

RADIO AND TELEVISION

ELECTRONIC NEWS

WEEKLY

NEW YORK, WEDNESDAY, APRIL 2, 1947

MAKING TUBES is easy
If you know how!

Edwin F. Dilloby (designer of the popular HY75) develops the mount structure for a new transmitting tube.

**TUBE DESIGN is a
BALANCING ACT**

The job of a vacuum tube designer would really make you tear your hair. Drawing mainly on long experience — only the bare principles of tube design are found in books — the design engineer must co-ordinate the innumerable interlocking characteristics you specify.

Using standard parts when possible — hand-fabricating others, he assembles and processes engineering samples. Some characteristics may fall outside limits. Then begins a seesaw of compromises. Screen diameter is lowered; input capacitance rises. Plate current is raised; amplification factor drops. Back and forth teeters the design. Interlocking electrical, mechanical, physicochemical, ceramic, and metallurgical characteristics must be reconciled one after another. Finally the harassed

designer submits apparently satisfactory tubes for application tests.

You guessed it. Changes are required. The balancing act begins anew. Innumerable variables are again co-ordinated. Science and creative craftsmanship triumph; everyone is satisfied. Production takes over. Sure, it's a swell tube. But could this lead be changed, this spacer eliminated, this material substituted? Well, you see what we mean.

Through the years, Hytron design engineers have sweated for you. They have originated GT, sub-miniature, vhf, instant-heating tubes. They have improved standard types including: OC3, OD3, 1616. Their experience will continue to craft for you the best in tubes.



SPECIALISTS IN RADIO RECEIVING TUBES SINCE 1921

HYTRON
RADIO AND ELECTRONICS CORP.

MAIN OFFICE: SALEM, MASSACHUSETTS



Winning team!

TRAV-LER VALUE—consistently first in the field—priced low, priced right, priced for volume sales.

TRAV-LER QUALITY—advanced features of performance and styling offer customers the most for their money.

TRAV-LER ADVERTISING—a continuing program of ad-presentations in leading national magazines.

Together, these make Trav-Ler your *Fast Turnover Line* of outstanding Radios, Phonographs and Combinations. Get in touch with your Trav-Ler distributor now!

The advertisement features three overlapping magazine covers on the left: LIFE, POST, and Collier's. The LIFE cover shows a woman's face with the headline 'ST. LOU By JACK ALEX'. The POST cover shows a kitchen scene with the headline 'A Complete M By MELIA GARDNER'. The Collier's cover shows a person with a camera and the headline 'THE PARLOR GUILD AGES'. To the right is a large illustration of a Trav-Ler portable radio with a speaker grille and two knobs. Above the radio, the text reads 'TRAVEL WITH TRAV-LER Portable AC-DC-BATTERY'. Below this, it says 'Your musical companion wherever you go! Plays 3 ways—on house current AC-DC, and on long life batteries. Handsome luggage design. Model 5025—a grand value as are other Trav-Lers from \$19.95.' A price tag graphic shows 'only \$37.95* LESS BATTERIES' with a note '*BEST CHASE SURELY HIGHER'. At the bottom of the illustration, it says 'For name of nearest dealer, write Trav-Ler Radio Corporation, Chicago 6, Illinois.'

This Trav-Ler advertisement will be seen in Life, April 14. Watch for more Trav-Ler ads featuring this and other popular priced Trav-Ler models.

TRAV-LER RADIO CORPORATION

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

Trav-Ler Radio Corp. of California, 3001 E. Pico Blvd., Los Angeles, Calif.

**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. 14

NEW YORK, WEDNESDAY, APRIL 2, 1947

Per Year—\$5.00

SYLVANIA SALES REACH NEW PEAK FOR PEACE PERIOD

COMPANY REPORT REVEALS

Volume in '46 Exceeded \$69,000,000, as Compared With \$20,000,000 in '41 — Net Profit at \$1.97 Per Share for 12 Months.

Sylvania Electric Products, Inc. sales last year reached a peacetime record, according to the annual report issued to stockholders last week by Walter E. Poor, chairman, and Don G. Mitchell, president.

Consolidated net sales of \$69,313,127 for 1946 compared with sales approximating \$20,000,000 in 1941, the last previous peacetime year. In 1945, the company's volume of business totaled \$125,750,512, but approximately 86 per cent represented war production sales.

Sylvania's consolidated net income for last year, after taxes and all charges and giving effect to \$1,580,000 estimated tax carryback credit, amounted to \$2,284,017, equal to \$1.97 a share on 1,006,550 shares of common stock outstanding. Net income for 1945 was \$2,136,279, or \$2.05 a common share.

Sales of radio and electronic products accounted for about 60 per cent of the 1946 volume and the balance of about 40 per cent was from lighting products, including photoflash bulbs.

Mr. Mitchell disclosed that sales of the radio tube industry have dropped about 25 per cent in recent weeks. The tube slump hit the industry in February, months after it had been expected, he declared. "But there are signs of a leveling off around present levels," he added. "Even at these levels, though, business is still above pre-war levels."

In discussing the position of the company at the beginning of 1947, Mr. Poor said: "The management finds much that is encouraging. Demand continued to exceed supply of such items as fluorescent lamps, lighting fixtures and photoflash lamps. However, deliveries on many other items were beginning to be more satisfactory. The management believes that a more competitive market is imminent."

The report disclosed that the company has borrowed \$7,500,000 under a \$14,000,000, five-year credit agreement which the concern has with one of its banks.

"If our business goes according to the way we have budgeted, indications are we may need even more money," Mr. Poor added.

Butler, Paper Firm Head, Elected to Lear Board

CHICAGO, ILL., Tuesday—Paul Butler, head of the Butler Paper Co., Chicago, was named to the board of Lear, Inc., a radio and aircraft equipment manufacturing firm of Chicago and Grand Rapids, Mich., at a stockholders' meeting recently.

Expect Large Attendance At Chicago Parts Exhibit

ADVANCE REGISTRATION IS ALREADY MORE THAN 2,500

Distributors Will Have Preview of Show on Monday, May 12 — Affair at Stevens Hotel Will Be Formally Opened on May 13 — Manufacturers Will Be Seeking New Business at Forthcoming Session.

CHICAGO, ILL., Thursday — More than 2,500 advance registrations for the Radio Parts Show to be held May 13 to 16 at the Stevens Hotel, this city, have been announced by Kenneth C. Prince, general manager of Radio Parts and Electronic Equipment Shows, Inc. The show promises to be not only a complete sell-out for exhibitors but exceptionally well attended by distributors, representatives, manufacturers and other members of the trade, Mr. Prince predicted. On the strength of advance registrations, a record-breaking attendance is expected.

Monday, May 12, has been designated as NEDA Day, during which members of the National Electronic Distributors Association, Inc. will stage a number of special events. A special preview of exhibits has been arranged for NEDA members on that day and only members of the association will be admitted to the Exhibition Hall. A. R. Oliver, of the Pilgrim Distributing Co., this city, is chairman of the NEDA Day Committee. Other members are: Geo. Wedemeyer, Wedemeyer Electric Supply, Ann Arbor, Mich.; Michael Ebinger, Ebinger Radio Supply, St. Louis, Mo.; Joseph Lurstein, Burstein-Appleby Co., Kansas

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FRED WILLIAMS DEAD; RADIO TRADE VETERAN WAS PHILCO OFFICIAL

(By Wire to the WEEKLY)

PHILADELPHIA, PA., Sunday — Fred D. Williams, assistant to the president of the Philco Corp., and a pioneer in the radio manufacturing industry, died last night in Bryn Mawr Hospital at the age of sixty-five. Death was attributed to pneumonia. His home was at 317 E. Lancaster avenue, Wayne, Pa. He had been ill for a month.

Mr. Williams started his radio career with the old Grigsby-Grunow Co. when that company manufactured battery eliminators. Later he was with P. R. Mallory & Co. and with the International Resistance Co. From 1932 to 1934, he was president of the Radio Manufacturers Association. He was active for years in affairs of the RMA and served as RMA Priority Committee chairman during the pre-war defense production period. He also developed the industry statistics program as chairman of the RMA Statistics Committee for many years.

A number of RMA officers and direc-

(Continued on Page 30)

Philco Net Income And Volume Soar; Outlook Is Bright

ANNUAL REPORT RELEASED

56 Per Cent of Year's Total Sales of \$121,596,622 Was on Radio Sets — Television Ready Soon.

PHILADELPHIA, PA., Tuesday — Despite an operating loss for the first nine months, Philco Corp. had net income for the year 1946 of \$3,107,480, or \$2.13 per common share after preferred dividends, after all Federal and State income taxes, adjustment of reserves and including a non-recurring capital gain of \$600,800 after taxes, according to the corporation's annual report for 1946 just announced by John Ballantyne, president and Larry E. Gubb, chairman of the board of directors. Earnings in 1945 totaled \$2,377,239 or \$1.73 per common share, which represented the sole capitalization at that time.

Output of Philco Corp. in the fourth quarter of 1946 surpassed the peak wartime rate, the report states. As a result, total sales for the year 1946 amounted to \$121,596,622 as compared with \$119,129,378 in 1945 and \$77,073,636 in 1941. Of last year's billings, 56 per cent was in radio receiver sales.

"In 1946, Philco maintained its record as the largest producer of radio receiving sets in every year of civilian production since 1930," Mr. Ballantyne and Mr. Gubb reported. "In addition to leading the industry in unit output, Philco manufactured and sold more ra-

(Continued on Page 26)

Cosgrove Is Elected To Avco Directorate

WILMINGTON, DEL., Thursday — R. C. Cosgrove, vice president and general manager of the Crosley Corp., subsidiary of the Aviation Corp., was elected a director of the parent company at a meeting of stockholders here Tuesday. A change in name of the parent company to Avco Manufacturing Corp. was also voted. Mr. Cosgrove is also president of the Radio Manufacturers' Association.

ZENITH REPORTS HEAVY BACKLOG OF RADIO ORDERS

SHOWS 3-MONTH PROFITS

New Business Not Being Actively Solicited, Comdr. McDonald Says — Quarterly Sales Reach \$16,365,492 — Output Gaining.

CHICAGO, ILL., Saturday—In view of the company's large backlog of orders for both home receivers as well as auto radios, new business is not being actively solicited at this time, Comdr. E. F. McDonald, Jr., president of the Zenith Radio Corp., this city, stated.

"However, marketing and advertising programs are constantly being planned and developed to meet conditions which will exist as production increases and present demands are more adequately supplied," Comdr. McDonald said.

Consolidated operating profit for the three month period ended January 31 amounted to \$526,006. The company has operated at a profit since the removal of OPA price restrictions on November 1, 1946, the Zenith president asserted. Shortages of materials and the necessity of still having to rework a large amount of purchased materials continues to restrict production and minimize profits, he said. However, this condition is improving."

Comdr. McDonald reported an estimated consolidated net loss for the nine months ended January 31, of \$314,969. Consolidated operating loss for this nine-month period amounted to \$1,672,947, but this loss was offset largely by tax carryback due the parent firm, less income taxes of subsidiaries, the net credit being \$1,357,978.

Shipments for the nine-month period amounted to \$39,330,895, and shipments for the quarter ended January 31 amounted to \$16,365,492. This rate is being maintained and should be exceeded as supplies of materials become less critical, Comdr. McDonald predicted.

A one-piece hearing aid of advanced design and exceptional performance, incorporating many new developments, is now in production and will be announced shortly, it was revealed.

Stromberg Orders Twice Those in '46

ROCHESTER, N. Y., Friday—Current orders of the Stromberg-Carlson Co., of this city, are twice as great as those in the same period last year, Dr. Ray H. Manson, president, stated yesterday at the firm's annual meeting.

The demand for Stromberg-Carlson equipment is so great that it will require several years to satisfy, Dr. Manson said. Sales in 1947 should materially top those in 1946, he predicted.

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Dealer Assistance

Although Philip J. Kelly, head of Lennen & Mitchell, Inc., advertising agency, did not have the radio industry in mind when he addressed the Sales Executives' Club of New York last week, his talk certainly is applicable to this trade.

"Retailers are clamoring for sound merchandising assistance and leadership from manufacturers, and the producer who gives the retailer a program to meet the current inventory problem will forge ahead in the impending competitive battle," the speaker declared. As far as the radio industry is concerned, Mr. Kelly could have coupled the distributors along with the manufacturers, since wholesalers must perform an important function in our distribution set-up if they are to uphold the leadership of the lines they represent. They must help dealers move their merchandise off their floors.

Warning that the day of high-priced merchandise with long-profit margins is over, the speaker declared the successful formula for the future must comprise product innovation, good value and effective advertising. These are essential for the radio industry's success.

Pre-war dealer margins on high-priced merchandise—discounts of 50 and 10 per cent—are out under our present set-up. Today, retailers must be content with margins of around 30 to 35 per cent. However, the pre-war trade-in nuisance has been eliminated, for the time being, at least, as has the much-too-frequent discount given to consumers. It was a common expression before the war that "only suckers pay list price for radios." A greater turnover will also make up for shorter discounts.

Mr. Kelly asserted that helping retailers

advertise does not necessarily mean more advertising allowances, which he said will not replace advertising and merchandising leadership. Far-sighted manufacturers will give the dealer a plan with good advertising, fine display and some advertising sold at cost or, in many instances, at a profit."

Manufacturers were urged to take the shackles off advertising copy and use "long, persuasive selling copy." The three bases for such copy, he said, are "astonisher—news value; persuader—reasons why, and convincer—buy today."

With the buyers' market already in our midst, the radio industry would do well to heed the recommendations of Mr. Kelly as a step towards establishing sales leadership.

Price Stabilization

President Truman last week issued another stern warning against rising prices and stressed the recent price-cutting actions by Ford Motor Co. and International Harvester Corp. as an example for other firms to follow.

In commenting on the President's statement, leaders in durable goods manufacturing were virtually unanimous in asserting that price stabilization in this field is quite general now. They further added that the Presidential statement must have been directed toward other lines in which more substantial price increases have occurred.

It was pointed out by manufacturers of durable goods that since the end of OPA controls, average price increases in major durable goods lines have been only 15 to 20 per cent, with a maximum of 30 per cent in a very few lines.

Seven factors indicate that the upward price trend will be checked by increased competition in sales. These factors follow:

(1) Indications that the peak in metal prices has been reached; (2) Filling up of distributor inventories and cancellation of duplicated orders by distributors; (3) Economies in production made possible by improved machinery and methods; (4) More buying resistance to high prices; (5) Improved supply of metals from mills; (6) Softening of prices in black markets; and (7) Increased competition for business.

Individually, some manufacturers stated they have already discontinued manufacture of items which they learned were over-priced for consumer buying power. To attempt to meet demand for lower-priced products, several have redesigned their output to meet lower price levels but are withholding trade information for competitive reasons.

Producers further disclosed that their problem was complicated by the need for better quality merchandise and the sub-standard quality of raw materials they have had to accept. This will mean that they will not only have to tighten up on production costs, but will also have to tighten up inspection of incoming shipments at factories.

If anything, the trend in radio prices is down. This has been particularly true in both

table model radios and in table combinations.

The seven factors listed above are especially apropos to the radio industry and will aid substantially in halting the price spiral and eventually make reductions possible. Radio is a mass-market industry. Production is figured at 15,000,000 to 18,000,000 units for this year, and mass markets can only be captured with merchandise priced within reach of the low and medium income groups.

Another Victory

The decision last week by the Bureau of Internal Revenue to rescind its previous ruling making taverns, bars and restaurants which provide television entertainment for their patrons subject to the 20 per cent entertainment tax is welcome news to the video industry.

Such public places are, at the present stage in the development of television, important factors in video receiver promotion, since each set installed in a tavern affords hundreds of persons, or perhaps thousands over a period of time, an opportunity to view television programs. In most instances, these sets provide the means for introduction of television to prospective purchasers of home receivers.

One of the major tasks of television is public demonstrations. Tavern sets answer this purpose. It is surprising how few persons have actually seen television in action. The bar receivers spread the wonders of this new art to thousands, and installations in such public places should be encouraged by the entire industry.

If maintained, the 20 per cent cabaret tax would have been the death knell of television for taverns. This is another victory for the development of this new industry on a nation-wide scale.

LETTERS

DIXIE APPLIANCE CO.
 233 Bluefield Avenue
 Bluefield, West Virginia

March 21, 1947

Editor,
 RADIO and Television WEEKLY
 Dear Sir:

We down here in West Virginia are very grateful for the outstanding job your great magazine does for the radio and television business.

Yours sincerely,
 H. H. Lawson
 Vice President and General Manager

CANNON DISTRIBUTING COMPANY
 198 East Bay Street
 Charleston, S. C.

March 20, 1947

Editor,
 RADIO and Television WEEKLY
 Dear Sir:

Our entire organization reads RADIO and Television WEEKLY with great interest and I am sure that I speak for them as well as for myself when I say that it is a very splendid, well done publication.

Yours very truly,
 Saul Feldman

PROMOTION CAMPAIGN BY EMERSON RADIO TO BREAK IN 300 CITIES

In a colorful broadside sent to all franchised dealers throughout the nation, the Emerson Radio and Phonograph Corp., of New York City, announced an extensive factory-distributor sponsored promotion in behalf of all dealers.

The newspaper campaign, starting the week of March 30, is breaking in more than three hundred cities, featuring new 1947 models and urging calls on "nearest Emerson Radio dealers." The theme is "Better Style, Tone, Performance and Value" and the models illustrated start with the "world's smallest AC-DC superheterodyne selling at \$19.95. Included are compacts, portables, phono-radios, pocket receivers, electric phonographs and recorders in a wide range of prices.

Distributor salesmen are being provided with complete promotion packages for their use in the field, including window streamers, displays, and trade and consumer literature. Dealers are being invited to run their own tie-up copy concurrently with the national advertising.

According to "Chuck" Weisser, sales manager of Emerson Radio, this campaign is similar in purpose and method to the previous factory-distributor sponsored promotions conducted in 1945 and 1946.

TELICON DELIVERING BAR TELEVISION SETS

The Telicon Corp., of 851 Madison avenue, New York, is delivering a projection-type television receiver manufactured expressly for taverns and bars, Solomon Sagall, head of the firm, announced last week. The set, known as the "Town Club," provides a picture with a three-square-foot screen (2 ft. by 1½ ft.).

It employs a push-button channel selector, developed by Telicon engineers and demonstrated for the first time last October. Another feature is control panel locking, which permits locking of the control panel with a specially provided key. This prevents others from tampering with the set.

The Telicon video set employs the reflective system, and uses thirty-six tubes, plus seven receivers, and a five-inch picture projection tube. Mr. Sagall also revealed that a limited number of home television sets are being produced at the present time.

Combination, Records Presented as Memorial

LANCASTER, PA., Friday—A gift of a radio-phonograph and a library of records was made recently to the Shelter Home for Girls, here, as a memorial to the late Nancy Keiper Long, first president of the board of trustees of the home.

Telesonic Corp., the Successor to Medco, Markets Table Video Set

Telesonic Corp. of America has been organized as the successor company to the Medco Manufacturing Co. and will continue operations at its headquarters at 5 West Forty-fifth street, New York. The organization is headed by Henry Schein, who founded the firm in 1943 to manufacture table model radio receivers. Medco sets have been handled by leading retail outlets in all parts of the country.

