reaching as the creation of the original RCA all-electronic television system, which supplanted the mechanical discs used in the first black-and-white television operations.

"The new RCA electronic color television system is a major contribution to the television leadership of the United States," the report said. "Like other developments of RCA Laboratories, it is available to the entire radio industry."

As of December 31, 1946, RCA personnel numbered 39,361, representing an increase of 6,376 over the total at the end of 1945. Various labor prob-



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Specializing in  
Pulleys  
Drive Shaft Assemblies  
Bushings and Solderless  
Phone Tips  
for the  
**RADIO TRADE**

### SERVWEL PRODUCTS COMPANY

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lems were solved by RCA without strikes during a year of widespread labor unrest throughout the country. RCA as a whole negotiated and maintained continuous relations with thirty-seven labor unions.

In the manufacturing division of RCA the number of employees increased to a post war high of 28,300 in December, 46 per cent of whom were female employees. During the war, a total of 6,720 employees entered the armed forces and of this total, 3,493 have been re-employed. In addition, 4,171 veterans, who were not former employees have been hired.

General wage increases were granted in the RCA Victor Division to the majority of hourly and salaried employees in an amount to provide average increases of at least 17½ cents per hour.

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While they Last

### 3000 32L7GT . \$ .83 ea.

In Lots of 100 Only  
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BY  
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*Audio INDUSTRIES*  
MICHIGAN CITY, INDIANA

Manufacturers—Distributors—Jobbers

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Tubes are guaranteed new stock  
NATIONALLY KNOWN BRANDS

Type	Price	Type	Price
12SA7GT	\$ .50	12AE6	\$ .40
12SQ7GT	.48	35W4	.40
12BA6	.40	35L6GT	.48
12AT6	.40	50B5	.55

Sold in Lots of 300 or More of Each Type

---

### SPEAKERS

PM 5" Alnico 5—1½ oz. slug ..... \$1.15  
PM 6" Alnico 5—1½ oz. slug ..... 1.35

Sold in Lots of 72 or More

---

### SPECIALS

2 Gang Superhet Variable Condensers ..... \$ .85  
Coils IF—1st—2nd (Set) ..... .75  
Oscillator Coils ..... .10  
Loops ..... .20  
Filter Condensers—40-40—Fresh Stock ..... .30

Limited Stock—Order Immediately. 20% With Order, Bal. COD.

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## ONTARIO RADIO AND APPLIANCE DEALERS SET MARCH 31 AND APRIL 1 AS CONVENTION DATES

SESSIONS TO BE HELD AT ROYAL YORK HOTEL, TORONTO

Many Speakers to Be Heard on Subjects of Interest to Trade — Representatives From Entire Province Expected to Attend — Canadian General Electric Official Speaks of Potentialities of Industry.

TORONTO, ONT., Monday — March 31 and April 1 are the dates set for the Fourth Annual Convention of the Ontario Association of Radio and Appliance Dealers, to be held at the Royal York Hotel, here. Representatives from across the Province are expected to be in attendance.

Among the speakers who have been lined up by the executive committee, which includes Wilfred Hodgins, A. G. Frame and Fred R. Cavers, are S. A. Boswell, of Hamilton, president of the Ontario Division of the Retail Merchants' Association of Canada; H. W. Kelly, appliance sales manager of the Frigidaire Division of General Motors, who will speak on "The Future of Appliance Selling"; L. E. Butters, manager of the appliance division of Canadian General Electric, and D. A. Packard, general sales manager of Kelvinator Division, Nash-Kelvinator Corp.

A discussion panel has been organized and will highlight the topic "Selling Days Are Here Again." W. T. Burnham, of Rogers Majestic, Ltd.; John Taylor, of British Columbia Electric Railway Co., and T. Gibson, of the Danforth Radio Co., are among those slated to take part in this panel.

The closing banquet, final item on the

agenda, will feature the Hon. George A. Drew, Premier of Ontario, as guest speaker.

The electric industry's appliance section has a dollar value as great as the passenger car industry and twice as great as the furniture industry, according to L. E. Butters, manager of the appliance division of Canadian General Electric Co., addressing the closing session of the recent Ontario Retail Hardware Association convention held at the Royal York Hotel.

His prediction for an enormous demand for electric appliances was based on the fact that Canadians are the greatest per capita users of electricity in the world. Dish washers, garbage disposals, fast freezing and air conditioning units, and electric blankets are among the new products which were mentioned. "There is vastly increased power available which at present is untapped," Mr. Butters said. He sketched the revolutionary aspects that FM radio and television will bring to commercial and entertainment worlds.

The old problem of the Toronto region's 25-cycle power circuit is what is holding up the distribution of Bendix home laundry appliances, according to a spokesman of this company. Dis-

tribution of the 60-cycle apparatus is going on in other parts of the country, but manufacture of the 25-cycle machine will not allow them to be put on the Toronto market before June. A demonstration was recently put on by the Bendix firm for press representatives.

Norman E. Gerry has been appointed advertising manager of the Amalgamated Electric Corp., Toronto.

Radio Trade Supply Co., Ltd., is occupying its new quarters at 595 Yonge street, according to Harold G. Weir, president. The new establishment offers eight times the old area, 10,000 square feet of floor space now being used by the company. The firm is one of the largest radio parts outlets in Canada.

Joe Carp, formerly with A. & A. Radio and Toronto Radio, in this city, and well known throughout the industry, has been appointed general manager. Cody Bowerman continues as the counter parts manager, while Kinsley Tanaka is service manager. Ten employees, three more than were previously on the staff, now look after prompt service of both counter and mail order customers.

Future plans, according to Mr. Weir, call for the resumption of road sales service staff. Three or four men are expected to be appointed in this capacity as soon as conditions permit the issuance of a parts catalog. Forthcoming plans also include jobbing of small electric appliances.

The store, which is centrally located, is accessible to all parts of the town, and offers no car parking problem. New fixtures, fluorescent lights, and ample counter and display racks are features of Radio Trade Supply's new home. Mr. Weir expects to register the name of his building shortly as the Radio Electric Building. Second floor accommodations have been leased to Sparton Radio Co. and other radio trade organizations are also expected to rent further space in the 30,000-square foot premises.

