

# RADIO AND TELEVISION

ELECTRONIC NEWS

# WEEKLY

NEW YORK, WEDNESDAY, APRIL 16, 1947



## Authoritativeness...the fountainhead of tube information is RCA



Throughout the radio and electronic worlds, the RCA symbol on a tube publication has become synonymous with the latest in tube development, accurate data, unquestioned *authoritativeness*.

RCA tube publications are standard reference works wherever tube information is needed . . . in the laboratory . . . in industry . . . in the shop . . . at the counter. They have had an important part in spreading the popularity of RCA tubes.

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**THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA**



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**RADIO CORPORATION of AMERICA**

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## Three Executives In New Positions At RCA—Camden

DISCLOSED BY F. M. FOLSOM

**John G. Wilson Is Appointed Vice President and General Manager — Fred D. Wilson and Joseph H. McConnell Also Elevated.**

CAMDEN, N. J., Thursday—John G. Wilson, operating vice president of the RCA Victor Division of Radio Corp. of America for the past three years, has been appointed vice president and general manager, it was announced yesterday by Frank M. Folsom, executive vice president in charge of the RCA Victor Division.

Mr. Folsom also announced the appointments of Fred D. Wilson as vice president in charge of operations and Joseph H. McConnell as vice president in charge of law and finance.

J. G. Wilson has been with the RCA Victor Division since 1944. Previous to joining the RCA organization, he was executive vice president of the United Wall Paper Co., and prior to that he was vice president and general manager of Goldblatt Bros., a department store chain with headquarters in Chicago. He was assistant comptroller of Montgomery Ward & Co. before joining the Goldblatt firm.

F. D. Wilson, vice president in charge of personnel since 1946, joined the RCA organization in 1936 as a district manager at Minneapolis and in the same year he was moved to Cleveland, then later to Chicago where he became re-

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# RADIO INDUSTRY WILL MAKE 2 MILLION FM SETS THIS YEAR

## EMERSON REDUCES PRICES \$3 TO \$20 ON 9 RADIO SETS

Retail price reductions ranging from three to twenty dollars on nine radio and phonoradio models previously selling above thirty dollars, were announced by the Emerson Radio and Phonograph Corp., New York. The move is expected to help bring component and production costs and retail prices to levels which, according to Mr. Benjamin Abrams, president of the company, "will be more consistent with the economic needs now confronting the consumer, the trade and the country as a whole." Although no price reductions are anticipated on receivers in the thirty-dollar-and-under categories this year, and executives of the Emerson company state that the present move is being made largely in anticipation of the cooperation of raw material producers, it is expected that the consumer market will be greatly widened as a result of the venture.

In his announcement on Monday to distributors who came to New York for conferences on the concern's policy, and in a memorandum to be sent to thirty thousand dealers, Mr. Abrams said that the decision to bring down costs and retail prices by every means possible, was made in the face of unprecedented trade and consumer demand for Emer-

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## General Electric Buys Interest in Illinois Cabinet

ACQUIRES 50% OF CONCERN  
Consumption of Transaction Announced by O. M. Lindgren — Firm Large Producer of Radio Cabinets — No Policy Changes.

ROCKFORD, ILL., Thursday — The General Electric Co. has purchased a 50 per cent interest in the Illinois Cabinet Co., this city, it was announced this week by Oscar M. Lindgren, president of the local firm. The purchase was made in behalf of the G-E Electronics Department, Syracuse, N. Y.

Under the new set-up, Mr. Lindgren and his wife, Sylvia, each own 500 shares of stock in the cabinet company, and 1,000 shares are owned by the General Electric Co. This constitutes all the outstanding stock.

Mr. Lindgren has been with the firm for twenty-four years and has managed the company since 1935. Operations of the company will continue on the same basis as before, Mr. Lindgren said. "It will be strictly contract, specializing in the manufacture of radio cabinets, television and phonograph combination cabinets, table combination cabinets and midget type radio cabinets, all of wood."

Present policies will be continued with Mr. Lindgren in charge of management and sales. He will also continue as president and general manager; Stanley C. Skoog as vice president and works manager; Fanny M. Norell as secretary and assistant treasurer, and Robert E. Lee, treasurer. R. J. Bahr, purchasing agent of the G-E Electronics Department, and E. L. Hulse, comptroller of the G-E Electronics Department, have been elected to the board of directors.

## FM Hearing Called For May 8 by FCC

WASHINGTON, D. C., Friday—The Federal Communications Commission has called a public hearing for May 8 and 9 to discuss proposed changes in allocations, rules and engineering standards for FM broadcasting stations, it was announced today.

The Commission said the changes to be discussed would improve the performance of FM receivers now in use.

## Poor Receivers To Harm Trade

COMPLETE RMA SURVEY  
Figures Range From 1,800,000 to 2,600,000 Sets — Manufacturers Have Faith in FM Radio Development.