Henry Schein has been recognized as one of the country's outstanding radio engineers, and has been active in radio for the past seventeen years. He has spent considerable time in the development of two-way ultra-high frequency transmission and police radio systems. In addition, he has designed and created the cathode-ray, electrocardiograph, which has been used in several hospitals and provides a direct and immediate view of the patient's heart action. His equipment is said to eliminate the use of storage batteries.

In 1943, Mr. Schein resigned his post with the government to produce a small and compact radar set for airplane use and organized the Medco Manufacturing Co. Since radar involves the same basic principles as television, it was only natural that Mr. Schein should devote his attention to television. He now has patents pending on several of



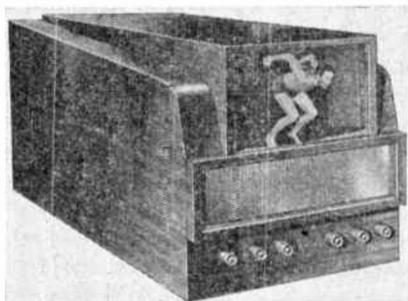
Henry Schein

set uses a seven inch tube which provides a picture covering thirty square inches of screen. The set will retail at \$275. and carries a year's guarantee. Installation will be handled by the factory at a nominal charge.

General manager of the company is B. A. Goldstein who has arranged for the dealer to receive his full mark up on sales. Mr. Goldstein's policy is to maintain a manufacturer-to-dealer sales set-up in all territories on television. However, in markets where television is not available, the concern will sell its radio sets through distributors.

The Telesonic line at present includes the table model television receiver, several table model radios in plastic as well as in wood cabinets, both single and two bands. Console models are being planned for early release in both television and radio-phonograph combinations, including both FM and AM.

In charge of the company's advertising and sales promotion program will be Morton M. Magidson. He will handle sales in the territory east of the Mississippi. Metropolitan New York sales manager is Milton Geller. In the territory west of the Mississippi, Kinlay Kolpak, Inc., of 747 So. Hill street, Los Angeles, Calif., will direct the concern's sales.



Telesonic Television Set

his developments in the television field. One of these is a new RF and Intermediate Frequency Amplifying System, which is the heart of the television receiver. The simplified circuit and design are said to assure trouble-free and dependable operation.

During the month of April Telesonic plans to sample dealers with the new Telesonic Cinema-Vision Receiver. The

Radio Tradesmen to Hold 2 Industry Golf Matches In Chicago This Summer

CHICAGO, ILL., Friday—Two radio industry inter-association golf tournaments will be staged in the Chicago area during the Summer, it was announced yesterday by Kenneth C. Prince, executive secretary of the Association of Electronic Parts and Equipment Manufacturers.

The first tournament will be staged at the Edgewood Valley Country Club on June 20 and the second at the Elmhurst Country Club on August 29. They

will be sponsored jointly by the Electronic Parts and Equipment Manufacturers, the Chicago Chapter of the National Electronic Distributors Association and the Chicago Chapter of The Representatives of Radio Parts Manufacturers.

Leaves New Boston Store

CHICAGO, ILL., Friday—The New Boston Store, this city, has announced the resignation of W. R. Meutsch, merchandise manager of radios, major appliances, housewares, toys and sporting goods. He has many friends throughout the middlewest.

UST DELIVERING SETS TO QUALITY DEALERS IN TELEVISION AREAS

Deliveries of United States Television large-screen, projection type television receivers has begun to all major cities with video stations, Hamilton Hoge, president of the U. S. Television Mfg. Corp., New York, announced last week. Sets are being installed in leading hotels, night clubs and taverns, as well as in many private homes in New York, Washington, Philadelphia, Detroit, Chicago, St. Louis, Schenectady and Los Angeles, he declared.

"UST got off to a good start in Los Angeles on T. Day," according to Francis Hoge, Jr., vice president and sales manager, who returned recently from a one-month trip across the country. "Sets were installed at all three stores of Barker Bros., at the Broadway Store in Los Angeles and at Crawford's in Beverly Hill.

In Chicago, first deliveries were to Television Associates and Consolidated Sales; in Detroit, to Gem Television and Ross, Inc.; in Schenectady, to Long's of Scotia; to Yost's, in Bethesda, Md., and Electronic Engineering, in Washington; to Wanamaker's, Gimbel's, Strawbridge & Clothier, Stern's, Lowe Electric and National Electronic, in Philadelphia. Deliveries are continuing to Macy's, Blomington's, Gimbel's, Wanamaker's, Abraham & Straus, Bressner, Bagdad, in New York, and to Bamberger's, Sorensen, Television Sales & Service, Market & Broad Radio, Station Radio, in New Jersey. Many independents as well are featuring the UST television line, Francis Hoge stated. Production is now increasing and deliveries are made each week.

REED URGES BACKING FOR TRADE TREATIES

Philip D. Reed, chairman of the board of the General Electric Co., last week warned American business to support the reciprocal trade agreements program and to let Congress know of that support. He spoke before the Associated Chain Drug Stores at the New Yorker Hotel, New York.

Mr. Reed condemned the "unilateral pollyannaism" of this country in shipping abroad more goods than we receive in return and declared that an intelligent and properly safeguarded program of tariff reduction will result in more production and more employment here.

BRUNSWICK RADIO FIRM BUYS FURNITURE PLANT

Officials of Radio & Television, Inc., manufacturer of the Brunswick Radio Panatrop and television receivers, last Friday announced acquisition of half ownership in the Thomasville Furniture Corp., of Thomasville, N. C. Headquarters of Radio & Television, Inc., are at 244 Madison avenue, New York.

LARGE BOSTON STORE ANNOUNCES PLAN FOR BUSINESS EXPANSION

JORDAN MARSH WILL BUILD

Greatly Increased Sections for Appliances and Radio Sets Part of Plan — Electric Institute Will Hold "Cleaner Clinic."

BOSTON, MASS., Monday—The Jordan Marsh Co. of this city, known nation-wide as one of the country's leading department stores, has just announced that it will build, by progressive stages, the world's largest and greatest department store, to cover two and a half acres of land, encompassing an entire city block and reaching upwards to fourteen floors, the limit of present building laws.

Edward R. Mitton, the firm's president, and George W. Mitten, chairman of the board, who with those who went before, over the past ninety-seven years have brought this mercantile institution to its present respected and well-patronized status have in their simple statement, given renewed faith to other businessmen in this area that they, too, can go forward with their own future plans on a commensurate scale with equal confidence and courage. The new store will be built in sections, permitting business to go on nearly as usual. Actual construction will commence in a few months as soon as municipal regulations and contractor's make-ready are completed.

In particular, Jordan's has been a pace-setter in the field of merchandising radios and electrical appliances, and this widely heralded announcement is expected to give renewed energy and carefully studied future planning to other such merchants here.

The Boston Edison Co., in its appliance sales division is featuring a "health ray combination" which includes a General Electric Ultra-Violet lamp, an infra-red lamp and a Swivoler reflector stand for under \$20. It also highlights the Bendix Automatic Home Laundry, the Eureka Home Cleaning System, and the new General Mills electric iron. Miss. Charlotte Collins is

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RAYTHEON WILL MOVE DIVISION TO WALTHAM

WALTHAM, MASS., Monday—Laurence K. Marshall, president of Raytheon Manufacturing Co., has just announced plans to move Raytheon's broadcast equipment division, presently located in Chicago, into its main plant in Waltham.

This move will make available larger production space and facilities in order to adequately handle the increased production necessary to meet commitment requirements. This change has been thoroughly planned and will take place gradually so that production will not be adversely affected and present shipping schedules will be maintained, Mr. Marshall said.

78 Arvin "Mighty Mites" Awarded



PRESENTATION of 78 Arvin "Mighty Mites" radios to merit award winners of the San Francisco Call Bulletin newsboys marked the fulfillment of a twelve consecutive months merit award plan. Shown above are twenty-four of the winners with their Arvin sets. These receivers are products of Noblitt-Sparks Industries, Inc. of Columbus, Ind.

THE TRAVELER

Victor E. Olson, receiver sales manager of the Allen B. DuMont Laboratories, Inc., is back at his desk in New York after spending several days out of the city.

Fred Goldberg, general manager of the Apollo Distributing Co., Newark, N. J., wholesaler of Crosley products and other major appliance lines, is vacationing in Florida.

Guy Cyr, advertising manager of Noblitt Sparks Industries, of Columbus, Ind., was a visitor in New York last week and while here conferred with officials of the Arvin-Salmanson company, the distributor here.

Ted Pierson, Jr., of the Onondaga Supply Co., Zenith distributor at Syracuse, N. Y., was a recent visitor at the Zenith Radio Corp. plant in Chicago.

W. D. Jenkins, of the Radio Supply Co., Norfolk, Va., is back at his headquarters following a recent business trip to Chicago.

H. S. Hollander and J. P. Broadwell, of Hollander & Co., St. Louis, Mo., distributing concern, conferred recently with H. C. Bonfig, vice president of the Zenith Radio Corp. at the Zenith headquarters in Chicago.

H. M. Weiner, of the Quaker Products Co., Philadelphia factor sales representative firm, was a visitor in New York last week calling on some of the local manufacturing concerns.

Lou Goldman, New York factory sales representative, is in Chicago this week conferring with many of his friends in the Windy City trade.

TOM THUMB PORTABLE OUTPUT STEPPED UP TO FILL JOBBERS' NEEDS

BOSTON, MASS., Friday—The long-awaited Tom Thumb personal portable is now being delivered to distributors of the Automatic Radio Manufacturing Co., of 122 Brookline avenue, this city. The company has been manufacturing Automatic and Tom Thumb radios for more than a quarter of a century.

The new Tom Thumb model is an exclusive patented 4-way operation set, working on AC, DC, battery and charge. The set recharges its own batteries, according to an official of the company, and due to its unusual compactness is finding ready acceptance wherever demonstrated.

David Housman, president of the company, stated today that distributors from all parts of the country have flooded the company with orders for immediate shipment. The Tom Thumb set, he said, "has sold itself to such an extent that we are busy filling orders. This year's portable business will undoubtedly be the best in our long history."

Majestic Radio Appoints Reynolds Area Manager

ELGIN, ILL., Monday—The appointment of Lewis W. Reynolds as divisional sales manager for Majestic Radio & Television Corp. and Majestic Records, Inc., was announced by Parker H. Erickson, vice president. Mr. Reynolds, who will cover the southeastern portion of the United States, has wide experience in the radio and appliance field, having entered the industry in 1934.

During the war, Mr. Reynolds was with the Bell Aircraft Co., where his duties included production and engineering responsibilities in connection with B-29 radio and radar.

GENERAL ELECTRIC CO. MAKES DELIVERIES ON FIRST VIDEO MODELS

TO RETAILERS IN NEW YORK

Console Instrument Also Provides FM Radio Service — Employs 10-Inch Cathode Ray Tube.

First deliveries to dealers in the New York metropolitan area of General Electric's Model 801 electronic television receiver were started this week, it was announced today by Paul Lewis, district manager of radio and television, of the General Electric Supply Corp.

Model 801, General Electric's first post-war direct view set, combines both television and standard broadcast radio in one instrument priced at \$549.50 plus installation. It shows a picture on a 10" direct view tube. The console cabinet in Honduran mahogany has been compactly designed for use in homes, apartments and in commercial installations.

This receiver is designed to tune in programs on all thirteen television channels. A separate circuit for each channel insures the best possible reception of each station. This is done merely by setting the selector at the channel number on which the desired station operates. This also makes it possible to move the set to any television service area in the country without readjustment.

Installation and servicing will be handled by the General Electric Supply Corp. on a policy that provides full service for one year.

F. M. Folsom, RCA, Named To Mobilization Group

Frank M. Folsom, executive vice president, Radio Corp. of America, RCA Victor Division, has been named a member of the industrial mobilization committee of the Navy Industrial Association. His function will be to specialize in radio and electronics. F. R. Lack, vice president, Western Electric Co., also named to the board, will specialize in industrial standards.

The committee is being formed to assist the Army-Navy Munitions Board in the preparation of a national plan. The Board is responsible for stockpiling of strategic materials.

Caffrey New Merchandise Head at Michaels, Newark

NEWARK, N. J., Monday—The appointment of Paul V. Caffrey as merchandise manager for the electric appliance, juvenile and housefurnishings, beddings and floor covering departments of Michaels department store, Newark, has been announced by Allen J. Michaels, store president.

Prior to coming to Michaels, Mr. Caffrey supervised the opening and managed the Sears, Roebuck store in Kearny, N. J., and was associated with the Sears, Roebuck store in Jackson Heights, Long Island, as general manager.

ZENITH RADIO NAMES GRIGSBY AND MACKE TO EXECUTIVE POSTS

ADVERTISING, PROMOTION Activities of Company Completely Separated in These Divisions — Both With Chicago Firm for Several Years.

CHICAGO, ILL., Friday—The Zenith Radio Corp. has completely separated its sales promotion and adver-



David H. Grigsby

tising activities with the appointments, announced here yesterday by H. C. Bonfig, vice president, of David H. Grigsby as manager of the sales promotion de-



William E. Macke

partment, and William E. Macke as manager of the advertising department. Both men have been with Zenith, and have backgrounds in both advertising and sales promotion.

Mr. Grigsby came to Zenith in 1945 after six years as sales promotion and as merchandise manager for the Scholl Manufacturing Co. Prior to that time, he was assistant sales promotion and advertising manager for the Fair Store in Chicago, and for the Sears, Roebuck store in Toledo, Ohio.

Before joining Zenith in 1943, Mr. Macke had served five years with Stewart-Warner as assistant advertising and promotion manager. He first entered radio with the old Grigsby-Gru-

FIFTY RECORD MAKERS SURVIVED AT YEAR-END OUT OF TOTAL OF 225

FEW WENT IN BANKRUPTCY

Expect This Year's Output to Exceed 1946 by at Least 100,000,000 Records, Trade Estimates.

Out of 225 different manufacturers each making his own brand of phonograph records at the beginning of 1946, only fifty concerns had survived at the end of last year, according to an industry estimate compiled over the week-end.

During 1946 the record industry turned out 275,000,000 discs, against 150,000,000 in 1921 and 165,000,000 in 1945. Current production is estimated at an annual rate of 375,000,000 to 400,000,000 records, with most of it attributable to a half-dozen large manufacturing concerns, headed by RCA Victor, Decca and Columbia.

Continued expansion in the field is highlighted by a \$4,000,000 plant expansion program of RCA Victor at Cannonsburg, Pa.

The mortality in the business is described as a natural process, because many record dealers seeing good business prospects began to make their own recordings and sold them under specific trade names. When such companies went out of the manufacturing business, it did not mean failure. In fact, the bankruptcy record in this line was negligible compared to many other businesses in 1946. Yet, more than 170 record brands disappeared.

Despite this mortality record, new groups are entering the field all the time and some of them—those who know the business—are more than successful. One of these relative newcomers who came from the show business is J. R. Gwartz, president of Diamond Record Corp., New York.

He said he started the business a year ago with an initial investment of \$100,000, adding that in the first twelve months he had cut 4,000,000 records and expects to make 10,000,000 this year. In the first year of operation he turned over \$600,000.

CATHCART RESIGNS RCA VICTOR AD POST

CAMDEN, N. J., Friday—J. David Cathcart has resigned as advertising manager of the RCA Victor Home Instrument Division, it was learned here today.

Mr. Cathcart was appointed advertising manager in February, last year, after serving as assistant director of the firm's market research department.

He will join the Magnavox Co., Ft. Wayne, Ind., in an executive post, it was learned here.

now Co. in 1928, and from 1933 to 1938 was assistant advertising and sales promotion manager for Fairbanks Morse.

It was revealed that E. R. Taylor has resigned as director of advertising for Zenith.

S. H. Manson Named To Direct Drive for Radio in Every Room

Stanley H. Manson, manager of public relations of the Stromberg-Carlson Co., of Rochester, N. Y., was appointed last week to direct the industry-wide radio set sales promotion campaign sponsored by the Radio Manufacturers Association. The appointment was made during a meeting at the Hotel Roosevelt, New York, by John S. Garceau, of Farnsworth Television & Radio Corp., chairman of the RMA Advertising Committee.

Mr. Manson succeeds E. R. Taylor as head of this committee. Mr. Taylor has resigned as director of advertising of the Zenith Radio Corp.

Theme of the campaign is "A Radio in Every Room." Other members of the committee handling this special promotion are Earl L. Hadley, Bendix Radio Division; Victor A. Irvine, Galvin Manufacturing Corp., and L. E. Pettit, General Electric Co.

In addition to the "Radio in Every Room" promotion, the all-industry radio campaign will also have as its purposes: maintenance of present demand for sets; expanding the scope of this demand; replacing obsolete sets, and the adoption of a constructive approach to price-appeal advertising.

ALLEN GRAY BECOMES MANUFACTURERS' REP

Allen Gray, well known in the radio industry as a result of his purchasing activities over a period of many years, has established himself as a factory representative with offices at 92 Liberty street, New York. Prior to going in business for himself, Al Gray was with the Allen D. Cardwell Mfg. Co., Hammarlund Mfg. Co., and Electro-Tone Corp. Associated with him is Frederic S. Almy, who has been in the radio business since 1924. Fred was formerly with Hammarlund and Baldwin Electronics and has specialized in the sale of electronic and amplifying equipment.

The Allen Gray organization will represent Horton speakers, Kraft & Kraft precision IFs, and the Kings Electronics Corp., of Brooklyn, N. Y.

P. F. Marshall Named Magnavox Ad Manager

FORT WAYNE, IND., Friday — Pierre F. Marshall has been named as advertising manager for The Magnavox Co., of this city, manufacturer of radio-phonographs, radio components, and audio-visual training aids, it was announced today Frank Freimann, executive vice president.

New York Dealer Files Petition in Bankruptcy

A bankruptcy petition has been filed by Henri Chin, operator of a radio store at 1417 Lexington avenue, New York. Liabilities were listed at \$3,466 and assets at \$1,561.

TEMPLE CONSOLE AND PLASTIC RADIO MODEL WIN WIDE ACCEPTANCE

NEW LONDON, CONN., Friday — Two of the new models recently introduced by the Templetone Radio Mfg. Co., of this city, have met with a ready response in the trade. The models are a console radio-phonograph and a low-priced plastic table model.

The console, illustrated herewith, is Temple Model G-722, a two-band re-



Temple Console Combination

ceiver covering broadcast and short-wave. It is equipped with push-button tuning, ten-inch speaker and an all-directional built-in aerial. The automatic record changer plays both ten and twelve-inch records intermixed and has an automatic cut-off. The cabinet has ample storage space for albums.

The Temple plastic model is G-513, an AC-DC radio available in either walnut grain or ivory finish. It has an illuminated slide rule dial that can be viewed from all directions as well as several other features.

ANNUAL MEETING HELD BY WEBSTER-CHICAGO

CHICAGO, ILL., Friday—More than twenty field representatives of Webster-Chicago met at the company plant, here recently for the annual sales meeting.

The session was held approximately two months in advance of the Radio Parts Show to give Webster representatives a preview of the new Webster Model 80 wire recorder. Other new Webster products were demonstrated and plans for the coming year were outlined and discussed.

R. F. Blash, president of the company, welcomed the representatives and thanked them for their past efforts and for attending the meeting. Each man present had the opportunity to record his own voice on the wire recorder and hear it played back. This spot will be saved and replayed at next year's meeting. After the all-day session, the entire group, with company officials, dined at the Copacabana.

Webster representatives will be in Chicago again for the May Parts Show.