—WM. FREEMAN.

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

## Sprague Dividend

NORTH ADAMS, MASS., Thursday — Robert C. Sprague, president of the Sprague Electric Co., of this city, announced today that a dividend of 20 cents per share was declared on the company's common stock, payable on March 15 to stockholders of record at the close of business on February 28, 1947.

## NORTHEASTERN DISTRIBUTORS INCORPORATED

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

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

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

**ZENITH  
 THOR  
 GIBSON  
 GRAND  
 ELGIN  
 QUAKER**

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

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**BEAUCAIRE Inc.**  
 114 MONROE AVENUE ROCHESTER 7, N. Y.  
 Distributor of

<b>PHILCO</b> Radios - Refrigerators - Freezers	<b>BENDIX</b> Washers - Ironers - Driers
<b>SPEED QUEEN</b> Washers - Ironers	<b>AMERICAN CENTRAL</b> Kitchens
<b>CLARK</b> Electric Water Heaters	<b>EUREKA</b> Vacuum Cleaners - Cordless Irons
<b>GRAND</b> Gas Ranges	<b>PROCTOR</b> Small Appliances
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- ZENITH  
Radies—Hearing Aids
- DEEPFREEZE  
The Original Home Freezer
- GAROD  
Lower Connecticut Only

**STERN & COMPANY of HARTFORD, Conn.**  
 Distributors of America's Leading Brands of Small Appliances  
 "STERN'S SELLING SLANTS" mailed on request.  
**COLUMBIA and OKEH RECORDS**  
 "TODAY'S TOP FRANCHISE"

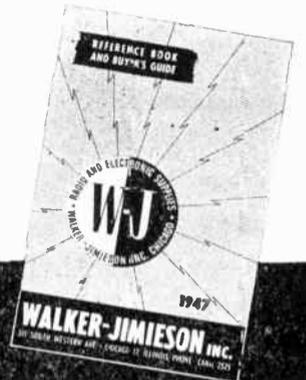
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DISTRIBUTION of the new W-J Reference Book & Buyer's Guide has begun! Thousands of copies have been mailed. If you haven't seen one, or if you haven't previously asked for it, better phone or write us for a copy, today. Here, in easy-to-read form,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

## TOLEDO APPLIANCE SALES FOR TWO MONTHS ARE 300 PER CENT OVER LIKE 1946 PERIOD

SPIRIT OF OPTIMISM PERVADING ENTIRE OHIO INDUSTRY

Many Lines Are Shifted to New Distributors — Gerlinger Equipment Co. Building New Display Auditorium — J. W. Greene Co. Reports Upswing in Sales — Much Interest Manifest in FM Broadcasting.

TOLEDO, OHIO, Monday—Appliance sales here for the first two months of 1947 are up as much as 300 per cent over the like period of '46. In addition to more refrigerators, washers and radios, merchants are displaying more ranges and kitchen sinks. As a matter of fact there is scarcely a laundry or kitchen product made which isn't represented here now and being merchandised. The picture here is definitely one of optimism. Spring is in the air, consequently improvements are many.

However, the inevitable shifting of lines is taking place among distributors. The Lifetime Sound Equipment Co., former Garod radio wholesaler has shifted to the Minerva. The Gerlinger Equipment Co., former Majestic radio distributor has shifted to Stromberg-Carlson. The Toledo Merchandise Co., former Olympic radio wholesaler has changed to the Majestic. Similar changes are taken place among the retailers.

Shank-Cobley, Inc., widely known automobile distributor of Plymouth cars

with headquarters at 1017 Madison avenue, has been appointed distributor for Garod radios. Shank will distribute the Garod in three Michigan and eighteen Ohio counties. At the present time the firm is franchising dealers and getting set to take advantage of the Spring Garod opportunities. Dealers meetings and a formal presentation of the line is an early probability.

The Toledo Merchandise Co., primarily a wholesale paper house, has been appointed distributor for Majestic radios and records, according to J. C. Kabot, appliance manager. Majestic products are coming along nicely and dealers are being supplied. Records likewise are going out in liberal quantities. Toledo Merchandise also has a commercial refrigeration department, that is in charge of Everett Taylor, which features the Weber line as well as the Ben Hur freezers.

Rudolph Gerlinger, president of the Gerlinger Equipment Co., stated the house is building a special radio and display auditorium, with the latest

acoustic installations for demonstration of the Stromberg-Carlson radios recently taken on by the firm.

Dealers have been franchised and the distribution of all lines dealt in is proceeding as rapidly as possible. Robert Doner and Don Scouten have been added to the sales staff along with Wally Waldvogel. Mr. Gerlinger attended the recent Apex washer and Grand range meeting held in Cleveland.

William Manoff, head of the Lifetime Equipment Co., in announcing the new connection with Minerva radios, stated "we are primarily a parts organization with almost nationwide distribution. Therefore we are well equipped to push Minerva. Many of our customers are service men who frequently want to buy one or two radios for resale in the shop. In that way we move a lot of radios, therefore an open franchise we believe is better for us."

J. Harold Beat, manager of the radio and record department of the J. W. Greene Co., stated 1947 business exceeds last year by several hundred per cent. "Customers are buying bigger and better sets. The Capehart, Westinghouse and RCA Victor console models in the bracket from \$200 to \$500, sell as fast as received. As a matter of fact we always have orders awaiting the arrival of sets. People desire good musical reproduction. They are vastly interested in FM and are looking forward to television with much anticipation," he said.

Gordon Campbell, sales manager of the V. J. McGranahan Distributing Co., reported sales are far ahead of a year ago which is natural with more merchandise arriving. Business is growing so rapidly that another man will be added to the Toledo sales staff, Mr. Campbell said.

A meeting was held this week with salesmen of the department stores on Ironrite. A general territorial meeting on Ironrite will be held this Spring. Youngstown kitchen meetings will be held at vantage points in the territory teaching dealers how to install kitchens. The first of these will be in Toledo, then Byrna and Lima, Ohio.