WASHINGTON, D. C., Thursday—On the basis of an FM production survey just completed by a special committee of the Radio Manufacturers' Association, this year's output of FM receivers is estimated to run between 1,800,000 and 2,100,000, it was announced this week.

The study conducted by a committee appointed by R. C. Cosgrove, of Crosley, president of RMA, indicated that the industry planned to turn out approximately 2,600,000 sets with FM facilities in 1947, with a majority of these being AM-FM consoles. However, the committee, which was asked to make a "realistic" report on the outlook, took a more cautious view, after a thorough analysis of all factors. The lowered estimate was made because of anticipated production difficulties.

The RMA committee, which presented its report at a meeting with a committee of the FM Association at the Statler Hotel, here, on Tuesday, said it is "most encouraged" by the 1947 outlook for FM set and transmitter production, but warned that the growth of this new broadcasting service will be

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## Executive Changes At Lyon & Healy

CHICAGO, ILL., Friday — Lyon & Healy, Inc., this city, operator of a chain of quality radio-music shops, has just announced several changes in its executive personnel.

G. W. Ward, manager of the radio, phonograph and furniture division, has also been assigned to duties as manager of the record division.

Donald E. Broman has been made assistant manager of the radio and phonograph division in Lyon & Healy's main outlet; Harry N. Kennard has been advanced to the position of general manager of all the branch stores, and W. J. Parks as manager of the band instrument, violin and harp division.

## Retailers Watch Reaction To Move to Lower Prices

The radio and appliance industry has been keeping a close watch on the current campaign, launched by President Truman and backed by several large retail organizations aimed at reducing prices of virtually all merchandise as a means of maintaining production and sales at all levels.

The President and his advisors insist that the way to avert inflation and to maintain the nation's economy is by lowering prices and thereby stimulating sales. They point out that there is at present considerable resistance to current prices.

A number of department store executives have urged a reduction of prices all along the line, while other groups have urged a lowering of profit mark-ups. Radio and appliance prices have been singled out, as have prices of other types of merchandise, as being too high. A lowering of prices, in general, many retailers have insisted, would at-

tract buyers' to stores and move inventories that are now piled up.

Henry Modell, head of a New York chain of retail stores handling radios, records and appliances, has announced that he had notified President Truman that he is prepared to make a test case of anti-trust laws which prohibit concerted action of business men in reducing prices. Mr. Modell said he had told the President in a telegram that his company has sent an appeal to scores of other merchants of good faith asking that joint action in reducing prices be instituted at once.

"I am willing to let final judgment of my action rest with public opinion," Mr. Modell declared. "Will it be spiraling prices and the inevitable plagues of buyers' strikes, business failures and widespread unemployment? Or will it be fair pricing and the rewards of crowded stores, thriving businesses, maximum employment?"

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## FIELD REPRESENTATIVE

Beaver Dam, Wis.: Bert Reichert; Bethlehem, Pa.: George Statler; Birmingham, Ala.: S. A. Maxwell; Boston, Mass.: Frank Pray; Bristow, Okla.: Ernest W. Fair; Chicago, Ill.: W. D. Morris; Cleveland, Ohio: Evelyn Bailing; Denver, Col.: Frances Conroy; Detroit, Mich.: Lon Allison; Hartford, Conn.: John A. Cox; Kansas City, Mo.: Elsie Wright; Los Angeles, Calif.: S. M. Bookey; Memphis, Tenn.: Clyde Grissam; Minneapolis, Minn.: Jacob L. Weinberg; New Orleans, La.: R. W. Hartshorn; New York, N. Y.: Richard Felix; Philadelphia, Pa.: Sol Sherman; Pittsburgh, Pa.: E. M. Marks; San Francisco, Calif.: Gisela Ney; Seattle, Wash.: Dud Brown; Spartanburg, S. C.: L. D. Bray; St. Petersburg, Fla.: Joseph Lawren; Toledo, Ohio: John M. Schlachter; Toronto, Ontario, Canada: William Freeman.

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## FM Outlook

An exhaustive survey of FM production plans conducted by a special RMA committee has resulted in a conservative estimate indicating that from 1,800,000 to 2,100,000 receivers with FM facilities will be manufactured during 1947. This figure was arrived at despite the fact that the set manufacturers themselves had indicated that they were planning to produce 2,600,000 FM radio sets this year.

However, the industry committee, whose task it has been to present a realistic report on the outlook, took a more cautious view after a thorough analysis of all factors, and came up with the lower estimate because of anticipated production difficulties.

But even with an estimated production of somewhere around 2,000,000 sets, it is apparent that FM is definitely on its way to becoming an important national service, and at the same time, the sale of FM receivers will play a vital role in the industry's program to sell more better-type, higher-priced instruments. This movement does not in any way conflict with the present drive launched by several large department store heads with the support of President Truman and others, and aimed at achieving lower prices on all types of merchandise in order to prevent an inflationary spiral. But selling FM is a means of lifting the general price level of radios, since FM receivers sell for considerably more than straight AM sets.