You won't miss a single important news item if you read RADIO and Television WEEKLY.

GENERAL ELECTRIC CO. LAUNCHES CAMPAIGN IN BEHALF OF TUBES

IS DESCRIBED BY METZNER

Intensive Distributor-Dealer Program on Replacement Receiving Tubes Now Under Way — Displays Are Featured.

SCHENECTADY, N. Y., Friday—Featuring two booklets on how to make money and a series of over twenty sales-aids embodying the thinking of a nationwide survey, the Tube Division of General Electric Co.'s Electronics Department launched its 1947 distributor-dealer sales helps promotional campaign recently.

Material in this campaign, embracing both G-E and Ken-Rad distributors, was dictated by a nationwide survey last Summer which canvassed every division tube distributor in the country, according to R. W. Metzner, sales manager of replacement tubes.

Backbone of the program, Mr. Metzner said, is the two sales-helps booklets which he described as "twelve pages of simple and honest-to-goodness effort to help the radio dealer make more money." The various sales-aids illustrate the booklets the way photographs are used by a popular magazine to illustrate its story," he added.

"During our survey," Mr. Metzner continued, "we learned that quality should be placed before quantity. So we have discarded many time-worn dealer displays and sales helps in order to give dealers the best possible material in sales-aid items of real value to them."

Window displays, counter cards, signs and decalcomanias, letterheads, blotters, postcards for mail advertising, newspaper mats, job tickets, shipping labels and radio chassis stickers are included in the 1947 campaign sales-aids program which uses four color illustrations in many cases.

One of the features of the new campaign, Mr. Metzner said, was the attempt to "localize" the copy of the sales helps. "Many of the G-E pieces subordinate any company tube message to the theme of quality radio service. Also, on many of the items a great amount of white space is left for the dealer's imprints, something which is not done generally," he stated.

"This aggressive campaign," he emphasized, "was created for one purpose only: to acquaint radio owners in dealers' areas with the dealers accessible to serve them. We've done this to match the local slant for better service."

The dealer displays and sales helps, many of which were reviewed from time to time by experienced field personnel while they were in the making, are being sent into the field in great numbers, Mr. Metzner commented.

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

Obstacles to Rapid Development of FM Being Overcome, Joseph Gerl Declares

ADDRESSES ST. LOUIS KIWANIS ON "WHERE IS FM TODAY?"

Urges Greater Co-operation Between Manufacturers of Sets and FM Broadcasters — Suggests Better Programs and Increased Wattages — Says 3,500,000 FM Receivers Will Be Built This Year.

ST. LOUIS, MO., Thursday — The current squabble between the FM broadcasters and the radio manufacturing industry was called "a temporary tempest in a teapot, certain to subside completely within a year" by Joseph Gerl, president of Sonora Radio & Television Corp., Chicago, during an address "Where Is FM Today?" before the St. Louis Kiwanis Club at the De Soto Hotel, here today.

"It is interesting to observe," said Mr. Gerl, "that the infant FM broadcasting industry is up in arms against the radio set manufacturers for their alleged reluctance to manufacture FM receiving sets, that various politicians have threatened wholesale investigations of this alleged conspiracy, and that overnight experts, writing in consumer publications, have discovered a dastardly attempt on the part of set manufacturers to marry the public AM broadcasting and give FM the cold shoulder."

"This, of course, is pure fantasy, and could be promulgated only by people unfamiliar with the problems of the

FM industry. The problems facing the FM industry today—both broadcasters and manufacturers—are these: the small number of FM stations in operation, the small number of sets on the market, the low power output of the FM stations, and the quality of the FM broadcasts.

"First, there are only some 50-odd FM stations in operation today. The number of cities in which these stations are located is only 25. All of which means that the manufacturer who desires to produce FM sets in large volume at a low price is handicapped by the small market. This is a handicap which is temporary, and as the number of stations increases, production of FM sets will increase.

"Second, the small number of FM sets on the market has not been due to any reluctance on the part of manufacturers to produce such sets. The drawback has been the heartbreaking shortage of component parts—a shortage which has crippled the attempts of

(Continued on Page 25)

TWO NEW RECEIVERS ARE IN PRODUCTION AT TELE-TONE FIRM

The release of a portable battery and a small plastic table model was announced here this week by John Mills,



Battery Portable Model No. 145

vice president of the Tele-tone Radio Corp., New York City.

The battery portable, model No. 145, (shown here) is a three way superheterodyne receiver which operates on self contained batteries on 110 to 125 volt AC or DC powers lines. Housed in a simulated leather covered cabinet with a plastic front, this set retails for \$29.95.

The table model features a Dyna-Mite radiotikon built-in loop aerial, a powerful superheterodyne AC - DC combination aluminum nickel magnet on permanent magnet speaker and automatic control. This set, 6" high 8" long by 4" deep, sells for \$18.95.

H. C. TAYLOR ELECTED BY RETAIL ASSOCIATION

WASHINGTON, D. C., Friday—Harold C. Taylor, president of L. C. Taylor Co., Pasadena, Calif., was elected regional governor of National Electrical Retailers Association at a meeting held here today, it was announced by C. C. Simpson, managing director.

Mr. Taylor officially represents members of NERA in Region No. 12, comprising the states of California, Oregon, Washington, Idaho, Nevada, Utah and Arizona, in all matters pertaining to association policies.

Well known in the electrical industry as one of the most prominent retailers on the West Coast, Mr. Taylor started his career in his father's shop in Pasadena in 1916. In 1933, he assumed complete charge of the business.

Scott Radio President Acquires Aviation Line

CHICAGO, ILL., Friday—H. S. Darr, president of the Scott Radio Laboratories, Inc., this city, manufacturer of Scott radios, has acquired control of the Monarch Air Lines, Denver, Colo., formerly known as Ray Wilson, Inc., through the purchase of approximately 55 per cent of the air line's outstanding stock.

Leonard Carduner, director of sales of the Garrard Sales Corp., New York, has returned from a trip through the midwest territory.

CREST CORP. TO OPEN NEW QUARTERS BUILT AT COST OF \$200,000

DISTRIBUTORS IN ST. LOUIS

Elaborate Facilities Will Assist Dealers in Merchandising Radio and Appliance Products — Affair Set for April 10.

ST. LOUIS, MO., Thursday — The Crest Corp., local distributing organization, will stage a gala grand opening on April 10 of a new distributing plant erected at a cost of approximately \$200,000.

The Crest Corp. building has been designed exclusively for the distribution of radios and major appliances. While it boasts facilities for auto parking and spacious service shops, its main features are those which have been built into the plant expressly to stimulate sales and dealer activity, according to Thomas E. Smith, of the Crest organization.

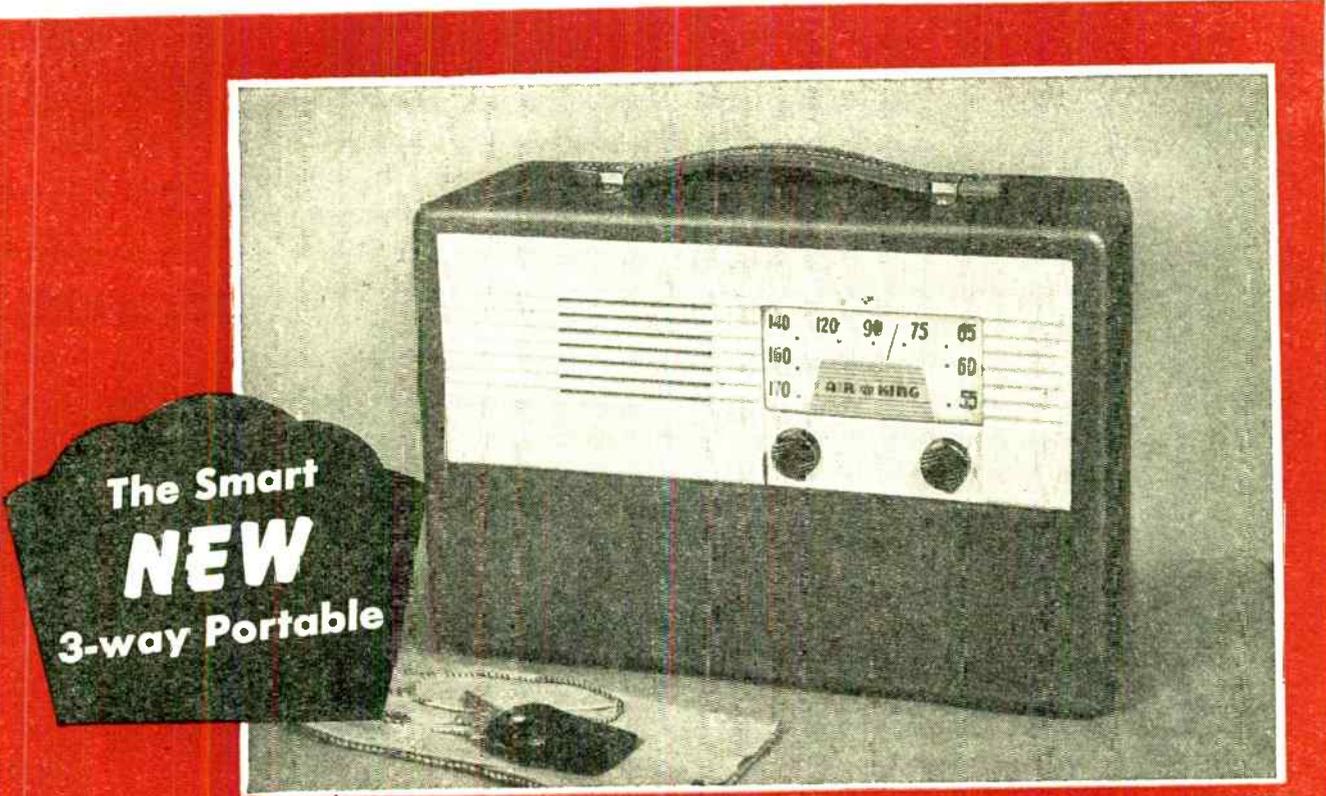
An auditorium with a considerable area, with a built-in stage and catering room, has been especially designed for "Dealer Day." "Dealer Day," it was explained, "is the day or days when any individual retailer actually owns this auditorium. With the help of the Crest Corp.'s advertising department, the dealer will be able to send out invitations to his prospect list and, with the assistance of Crest's home economist, conducts in his auditorium at Crest a laundry school, cooking school, etc.

Other unique facilities have been provided which are expected to spark the merchandising efforts of retailers in this area,

Now With Air King



RECENTLY NAMED comptroller and assistant secretary of the Air King Products Co., Inc. division of the Hytron Radio & Electronics Corp., Jess Kaufman is now busily engaged in his new post at the Brooklyn headquarters of Air King. Complete story of Mr. Kaufman's appointment appeared in the March 26 issue of RADIO and Television WEEKLY.



MODEL A-510

AIR KING *Royal Troubador*

THE 3-WAY PORTABLE WITH TRIPLE SALES APPEAL

You can wrap the whole sales story of the Air King "Royal Troubador" in three words — Price, Performance and Eye-Appeal. It is a 3-way portable designed for beauty and tone with sales potential to match.

Your customers will be proud to own the new Air King "Royal Troubador"—proud as you will be to show it. Highly sensitive . . . critically selective . . . playable anywhere. The "Royal Troubador" can easily be the fastest moving portable you've so far seen.

The Royalty of Radio Since 1920

AIR KING RADIO

Division of HYTRON RADIO & ELECTRONICS CORPORATION

SELLING FEATURES

- Latest design, high-performance miniature tubes (4) plus metallic selenium rectifier
- Superheterodyne with automatic volume control
- Special Alnico V PM Speaker
- Precision die-cut antenna for maximum signal
- 3-way power; AC-DC or battery
- Provision for external aerial
- All wood case bound in striking simulated leather

\$37⁹⁵

Retail Price (Tax Incl.) Less Batteries

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

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

The Royal Family of Radios



"Twenty-Six Years of Specialized Electronic Skill Behind Every Air King Radio"

If you want
**SOMETHING
BETTER**
Demand

DEWALD

A FAMOUS NAME IN **RADIO** SINCE 1921

DeWALD RADIO MANUFACTURING CORP.
35-17 17th Avenue, Long Island City L. N. Y.
Chicago Office: 624 So. Michigan Avenue

A Quarter-Century of Proven Quality



DeWALD A-500 "Leader"
Styled in the modern manner—a new beauty in a popularly priced radio. In walnut or ivory.

AVIATION CORP. SHOWS A LARGE GAIN IN SALES

The Aviation Corp. reported for the quarter ended February 28 a consolidated net income of \$1,855,111, equal to 26 cents a share. Consolidated net sales for the period totaled \$25,097,914, or almost 50 per cent of the total sales for the 1946 fiscal year. The Crosley Corp., Cincinnati, is a subsidiary of the Aviation Corp.

EXTRA DIVIDEND VOTED BY STEWART-WARNER

CHICAGO, ILL., Friday — Directors of Stewart Warner Corp. today voted the regular semi-annual cash dividend of 25 cents per share and an extra dividend of 25 cents per share on the \$5 par value common stock. Both dividends are payable June 2 to stock of record at the close of business May 3, according to company announcement.

SPRAGUE ELECTRIC CO. PROFITS \$1.53 A SHARE; SALES AT \$10,767,483

NORTH ADAMS, MASS., Monday—In its formal report to stockholders, the Sprague Electric Co., this city, announced net earnings for the year ending December 31, 1946 of \$1.53 per share based on the 471,925 shares of \$2.50 par value common stock outstanding. Sales totalled \$10,767,483 and resulted in net earnings of \$719,921. This compares with net sales in 1945 of \$16,724,298 and net earnings of \$653,912, or \$1.38 per share on present capitalization. The year 1946 was the company's twentieth anniversary.

R. C. Sprague, president, in his annual report, said that full production was not achieved until the latter part of the year. Several Sprague wartime component developments are used in the latest military equipment, thus making it necessary to continue manufacturing them well into 1946 and delaying industrial reconversion to an appreciable extent. In this connection, however, Mr. Sprague stressed that several of these unique capacitor and resistor types hold exceptional promise for civilian use. Already the Sprague Vitamin Q impregnant has been utilized in the production of improved ballast capacitors for fluorescent lighting and photoflash energy storage. Also it holds numerous additional possibilities in the production of smaller, lighter capacitors for operation at higher voltages and temperatures. Mr. Sprague likewise emphasized the importance of a new Sprague high-voltage coupling capacitor that has provided a practical solution to a critical problem pertaining to telephoning over electric power lines in rural areas.

Conditions in the radio industry for which the Sprague Electric Co. makes many components, continue favorable, said Mr. Sprague. Although he predicts that the actual number of radio sets produced may not exceed 1946 production, it is felt that a much larger proportion of them will be more costly radio-phonograph combinations, console and frequency modulation models, thus contributing a higher dollar volume and profits to the industry.

At a meeting of the board of directors, Ernest L. Ward was elected a director of the Sprague Electric Co. Mr. Ward is a vice president of the company.

STAN ABRAMS SERVING FACTORY IN FAR WEST

Stanley Abrams, son of Max Abrams, treasurer of Emerson Radio and Phonograph Corp., New York, is now serving the factory, distributor and dealer interests in the State of California and western Nevada. He is competing on the same level with the rest of the



Stanley Abrams

organization for an executive position in the future.

If he were born with a silver spoon in the mouth, it must have been lost in the his crib, for "Stan" has fought it out on his own ever since he broke loose from the shelter of his home. When the war broke out, he stowed his books at the University of Wisconsin and joined the Air Corps and saw duty in Alaska and the Aleutians. Following the war, he spent a gruelling year of training at the Emerson radio factory and now is in the field covering an important western territory.

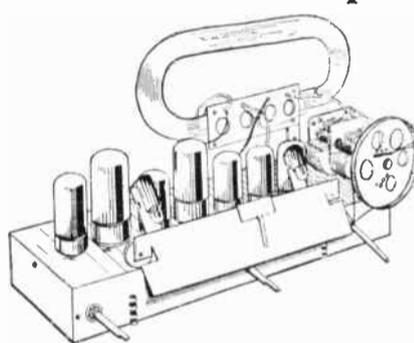
Capitol Records Shows Big Gain in Net Profit

HOLLYWOOD, CALIF., Monday — Capitol Records, Inc. this city, reported for 1946 a net income of \$842,961, equal to \$1.82 a common share. This compares with a profit of \$222,780 in 1945.

You won't miss a single important news item if you read RADIO and Television WEEKLY.

Attention

**Manufacturers -- Jobbers -- Dealers
Exporters**




**A Complete Chassis and Changer Now Available
At Drastically Reduced Prices**

An excellent opportunity for you to secure this 7 tube superheterodyne chassis completely wired with tubes, phonograph connector, output transformer for 3.2 voice coil, and this deluxe 2 post automatic record changer with automatic stop, ready for cabinet installation.

\$27.50

Incl. Fed. Excise Tax
F. O. B. Brooklyn

For Both Items
(Minimum Order 25 Sets)

RADIO FEATURES

- 7 tube loop operated superhet. radio.
- Push-pull audio output.
- Console tone reproduction.
- Frequency tuning range 540-1700KC.
- Full vision, easy to read slide rule dial.
- 4 controls, on-off volume, dial, radio-records.

PHONOGRAPH FEATURES

- Four second change cycle.
- Single knob control.
- Automatic shut-off.
- 1 ounce needle pressure.
- No pre-tripping.
- Formerly priced at \$26.25

Electronic Service Corp.

134 Watkins Street, Brooklyn, New York



Television gives you a choice seat at the game.

Television—a Season Pass to Baseball !

Every home game—day or night—played by the New York Giants, Yankees and Brooklyn Dodgers will be seen over television this season!

Owning a television receiver in the New York area will be like having a season pass for *all three ball clubs*. And in other cities, preparations for the future telecasting of baseball are being made.

When more than one home game is on the air, baseball fans can switch from one to the other—see the most exciting moments of each through television!

Those who own RCA Victor television receivers will enjoy *brighter, clearer, steadier* pictures through the exclusive RCA Victor Eye-Witness picture synchro-

nizer that “locks” the receiver in tune with the sending station. For television at its finest, you’ll want the receiver that bears the most famous name in television today—RCA Victor.

When you buy an RCA Victor television receiver or radio, or Victrola radio-phonograph, or an RCA Victor phonograph record or a radio tube, you know you are getting one of the finest products of its kind science has yet achieved.

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

“Victrola” T. M. Reg. U. S. Pat. Off.



Several television cameras strategically located cover the baseball diamond to bring you a close-up of the action wherever it occurs. The engineer can switch from one camera to the other for the best view. Here are two of the super-sensitive RCA Image Orthicon television cameras used by NBC's New York station WNBT in televising all the home games of the New York Giants this season.



RADIO CORPORATION of AMERICA

OLYMPIC RADIO NOW IN LONG ISLAND CITY HOME

LONG ISLAND CITY, N. Y., Monday — Official opening of the general offices and factory of Olympic Radio & Television, Inc., at 34-01 38th avenue, this city, will take place April 1. The factory has been in production here for some time while the offices were maintained in the firm's former quarters at

510 Avenue of the Americas, New York. Now all divisions of the company will be under one roof. Olympic's new telephone numbers will be Stillwell 4-6961 and 4-6403.