I. C. Sampson, manager of the V. J. McGranahan Distributing Co., house in Dayton, has announced the addition of Robert Martin to the sales staff. There, Zenith radios and hearing aids, Iron-

rite ironer, Voss washer and Filter Queen sweepers are distributed along with small appliances. Business is excellent, Mr. Sampson stated.

The World Radio and Appliance Co., recently moved into a new building made necessary by the growth of the business. Jean Pelton, just out of the Navy, has joined the sales staff. J. J. Callanan is sales manager of the firm.

I. Frumkin, head of the Frumkin Tire Co., announced today that the house has purchased the Meredith Building which it occupies at Michigan and Jefferson. Remodeling will take place in the Spring. Frumkin, features RCA Victor, Zenith, Crosley, Emerson, and Senet radios, Gibson and Norge refrigerators.

—JACK SCHLACHTER.

### James W. Sparks Dies

UNION, S. C., Wednesday — James W. (Jake) Sparks, forty-eight years of age, engaged in the electrical appliance business here, died at his home early yesterday morning following a sudden illness. He is survived by his widow.

—B.

**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-Panamuse.

# Emerson

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



If you want  
**SOMETHING  
BETTER**  
*Demand*

# DEWALD

A FAMOUS NAME IN **RADIO** SINCE 1921

**DEWALD RADIO MANUFACTURING CORP.**  
35-17 37th Avenue, Long Island City 1, N. Y.  
Chicago Office: 624 So. Michigan Avenue



**DeWald A-502 "Jewel"**  
A delight to the eye and ear alike. This superb Catalin Radio is offered in five beautiful color combinations.

A Quarter-Century of Proven Quality

## Engineers Gather For '47 Meetings

(Continued from Page 3)

and from many foreign lands is expected to reach 7,000. Theme of the convention and show is "Electronics at Peace."

The exhibits are divided into four groups as follows: 1—new components; 2—new materials, such as metals, alloys, etc.; 3—new techniques in measuring equipment; 4—examples of operating equipment in the form of end products.

Every type of radio, electronic and communications equipment is being ex-

hibited by manufacturers and by the Army and Navy.

The technical program comprises twenty-four sessions. Papers deal with the newer things in the field of electronics—the things to come, it was explained by Dr. Ernst Weber, chairman of the technical sessions. These include papers on new research problems; papers on television; FM, new electronic tubes and other subjects of interest to the engineer.

Dr. James E. Shepherd, convention chairman, pointed out that exhibits reflect a number of outstanding features, such as: 1—A large variety of electronic tubes (the very heart of the industry); 2—The increased variety of cathode ray oscilloscopes and other test equipment; 3—Wide increase in wave guide components; 4—Nuclear test equipment; and 5—Extension of wartime production techniques into peacetime production and the use of new components.

In a pre-convention address, Dr. W. R. G. Baker, president of the I.R.E., and vice president in charge of the General Electric Co. Electronics Department, declared that "regardless of hopes, ambitions and desires, an industry can advance no faster than its engineers and its productive facilities can

make available the actual products on which new systems and service must depend. For this reason, this convention forces a realistic appraisal of what has been accomplished to date and what may reasonably be expected in the near future."

Charles R. Denny, chairman of the FCC, will address the the annual I.R.E. banquet at the Commodore tonight (Wednesday). Awards will be made for outstanding achievement in the radio and electronic field.

## RADIO, PHONO SALES TOTAL \$380,873,960

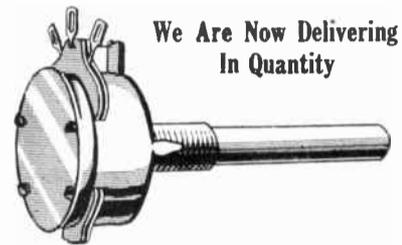
(Continued from Page 3)

cent brackets as far as excise taxes are concerned, paid into the treasury \$23,263,185 last year, indicating total sales by producers of \$232,631,850. During 1945, makers of refrigerators and air conditioners paid a total of \$3,291,302 in taxes.

Makers of electric, gas and oil appliances, other than refrigerators and air conditioners, paid excise taxes (10 percent) totaling \$46,203,880, indicating sales of \$462,038,800 last year. In 1945,

## Manufacturers!

We Are Now Delivering  
In Quantity



## POTENTIOMETERS

with new, vastly improved  
"Carbo-metallized Element"

- All Ohmages • All Tapers
- Completely Shielded

Standard Sizes in Stock. Quick deliveries on special types made to your order!

**AMERICAN VOLUME CONTROL CORP.**  
115 Liberty Street  
New York 7, N.Y.

tax payments by these manufacturers totaled \$15,766,816.

Musical instrument manufacturers paid taxes of \$6,181,937 last year, compared with payments of \$1,357,537 in 1945.

## Selling Agents

for  
**Manufacturers**

- PENNSYLVANIA (Eastern)
- NEW JERSEY (Southern)
- DELAWARE
- MARYLAND
- WASHINGTON, D. C.



Permanent Showrooms  
In Philadelphia

**QUAKER PRODUCTS CO.**  
146 N. TENTH STREET  
PHILADELPHIA, PA.  
"Sales Engineers"



## Jackson

**PORTABLE  
Electric Phonographs**

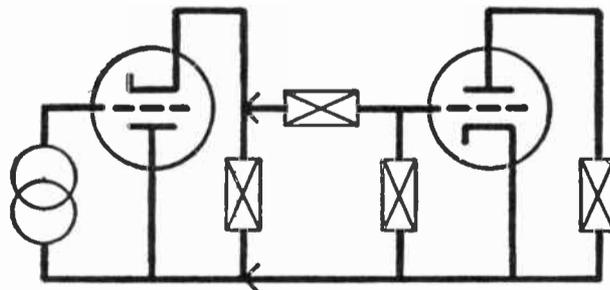
When you say "Jackson" you pronounce the ultimate in perfection of tonal quality and workmanship.

- WE ALSO MAKE
- Record Carriers
  - Speaker Baffles
  - Phonograph Cases
  - Replacement Cabinets
- Send for Catalogs

**JACKSON INDUSTRIES**  
1708 S. State Street  
Chicago 16, Illinois

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BASIC PATENTS



## • NOTICE TO MANUFACTURERS

LICENSES ARE NOW AVAILABLE FOR THE USE OF CATHODE FOLLOWER CIRCUITS IN ALL TYPES OF ELECTRONIC AND COMMUNICATION APPARATUS.