Reach 1½ Million Mark In Hotpoint Range Output

CHICAGO, ILL., Monday—The production of electric range No. 1,500,000

at Hotpoint, Inc., this city, was marked by a ceremony attended by veteran employees of the firm and officials of the Hotpoint concern.

The first commercially sold electric stove was produced by hand by George A. Hughes in 1910. Since then the Hotpoint firm has merged with the General Electric Co. heating appliance division and has turned out ranges continuously except for some interruption due to the war.

REAL MERCHANDISING NOW NECESSARY, SAYS PHILADELPHIA TRADE

SALESMANSHIP NECESSARY

No Longer Can Appliances Be Displayed of by Merely Showing Them, Dealers State.

PHILADELPHIA, PA., Thursday — Merchandising of the old fashioned style is becoming necessary once more as retail business has recently slumped severely. It is no longer enough for the average merchant to display an appliance in his window or to call someone on his waiting list, for the item to be removed from his floor. As distributors gradually increase their allocations and in many cases remove all products from such restrictions, salesmen and normal merchandising practices become increasingly necessary.

Wholesale Distributors, 3125 North Broad street, has been appointed exclusive local distributor for the Doyle lawnmower by the Doyle Co. of Syracuse, N. Y. This line includes a power, traction and electric lawnmower with hedge clipper attachment.

In addition to adding the Doyle lawnmower to the catalog of products, Wholesale Distributors, is now distributing the Travel-awn sprinkler, manufactured by the Stinson Co., Chicago.

Robert Barnes, Bendix automatic home laundry sales manager for Raymond Rosen & Co., and Harry Bortnick, advertising and sales promotion manager for the local distributor, spent three days at the Bendix Home Appliances, Inc., headquarters in South Bend, Ind. This session was attended by advertising and sales directors from the leading distributors in the country. The entire advertising and sales program for the manufacturer and local organizations was reviewed at the meeting.

This sales-staff of the Peirce-Phelps Co. has been considerably increased in recent weeks. The small appliances sales force has been enlarged by the addition of nine new salesmen to handle the Proctor iron, toaster and roaster, Sessions lamps and other traffic items. These salesmen will cover all territories in eastern Pennsylvania, southern New Jersey and Delaware.

A special dealer meeting to introduce the new Carrier room air conditioner will be held at the Peirce-Phelps headquarters.

Al Steinberg has been appointed purchasing agent for the seventh and Arch streets branch of the Radio Electric Service Co. and Ted Feinstein has been promoted to the sales department.

A large audience attended the recent servicemen's meeting at the Architects Building at which R. R. Mallory, radio parts and equipment manufacturer, was the speaker.

Slap and Lasky tendered a dinner to their sales organization last Tuesday evening at the Warwick Hotel.

Following the dinner, J. J. McCormick, sales manager, presented a new and novel type of compensation for salesmen which he described as a "non-penalty" bonus plan.

—SOL SHERMAN.



A Standout in any Farnsworth showroom!

The new Farnsworth GK-141—a brilliant example of traditional Farnsworth styling and quality in a phonograph-radio for the discriminating, *value-minded* buyer.

A charming cabinet of authentic Heppelwhite design—to attract the prospect's eye! Farnsworth's famous tone quality, Farnsworth's dependable 3-point suspension record changer—to rivet his attention! Deluxe Farnsworth features... push button tuning on both FM and AM, individual tone control on both treble and bass, outstanding performance—to whet his desire!

And a price tag surprisingly low—to impel him to buy!

With distinguished self-selling models such as this, Farnsworth emphasizes the superior quality built into all Farnsworth sets—emphasizes Farnsworth's ability to prove that real quality need not be expensive. This reputation for quality—combined with the Farnsworth policy of proper margins and ample "elbow room" for its dealers—continues to be their most valuable asset. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.



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

ANOTHER ENGINEERING *first..* FROM ELECTRONIC LABORATORIES



MODEL 710W

first..

to be designed to meet newly discovered facts about human hearing!

MODEL 710CB



MODEL 710PC



Orthosonic Radio Sound Reproduction is an entirely new and exclusive principle developed by Electronic Laboratories for separating the low and high notes in the audio spectrum—reproducing them independently through separate amplifiers combined with the Orthosonic speaker system—each with individual tone control to permit listener to adjust sound to produce total effect most pleasing to his own auditory system.

Offered in many great models, these new Electronic Orthosonic Radios make an important and unique contribution to radio listening pleasure. They offer brand new sales advantages that are business getters in any market! All have superheterodyne circuits with built-in bass boost and treble boost, and twin amplifiers each with independent tone control.

Model 710W, 710M, 710B—Smartly-styled table model in walnut, dark red or blond mahogany. 8 tubes and 2 rectifiers—standard broadcast band reception only (540 to 1620 kilocycles).

Model 710PC, 710PB—Apartment Console Combination.

Automatic record-changer, complete broadcast coverage. 8 tubes and 2 rectifiers; just the right size to fit into apartment arrangements. Available in dark red or blond mahogany.

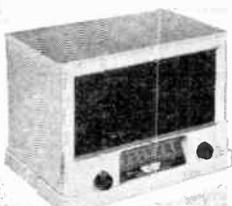
Model 710CS and 710CB—The Chairside Combination. Automatic record-changer, motor-driven lift mechanism which electrically raises at the touch of a button, the record changer into an easy to load position. Record player compartment lid remains horizontal so articles on top are undisturbed. 8 tubes and 2 rectifiers; provides broadcast band coverage. Available in dark red or blond mahogany.

Limited Number of Territories Still Available. Wire or Phone Sales Division, Riley 1551.

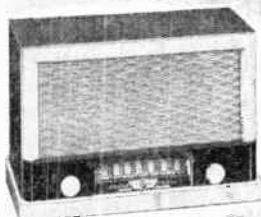
ELECTRONIC LABORATORIES, INC.

INDIANAPOLIS, INDIANA

MODEL 76K



MODEL 76E



MODEL 2701



SIX OTHER BIG SELLERS IN THE TABLE MODEL FIELD

In the lower price range, Electronic brings you six other Orthosonic models—all superheterodyne table sets, 5 tubes plus rectifier. They add new zip to small-set sales with their handsome continental

cabinet styling and effective color combinations. Excellent selectivity. 5" speaker, standard broadcast band. Model 2701, old-world brown, or blond mahogany; Model 76M, old-world brown mahogany

with antique white trim; Model 76W, white with ebony trim; Model 76E, ebony with antique white trim; Model 76K, porcelain white. All models available for DC operation.



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Maryland, District of Columbia, Lower Delaware and Adjacent Virginia and West Virginia Counties



Detroit Retailers Report Large Gain In Appliance Sales

RADIOS ALSO ON UPSWING
Good Housekeeping Shops Opens New Store — Max Lipin Made Vice President of Keynote.

DETROIT, MICH., Monday—In spite of a return of winter weather with accompanying deep snow and high winds that made shopping unpleasant, sales of appliances and radios is on the upswing here, according to a number of downtown retailers.

Ray Snyder, well known head of sales, at Appliance Wholesalers, Inc.,

distributor of Gibson refrigerators, Crown ranges, Bendix radios and other items, reports that business is very good. Small shipments of merchandise have kept pace with the market and Mr. Snyder claims that at no time has his firm held merchandise in its warehouse.

Dan O'Conner, radio department manager for the J. L. Hudson Co., large downtown department store, reported that his stock of "off brand" radios which had swelled his inventories above normal, were slowly diminishing. Mr. O'Conner felt confident that within a very short time his stock would be normal and his department could then return to a normal selling routine. Magnavox combinations are getting a big play at Hudsons with many people waiting for special models, such as the bleached mahogany arm chair models. A new store was opened by Good

Housekeeping Shops last week. The new store located on Livernois at Fenkel, and designed to serve the very important northwest section of Detroit, is beautifully appointed, with huge show windows fronting on both Livernois and Fenkel avenues. The front of the store features a plate glass door and acts as another show window and the entire effect is very attractive. This store makes the twelfth branch for Good Housekeeping Shops, and further expansion is planned. Spokesmen at the main office expressed themselves as gratified by the interest shown on opening day Saturday.

Al Oppenheim, East side operator of Allen Shops, well known appliance dealer, has just returned from a thirty day stay in Florida. The genial Al, had hoped to return when Winter was over but ruefully stated that "apparently he hadn't stayed long enough."

Max Lipin, president of Allied Music Sales Corp., announced today his acceptance of the position of vice president in charge of sales for Keynote Records. Mr. Lipin will assume active directorship of his duties at once, and will immediately make a flying trip to Los Angeles to check on the Keynote factory there. John Hammond, newly elected president of Keynote Records, will accompany Mr. Lipin on the trip.

The Keynote line of records will be completely repackaged and will be adjusted to present day selling, with distributors strategically placed in key cities throughout the country, according to Mr. Lipin. Mr. Lipin will retain his position as president of Allied Music Sales Corp., and will devote his time to both positions, with the next few weeks devoted almost entirely to Keynote Records. —LON ALLISON.

Sales Group Appointed By General Electronics For Eastern Territory

T. A. Haish, sales manager of General Electronics, Inc., with factory in Paterson, N. J., and sales offices in New York, has just announced the appointment of Land-C-Air Sales, Inc., to represent his firm in the eastern territory. The company is composed of three active principals, Walter C. Hustis, Paul Nichols and Robert E. Sargent.

All were formerly executives of the Jefferson-Travis organization and will cover the territory comprising metropolitan New York, upper New York State, New England, New Jersey and the territory as far south as Norfolk, Va., and west to Harrisburg, Pa. They will contact jobbers regularly.

Latest Model Introduced By Grand Range Concern

CLEVELAND, OHIO, Monday — S. C. Bernhardt, vice president of Grand Home Appliance Co., of this city, this week announced to the trade that its new gas range, Model 747, was in production.

Features of the range are its escutcheon plates, safe-tee-kee, two oven capacity, and three click setting charcolator broiler valve.

Hard to Get RADIO PARTS

HUNDREDS OF ITEMS IN STOCK
Write for New 1947 Spring Bulletin

- Phono. Amp. Kits
- Phono. Osc. Kits
- Wire and Cable
- Cord Sets
- Pick-Ups
- Pick-up Cartridges
- Transformers
- Chokes
- Resistors
- Power Controls
- Condensers — Variable, Tubular, Mica, Oil Filled
- Coils

- Speakers
- Sockets
- Knobs
- Switches
- Auto Radio Parts
- Vibrators
- Spaghetti
- Telegraph Keys
- Test Leads
- Permeability Tuners
- Noise Filters
- Punched Chassis
- Dial Pointers
- Dial Drives

Exclusive National Suppliers of Seaboard Products
Supplying Jobbers Exclusively



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

Institute on Television Planned for April 14-15

A two-day "Television Institute" will be staged April 14 and 15 at the Hotel Commodore, New York, with representatives of the set manufacturing and broadcasting branches of this industry listed among the speakers.

J. R. Poppele, president of the Television Broadcasters' Association, and Dr. Alfred N. Goldsmith, consultant, will serve as co-chairman. Speakers will include Dr. Allen B. DuMont, president of the Allen B. DuMont Labs., Inc.; Dr. Lee DeForest, inventor of the audion tube; E. B. Loveman, vice president of the Philco Television Broadcasting Co., and others. An attendance of 500 is expected.

EXPORT Opportunity

For Manufacturers of

- Radios
- Record Players
- Refrigerators
- Electrical Appliances

We are in a position to offer manufacturers complete merchandising service in all parts of the World.

Let us Send You Details of our Unique Service.

HEDCO Distributors, Inc.
 Ravenswood 6100
 4564 Broadway Chicago 40, Ill.

APPLIANCE TRADE IN CANADA IS PERMITTED INCREASE IN PRICES

MANY ITEMS 10% HIGHER Advance Granted Due to the Increased Cost of Components — New "Piped-In" Music Firm.

TORONTO, ONT., Monday—Wartime prices and Trade Board regulations affecting price increases on domestic refrigerators, ranges and heaters and some other products went into effect late in February. The price increases are limited to 10 per cent on refrigerators, ranges and heaters. The increases have been brought about by greater component parts costs and higher labor costs which producers cannot reasonably absorb.

Sheldrake Radio, 2628 Yonge street, managed by Ken Gray, reports brisk business both in sales and service. Tubes, as with other local outlets, continue to be a problem according to Mr. Gray. The shop carries a stock of electrical supplies, used phonograph records, phono pickups and electrical appliances.

The latest firm here to set up in the piped-in music business is World Music Service franchised firm operating under the name of Tele-Muse Corp., headed by Roy B. Berk and fourteen ex-service personnel electricians. With 6,000 transcription records in the files, the firm builds and installs its own equipment. Music service goes to restaurants, factories, stores, hotels, etc. on a twenty-four hour a day basis. Among the personnel in the firm are Mrs. Thelma Hodgins, program director and secretary, Fred Allman, Sam Freedman and George McCall. The corporation has its offices at 299 Yonge street.

Len Headley, manager of the RCA Victor transcription studios in this city was cited this week with a Beaver award, Canadian radios equivalent of Hollywood's "Oscars" for encouragement of Canadian radio talent. Mr. Headley has been active, not only in obtaining contracts for many now-prominent radio actors, but also in furthering musical talent of individual artists and aggregations.

Onward Manufacturing Co., 1027 King street East, Kitchener, has been named agent for the Eureka cordless electric iron.

Wamac Distributors, 137 Roncesvalles avenue, is distributing Noblitt-Sparks Arvin automatic electric iron, which affords users an additional new temperature suitable for "synthetic fabrics." The cord is built in, and the handle is centered over the body of the iron to enable users to obtain maximum pressure without forcing it down.

Performance unequalled by anything except the most expensive models is the description given the new Rogers Majestic and DeForest mantel model radios, according to W. T. Barnham, general sales manager of Rogers Majestic Ltd. The company claims that the superheterodyne circuits in these latest models are among the finest examples of peace-time radio engineering. Mod-

els have both standard and broadcast wave length bands, and are finished in walnut veneer with brocade grille cloths covering the 8 inch magnet speaker. Phono plug and switch are on the back of chassis. —W.M. FREEMAN.

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

Norman Cannon Honored By General Mills Firm

CHARLESTON, S. C., Friday—Norman L. Cannon, president of the Cannon Distributing Co., 198 East Bay street, this city, radio and appliance wholesale organization, was awarded the General Mills Co. "Article of Accord" at a recent sales meeting held here by repre-

sentatives of the General Mills organization.

The entire Cannon sales staff, including E. M. Ostendorf, sales manager; Layne Waters, service manager and Saul Feldman, advertising manager, attended the meeting. The General Mills plans for expansion in the appliance industry were outlined at the meeting.

First product by the company, an electric iron, was introduced some time ago.



Ask your Raytheon Distributor for details on how you can qualify as a Bonded Electronic Technician.



- Excellence in Electronics
- RADIO RECEIVING TUBES
- SPECIAL PURPOSE TUBES
- TRANSMITTING TUBES
- HEARING AID TUBES

RAYTHEON MANUFACTURING COMPANY
RECEIVING TUBE DIVISION
NEWTON, MASSACHUSETTS CHICAGO, ILLINOIS



The World's most

Recharges Dry Batteries



The set that has everything

Automatic
Radio

MANUFACTURING CO., INC.
122 Brookline Avenue, Boston 15, Massachusetts

Wished-for Radio

Tom Thumb

PERSONAL PORTABLE

This is the set that people have dreamed of—the set that will do anything—that will follow the fun to the farthest place and add the spell of music to the beauty of seashore, woods or mountains.

This is the set they've dreamed about—that carries like nothing at all—that performs like a console and practically takes care of itself.

This is the set that millions have wished for, and this is the set they'll buy when you show it to them.



Recharges Its Own Batteries

EXCLUSIVE - PATENTED

4 Way Operation

AC-DC-BATTERY-CHARGE

**— that does everything
and does it everywhere**



makers of AUTOMATIC and TOM THUMB RADIOS

BEUCAIRE CONDUCTS DEALER MEETING FOR NEW BENDIX PRODUCT

FRANK M. BEUCAIRE BACK

Returns From a Honeymoon Trip to Florida — Getting Ready for Large-Scale Sales Campaigns in Spring Season.

ROCHESTER, N. Y., Friday—Beucaire's big dealer meeting was held last Friday evening before a group of fifty Western New York Bendix appliance dealers. The new Bendix Ironer was presented by Beaucaire, Inc., distributor of Bendix automatic home laundry. The ironer was enthusiastically accepted and applauded, and a large quantity of orders were placed with the local distributing firm.

Frank M. Beaucaire, president of Beaucaire, Inc., predicts the sales volume of this new ironer will far exceed any that has been presented in this territory. The ironer can be seen in any of the Bendix dealers' stores after April 1, at which time it will be offered for sale.

Demonstrations were made by Mrs. Iva Brown, of Bendix Home Appliances, Inc., ironer instructor, assisted by Mrs. Ruth B. Huggins, home service director of Beaucaire, before the group of dealers. Anders Anderson, Middle East regional sales head for Bendix Home

Appliances, Inc., of South Bend, Ind., presented the outstanding features of the ironer to the dealer group. George H. Beaucaire, vice president of the distributing firm, outlined the plans for a big newspaper and radio advertising program that would follow the delivery of ironers to the dealers. Leonard V. Colt, sales manager of the Bendix division of Beaucaire, Inc., acted as master of ceremonies. Refreshments were served after the meeting.

Frank M. Beaucaire, who returned recently from his honeymoon trip in Florida, was greeted by his employes and was presented a beautiful basket of flowers. It was a dual celebration for Mr. Beaucaire, as it happened to be his birthday and home-coming as well. He is looking fit and reports he has stored up plenty of the sunshine and energy for the coming battle of quota and volume which he is expected to have this Spring.

The Beaucaire sales force has just completed a Philco polish campaign, and it is reported to be 300 per cent of quota. It was very gratifying to see the response the dealers gave this promotion.

George H. Beaucaire stated that the eight radio programs and the sixty-five advertising programs in newspapers are helping tremendously in building the sales volume thus far this Spring and expects the momentum will carry on for some time to come.

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

Two New Vice Presidents Named by F. L. Jacobs Co.

DETROIT, MICH., Tuesday—Two division heads of the F. L. Jacobs Co., automotive parts and home appliance manufacturer, have been elected vice presidents of the company, it was announced here by Rex C. Jacobs, president.

The two men are William S. Lyhne, general sales manager of the Indianapolis division of the F. L. Jacobs Co., and E. A. Ruggles, general manager of the company's spring division at Danville, Ill.

Mr. Lyhne, a graduate of Georgia Tech, served his apprenticeship in his father's plant, the Bridgeport Metal Goods Manufacturing Co., Bridgeport, Conn., where he was born. He has been retained by industries to advise on problems of engineering and management.

Mr. Ruggles joined the F. L. Jacobs Co. on January 1, 1944, as general manager of the new Danville plant. He had served fifteen years with the Murray Corp. of America, Detroit, where he was general manager of the spring division. He also has been affiliated with the Chrysler-Joyce Manufacturing Co. and the American Auto Trimming Co., both of Detroit.

Westinghouse Appliance Dollar Sales Set Record

MANSFIELD, OHIO, Monday—January and February dollar sales of the Westinghouse Electric Corp., appliance division, were 20 per cent greater than in any previous two-month period in the corporation's history, it was stated here by J. H. Ashbaugh, vice president of the division.

"The 20 per cent increase in dollar volume that we recorded in the first two months of this year, of course, reflects the higher cost of production, but is also a very healthy sign that we have been able to maintain steady production," Mr. Ashbaugh said.