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Inquiries  
are Invited  
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## REMCO ELECTRONIC INC.

Formerly Revelation Patents Holding Co.  
33 WEST 60th STREET NEW YORK 23, N. Y.

For Good Listening!  
...it's  
Superior

# ELECTRO-TONE

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

Superior RADIO-PHONOGRAPHS · PORTABLES · AUTOMATIC and MANUAL RECORD CHANGERS

## FORM RETAIL CHAIN WITH 54 OUTLETS; SALES \$12,000,000

(Continued from Page 3)

Jewelers Corp. is Ned W. Cohen of Greensboro, N. C., head of the largest chain of jewelry stores in the South. President is James Levi, Baltimore, Md., head of the Leon Levi, Inc., said to have the largest annual sales volume of any similar store (jewelry, radios, home appliances) in the United States. Vice presidents are Harry Busch, Knoxville, Tenn., owner of the largest jewelry chain in Tennessee; and Phillip Barr of Norfolk, Va., head of the largest jewelry chain in Virginia. Treasurer is Henry Lipman, Kingsport, Tenn.

Executive vice president of the corporation in charge of the New York office is Milton J. Green, recently released from the United States Marine Corps with the rank of Lieutenant Colonel. Mr. Green has had extensive experience in the field of inventory control and purchasing, not only with the Marine Corps, during the past five

years, but as head of his own organization prior to the war.

It is expected that the activities of the corporation will be widely expanded as facilities and conditions permit. Among these contemplated activities is the creation of a Bureau of Standards to guard the quality and values of merchandise sold through member stores.

Localized management of the individual retail stores of the corporation will continue as heretofore and no change is contemplated in policies or personnel of the individual stores.

Formation of the new corporation will provide manufacturers and distributors with more efficient and economical means of distribution for their products, it is stated, as well as providing a centralized source for contacting, billing and sales promotion. It is expected that the combined advertising activities of the group of stores represented by the corporation will be effective in creating consumer acceptance for both new and established products.

The corporation will have extensive warehousing facilities in New York, Baltimore, Greensboro, Knoxville and Norfolk.

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

## DEALERS IN BOSTON REPORT INCREASE IN REPAIR DEPARTMENTS

(Continued from Page 12)

through the Optical Society of America, a revolutionary new camera which turns out a finished picture within one minute, wherein all developing and processing of the film takes place inside the case. One type camera is of portrait size. The other is similar to those carried by news photographers. The process can also be adapted to most any style of camera, including movie cameras.

The quality of the finished picture is on a par with any other developed with ordinary dark-room processes. Ordinary silver-bromide film is used. After snapping the picture, the film rolls onto a piece of special photographic paper between which is a small capsule of chemicals. The capsule breaks, spreading the contacts over the picture area and thereby performing all developing procedure. Variations in the capsule contents control the size of grain, the color of the print, and the temperature conditions.

Dr. Leo L. Beranek, former director of electro-acoustic research at Harvard University, has been appointed associate professor of communications and engineering in the Department of Electrical Engineering at Massachusetts Institute of Technology.

—FRANK PRAY.

Max G. Goldberg, head of the Serwel Products Co., New York, manufacturer of radio components, returned on Monday from a brief vacation in Atlantic City, N. J.

Al Levine, of the Platarama Corp., Passaic, N. J., manufacturer of automatic record selector booths, is vacationing in Mexico City with his wife.



## There's A World of Profit In Handling Talk-A-Phone

The World's Most Complete  
Line of Inter-Communication

Are your "palms itching" for bigger profits, easier sales, faster turnovers? Then look into what Talk-A-Phone has to offer. Talk-A-Phone is tops in value. Tops in the very latest inter-communication advancements. "HAS EVERYTHING." Backed by National advertising. Out in front in demand.



### Ask Your Jobber

Cut yourself in on a world of profit by handling the world's most complete line of inter-communication. Catalog listing a unit for every requirement upon request. Address Dept. S.M.

**Talk-A-Phone Co.**  
1512 S. Pulaski Road Chicago 23, Ill.

## MANY TUBES ... MANY PRICES ... BUT STILL ... NO PRICES LIKE SENCO'S

**ALL TUBES FULLY GUARANTEED**

12SA7GT	\$.39	1V	\$.50	6J5	\$.50
12SK7GT	.40	1H5GT	.55	6SK7GT	.38
12SQ7GT	.39	1U5	.39	6SQ7GT	.38
12A8GT	.49	47	.50	6SL7GT	.52
12J7GT	.50	77	.39	6SN7GT	.44
25Z6GT	.51	7B6	.42	6A8GT	.44
35L6GT	.50	7B7	.41	6C6	.45
35Z3	.60	7C6	.43	6K6GT	.39
35Z5GT	.42	7Y4	.35	6K7GT	.44
50L6GT	.50	7X7	.60	6K8	.54
50B5	.44	6A7	.50	2X2/1879	.60
84/6Z4	.45	6H6	.44	829	2.25

## SENCO RADIO, Inc.

96 WARREN STREET NEW YORK 7, N. Y.  
COrtlandt 7-6065

25% deposit on all orders—balance C.O.D. F.O.B., New York

## ATTENTION DISTRIBUTORS

Complete Line—Fine Electric Record Players  
Including Portables—Consoles—Wireless  
Single or Automatic—With Post-War Amplifier

RCA Licensed

Planned Production  
Now Opens  
New Territories

Write for Information



Model S-7  
List \$24.95



Model SL-7  
List \$29.95

**MELLO-TUNE MANUFACTURING CO.**

5583 East 8 Mile Road Detroit Phone TW 2-0764 Van Dyke, Michigan

*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.**

## Chicago Distributors Planning Greater Aid to Dealers in Advertising Radios

CHICAGO, ILL., Monday — Characterized by outstanding positioning of their names and addresses, Bendix radio dealers in Chicago are due to get unusual breaks in newspaper advertising here, sponsored by the Sampson Co., Bendix radio distributor. Space will be taken in the metropolitan dailies, beginning March 9, with the first of a series of at least three ads. This was announced today by Jack Frohlich, sales manager of Sampson's appliance and radio division, as the first move in a revitalized program to acquaint the public with the merits of the Bendix radio line.

The ads will tie up with promotional efforts carried on with and by the dealers themselves, and will feature the model 676 console, listing at \$179.95. Other Bendix receivers will not be slighted, however, but the heavy play will be given the 676, a three-way combination of radio, record player and "space-saver" record cabinet.

Mr. Frohlich also announced that, in keeping with Sampson's program for exerting maximum effort behind the Bendix radios, John Rigney has been added to the sales staff. He will take over one of the sections of the Chicago territory as of March 1, and comes to Sampson from the Commonwealth Edison Co. Mr. Frohlich also said that he will add an advertising and promotion man, as well as a radio specialist, to

the staff as soon as he can find the right men to fill those positions, adding that he hoped it would not be long before capable applicants offered themselves.

Additional good news for Bendix dealers was announced by E. J. Dykstra, district manager here for the Bendix Radio Division of Bendix Aviation Corp. He stated that the first shipments are expected this week of the Bendix model 847-B AM-FM combinations. This set was shown here at the January market in the Furniture Mart, and at that time listed at \$259. This price, Mr. Dykstra said, may change when those now about to be shipped from the factory go to dealers, but his hope was that it will be no higher.

The first of the model 847-B sets (an 8-tube job) will be housed in a standard "wrap-around" cabinet, to be followed in about thirty days by period cabinets. The factory has told Mr. Dykstra that he may expect heavy production in the future, emphasis on the coming three months, with a constant outpouring of FM and de luxe sets.

Paul Phillips, vice president of Chicago Condenser Corp., 3255 West Armistage avenue, today announced the appointment of Kay Electric Co., 80 Warren street, New York, as eastern distributor of his firm's products. The Kay firm will carry the line for Greater New York. Mr. Phillips also stated that Chicago Condenser's new catalog is now

on the press, and that finished copies will be available to those desiring it within two weeks. It will be sent on request to Chicago Condenser at the address given above, and will carry full information on the line of rectangular, "bathtub" and tubular by-pass condensers, for electronic, ignition, generator and special applications.

Business with Mr. Phillips' firm is exceptionally good, he said, and the backlog of unfilled orders is increasing daily. The labor situation is excellent, he stated, with an adequate roster of efficient employes, but some difficulty is being experienced in getting sufficient materials in certain categories.

In this respect Mr. Phillips expressed a feeling which, he said, has been growing on him increasingly. "I am puzzled," he said, "at the failure of manufacturers of certain 'parts within parts' to locate in Chicago or this section of the country. For example, we are finding it difficult to get as many terminals for our condensers as we would like. We find it necessary to order them from the East, and can get them only in an amount that leaves us with a big stock of unfinished condensers constantly on hand. We can't ship them without terminals, naturally.

"No one can deny the position of Chicago in the electronic industry. You cannot mention any item in the field that is not made here. But, for some inexplicable reason, there is a hesitancy on the part of the makers of certain indispensable components to take advantage of the big market right at home here, which they could serve with profit to themselves and great satisfaction to the users of their products."

—W. D. MORRIS.

## BETHLEHEM DEALERS PLAN SPRING EVENT

BETHLEHEM, PA., Monday—This city's first post-war city-wide merchandising event, "Bethlehem's Spring Parade," is scheduled for Thursday, March 6, sponsored by the Chamber of Commerce Retail Division. With "Swing into Spring" as its slogan, this special day will feature eventful sales and displays by radio and appliance retailers, as well as other businessmen. The evening attraction will be "Window Shopping Night", with every merchant in town competing for prizes that will be awarded for originality, color, customer appeal, and quality of presentation.

In an early morning fire on Sunday at the Elks Home that brought out every piece of fire-fighting apparatus in Bethlehem and injured four firemen, the record and radio shop of Carl and Paul Wohlbach, 36-40 West Broad street, received heavy smoke and water damage to its entire stock.

Dealers' possibilities regarding sales and service on FM radio were discussed at a noon meeting today of all radio dealers in Bethlehem with Globe-Times and WGPA officials. Those attending were interested mostly in the details of WGPA-FM and the boost it will mean in the marketing of sets when broadcasting begins soon.

Mr. and Mrs. Ben Goodman returned to the routine of their furniture and appliance outlet after celebrating their thirtieth wedding anniversary at the Waldorf-Astoria in New York City.

GEORGE STATLER

**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

## Edward J. Kelly Named Emerson Works Manager

Edward J. Kelly has been appointed works manager of the Emerson Radio & Phonograph Corp., it was announced last week by Benjamin Abrams, president. Mr. Kelly comes to Emerson Radio after serving as vice president of the North American Phillips Co. Prior to that he was affiliated with the Radio Corp. of America for twenty-five years.

## Salt Lake City Dealers To Attend Conference

SALT LAKE CITY, UTAH, Friday —Radio Supply Co., of this city, distributor for Hoffman radio receivers, on March 7 will hold a dealer conference. D. D. Spence, assistant sales manager for the Hoffman Radio Corp. of Los Angeles, will attend and conduct a round table discussion in which dealers will be invited to participate.

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

YOUR REASON TO A BETTER BUSINESS IN BETTER RADIOS

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

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

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

\* Ultra High Frequency

## CLEVELAND DEALERS SAY MUCH INTEREST IS MANIFEST IN FM

### MANY NEW STATIONS OPEN Boylan Co. Adding Several New Lines — Proctor Electric Co. Entertains Distributor Group.

CLEVELAND, OHIO, Monday — D. W. Gunter, sales manager for the J. C. Boylan Co., Stewart-Warner distributor here, reports that with nearly one dozen new FM stations opening or soon to open in the territory around Cleveland, dealers, especially in the smaller towns, are crying for FM sets.

Among the new FM stations, projected or already in operation in the Cleveland territory, are those in Kent, Alliance, Akron, Canton, Youngstown, Ashland, Lima, Findlay, Fremont, Fostoria, Toledo and Ashtabula. Gunter expects delivery on four Stewart-Warner table models and two combinations with FM bands in about two months.