Materials continue to be the major limiting factor in production, and this situation is being seriously aggravated by the current box car shortage, Mr. Ashbaugh added.

Electrical Retailers in California Seek Members

PASADENA, CALIF., Monday—At an organization meeting to open a membership campaign of the National Electrical Retailers' Association, in southern California, unusual interest was shown.

Harold Taylor, president of the L. C. Taylor Co., Pasadena, presided, and the speakers included F. V. Frey, superintendent of the new business department of the Pasadena Municipal Light & Power Co.; Elmer J. Weinheimer, western division regional field director for NERA, and F. J. McDonald, southern California and Arizona field director for NERA.

TRAVEL WITH
TRAV-LER
RADIO
Headquarters for
FLORIDA
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For Details of the
TRAV-LER LINE
CONSULT
•
ELECTRONIC DISTRIBUTING CO.
186 N.W. 25th STREET
MIAMI, FLORIDA

Edison Electric Institute Holds Meeting in Chicago

CHICAGO, ILL., Monday—The thirteenth annual sales conference of the Edison Electric Institute got under way at the Edgewater Beach Hotel, in this city, today, and will continue through Thursday. A large attendance was present at the initial session.

Consider the Advantages
OF **ASTATIC'S NEW**
NYLON 1-J
Crystal
PICKUP
CARTRIDGE



Here is a Cartridge designed to improve performance with respect to needle life and frequency response, to suppress mechanical resonances, to improve tracking at low needle pressure and reduce record wear. It accomplishes all these things.

Here is a Cartridge with a genuine Nylon, knee-action, sapphire-tipped needle, having all the advantages of a permanent or fixed needle, with the additional advantage of being easily REPLACED.

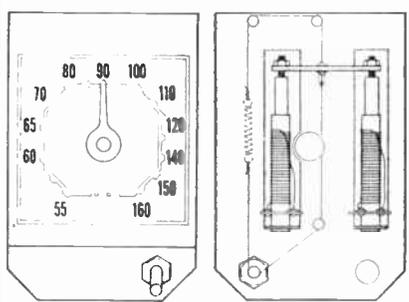
Here is a Cartridge which, for the first time, assures the phonograph manufacturer or ultimate owner that the quality of reproduction will REMAIN CONSTANT regardless of needle replacements because the Nylon Needle is matched to the Cartridge and NO OTHER type of needle can be used.

Write for Descriptive Folder

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

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.

SIX DEALERS NAMED IN BETHLEHEM FOR BENDIX PROMOTION

ADVERTISING CAMPAIGN ON

Chas. L. Gerlach Expands — W. W. Rudolph Boosts Emerson — Will Broadcast Football Games.

BETHLEHEM, PA., Monday — Six dealers have been named to feature latest Bendix products, including the new home laundry—Haber's, 309 South New street; Hartley's, 509 West Broad street; Manson's, Third and Taylor streets; Phillips, and Wolbach Bros. These same dealers have displayed the Bendix radio for several weeks, and are benefitting by the company's huge advertising campaign in their favor.

Charles L. Gerlach, president of the Allentown Supply Corp., is expanding his business from jobber service to retailing of all General Electric radio sets and household appliances. He has increased his floor space at 123 Hamilton street, and added to his entire stock.

W. W. Rudolph, manager of the Lipkin furniture store, has begun an extensive ad campaign on behalf of the Emerson Dual-Purpose set, as well as the 540 and the three-way portable.

The Wohlbach brothers, Paul and Carl, wind up their sale at their Music Center, 36-40 West Broad street, within a few days. They've been disposing of great quantities of records, radios, and phonographs, following the disastrous fire in the Boyd Theater Building. Construction work is already begun, and the Wohlbachs promise that, when completed, it will make their store even more modern. Upon re-opening, they will put on sale brand new RCA-Victor, Zenith, Amplitone, and Stewart-Warner sets, just received.

Sol Jessop Phillips, well-known owner of the music store bearing his name at 24 East Third street, and recent head of the Retail Division, Chamber of Commerce, returned with Mrs. Phillips from vacationing at the Hollywood Beach Hotel, Hollywood, Fla.

"Everything points to growing business this year," he said. "We all know that growing business means a growing community, which in turn means health and happiness for us all" Mr. Phillips established a small store in Bethlehem twenty-five years ago. Since then, it has grown to be one of the largest music and radio stores in the Lehigh Valley, selling Philco, RCA-Victor, and General Electric products.

Tentative plans indicate that WGPA will broadcast Bethlehem High School's entire 1947 home football schedule, if arrangements can be worked out. Station officials were greatly pleased with public response to their recent coverage of the local basketball team's bid for sectional championship in Philadelphia, and look forward to even greater accomplishments during next Fall.

—GEO. STATLER.

You won't miss a single important news item if you read RADIO and Television WEEKLY.

EMERSON INCREASES QUARTERLY DIVIDEND

The board of directors of the Emerson Radio and Phonograph Corp. last

week voted to increase the quarterly dividend on the firm's common stock from 15 cents to 25 cents. The dividend is payable on April 15 to stockholders of record April 5, according to the company announcement.

Flynn Resigns at Leath

CHICAGO, ILL., Friday—The resignation of Joseph P. Flynn as radio and major appliance buyer for Leath & Co., this city, has just been revealed.

MANUFACTURERS! DISTRIBUTORS! WHOLESALERS! LEONARD ASHBACH COMPANY CONTINUES THEIR GREATEST RADIO TUBE SALE!

Here 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

CHECK THESE SENSATIONAL PRICES!!!

Qua.	Type	Pr.	Qua.	Type	Pr.	Qua.	Type	Pr.	Qua.	Type	Pr.
3000	1A7GT	.65	4000	6H6GT	.44	2000	7C5	.65	5000	35Z5	.48
2000	1N5GT	.58	1900	6C5	.55	5000	7B7	.65	10000	35L6	.55
2000	1H5GT	.55	20000	6J6	.45	5800	7B6	.65	3000	50L6	.55
1200	1L4	.40	5000	6SA7GT	.58	6200	7Q7	.65	1700	50A5	.65
500	1LD5	.90	6000	6SQ7GT	.48	8000	7N7	.60	1400	35Y4	.60
5000	1LN5	.90	800	6SD7	.45	3000	7E5	.55	3000	14Q7	.60
1100	1LH4	.90	12000	6SH7	.45	2000	7Y4	.65	3300	14A7	.65
7000	1R5	.50	2300	6SL7	.70	3000	7F7	.75	2900	14B6	.60
4000	1T4	.45	2000	6V6GT	.58	1800	12SR7	.55	2500	80	.39
400	3Q5	.75	2800	6SN7	.55	5000	12SQ7GT	.48	900	45	.48
1600	3A4	.40	2000	6J5GT	.48	8000	12SK7GT	.48	700	46	.48
4100	5R4G7	.50	2000	6K6GT	.51	4000	12SA7GT	.55	8000	9003	.35
2900	5U4G	.50	4000	6SK7	.51	12000	12SN7	.45	350	955	.65
8000	5Y3GT	.38	500	6AK5	.60	3000	12C8	.48	7000	SP30	.45
2000	5Z4	.65	4000	6J5GT	.46	8000	12A6	.62	6000	SP45	.45
2635	6AC7	.60	2000	6D6	.49	6000	12BE6	.45	5000	OY4	.48
4100	6AG5	.55	1900	6J7	.65	6000	12AT6	.45	1000	77	.45
4100	6AG7	.60	4000	6SJ7	.55	6000	12BA6	.45	2000	27	.40
3000	6AL5	.40	8000	7A7	.65	5000	35W4	.38			
2800	6C4	.40	4000	7B4	.65	5000	50B5	.55			

And Hundreds of Other Types. Send us Your Requirements

3 TRANSMITTING TUBE VALUES — IMMEDIATE DELIVERY!

500 Type 813 \$4.95	650 Type 829 \$1.45	3450 Type 872A \$1.45
------------------------------	------------------------------	--------------------------------

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

And Hundreds of Other Critical Parts

OUR GREATEST SPEAKER SALE!

3500 PMs 4" Alnico 5 \$1.05 .67 Magnet Lots of 100	2600 PMs 5" Alnico 5 \$1.25 1 oz. Magnet Lots of 100	2000 PMs 5" Alnico 5 \$1.33 1.47 Magnet Lots of 100	3300 PMs 6" Alnico 5 \$1.50 1.47 Magnet Lots of 100
2000 Dynamic 5" 450 Ohm \$1.55 Lots of 100	2300 6" Alnico 5 \$1.60 2 oz. Magnet Lots of 100	Fresh Stock Filter Condensers 50-30-150 \$.25 Lots of 100	ARROW RECORD CHANGERS \$20.00 Value \$12.50 Lots of 12

LEONARD ASHBACH COMPANY

152-54 W. HURON STREET

All Phones Whitehall 2065

CHICAGO, ILLINOIS



CONTINENTAL REVEALS PLANS FOR A PRESSING PLANT IN AMSTERDAM

Emery Rozsa, national sales manager of the Continental Record Co., New York City, will depart for Europe in mid-April for the purpose of opening a pressing plant in Amsterdam, Holland. In addition, Mr. Rozsa will arrange for the foreign distribution of the Continental record line by establishing branch offices and appointing representatives in many European countries. Donald H. Gabor, firm president reported that this trip was just one part of the expansion that the Continental firm has planned. Already Germaine Sablon, French songstress and Joe Dosh 'Hit Parade' vocalist, have been added to the Continental label and Mr. Gabor revealed that further announcements on the expansion of the Continental repertoire, catalog and distribution will be forthcoming.

Coronet Records, Inc., Has Two New Singles for April

Coronet Records, Inc., New York City disc firm announced two new singles that would be available to the trade around April 1. The singles are "Buckle Down, Winsocki" and "Ol' Man River" by Tommy Dix; and "I Got Plenty of Nothing" by Tommy Dix and "A Dream Ago" by Barbara Leeds.

Jerry Cooper Is Signed To Diamond Disc Contract

I. R. Gwartz, head of the Diamond Record Corp., New York City, today confirmed the signing of Jerry Cooper, popular vocalist, to a Diamond recording contract. Recording will start this month and first release dates for his records are set for May.

SIMMS, TODD SIGN SONORA DISC PACTS

Ginny Simms and Dick Todd, popular vocalists, have been signed to exclusive recording contracts by the Sonora Radio & Television Corp., record division, in New York, it was revealed last week. Ginny Simms, a former Kay Kyser songstress, is star of the new "Hit Parade." Dick Todd's contract calls for him to record for Sonora's 39-cent black label. Dick's first Sonora pressings are "Ace in the Hole"; "If I Had My Life to Live Over"; "The Egg & I" and "Oh, My Achin' Heart."

RCA VICTOR RECORDS PROMOTES C. GREEN

CAMDEN, N. J., Monday—Appointment of Charles R. Green as assistant to Stephen H. Sholes, RCA Victor's director of specialty recording, was announced here last week by J. W. Murray, vice president in charge of RCA Victor record activities. Mr. Green previously had extensive experience as arranger and bass player with many top dance orchestras, including Bunny Berigan and others.

Decca Records Given Navy's Service Award

The Navy Department has awarded the "Certificate of Achievement" to Decca Records for its services in behalf of Naval personnel during the war. Rear Admiral Monroe Kelly, in making the presentation, stated that "Decca Records" presented without cost millions of records of all categories. The award was accepted by Leslie Halper, as assistant Jack Kapp, president of Decca Records.

Musicraft Record Firm Names Philippine Jobber

Musicraft Records, Inc., New York City, this week announced the appointment of Felipe Yupangoo and Sons, 320 Carriedo, Manila, as a distributor.



DISTRIBUTED IN Northern New Jersey Area BY E. B. LATHAM & CO. 1010 Broad Street Newark, New Jersey



MORTIMER HALL JOINS APOLLO RECORD FIRM

Mortimer W. Hall has joined the executive sales staff of Apollo Records, to act as trouble shooter with Jim Frangos, regional sales manager. Mr. Hall comes to Apollo from the New York "Post" newspaper staff and more recently from the Chemical Bank and Trust Co. His appointment will take him to the distributing centers of Apollo for the expediting of record distribution and promotion assistance to dealers.

A COMPANY IS KNOWN BY THE COMPANY IT KEEPS

TEMPO Record Company of America

SALUTES ITS DISTRIBUTORS!

3. MELODY SALES COMPANY
369 SIXTH STREET • SAN FRANCISCO 3, CAL.
Exclusive TEMPO Record Distributor for Northern California.

4. ESHELMAN SUPPLY COMPANY
110-114 N. WATER STREET • LANCASTER, PA.
Exclusive Distributors for Philco Radios and Philco Appliances — and Exclusive TEMPO Record Distributors for Central Pennsylvania

WRITE DIRECT FOR NEW TEMPO CATALOG

OVER 1000 TEMPO TUNES RECORDED



RECORDED BY DIRECT ELECTRONIC PROCESS

TEMPO Record Co. of America • 8534 Sunset Blvd. • Hollywood 46, Calif
TEMPO ATLANTIC INC. 76 West Chelton Avenue Philadelphia 44, Pa.
TEMPO SOUTHERN 11 Avon-lale Road Avondale Estates, Georgia

WEBSTER MODEL 50 BUILT FOR LONG, TROUBLE-FREE USE

Here's the ideal replacement record changer for smaller radio-phonos combinations. Compact, efficient, Webster Model 50 features Cushioned Spindle, "Manual" Play Position, Improved Rim Drive, Feather-light Pickup, Fast Change Cycle and fool-proof Mechanism. Ask your distributor about it.

The Choice of Music Lovers

WEBSTER CHICAGO
5610 BLOOMINGDALE AVE., CHICAGO 39, ILL.

TELEVISION POLICY IS MADE PUBLIC BY LARGE CHICAGO FIRM

R. COOPER GIVES DETAILS

General Electric Distributor Renders Information on Allocation and Set Deliveries.

CHICAGO, ILL., Monday — In anticipation of the early receipts of General Electric video sets, R. Cooper, Jr., Inc., G-E distributor here, has sent to all its dealers in this area a letter outlining its television policy. In releasing a copy of the letter to RADIO and Television WEEKLY, Gordon Hough, radio and television sales manager of the Cooper firm, stated his belief that the plan is one that will be eminently fair to holders of G-E franchises and will result in a maximum of good-will throughout the Cooper dealer organization, as well as the greatest possible satisfaction to buyers of G-E television receivers.

Among the points brought out in the letter are the following:

"Allocation—In order to make television set allocations fair, a numbering system will be established so that your customers' orders will be filled by us in the order in which they are placed by you. You, the dealer, must phone in each order, providing us with the customer's name and address. At that time we will advise you of the approximate installation date. Our allocation book will be open for your inspection at any time.

"Delivery—It will be impossible to sample the entire dealer organization this year. However, operating samples for your use in demonstration will be available at the General Electric display room in Space 1123 at the Merchandise Mart. Also, a Model 801 will be available for your demonstration in our display room.

"Installation and Service—A proper antenna system will be installed by our service department. The G-E 801 is warranted to the customer for one year from date of installation. The minimum charge for a normal installation and one-year warranty and service is \$65. Where more elaborate installations are required, or when the television receiver is to be used for commercial purposes, the installation-service charge will be higher."

The week of April 13 will see advance announcements of G-E television in advertisements in Chicago newspapers, participated in by the key accounts of R. Cooper, Jr., Inc., Mr. Hough stated. They will include the principal "Loop" stores, and outside that area the Wieboldt chain of neighborhood department stores, Holland's and also the chain of Public Service radio stores on Chicago's South Side.

As part of a nation-wide series of radio and record-changer service clinics, a large attendance of dealers and service men was registered at the Chicago offices of the Stromberg-Carlson Co. last week at 654 W. Adams street.

The clinic lasted several days and was held in the showroom and auditorium at the Chicago location.

J. A. Frye, radio and appliance manager in the Chicago office, stated that the clinic was conducted by a factory group headed by F. Leo Granger, service department manager, and including Charles W. Finnigan, chief television engineer, and Otis Pearson. Independent Stromberg-Carlson distributors will later conduct their own dealer schools based on information obtained by them while in attendance at the clinic. Several hundred dealers and servicemen took advantage of the opportunity here to further their knowledge of how better to serve their customers.

—W. D. MORRIS.

Philips Lab. Scientist Will Lecture at Hopkins

Dr. H. B. G. Casimir, co-director of the Philips Research Laboratories in Eindhoven, Holland, arrived in the United States recently to deliver a series of invitation lectures at Johns Hopkins University, Baltimore, on the properties of matter at low temperatures and also on problems of quantum electrodynamics.

In 1942 he joined the staff of Philips Research Laboratories, where he has been a co-director since last June.

Dr. Casimir, who has been active in the theoretical aspects of nuclear physics, revealed that he has been directing the assembly of a cyclotron now

MANY WILL ATTEND PHILADELPHIA EXHIBIT

PHILADELPHIA, PA., Monday — Dealers, distributors and manufacturers of appliances from every section of the country will attend the National Housewares Show in Convention Hall, this city, April 27 to May 2, according to sponsors of the event. The exhibit is being staged under the direction of the National Housewares Manufacturers' Association, with headquarters located in the Merchandise Mart, Chicago.

being erected at an independent laboratory in Amsterdam by Philips in cooperation with the Dutch Government.

A GOOD DEAL for dealers



Included in the sales helps of the Jensen deal is this 7x21 window streamer designed to beckon customers into your store. The die-cut finger is activated and actually beckons. Creates attention, builds business.



This colorful little folder illustrates and describes the Jensen Concert Phonograph Needle —arouses prospects' desire to buy. Mail it to your list.



Here's another folder picturing the Jensen Royal Jewel Phonograph Needle and listing its salient features. Give them to your customers.



These — now famous — point-of-sales displays of Jensen Concert and Royal Jewel Needles are supplied with every dozen needles. Place them on your counter where they will stimulate sales, build a BIG needle business.



And finally the individual Jensen Needle packages. They are real eye-catchers and a reminder of the fine quality of the Jensen product. Write your distributor today for information regarding the Jensen line of fine phonograph needles and sales-building aids for dealers.



Jensen INDUSTRIES, INC.
329 So. Wood Street, Chicago 12, Illinois

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.*



CLEVELAND CONCERN HAS DEMONSTRATION OF BENDIX PRODUCTS

**SHOWS IRONER AND DRYER
In Spite of Blizzard, 100 Turn Out
— Mueller Electric Has House-
warming at New Plant.**

CLEVELAND, OHIO, Monday—In spite of a traffic-crippling blizzard, nearly a hundred dealers, newspaper representatives and other members of the industry turned out for the luncheon meeting at Hotel Carter, March 25, when Northern Ohio Appliances, Inc., previewed the new Bendix automatic home ironer and the new clothes dryer.

Because factory personnel from South Bend, Ind., scheduled to conduct the program were unable to get through the storm, the presentations of the newest additions to the Bendix complete laundry package was made by local people.

Cash Laufersweiler, head of Northern Ohio Appliances, put on the demonstration of the dryer, and also announced promotional plans for introducing the new laundry equipment to the public. He emphasized the fact, that, when Bendix ironers and dryers were installed in a user's home, the home service department would follow up with demonstration calls until the woman of the house was thoroughly familiar with its operation.