The firm is planning a concentrated promotion on the new Air Pal model radio, smaller than a cradle telephone, beginning with a display at the Home and Flower Show in March.

The Boylan company has added several new lines during the past few months: the Napco electric iron, the Shrader line of spot and novelty lamps, and the Dynamore, a power mower that will be merchandised through department, furniture and appliance outlets.

Frederick J. Beth, secretary of the Elliott Electric Co. for nineteen years, died last Saturday at his home, 4401 Memphis avenue. He is survived by his wife, and one son, Albert G. Beth.

Proctor Electric Co. invited northern Ohio distributors and their key person-

nel to a luncheon meeting at the Hotel Carter recently to present to them the company's new \$1,000,000 advertising program.

Edward Eckert, Proctor's regional manager from Pittsburgh, unveiled the big display material package which distributors will pass on to their dealers. He promised Proctor roasters would be coming through by March.

Cleveland distributors represented at the meeting included Graybar Electric Co., Kane Co., Strorg, Carlisle & Hammond Co. and Elliott Electric Co.

The Kane Co., Admiral distributor, is taking its sales staff of fourteen men to Chicago on April 10 to witness the showing of the new line of Admiral console radios at Hotel Drake.

The firm has added several new men to its staff recently, according to L. G. Miller, sales manager. These include Vaughn Utt, formerly of Radio Station WJW, who will contact downtown retail stores, and Curtis Swindler, formerly with Apex, who will contact retailers in the northeastern part of the territory, working out of Cleveland.

The Kane Co.'s Columbus branch has been joined by Mark Lintner, formerly president of the Ohio Appliance Co., a Columbus distributing concern. Bob Kane, head of the firm, who with Mrs. Kane has been vacationing in Palm Springs, Calif., is expected home about March 15. —EVELYN BAILING.

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

**TO GATHER THE NEWS  
FOR YOU—**  
RADIO and Television WEEKLY  
maintains the largest staff of re-  
porters and news correspondents  
of any radio trade publication.

## MINNESOTA INDUSTRY HELPS EFFORT TO KILL PROPOSED SALES TAX

### LITTLE LIKELIHOOD OF LAW Roycraft Co. Increases Its Sales Force — Firm Revamps Colum- bia Record Section — McQuay Co. Appoints Philip S. Morris.

MINNEAPOLIS, MINN., Monday — All danger of a statewide general retail sales tax of 2 per cent, as has been threatened by several members of the Minnesota State Legislature now in session in St. Paul, apparently has been dissipated by a recent announcement of opposition from Rep. Lawrence M. Hall, speaker, and Rep. Roy E. Dunn, majority leader of the House of Representatives. Tax measures must originate in the lower house of the legislature, according to statute, and the Hall-Dunn announcement opposing a sales tax at this session was construed as a "kiss of death" for the proposal.

Radio and appliance men of the State are much gratified that there seems to be no likelihood of a State tax, at least this session of the Legislature.

The Roycraft Co., distributor of Philco products, reports the addition of three men to its force. Robert Marver, a war veteran, has been hired to take charge of the new Philco accessories and parts division. He will handle selling of tubes, batteries, parts and other Philco accessories.

Frank Deveny, also a war veteran, and Roman Hentges have been added as major appliance salesmen and will cover sections of Wisconsin and Minnesota for radios, refrigerators and washers.

Herb Cooperman, firm executive, re-

ports revamping of the company's Columbia record department. A conveyor system has been installed and service has been stepped up considerably. Meanwhile, he said, the record business has been "terrific" to put it mildly. Orders come piling in for both Masterworks and popular albums.

Scarcity of freight cars has been reported as being a determining factor in the slowdown of factory shipments of refrigeration and radio models. Many distributing firms in this area have been forced to resort to trucks to bring merchandise in and volume is down as a result.

Roycraft reports continued interest in the Philco portable radio in anticipation of the vacation season. Dealers already are receiving inquiries from their patrons, it is reported.

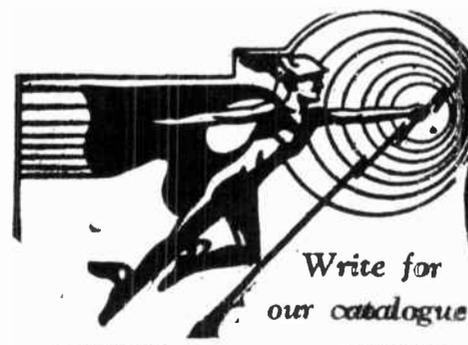
McQuay, Inc., of Minneapolis, manufacturer of refrigeration equipment and air conditioning, has announced the appointment of Philip S. Morris as assistant to the president in charge of purchases, advertising and credit. Before taking the post, Mr. Morris was vice president and general manager of McQuay Aircraft Corp. and Plexwave Mfg. Co., both of Los Angeles.

—JACK WEINBERG.

## Atlanta Engineers Hear Talk on FM, Video Tubes

ATLANTA, GA., Saturday—"Transmitting Tubes for FM and Television" was the title of a talk before the Atlanta section of the Institute of Radio Engineers here last night by Harry L. Thorson, engineer in the Tube Division of General Electric Co.'s Electronics Department, Schenectady, N. Y.

The paper highlighted the modern engineering and research behind the design of tubes to power FM and television transmitters now being built by the company.



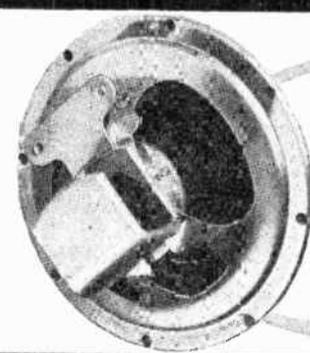
Write for  
our catalogue

**IMMEDIATE SHIPMENT**

Wholesale  
**RADIO  
PARTS**

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

**QUAM Adjust-a-Cone SPEAKERS**



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

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



**AN ETHICAL DISTRIBUTOR**

**PEERLESS RADIO DISTRIBUTORS**  
 92-32 Merrick Road, Jamaica 3, New York  
 Republic 9-6080  
 BRANCH: 71 MURRAY ST., N. Y. 7 • BA 7-6377  
*Radio in all its phases*  
 TUBES • CONDENSERS • RESISTORS • PUBLIC ADDRESS  
 SYSTEMS AND PARTS • MICROPHONES • CHANGERS  
 • PICKUPS • PHONO MOTORS • LINE CORDS, ETC.

**CLASSIFIED SECTION**  
 — Advertisements in This Section Are Payable in Advance —

**CLASSIFIED RATES**

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

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

DISPLAY: Sixty Cents Per Line

**RADIO & PARTS MANUFACTURERS**  
 Experienced sales organization seeks items for jobbers and manufacturers. Send samples and prices. Radio Products Representatives, 150 Broadway, Room 914, New York 7, N. Y.

**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 by radio tube company. To cover key accounts in exclusive territory soon to be allocated. Wirtz O. Meyer, 1521 Farwell Ave., Chicago 26, Ill.

**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.

**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.

**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.

**IMMEDIATE DELIVERY:** All units on heavy gauge steel chassis 4½x6½x1½, finished in black crackle. White permanent stamp on chassis for easy tube replacement. Filter condenser vertically mounted on chassis. 1", 2" or 3" long control shafts per your order; all new materials; vinolyte wiring; shielded input lead. Each unit inspected, tested and individually packed. Send your sample order.

**PHONO AMPLIFIERS:** Uses 35W4, and 12AT6 and 50B5 modern miniatures. Full tone control; 2-2.5 watts output. Model WRP-2—3-tube phono. amp., less tubes, \$3.65 net; Model WRP-2A — Same, but with output transformer, \$4.10 net; Model WRP-2T — Same, with tubes; no output transf., \$4.55 net; Model WRP-2TA — Same, complete with tubes and output transformer, \$5.00 net.

**WIRELESS PHONO OSCILLATOR:** Uses 35W4 and 50B5. Strong, stable output; no harmonic interference. Full adjustment over entire BC range. Model WRP-6 — Phono Oscillator, less tubes, \$3.50 net; Model WRP-6T — Same, complete with tubes, \$4.25 net.

**WARREN RADIO PRODUCTS**  
 Pequannock, N. J.

**SALE** — SELSYNS 110AC 4½" dia \$2.50 pair; 25,000 ohm Vitreous WW Resistors \$25 M; .002MFD 600V Tubular \$15 M; Porcelain Feed-thru 3" bolt \$10 M; 5" bolt \$20 M; RK-60 Tubes \$24 C. Net Cash. ELECTRONIC RESEARCH 5832 Hegerman Phila.

**IMMEDIATE DELIVERY** — Variable condensers, superhet, RF section 388 mmf without trimmer; Osc 108 mmf with trimmer; ¾" knurled shaft, ¾" long clockwise rotation. Box No. 813, RADIO and Television WEEKLY.

**HAVE 300 LBS.** #39 P. E. Wire and 400 lbs. #26 Formvar to trade for #42 P. E. Can use quantities fixed crystals with pigtales. Box No. 818, RADIO and Television WEEKLY.

**JFD Adapter** to replace critical tubes. Large variety at special low price. Orders gladly accepted for large or small quantities. Box 817, RADIO and Television WEEKLY.

**IMMEDIATE DELIVERY** — NEW LOW PRICES (With Underwriters' Approved Labelled Wire and Rubber Caps): AC Line Cords, from \$116 per M; Heater Cord Leads, from \$163.50 per M; Complete Iron or Toaster Cord Sets, from \$258.50 per M; 3-Way Extension Cord Sets, from \$217 per M; S. J. Wire Leads, from \$230 per M; S. V. Wire Leads, from \$215 per M; Also all types of Cord Sets made to specifications. Write or phone for quotations. Beckley Electric Co., Inc., 19 East 125th St., New York City. Lehigh 4-8887.

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

**PHONO AMPLIFIERS** — Neatly wired, with volume and tone controls. Require 50L6, 12SQ7, 35Z5 tubes. Lots of 50, \$2.50; each, \$2.70. 25% deposit with C. O. D. orders. RADIONIC DESIGN, 709 East 5th St., New York. AL 4-9183.

**Tubes and Volume Controls Wanted**  
 Will Pay Cash for Standard First Quality Tubes 50L6—50B6—25B6—25L6 — 35L6 — 25C6 — 70L7 — 35A5—50A5—117N7 — also 1 Meg Volume Controls With Switch.  
 RAYDYNE 141 W. 24th St., N. Y. C.

**RADIO SALESMEN**  
 Prominent Radio Manufacturer has opening for two experienced salesmen to contact dealers and distributors. Considerable traveling. Salary and expenses. Box 816, RADIO and Television WEEKLY 99 Hudson St., New York 13, N. Y.

**ARE YOU QUALIFIED** to be a radio, appliance and parts jobber? Very attractive proposition and exclusive territories now open for those who can qualify and will call on the trade regularly. Contact immediately P. L. Rudden, manufacturers' representative. Western Merchandise Mart, San Francisco, Calif.