Mrs. Marguerite Worth, head of the firm's home service department in twenty northern Ohio counties, put on a demonstration of the ironer, and introduced the three women of her group of eighteen who make home service calls, who were able to get through the storm. Home service women from the

branches at Akron and Canton were held up when interurban bus schedules were canceled.

Mr. Laufersweiler also introduced other members of his organization to the dealers: Robert Anderson, his co-partner and secretary-treasurer, William Smith, service manager, and Robert Leech, recently placed in charge of advertising.

The Mueller Electric Co., manufacturer of electrical supplies, about half of whose production is taken by radio manufacturers, invited members of the industry to a housewarming April 1, to exhibit the results of a year and half's work of remodeling and building additions to the company plant at 1583 East Thirty-first street.

The occasion also marked the seventieth birthday anniversary of the head of the firm, Ralph S. Mueller.

Guests were taken on a quick tour of the plant to see some of the company's machinery. Through the courtesy of the Brush Development Co. a home model of Sound Mirror, the magnet ribbon recorder, was on display and in operation.

With a total of seventy feeder lines out of order at the height of the recent blizzard, the emergency proved the worth of the radio-telephone system which the Cleveland Electric Illuminating Co. is busy installing in eighty-five vehicles.

When the blizzard hit, only twenty trucks had been equipped but valuable time was saved by their trouble-shooting crews which didn't have to search for telephones to report into the central office in the C.E.I. Building. The radio-equipped trucks were an important factor in the fight against the elements according to W. Earl Rader, C.E.I.'s general superintendent of lines.

A freak accident of the storm occurred at the Curtiss Radio & Sound Service, 7218 Hough avenue. Alone in

the shop, Fred Thurma was talking on the telephone when a newly built twenty foot chimney toppled over and came through the roof. Mr. Thurma suffered minor bruises. —EVELYN BAILING.

Joseph F. Brady Named Hecht Co. Radio Buyer

WASHINGTON, D. C., Friday—Appointment of Joseph F. Brady as radio and washing machine buyer at the Hecht Co. department store, this city, has just been announced by C. B. Dulcan, Sr., vice president and general manager. He replaces Max Fischman, who resigned recently.

Mr. Brady was formerly connected with the R. H. White store in Boston.

Paul D. Aaron Appointed Rep by Inductive Concern

Appointment of Paul D. Aaron, New York City, as manufacturers' representative for the electronic parts lines of the Inductive Equipment Corp., Gettysburg, Pa., manufacturer, is announced.

The Inductive firm manufactures a line of transformers, coils, magnets, rectifiers and high frequency equipment. Mr. Aaron will cover the metropolitan area, Long Island, Westchester, Dutchess and Sullivan counties, and a part of Connecticut.

In addition to this new line, Mr. Aaron is a representative for Minute Man Products, Inc., Advance Electronic Mfg. Co., O. Austin Co., Presto Electric and M. B. Instruments, Inc.

Only **3** *Adjustable*

JFD BALLASTS

REPLACE OVER 3000

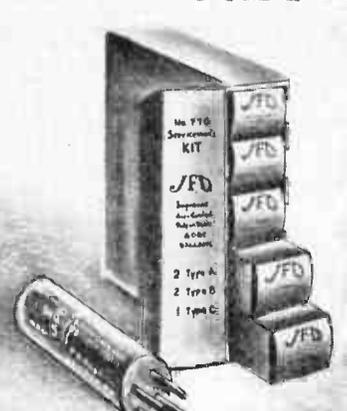
IMPROVED AIR-COOLED

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



SMALL INVESTMENT — BIG TURNOVER

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

SERVICEMEN'S POPULAR KIT

Model 770—Five JFD Adjustable Ballasts in handy package, with replacement manual listing more than 3000 different exact duplicate ballasts which can be replaced.

EVERY SERVICEMAN NEEDS THIS KIT List Price **\$7.50**

J.F.D. MANUFACTURING CO.

4109-4123 FT. HAMILTON PARKWAY, BROOKLYN 19, N. Y.

Ask For Our Prices Before You Buy

- W. W. Resistors
- Rheostats
- Carb. Resistors
- Relays
- Wafer Switches
- Micacs
- Tubulars
- Electrolytics
- Oil-Filled
- Knobs
- Jewel Lights
- Plugs and Jacks
- Line Cords
- Fuses 3 AG ¼ Amp.

Everything for Radio, Television
And Industrial Use.

COMPONENTS SUPPLY COMPANY

168 Washington Street Cortland 7-9627 New York 6, N. Y.

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

LOS ANGELES DISTRIBUTOR OUTLINES PLANS FOR PUTTING SERVICING ON STABLE BASIS

LACK OF COMPETENT HELP DRAWBACK TO BETTER SALES

Suggestion Made That Organizations Be Formed and That Legislation Be Passed to Protect Buyers of Appliances and Radio Receivers — Licensing After State or City Examination One of Proposals.

LOS ANGELES, CALIF., Monday—The large number of service calls necessary in the Los Angeles area and the high prices charged for such service, are matters of much concern to distributors and dealers of this vicinity.

E. J. Bennett, of Bennett's Electronics & Sound says that a service call is necessary on about one out of every ten sets sold on all but a couple of makes of radios. Some sets require three or four calls.

In addition to some faulty construction on the part of manufacturers, Mr. Bennett states that a great deal of trouble is due to inability to secure competent or properly trained men for service departments.

He sees a need for strong, effective servicemen's and dealers associations and legislation that will safeguard the public.

He advocates the following:

Licensing of all service personnel after a State or city examination. This examination would establish fitness by a certain knowledge of necessary principles of repair technique and engineering. Mr. Bennett has found that too many so-called radio technicians, (even those who have received GI training) know too little about actual repair work. In many cases this is an actual hazard to the public as sets that have the U.L. (Underwriters') label as is required in Los Angeles, can be turned into a dangerous fire hazard by unskillful or ignorant repairman.

A minimum amount of test equipment and stock should be required to be carried before an applicant may be licensed. Mr. Bennett suggests about \$500 worth of stock and \$1,500 or \$2,000 for testing equipment in order to service all makes of radios.

Uniform rates for fixed services and minimum flat rates for inspection calls for diagnosis of trouble. Mr. Bennett believes that the establishment of such

a "diagnosis" fee, would eliminate the need of making up on a job that is actually contracted for the time wasted in examining sets on which no order for work is received. For example, if three or four inspection calls are made for every job taken in, the time used on the no-job calls must be figured in on the estimate for the job done. A flat charge of say, \$1, would take care of the time used. Mr. Bennett has the following comments to make:

RADIO: There are plenty of table models available in all makes but the prices are too high for the buying public so they aren't moving fast enough. He believes the market today would warrant a maximum price increase of up to 90 per cent over pre-war prices. Customers are beginning to look for FM when buying, especially in consoles and combinations. Some are even asking for FM in table-model combinations.

TELEVISION: Customers are asking for television sets but Mr. Bennett is not sold on television in its present form and is trying to discourage his radio patrons from buying, as he feels that there will be still further changes in frequencies that will necessitate too many changes later on.

ELECTRIC RANGES: Demand is rapidly increasing and Mr. Bennett predicts that 50 per cent of the total number of ranges sold will be electric, if the prices are right.

WASHING MACHINES: A good field for dealers' attention. The price of automatic washers being as high as it is, there is still a great demand for the non-automatic type.

TRAFFIC ITEMS and REFRIGERATORS are in very short supply, with considerable demand.

In Mr. Bennett's opinion, most of the short supply in radios and appliances is caused by the indiscriminate and too-widespread franchising on the part of distributors. They have not, he believes,

been conscientious in supplying well-established dealers who patronized them before the war. This can be understood when one considers that there are now over 3,500 dealers in Los Angeles, whereas there were about 500 before the war—not counting drugstores and gas stations. Allotments from factories being about the same, the merchandise has had to be spread out pretty thinly.

—S. M. BOOKEE.

Wallraff Appliance Firm Displays Television Sets

IRVINGTON, N. J., Friday—A full window has been given over to the display of television receivers by Wallraff Appliances, of 1224 Springfield avenue, this city. The store features RCA Victor and DuMont sets.

RESISTORS IS OUR BUSINESS

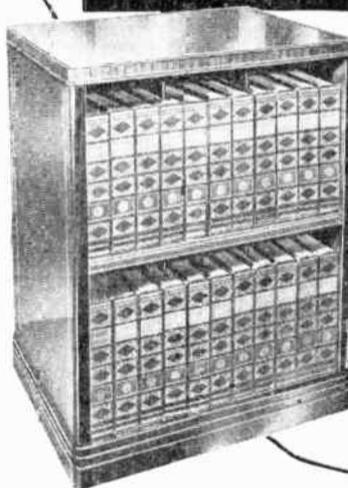
Complete RMA Range
1/2 - 1 - 2 Watt
5%, 10%, 20% Tolerances
IN STOCK AT ALL TIMES

LEGRI S COMPANY, INC.
846-850 Amsterdam Avenue
New York 25, N. Y.

Ask For Our New Price List

JOBBERs: It's a "Line" that draws 'em in!

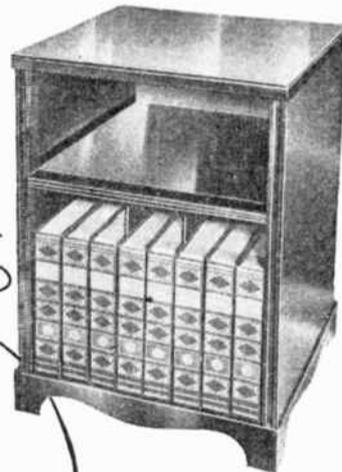
**NOT ONE — NOT TWO
BUT 3 Musagrاند RECORD CABINETS**



MODEL # 50
Holds
22 albums . . .
264 records.
Dimensions:
31 x 18 x 23½

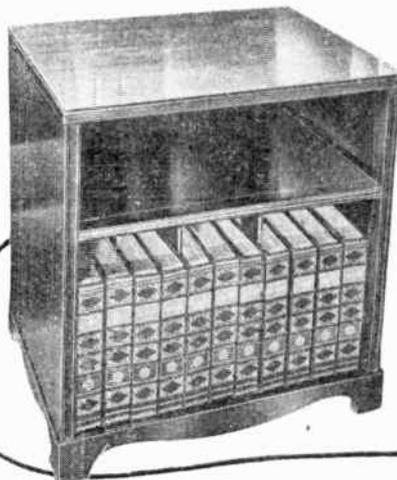
ANOTHER
MUSAGRاند
PRODUCT

**CUSTOMERS GO FOR
THEM, HOOK, SINKER
and the ENTIRE LINE!**



MODEL # 30
Holds 8 albums . . . 96
records. Additional 7"
space for albums, books
or knick-knacks. 25¼ x
18¾ x 18.

- Spacious Top will Hold any Size Table-Model Radio-Phono Comb.
- Walnut and Mahogany Veneers, Superbly Finished.
- Packed in Air-Cushioned Cartons.



MODEL # 40
Holds 11 albums . . .
132 records. Additional
7" space for albums,
books or knick-knacks.
25¼ x 23½ x 18.

JOBBERs:
Protected territory
available. Inquiries
invited. Write to

**MADE BY
EKENROTH CO.**

32 ROSS ST., BROOKLYN, N. Y.

RADIO TUBES

50L6	\$.49
35Z542
12SK744
12SQ747
12SA749

Packed In Bulk
Minimum Order
25 of Each

Coaxial wire RG59U per M. Ft.	\$68.20
300 Ohm Lead-in Wire per M. Ft.	19.80
Shur Television Interceptor Antenna	5.70
Ohm Millimeter for outside Serviceman	19.75

Also Speakers, Volume Controls, Condensers, etc. Send for list.

BROOKS RADIO DISTRIBUTING CORP.

80 VESEY STREET CO 7-2312 NEW YORK 7, N. Y.



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

hallicrafters

The Radio Man's Radio

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

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



EDUCATIONAL CLASSES ON SELLING STARTED BY FIRMS IN DENVER

DENVER, COLO., Saturday—R. E. Williams, manager of the appliance division of the Parker Co., in company with A. H. Brenker and H. R. Storrie, also of the Parker firm, recently returned from attending the Landers, Frary & Clark Universal Show in San Francisco, at which the new 1947 models were exhibited.

Mr. Williams reports that the Parker concern is most encouraged, as from all indications it appears that in the not too distant future the firm will be in position to supply all of its dealers on these new models, although not in large quantities.

"The Parker Co.," Mr. Williams declared, "fully realizing that the selling market is here, has doubled its selling organization and has started an educational program, so that the sales representatives will be fully acquainted with all lines of merchandise we distribute. And in addition to the selling organization, we have included the office and shipping departments in these educational classes, which are held three evenings of each week and also on Saturday afternoons.

"Although this educational program has only recently been inaugurated, the results are already being felt in our various departments, and we find that our employes are handling business transactions more efficiently and with less effort, which results in a better sales job by the representatives and a better service job by the office and shipping departments, which should result in a more satisfactory relationship with our dealers."

C. M. Stafford, Jr., of the Stafford Electronics, reports that the company has a long waiting list for the larger appliances and that it will probably be the last of the year before all back orders are filled. Radios, however, are plentiful and no difficulty experienced in supplying all orders on this item. Waffle irons are coming in slowly.

The store is planning an advertising campaign in the way of door to door contact house-holders in the competitive market which the company is looking toward.

E. R. Harding, manager of LeMoines, said that the present demand is for the larger and more expensive radio sets rather than the small types. Washing machines, refrigerators and electric stoves, he said, are still scarce.

FRANCES CONREY

BENDIX RADIO STARTS BIG DEALER CAMPAIGN

BALTIMORE, MD., Friday—Bendix radio dealers are recipients of a two-color broadside revealing the extensiveness of the current campaign which shouts the theme: "The Best in Radio Is Better With Bendix Radio." Running in conjunction with the full color "prestige campaigning" in class and women's magazines, the former makes a direct appeal to fans of leading radio programs by featuring the stars of the shows with this basic theme.

According to Earl L. Hadley, advertising manager for radio and television, Bendix Radio Division, of this city, an imposing list of general magazines

carries the new Bendix advertisements.

Included in the mail, inspired by the ads, was a congratulatory note written by a leading star, praising both the presentation which featured the star and the product. Fan mail in reverse, evidently.

Further dealer merchandising of the series is to break shortly, Mr. Hadley revealed.

TO EXHIBIT APPLIANCES AT ATLANTA, GA., SHOW

ATLANTA, GA., Friday—Appliance products will be exhibited at the Atlanta National Home Show, to be staged in the Municipal Auditorium, this city, April 5 to 9. The exhibit is sponsored by the Home Builders' Association.

For our 25th Anniversary Sale We Offer
HARD TO GET

RADIO TUBES

If you don't see what you want, ask for it!

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
1A7GT	\$.65	6SA7GT	\$.45
1H5GT	.65	6SG7GT	.50
1L4	.30	6SK7	.45
1N5GT	.65	6SN7GT	.50
1Q5GT	.75	6SQ7GT	.45
1R5	.40	6V6	.55
1T4	.30	7A4	.50
1U5	.40	7AF7	.50
1V	.55	7B6	.50
1Y4	.45	7Q7	.50
3A4	.40	7Y4	.40
3Q5GT	.60	12A8GT	.55
3S4	.40	12AT6	.45
5U4G	.50	12BA6	.45
5Y3GT	.35	12BE6	.45
6A7	.52	12Q7	.45
6A8	.65	12Q7GT	.50
6C6	.50	12SA7GT	.50
6F6	.40	12SK7GT	.50
6F5GT	.50	12SQ7GT	.50
6F6GT	.45	12R7	.50
6J7G	.45	25L6GT	.60
6K6	.50		
		25Z6GT	\$.60
		25Z5	.60
		26	.35
		27	.35
		32L7GT	.85
		35L6GT	.60
		35W4	.40
		35Z5GT	.45
		39/44	.45
		41	.50
		42	.45
		47	.60
		50B5	.60
		50L6GT	.60
		70L7GT	.85
		75	.45
		76	.45
		77	.40
		80	.40
		81	.85
		83	.72
		117L7GT	1.00
		117Z3	.85

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

PETER JACKSON COMPANY

5040 Ravenswood Ave. • LONGbeach 4431 • Chicago 40, Ill.

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"

MYRON J. MORRIS HEADS UST INSTALLATION DEPT.

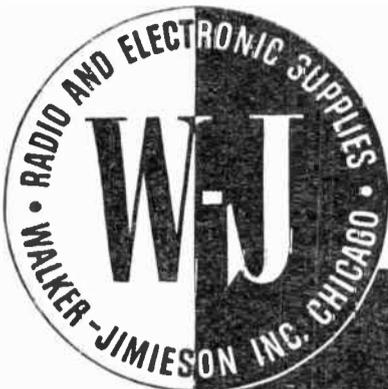
Myron J. Morris has been appointed to head the installation and maintenance department of the United States Television Mfg. Corp., Hamilton Hoge, president, announced last week. Mr. Morris comes from Electronic Corp. of America, where he was service manager.

During the war years, Mr. Morris was an electronic engineering and radar specialist assigned to both the War and Navy Departments, and working in many areas. He has had extensive experience with Philco, having headed service in the New York area for four and a half years prior to the war.

At UST, Mr. Morris will handle the New York and New Jersey divisions, the Philadelphia area, and maintain liaison with service groups in Washington, Albany, Chicago, Detroit, St. Louis and Los Angeles, in all of which areas UST now has projection television set installations.

P I L O T R A D I O

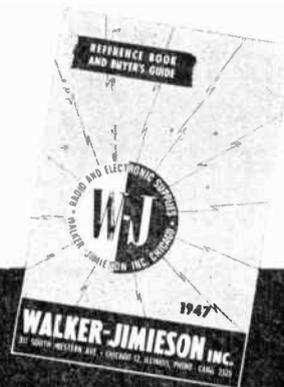
YOUR BEACON TO A BETTER BUSINESS IN BETTER RADIOS



HAVE YOU SEEN OUR NEW BUYER'S GUIDE?

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

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



WALKER-JIMIESON, INC.

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

OBSTACLES TO RAPID DEVELOPMENT OF FM BEING OVERCOME, JOSEPH GERL DECLARES

ADDRESSES ST. LOUIS KIWANIS ON "WHERE IS FM TODAY?"

Urges Greater Co-operation Between Manufacturers of Sets and FM Broadcasters — Suggests Better Programs and Increased Wattages — Says 3,500,000 FM Receivers Will Be Built This Year.

(Continued from Page 8)

manufacturers to produce little more than AM table model radios. This shortage has now been broken—or is well on the way to being broken. The result is that the members of the Radio Manufacturers' Association plan to build 3,500,000 sets with FM bands during 1947.

"Third, there has been some cry that set manufacturers are building only console FM sets, and neglecting table model sets with an FM band. To some extent this is true, although we are already beginning to see some table model FM sets on the market and should see more in the near future. The diffi-

culty here, however, is one due almost entirely to the FM broadcasters.

"By and large, most FM stations today have signals of such small wattage and of such limited radius, that nothing but a large console FM set could begin to reproduce the signal. A table model FM set, with a tube complement suitable to such a set, would give lamentable results—hurting FM rather than emphasizing its advantages. Until the FM stations increase their wattages—as many are slowly doing—we will continue to have lamentable FM reception, and it is the prayer of every radio set manufacturer that the FM broadcasters move as rapidly as possible to their full power output, so that FM reception can be demonstrably better than AM. Of course, the FM broadcasters have been retarded too, by equipment shortages, but I am happy to say that operating wattages are increasingly daily and the weak FM signal should be a thing of the past within a year.