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

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

**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.

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

**CROSLEY**

SHELVADOR REFRIGERATORS — RADIOS — KITCHEN CABINETS — SINKS

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

**APOLLO DISTRIBUTING CO.**  
 15-17 SHIPMAN STREET Apollo Building NEWARK 2, N. J.

**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.

**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"

# WHERE TO BUY --- WHERE TO SELL

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

Where the Magnitude  
Of Selling Power  
Is Reflected

## RADIO AND TELEVISION WEEKLY

ESTABLISHED 1936

A Trade Directory Of  
Leading Firms In  
These Fields

### Radio-Television Manufacturers

Admiral Corp. Chicago, Ill.  
Air King Radio Brooklyn, N. Y.  
Ansley Radio Corp. Trenton, N. J.  
Apex Radio Corp. New York, N. Y.  
Automatic Radio Mfg. Co. Boston, Mass.  
Aviola Radio Corp. Phoenix, Ariz.  
Belmont Radio Corp. Chicago, Ill.  
Bendix Radio Division Baltimore, Md.  
Brunswick Radio & Television Division of  
Radio & Television, Inc. New York, N. Y.  
Crosley Corp., The Cincinnati, Ohio  
Dalbar Mfg. Co. Dallas, Texas  
Dearborn Industries Chicago, Ill.  
DeWald Radio Mfg. Corp. Long Island City, N. Y.  
Delco Radio Div. of G. M. Kokomo, Ind.  
DuMont Labs., Inc., Allen B. Passaic, N. J.  
Electromatic Mfg. Corp. New York, N. Y.  
Electronic Corp. of America Brooklyn, N. Y.  
Electronic Devices Co. New York 1, N. Y.  
Electro-Tone Corp. Hoboken, N. J.  
Emerson Radio & Phono. Corp. New York, N. Y.  
Espey Manufacturing Co. New York, N. Y.  
Fada Radio & Elec. Co. Long Island City, N. Y.  
Farnsworth Tel. & Radio Corp. Ft. Wayne, Ind.  
Freed Radio Corp. New York, N. Y.  
Galvin Mfg. Corp. Chicago, Ill.  
Garod Radio Corp. Brooklyn, N. Y.  
General Electric Co. Bridgeport, Conn.  
Hallcrafters Co., The Chicago, Ill.  
Howard Radio Co. Chicago, Ill.  
Industrial Electronic Corp. Brooklyn, N. Y.  
International Detrola Corp. Detroit, Mich.  
Lear, Inc. Grand Rapids, Mich.  
Majestic Radio & Telev. Corp. St. Charles, Ill.  
Meck Industries, John Plymouth, Ind.  
Minerva Corp. of America New York, N. Y.  
Noblitt-Sparks Industries, Inc. Columbus, Ind.  
Olympic Radio & Television Long Island City, N. Y.  
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-Warrner 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.  
Sound Products Co. White Plains, N. Y.  
Stromberg-Carlson Co. Rochester, N. Y.  
Vokar Corp. Dexter, Mich.

### Record, Recorder, Phonograph Equipment Manufacturers

Aero Needle Co. Chicago, Ill.  
Alliance Mfg. Co. Alliance, Ohio  
Apex Radio & Television Corp. New York, N. Y.  
Audio Industries Michigan City, Ind.  
Capitol Records, Inc. Hollywood, Calif.  
Columbia Recording Corp. Bridgeport, Conn.  
Continental Electronics Brooklyn 22, N. Y.  
Daval Co. 19 W. 44th St., New York, N. Y.  
Decca Records, Inc. New York, N. Y.  
Disc Co. of America New York, N. Y.  
Duosonic-New York Bronx 55, N. Y.  
Duton Co. New York, N. Y.  
Dynavox Corp. Long Island City, N. Y.  
Electronic Devices Co. New York 1, N. Y.  
Electro Tone Corp. Hoboken, N. J.  
Garrard Sales Corp. New York, N. Y.  
General Industries Co. Elyria, Ohio  
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.  
Muscraft Records New York, N. Y.  
Mustrom Co. Chicago, Ill.  
Peerless Album Co., Inc. New York, N. Y.  
Perno, 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. Tonan & 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.  
Phiko Corp. Philadelphia, Pa.  
RCA Tube Division Harrison, N. J.  
Raytheon Manufacturing Co. Newton, Mass.  
Standard Arcturus Corp. Newark, N. J.  
sylvania Elec. Products, Inc. Emporium, Pa.  
Tung-Sol Lamp Yorks, Inc. Newark, N. J.

### Radio Parts Manufacturers

Aermotive Equipment Corp. Kansas City, Mo.  
Aeronics, Inc. New York, N. Y.  
Aerovox Corp. New Bedford, Mass.  
American Condenser Co. Chicago, Ill.  
Astatic Corp. Conneaut, Ohio  
Camburn, Inc. Woodside, N. Y.  
Coronet Electric Co. Chicago, Ill.  
Damont Electric Co. New York, N. Y.  
DX Radio Products Co. Chicago, Ill.  
Electro Motive Mfg. Co. Willimantic, Conn.  
Electro Products Labs. Chicago, Ill.  
Electronic Laboratories, Inc. Indianapolis, Ind.  
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 Electric Corp. Chicago, Ill.  
Philco Corp. Philadelphia, Pa.  
Precise Electronics Co. New York, N. Y.  
Pyramid Electric Co. Jersey City, N. J.  
Quam-Nichols Co. Chicago, Ill.  
Raytheon Mfg. Co. Waltham, Mass.  
RCA Victor Division, RCA Camden, N. J.  
Servwel Products Co. New York, N. Y.  
Snyder Mfg. Co. Philadelphia, Pa.  
Solar Mfg. Corp. New York, N. Y.  
Sound Products Co. White Plains, N. Y.  
Spirling Products Co. New York, N. Y.  
Sprague Electric Co. No. Adams, Mass.  
sylvania Elec. Products, Inc. Emporium, Pa.  
Wm. T. Wallace Mfg. Co. Peru, Ind.  
Ward Products Corp. Cleveland, Ohio

### Radio and Parts Wholesalers

All State Distributors, Inc. Newark, N. J.  
Apollo Distributing Co. Newark, N. J.  
Appliance Distributors, Inc. New Rochelle, N. Y.  
Arvin-Salmanson Co. of N. Y., Inc., New York, N. Y.  
Arvin-Salmanson Co. of New England, Boston, Mass.  
Arvin-Salmanson Co., Inc. Baltimore, Md.  
Ashbach Co., Leonard 152 W. Huron St., Chicago  
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.  
Faybill Dist. Co. 81 Leonard St., New York, N. Y.  
Fada of New York, 928 Broadway, New York, N. Y.  
Gross Distributors, Inc. New York, N. Y.  
Grossman Radio & Elec. Co. New York 6, N. Y.  
Hatry & Young Hartford, Conn.  
Igoe Brothers, Inc. Newark, N. J.  
Krich-Radisco, Inc. Newark, N. J.  
Lake Shore Electronics Chicago, Ill.  
Legri S. Company New York 25, 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, N. Y.  
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



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