"Fourth, we must keep in mind the FM programs. Today, most FM broadcasts are transcriptions of one kind or another. The Petrillo ban has had a deleterious effect upon FM broadcasting. But whatever the cause, the fact remains that FM program are little other than record shows, and most people with record-changers can easily duplicate such programs themselves by playing their own records on large combinations. A series of recorded shows is no great inducement to prospective buyers of FM. The growth of live FM shows would be a tremendous stimulant to the sale of FM receivers.

"However," concluded Mr. Gerl, "there is every reason to believe that these four obstacles to the FM industry will be overcome this year. As I have indicated, many FM stations are slowly increasing their wattages, rais-

ing their antenna and doing everything possible to augment the strength of their signals. On the manufacturers' part, they are building, and plan to build, many more table model FM sets, and as the FM broadcasting wattages increase, the reception on table model sets should improve to the standard which the public has been told can be achieved through FM.

"Finally, as the audience increases, more and more commercial FM programs, with live talent, will no doubt be used, which in turn should stimulate the sale of additional FM receivers.

"Critics today who see an organized conspiracy to withhold FM from the public are obviously unaware of the facts of the industry. The problems of the FM industry can only be met by the FM broadcasters and manufacturers becoming aware of each other's problems and working together, not sniping at each other."

You won't miss a single important news item if you read RADIO and Television WEEKLY.

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'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.

RETAILERS ANTICIPATE TELEVISION ACTIVITY

WASHINGTON, D. C., Friday—Now that they know what to expect, as the result of the FCC decision on color television, the nation's electrical retailers will actively get behind the promotion of the sale of black and white television sets, it is felt by C. C. Simpson, managing director of the National Electrical Retailers Association.

"We believe that retailers generally welcome the clearing of the atmosphere, and that they may now look forward with confidence to at least four profitable years of selling black and white sets," Mr. Simpson states.

At the same time, the association has advised its members to properly inform themselves of the producers for installing and servicing such equipment.

NERA further advocates to its members that in order to be leaders in their communities, they must keep abreast of all developments in the fields of television and FM radio. Mr. Simpson sees particular value in urging customers to visit retailers' stores for demonstrations, as an advertising attraction.

George Sterling Named New FCC Chief Engineer

WASHINGTON, D. C., Friday — George E. Sterling has been appointed new chief engineer of the Federal Communications Commission to succeed George P. Adair, who resigned last month to open his own office as a radio engineering consultant. The change becomes effective on April 30. Mr. Sterling has been assistant FCC chief engineer since 1942. He entered government service in 1923 as a radio inspector in the Bureau of Navigation.

Shepard Promoted

Elmer W. Shepard has been elected vice president and treasurer of the Graybar Electric Co., it was announced last week by A. H. Nicoll, president. Mr. Shepard has been associated with Graybar for forty-one years.

Emerson

RADIO

Headquarters for Northern Illinois

For Details of the Emerson Dealer Franchise Consult

S. E. SCHULMAN CO.

801 South Wabash Avenue Chicago, Illinois



AMERICAN CONDENSER COMPANY

4410 RAVENSWOOD AVE., CHICAGO 40, ILLINOIS

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



FAYBILL Offers

To Quantity Buyers
Immediate Delivery on

STANDARD TUBES

Receiving Tubes

(R.C.A., Hytron, Sylvania, G.E., etc. Standard Brands). Original cartons, mostly bulk packed.

Type	Quantity	Price
1A7GT	1600	\$.64
1N5GT	2900	.61
1LC6	2900	.95
1LH4	2900	.89
5U4G	1700	.50
6SQ7	3000	.50
6H6GT	1900	.44
6SL7	1690	.68
6J5	2100	.18
7B7	2000	.65
7C5	2100	.65
12SA7	3100	.52
12SK7	2800	.52
12BA6	2000	.45
50B5	4000	.55
50L6	2000	.55
50A5	3000	.75
14A7	2000	.60
14B6	2000	.64
1H5GT	1700	.53
1LA6	3200	1.10
1LN5	3700	.89
3Q5	2600	.74
5Y3GT	2400	.38
6SK7	2100	.56
6AL5	10,000	.40
6SN7	3100	.54
7A7	1600	.62
7Q7	3100	.62
7Y4	2000	.54
12SQ7	2900	.48
12A6	2000	.58
12AT6	2000	.45
35W4	3100	.38
35L6	2000	.55
35Z5	3100	.47
35Y4	3100	.60
14Q7	2000	.60
6J7	3195	.60
6X5GT	900	.54

50 Minimum order per type

Transmitting Tubes

(R.C.A., Hytron, Sylvania, G.E., Standard Brands). J.A.N. Individually boxed.

Type	Quantity	Price
2C26	1000	\$.48
3BP1	100	1.85
5CP1	100	3.00
955	600	.55
2X2/1879	1000	.65
5BP1	400	3.00
954	10,000	.45
956	600	.55

SPECIAL

1626 17,000 \$.40 Bulk

Hundreds of other tubes in stock.

Place your order now.

Are You Overstocked?

Turn your stock into cash. Notify us immediately. We buy all surplus tubes, parts, motors and what have you.

FAYBILL DISTRIBUTING CO.
81 LEONARD ST. NEW YORK, N. Y.
CAAnal 6-9368

Philco Net Income And Volume Soar; Outlook Is Bright

(Continued from Page 3)

dio-phonographs than any other company.

"Philco produced more refrigerators in 1946 than in 1941, even though total output of the industry was considerably smaller. Sales of air conditioning units last year were also considerably greater than in 1941. Production of Philco freezers, although curailed by material shortages, was among the largest in the industry."

Current assets of the corporation totaled \$47,119,000, current liabilities were \$28,724,000 and working capital amounted to \$18,395,000 on December 31, an increase of \$1,314,000 since the end of 1945, according to the report.

"Looking to future developments and the increasing importance of new technology in the radio, television, refrigerator and freezer industries, Philco expanded its research and engineering activities again last year," the report points out. "Expenditures for this purpose totaled approximately \$3,900,000.

"Another important achievement of Philco research has been the design of a new projection-type television receiver. This set provides a 15 x 20 inch picture with four times the brilliance and far greater contrast than any other projection television receiver. It utilizes an entirely new optical system and screen design, developed in the corporation's laboratories, and provides a picture bright enough to be viewed in daylight or with normal room lighting. It is widely regarded as a major advance in the television art."

"Philco will introduce its complete line of direct-view and projection television receivers in the near future," the report adds. "They will provide the clearest and sharpest black-and-white television pictures yet made available to the public."

The company's plant expansion program was well advanced by the end of last year, according to the report. In September, radio-phonograph production was started in the new radio and television manufacturing plant in Philadelphia. Early this year, production of television receivers also got under way there.

"The first refrigerator to be completely manufactured in the large new refrigerator and freezer plant in Philadelphia came off the line in March, 1947.

"Our plants are operating at a high level and orders for Philco products from distributors and dealers continue to increase, even though fears of a recession in general business have been expressed in some quarters," Mr. Balantyne and Mr. Gubb state in discussing the outlook.

"While the present exceptionally high level of activity may not continue indefinitely and competition is certain to become much keener, Philco will have the benefit of the widespread acceptance that its products have earned over the years, its strong nationwide distributing

system, and its comprehensive advertising and sales promotion activities. Beginning in 1947 television should also be of great importance and over the next several years contribute in substantial measure to the corporation's growth."

Company sales last year were divided as follows between the principal products: radio receiving sets, 56 per cent; refrigerators, home freezers and air conditioner units, 25 per cent; storage and dry batteries, parts, tubes, accessories and miscellaneous products, 13 per cent; industrial and government business, 6 per cent.

Philco's distributors now have more than 27,000 franchised dealers, the report states.

Diamond Record Corp. Announces Promotions

On the first anniversary of the Diamond Record Corp., New York, Irvin R. Gwartz, president, announced the following promotions: David Ferber to comptroller; Robert Kerr to general sales manager, and Edgar Burton to promotion director.

From a modest start a year ago, Diamond has grown to a position where the firm serves forty distributors and employes eighty people. The company did a volume of almost four million records. It has twenty artists under contract, among them Jan August, the pianist.

THREE-WAY OPERATED PHONOGRAPH MOTOR IS INTRODUCED BY YALE

A phonograph motor that will operate on AC or DC, 110 or 22 volts, or on a 45 volt battery was introduced here last week by Yale Industries, Inc., 1170 Broadway, New York City.

Robert "Bob" Blumstein, treasurer of the Yale firm revealed that rights for manufacture of the motor would be given to one radio manufacturer and one home recorder manufacturer. As yet no manufacturer has been named. The motors will be sold through exclusive distributors throughout the country.

The motor, which measures 9 inches by 3 inches by 3 inches, will be in full production and available for delivery within eight or ten weeks, Mr. Blumstein stated.

Other executives in the Yale concern that were responsible for the development of this new motor are David Rask, president; and Theodore Rask, secretary.

Sterling, Inc., Takes Over Indiana Appliance Store

Sterling, Inc., through its subsidiary, Pearson Co., Inc., has purchased the Globe Mercantile Co., retail furniture and appliance store in Marion, Ind., it was announced.



"TOASTMASTER"

means

VOLUME and PROFIT

"Toastmaster Times" are here again, and that means quick turnover and big profits for you! With 5,930,000* war brides waiting, TOASTMASTER sales are bound to hit an unprecedented high.

The Leader in Every Consumer Survey!

Recent, impartial surveys show the pre-war preference for TOASTMASTER toasters continuing. 44.9% of all intending buyers say they will purchase TOASTMASTERS — when you get them!

AVAILABLE NOW!

DISTRIBUTED BY EASTERN

*Actual Survey



SEATTLE RETAILERS SEE FM BIG FACTOR IN FUTURE SELLING

PUBLIC ASKS INFORMATION

Survey Shows Many Unaware of Advantages, Maurice Yoes of Northwest Electronics, States.

SEATTLE, WASH., Saturday — "Strictly radio," is the way Maurice Yoes, of Northwest Electronic, speaks of his business. It was almost two years ago that he established the new enterprise. Then it was a post-war project. Now it is a functioning concern that boasts of a \$35,000 service department plus a fluctuating stock of merchandise which varies with shipments received from the factories and distributors.

Automobile radios is the big end of the business and that is why the concern is located in the heart of Seattle's Automobile Row. But home radios play an important part in the operation and they may play a more important part if console sets ever become available in fair quantities.

The firm retails Motorola car sets and the home receivers; Philco, Farnsworth and Packard-Bell. Besides that, it is a distributor for Gon-set products, which feature a high-frequency converter for the pre-war sets that must be adjusted to receive the signals from the new FM station here operated by KRSC.

"FM is still being accepted in this market," reports Mr. Yoes. Conversion is slow. Buyers of new sets can be sold FM if the set is demonstrated. But it is surprising the number of people who

just want a radio. Many don't even know there is an FM station here.

"We intend to specialize in FM as time goes on. This concern is on the ground-floor now and as television arrives we will put out efforts into that field of merchandising and servicing. It promises to be both a big and profitable field."

Northwest Electronics reports that its "ham" department will be expanded as rapidly as possible. "We have found that branch of the business both interesting and lucrative. As a matter of fact, we may go in for distributing parts for some of the leading manufacturers, and hope to make an announcement along that line within a few weeks," Mr. Yoes said.

The company has stressed service as a means of obtaining contacts for new sales. The shop is said to be one of the most modern in the Northwest and it is the boast of Mr. Yoes that if a part can not be obtained on the open market, his staff will make it in his shop.

It is the opinion of the Yoes staff that service leads directly to sales. Besides a heavy patronage of automotive repair shop service men, private car owners use the facility, and as the new merchandise arrives, they prove avid buyers.

"When receiving sets arrive here in sufficient quantities, we intend to expand our advertising in support of the factory programs," reports Mr. Yoes, who contends that console combinations are the much-wanted item at the present time.

—DUD BROWN.

You won't miss a single important news item if you read RADIO and Television WEEKLY.

LARGE BOSTON STORE ANNOUNCES PLAN FOR BUSINESS EXPANSION

(Continued from Page 6)

hostess at their All-Electric Kitchen in the Boylston street building, and is well versed in the field of home economics.

The Electric Institute of Boston announces a "Vacuum Cleaner Clinic" to be held at the N. E. Mutual Hall at 225 Clarendon street, where nearly every vacuum cleaner made will be exhibited and inspirational merchandising topics will be covered by S. V. White, sales manager for Frigidaire Sales Corp.; J. F. Vaughn, district manager of P. A. Geier Co., and J. H. Connolly, N. E. regional manager of Eureka-Williams Corp. The meeting is scheduled to take

place at 7:30 P.M. April 2, 1947.

The Westinghouse Electric Supply Co. on Pearl street is distributing the new "Ampli-Phone" inter-com system, made by Dictograph Products, Inc., said to be leaders in this field. This new model, selling for under \$30, is a two unit, two way system complete with connecting wire and easily understood directions. The sales promotional leaflets graphically explain it's many applications, and additional sales helps make extensive promotions easy. Additional units can be added to make a four-way system. Operated with a battery pack, it's also good for rural communities. Beginning on April 6, an intensive newspaper advertising campaign will commence in outstanding New England newspapers.

—FRANK PRAY.

Yes—anybody who is somebody reads RADIO and Television WEEKLY.

To the Strong, Successful DISTRIBUTING ORGANIZATION

Come, quite naturally, for representation in any given territory — the LEADERS in their line.

In Northeastern's New England territory we are especially proud to act as exclusive distributors for

- ZENITH • THOR • GIBSON
- QUAKER Heaters • ELGIN Kitchen Cabinets
- M-G-M RECORDS
- SCOTT-ATWATER OUTBOARD MOTORS
- BRUSH "Mail-A-Voice" And Soundmirrors
- Etc. Etc. Etc.

NORTHEASTERN DISTRIBUTORS, Inc.

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

CROSLEY

SHELVADOR REFRIGERATORS — RADIOS — KITCHEN CABINETS — SINKS

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

APOLLO DISTRIBUTING CO.

15-17 SHIPMAN STREET Apollo Building NEWARK 2, N. J.

*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.**

GOLDEN GATE CHAPTER OF NEDA MEETS WITH "REPRESENTATIVES" TO DISCUSS FAIR TRADE

WANT PRODUCERS TO REGISTER PRODUCTS UNDER LAW

Speakers Stress Necessity in Order to Continue a Reasonable Profit —
Barrett Expanding Staff to Care for Increased Business — Emerson
Radios Going Over Big Throughout West Coast Area.

SAN FRANCISCO, CALIF., Saturday—The Golden Gate Chapter of the National Electronic Distributors Association entertained the "Representatives" at a dinner meeting this week at Albert's restaurant. The guests attending the meeting were: President of the "Reps," Les Logan, Les Logan Co.; E. C. Nickerson, and Don J. Rudat, Nickerson & Rudat; Russ Hines, of Russ Hines Co.; J. P. Hermans, and Wm. Larson, James P. Hermans Co.; Dick Huber, Huber Sales Agency; Arnold A. Sinai, Elmer Hodges and John Shaw, Hodges & Glomb; Art Hitt, W. C. Hitt Co.; Dean Lewis, Dean Lewis Associates, and Sid Spector, Spector Co.

The hosts present at the affair were: Calvert (Cal) Smoot, president of Golden Gate Chapter, NEDA, and secretary-treasurer of Kaemper-Barrett; Bill Kaemper, and Jim Barrett, president and vice president of Kaemper-Barrett, respectively; Al Styles, secretary-treasurer of the Golden Gate Chapter, and head of Dealers Supply Co.; G. C. Engelman, and E. A. Ruediger, also from Dealers Supply Co.; Cecil C. Roarke, Associated Radio Distributors; Carl

Brown, C. C. Brown Co.; Charles Meyer and Dick Wagner, Leo J. Meyberg Co.; Wave Miller and Robert Walters, Wave Miller & Co.; Ed Tilton, Art Sinclair, Pacific Wholesale Co.; Frank Quement and John E. Schad, Frank Quement Co.; Bob McDermott, Sacto Electric Supply Co.; Eud Hunter, E. C. Wenger Co.; A. Rapoport, C. Cannon, WRESCO, and Vic Zachariah, Zack Radio Supply Co.

Cal Smoot stated that the subject of the evening's discussion was the desirability of the California Fair Trade Act. Members of the Golden Gate Chapter are unanimous in favor of asking manufacturers to register their products under the California Fair Trade Act. According to Cal, the jobbers feel that the parts situation is getting out of hand. He said: "It seems to us that the choice lies between operating under a sound economic system or invite price cutting with its resultant chaotic conditions which will eventually prove detrimental to business and public alike.

In line with the constant expansion program, noticeable throughout the radio and appliance field, Kaemper-Barrett, franchised Admiral distributor for

northern California, is steadily augmenting its staff. The latest newcomer to the organization is R. W. Newell, who had been recently appointed advertising and sales promotion manager. Mr. Newell, though a young man, has had a wealth of experience in advertising. Jim Barrett commented: "We feel very happy having such a capable, energetic manager for our sales promotion and advertising departments."

R. W. Newell is equally pleased with his new position, expressed unstinting admiration for the firm, great confidence in the Admiral line, especially the Admiral Dual-Temp refrigerators, which created a sensation at the recently held dealer meeting and demonstration. Kaemper-Barrett is besieged by dealers whose main concern is to get more Dual-Temp refrigerators.

Generally speaking, the "honeymoon" is over as far as selling table radios is concerned; however, this does not hold true for Emerson radios. Henry Lapkin, Jr., son of Henry Lapkin, head of the Coast Radio Supply Co., Emerson distributor, states that the demand for the entire Emerson line is constantly on the increase, so much so that the back-log of orders keeps piling up. According to Henry, Jr., the Model 536 three-way portable is proving a "sensational" success, especially since the originally announced price of \$49.95 has been reduced to \$39.95.

Other Emerson sets for which the demand is overwhelming, he reports, is the Miniature Miracle Model 540, available in walnut, ivory, red and green cabinets; and the Dual-Purpose radio for the hard of hearing.

—GISELA NEY.

Federal Issues Booklet On Its Selenium Rectifier

NEWARK, N. J., Friday—The Federal Telephone & Radio Corp., of this city, has just published a new booklet on the Federal miniature selenium rectifier, which explains twenty diversified applications for this product.

An insert to the booklet describes the replacement of the rectifier tube in home radio sets with Federal's selenium rectifier and the negative temperature co-efficient resistor.

This latter circuit, which solves the pilot light problem and is claimed to increase the life of all the remaining tubes in the set, is of interest to all engineers, servicemen and amateurs, according to FTR officials. The booklet is available on request.

Jacobs Dividend

DETROIT, MICH., Friday — Directors of the F. L. Jacobs Co., this city, manufacturer of household appliances and automotive parts, have declared the regular quarterly dividend of 62½ cents on the firm's 5 per cent \$50 par value cumulative preferred stock. The dividend is payable on April 30 to holders of record April 15.

TO GATHER THE NEWS FOR YOU—

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

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

BEAUCAIRE Inc.

114 MONROE AVENUE

ROCHESTER 7, N. Y.

Distributor of

- PHILCO Radios - Refrigerators - Freezers
- SPEED QUEEN Washers - Ironers
- CLARK Electric Water Heaters
- GRAND Gas Ranges
- BENDIX Washers - Ironers - Driers
- AMERICAN CENTRAL Kitchens
- EUREKA Vacuum Cleaners - Cordless Irons
- PROCTOR Small Appliances
- SETH THOMAS Clocks

• ZENITH
Radios—Hearing Aids

• DEEPFREEZE
The Original Home Freezer

• GAROD
Lower Connecticut Only

STERN & COMPANY of HARTFORD, Conn.

Distributors of America's Leading Brands of Small Appliances

"STERN'S SELLING SLANTS" mailed on request.

COLUMBIA and OKEH RECORDS

"TODAY'S TOP FRANCHISE"

• THOR
Home Laundry Equipment

• GIBSON
Refrigerators—Ranges

• UNIVERSAL
Vacuum Cleaners & Appliances
Sole State Service Distributors

AEROPPOINT UHF* **Emerald**

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

AERO NEEDLE COMPANY • 615 N. MICHIGAN AVENUE • CHICAGO 11, ILLINOIS

* Ultra High Frequency

**INDUSTRY IN CHICAGO
 MAKES PREPARATIONS
 FOR MAY PARTS SHOW**

ANTICIPATE LARGE CROWDS

Illinois Condenser to Have "Hospitality Room" — Musitron Co. Starts Shipments.

CHICAGO, ILL., Monday — Among the attractions that visitors to the parts show at the Stevens Hotel here in May will find, will be a "hospitality room" at the new Illinois Condenser plant at 1616 North Throop street, Louis Coleman, sales manager, stated. The room will be set up and maintained for the convenience and leisure time of the firm's friends, old and new, and every effort will be made to show them a hospitality that will gladden their time in Chicago. The exhibition is expected to draw large crowds.

This firm moved into its new factory about a year ago, and is now reaping the fruits of modern planning and construction in the making of its products. The plant was designed scientifically for fast, efficient production of condensers, is equipped with the latest machinery, and is air-conditioned throughout.

Mr. Coleman stated that a number of new representatives have been appointed over the country, and this has been reflected in a healthy increase in sales, which are now booming both in domestic channels and for export. Mr. Coleman has just returned from a week spent in New York, where he called on the trade.

New and complete packaging for the entire line of condensers made by the firm is meeting with widespread approval throughout the country, Mr. Coleman stated. He said that specially-de-

signed cartons are now being used, of an attractive type that will look well on dealers' shelves and mean fast turnover in sales volume. In the past a portion of the Illinois Condenser line has been marketed in cartons, but now this form of packaging has been extended to take in the complete line.

The Musitron Co., 223 West Erie street, this week is shipping to dealers the firm's first production of its new hand-wound acoustical phonograph. According to Jerry Rissman, sales manager, advance indications are that this item will prove to be one of the best selling features of the coming Summer, and will assure dealers of a big demand from the public. It will list at \$21.95. Production of a de luxe model of this same phonograph will begin in about three weeks, Mr. Rissman said, to sell at \$24.95.

Heart-warming success has attended the presentation recently of two other phonographs in the Musitron line, stated Mr. Rissman. These are electric phonographs with two-tube amplification, one an open-face model, the other a closed model, both selling at \$24.95. Business as it exists at present, the Musitron official said, and indications for the future, make him highly optimistic, and he can find nothing to worry about as to the general trend in conditions.

The last thirty days have seen a pleasing run of Crosley "Carolton" model 146-CS radio-phonographs come from the factory for delivery to dealers, according to Max Geisler, sales promotion manager for the Harry Alter Co., Crosley distributor here. This is a fourteen tube job, with radio reception on AM, FM and short wave bands. It is housed in a mahogany period cabinet.

Another Crosley item going out to dealers now, said Mr. Geisler, is the table model 56-TZ radio-phonograph.

This set is proving highly popular because of its ability to play intermixed records of both ten and twelve inch variety, handling them without difficulty, no matter how they are stacked on the spindle.

The Alter Co., said Mr. Geisler, is looking forward to production of Crosley video sets, which were shown at the Furniture Mart, this city last January. While he has had no announcement from the factory as to when they will be ready for distribution, he has hopes that early Fall, and possibly the latter part of this Summer, will find them in production.

John Crockett, sales manager of the Merit Coil & Transformer Corp., 4427 North Clark street, has announced the appointment of A. B. (Bud) Fields as his assistant. Prior to coming with the Merit concern, Mr. Fields was with the Thordarson Electric Manufacturing Division of Maguire Industries and with Bell & Howell. Mr. Crockett said that his firm, in common with many others, is feeling the shortage of copper wire, but hopes the situation will ease in the near future rather than get worse, although current reports in copper circles point to no great relief in sight.

—W. D. MORRIS.

**Packard-Bell Announces
 New Tuner Plug-in Unit**

LOS ANGELES, CALIF., Tuesday—Production of a new "plug-in" FM tuner unit was announced by Howard D. Thomas, Jr., executive vice president and general manager of the Packard-Bell Co., of this city. According to Mr. Thomas, the Packard-Bell tuner can adapt any radio to receive frequency modulation broadcasts.

"On radio-phonographs, the phonograph plug is removed and plugged into the phonograph socket on the set," Mr. Thomas said. "On other radios the FM tuner is attached in the same way by first installing an inexpensive phonograph plug and socket in the sets."

In announcing production of the independent tuner unit, Mr. Thomas said: "We believe this new tuner will give the best FM reception possible today."

"When the technological problems of FM have been further settled, FM units will be built into Packard-Bell radios and Phonocords."

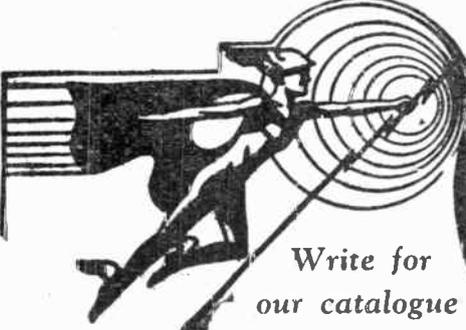
**Television Session Held
 By Lancaster, Pa., Group**

LANCASTER, PA., Friday — The Manufacturers Association's Purchasing Agents Club here held a television meeting at the Radio Corp. of America plant in this city on Tuesday. After touring the plant, the visitors had dinner at the RCA cafeteria.

Later, the officers of the club went upstairs and presented their reports in a television booth while the members remained at their seats and watched the proceedings on the screen. Arthur Abel, club president, presided.

**Westinghouse to Build
 Plant in Richmond, Ky.**

BLOOMFIELD, N. J., Thursday—The Westinghouse Electric Corp. will erect a new plant in Richmond, Ky. for the manufacture of miniature lamps for radio panels, Christmas trees, automobiles and flashlights, it was announced here today. It will be a one-story "L" shaped factory.



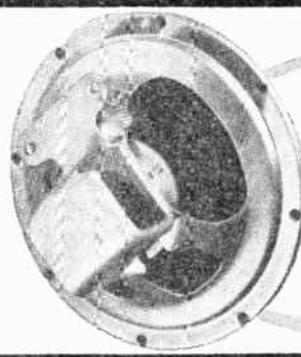
Write for our catalogue

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



Peerless
RADIO DISTRIBUTORS

**AN ETHICAL
DISTRIBUTOR**

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

Radio in all its phases
TUBES • CONDENSERS • RESISTORS • PUBLIC ADDRESS
SYSTEMS AND PARTS • MICROPHONES • CHANGERS
• PICKUPS • PHONO MOTORS • LINE CORDS, ETC.

CLASSIFIED SECTION

— Advertisements in This Section Are Payable in Advance —

CLASSIFIED RATES

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

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

DISPLAY: Sixty Cents Per Line

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: 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.

RADIO and APPLIANCE SERVICE-MEN available for immediate employment, any location. Well qualified. Recently completed eight (8) months' intensive training. Address E. E. Hinkel, CENTRAL RADIO AND TELEVISION SCHOOLS, INC., 1644 Wyandotte St., Kansas City 8, Mo.

TWO TONE BIRCH BASES for Detrola Record Changers, \$2.00; Walnut Wood Veneer Cabinets with lid for Radio and Detrola Changer, \$10. Carnegie Radio Co., 3133 Carnegie Ave., Cleveland 15, Ohio.

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

FOR SALE
SURPLUS RADIO
TRANSMITTER PARTS
AND HARDWARE
WRITE FOR LIST
WILCOX-GAY CORPORATION
CHARLOTTE, MICHIGAN

WANTED — Salesmen now calling on Radio, Music and Automobile Supply stores to sell nationally-known line of portable and home radios. Call Worth 2-3645.

RADIO SALESMAN — A New Table, for all makes of Table Model Television Sets, is now being marketed very successfully. Can be handled with another line. Give full details in first letter to Ellis Mfg. Co., 130 West Third St., New York.

THREADED BRASS ROD—2 ft., 3 ft. or 6 ft. lengths. Sizes 4-40, 5-40, 6-40 —8c per ft. Sizes 6-32, 8-32—7c per ft. F. O. B. New York, N. Y. Immediate delivery — any quantity. Also headless slotted screws cut to length. MAGNA-METAL PRODUCTS CO., 70 E. 45th St., New York, N. Y.

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.

NATIONALLY-KNOWN manufacturer of radio receivers seeking sales representatives for Michigan, Ohio, North and South Dakota, and other areas. Please write qualifications to Box No. 837, RADIO and Television WEEKLY.

IMMEDIATE DELIVERY
NEW LOW PRICES!
AC LINE CORDS FROM \$96
PER 1000 UP.
AC UNDERWRITERS APPROVED
LINE CORDS TINNED AND
HANKED WITH PLASTIC
OR RUBBER CAPS.
INQUIRE FOR PRICES.
BRUCE ELECTRONICS CO.
1478 CONEY ISLAND AVE.,
BROOKLYN, N. Y.
NAVARRE 8-7378.

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.

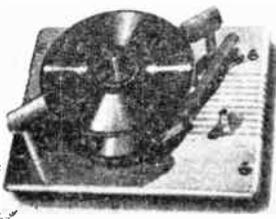
FRANCHISES open for experienced Television Service Men. Manufacturer of nationally distributed television kit wishes to line up service centers in various television areas. Applicants must have extensive television service experience and suitable equipment for lining up television receivers. Those selected will receive servicing franchise and will be advertised as a service center for servicing this kit. Transvision, Inc., Dept. RW, 385 North Ave., New Rochelle, N. Y.

FOR SALE — Established Radio Parts Business in a beautiful Western city. Gross sales approx. \$100,000.00 annually. Best nationally advertised lines. Will sell for inventory plus \$10,000.00. Address Box 838, RADIO and Television WEEKLY.

TUBES FOR SALE
2500 25L6 R.C.A. .69
2500 25Z6 R.C.A. .59
And many others at
cut prices
PAUL'S RADIO ACCESSORIES
4125 Drexel Boulevard
Chicago 15, Ill.

53 TUBES URGENTLY NEEDED
Write or wire collect: quantity, manufacturer, and price, to Wheelco Instruments Co., 847 W. Harrison St., Chicago 7, Ill.

FOR SALE — MAGUIRE



2 Post Automatic Record Changers with Automatic Stop \$10.95 F.O.B. New York
Greater City Radio Corp.
351 FOURTH AVE. NEW YORK

LARGE ATTENDANCE EXPECTED AT SHOW

(Continued from Page 3)

City, Mo.; Wm. O. Schoning, Lukko Sales Corp., Chicago; C. C. Brown, C. C. Brown Co., San Francisco; H. B. Bennett, Radio Supply Co., Norfolk, Va.; Ralph Walker, Walker-Jimieson Co., Chicago, and C. M. Brown, Radio Parts Co., Milwaukee, Wis.

Exhibitors have been urged to set up booths on Sunday, May 11, although the Exhibition Hall will be formally opened at 10 A. M. on Tuesday, May 13.

Since exhibitors at this year's show will be interested in new business and will be in a position to make deliveries — which was not the case a year ago — members of the industry point out that the forthcoming exhibit will in reality be one at which manufacturers will be on the lookout for sales.

FRED WILLIAMS DEAD; WAS PHILCO OFFICIAL

(Continued from Page 3)

tors will attend funeral services to be held at 3 P. M. on Wednesday in the Charles M. Stuard & Son parlors, 104 Cricket avenue, Ardmore, Pa. Burial will be at his former home in Henry, Ill., probably on April 7.

Mr. Williams is survived by a widow, whom he married last December; one daughter, Jane; and four sons, Allen, Robert, Paul and Fred, Jr. The latter is associated with the Galvin Manufacturing Corp., Chicago.

You won't miss a single important news item if you read RADIO and Television WEEKLY.

SPECIAL — HYTRON TUBES
Packed 100 to a Carton

- 1200 35 L6
- 400 12 SA7
- 400 12 SQ7
- 400 12 SK7

\$950.00 for entire lot
ACT NOW! Contact:
MR. STONE
20 Murray St., New York, N. Y.
ORtlandt 7-1828

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 1916

A Trade Directory Of
Leading Firms In
These Fields

Radio-Television Manufacturers

Admiral Corp. Chicago, Ill.
Air King Radio Brooklyn, N. Y.
Ansley Radio Corp. Trenton, N. J.
Apex Radio Corp. New York, N. Y.
Automatic Radio Mfg. Co. Boston, Mass.
Aviola Radio Corp. Phoenix, Ariz.
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
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.
Philo Corp. Philadelphia, Pa.
Pilot Radio Corp. Long Island City, N. Y.
RCA Victor Division, RCA Camden, N. J.
Regal Electronics Corp. New York, N. Y.
Sentinel Radio Corp. Evanston, Ill.
Sonora Radio & Television Corp. Chicago, Ill.
Sparks-Withington Co. Jackson, Mich.
Stewart-Warner Corp. Chicago, Ill.
Stromberg-Carlson Co. Rochester, N. Y.
Symphonic Radio & Elec. Corp. Cambridge, Mass.
Tele-Tone Radio Co. New York, N. Y.
Televox, Inc. Mt. Vernon, N. Y.
Telicon Corp. New York, N. Y.
Templetone Radio Mfg. Corp. New London, Conn.
Trav-Ler Radio Corp. Chicago, Ill.
U. S. Television Mfg. Corp. New York, N. Y.
Viewtone Telev. & Radio Corp. Brooklyn, N. Y.
Warwick Mfg. Corp. Chicago, Ill.
Westinghouse Electric Corp. Sunbury, Pa.
Wilcox-Gay Corp. Charlotte, Mich.
Zenith Radio Corp. Chicago, Ill.

Appliance Manufacturers

Admiral Corp. Chicago, Ill.
Crosley Corp., The Cincinnati, Ohio
Gibson Refrigerator Co. Greenville, Mich.
General Die & Stamping Co. New York, N. Y.
Jacobs Co., F. L. Detroit, Mich.
Noblitt-Sparks Industries, Inc. Columbus, Ind.
Philo 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.
Philo Corp. Philadelphia, Pa.
Raytheon Mfg. Co. Waltham, Mass.
RCA Victor Division, RCA Camden, N. J.
Stromberg-Carlson Co. Rochester, N. Y.

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.
Davidson Mfg. Co. Eatonton, Ga.
Decca Records, Inc. New York, N. Y.
Disc Co. of America New York, N. Y.
Duosonic-New York Bronx 55, N. Y.
Duo-tone Co. New York, N. Y.
Dyravox 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.
Mustroon Co. Chicago, Ill.
Peerless Album Co., Inc. New York, N. Y.
Permo, Inc. Chicago, Ill.
Presto Recording Corp. New York, N. Y.
RCA Victor Division, RCA Camden, N. J.
Recordisc Corp. New York, N. Y.
Reetone 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-Phono Co. Chicago, Ill.
Tempe Record Co. of America Hollywood Calif.
E. Tomam & Co. Chicago 8, Ill.
Tone Products Corp. of America New York, N. Y.
Universal Microphone Co. Inglewood, Calif.
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.
Hyron 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.
Philo 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.
Aeronic, Inc. New York, N. Y.
Aerovox Corp. New Bedford, Mass.
American Condenser Co. Chicago, Ill.
Astatic Corp. Conneaut, Ohio
Camburn, Inc. Woodside, N. Y.
Coronet Electric Co. Chicago, Ill.
Dumont Electric Co. New York, N. Y.
DX Radio Products Co. Chicago, Ill.
Electro Motive Mfg. Co. Willimantic, Conn.
Electro Products Labs. Chicago, Ill.
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.
Philo Corp. Philadelphia, Pa.
Precision 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. 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.
Electronic Distributing Co. Miami, Fla.
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, 923 Broadway, New York, N. Y.
Gross Distributors, Inc. New York, N. Y.
Grossman Radio & Elec. Co. New York 6, N. Y.
Hedco Distributors, Inc. Chicago 40, Ill.
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
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.
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

Stewart-Warner



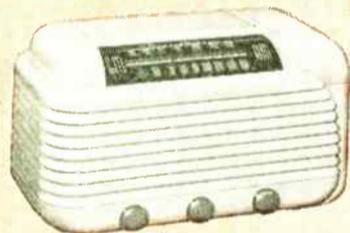
Strobo-Sonic Tone

Tone so faithful you can understand each word, distinguish every instrument, hear music in its true dimensions . . . real as life and picture-clear.



MUSIDORA

FM-AM Console Radio-Phonograph
All FM and standard AM broadcasts. New automatic intermix changer mixes both 10-in. and 12-in. records. Two album compartments. AM push-button tuning. Two built-in antennae. Smooth AC operation for full-cycle tonal range. Rectifier plus 3 tubes, inverse feed-back, RF stage both bands. Handsome mahogany styling.



BALLADEER FM-AM TABLE RADIOS

Here's genuine FM *plus* AM performance in new table models suited for every room in the house. Everything on the air . . . for kitchen, bedroom, study, recreation room, living room.
Seven tubes plus rectifier, PM dynamic speaker, AC-DC.
FOUR MODELS—Ivory plastic (shown above), walnut plastic, desert-tan wood and walnut wood (below).



The littlest BIG radio
you'll find anywhere!



AIR PAL

Smaller than a phone—plays like a console!

Stewart-Warner Air Pal is a full-power AC-DC set that performs brilliantly *anywhere* you plug it in . . . trains, planes, ships, hotels, offices, and every room in the house.

Not a toy that annoys customers with tiny tone. It has a pack of power and performance inside!

LOOK AT ALL THESE FEATURES!

Air Pal has vernier planetary tuning, 4 tubes plus rectifier, built-in Radair Antenna, PM dynamic speaker, accurate slide-rule dial, complete AM band.

It's a "radio console" in a jewel case! Air Pal slips easily into a brief case or a handbag, and is ready with full-voiced radio power the minute you plug it in.

THREE STUNNING CABINETS!

Air Pal's supersmart plastic design comes in three colors . . . gleaming ivory, rich walnut, and a night-black beauty in ebony.

No Stewart-Warner dealer has ever had a set that packs so much punch . . . in performance and in sales appeal . . . as Air Pal. Just let them *listen* to it!

VIDEORAMA Direct-View TELEVISION

Stewart-Warner has put 23 years of electronics experience into this beautiful "radio theater." All 13 telecast bands with genuine FM sound, plus all standard broadcasts. Big bright pictures under living-room lights. The finest custom-built cabinets in modern and Georgian styling.



A Model for Every Purpose—a Radio for Every Room

Stewart-Warner

AM Radios FM

Radio-phonographs • Television

CHICAGO 14, ILLINOIS