Another fact revealed in the FM report is that transmitter manufacturers estimate delivery of more than 700 FM transmitters by the end of this year. The expansion of FM broadcasting to new areas and the open-

ing of new stations in sections already being served by FM transmitters has been a paramount need for the further development of this new type of radio service. Manufacturers of sets have been reluctant to produce FM receiving sets because of the fact that sales were restricted to the limited number of areas now served with FM stations. With the opening of more transmitters, greater quantities of radio sets will be produced and shipped into these areas.

As the report points out, "radio manufacturers, as well as distributors and dealers, are just as anxious to sell FM sets as are the FM broadcasters to build up listening audiences," and adds that "publicity by some FM broadcasters advising listeners not to buy a radio set unless it has an FM band is not constructive but destructive to FM."

The report also makes it clear that "it is very natural and realistic that an added service of the nature of FM should be first presented and applied to sets of the more expensive class, inasmuch as this class of merchandise can most readily absorb the increased cost without greatly affecting the retail price. As the state of the art progresses, engineering and production savings will be applied to an increasing number of chassis to be offered to the public in lower-priced merchandise. When this happens, great production quantities of FM radios will become available. As of today, we have not as yet reached that point—but we are bending our efforts in that direction and are most hopeful for the future."

Cheap FM sets at this time would be a mistake, in the opinion of the committee, "because any such set would necessarily be low in sensitivity and have poor selectivity in relation to established standards of FM. Such performance would do irreparable harm to FM before it had a chance to prove itself as a service."

The actual production estimates submitted by the manufacturers indicate that table model AM-FM sets priced to retail over \$50 and AM-FM console models with phonograph will comprise about 90 per cent of the FM output this year.

The radio industry's greatest need, ever since the early 1930's, has been to discover a sound means of lifting the average unit price per set sold. Achieving quantity production has never been a real problem, except during the reconversion period, while parts continued scarce and the labor shortage was extremely critical. The problem has been to lift the average level of prices up from the smallest and lowest-priced table models to better quality receivers and combinations. The nation-wide development of FM will go a long way towards achieving this goal.

To achieve and maintain prosperity, the industry must never revert to its pre-war price levels, and to an average price of \$18 per set — at manufacturers' level — the low figure reached shortly before the outbreak of war.

## A Dealer Complains

A veteran radio dealer in New York City, whose phonograph record volume runs into substantial figures, has some fault to find with the record business.

His record turnover, he reveals, is only about two times a year, whereas it should turn over four times a year. This is the principal cause for his complaint.

"After being in the record business for many years, we continue to buy more records than we sell, thereby constantly increasing our inventories," he asserted. He placed the blame on the record manufacturers who continue to release far too many slow-selling discs. He points to the steady stream of recorded poetry and other such pressings, which he insists rarely afford a profit to a dealer but merely add to his inventory.

On the other hand, a shortage continues on many fast-selling recordings in classical albums and popular numbers. He suggests a more careful analysis of the market and of titles selected for release as a means of increasing sales and easing the inventory load of the dealers.

"But, don't get me wrong; I'm sold on the record business," he concludes.

Manufacturers would do well to heed the suggestions of dealers, especially those retailers who have been through the mill as record merchandisers. The dealers are on the firing line. They know the needs of consumers, who in the final analysis either make a record a success or a failure. The man at the point of sale (dealer) is also the man who can detect public trends. His recommendations are important.

## LETTERS

DAVEGA STORES CORP.

76 Ninth Avenue

New York 11, N. Y.

April 9, 1947

Editor,  
RADIO and Television WEEKLY  
Dear Sir:

On Page 14 of your April 9 issue, I note that Mr. C. E. Richardson (of the Clark Music Co., Syracuse, N. Y.) has got his "whatsthis" in an uproar because radios are called "sets."

What's eatin' on this guy, anyhow? Radio sets are called such by custom and usage down through the years and why does he think this is undignified? In this period when everybody is so busy trying to "knock off" a much needed sale of a radio set, who's going to stop and speak grandiosely of a "radio receiver?" And, what's the matter with the word "set" anyhow?

Did Mr. Richardson ever see a beautiful "set" of teeth? (true or false.) What's the matter with the beautiful sunset, especially if it sets on a good day's business? Doesn't he think that Jane Russell is well "set" up? And besides, business being what it is these days, I feel sure that any radio dealer will tell Mr. Richardson that the radio sets in his stock are settin' on his floor until he's sick of looking at them. In view of all this, I don't think that the word "set" is such a misnomer.

I would go into this matter in greater detail, but a salesman just walked into my office who wishes to sell me some \$150 "sets" for \$11.50 and therefore, I must reluctantly bring this to a conclusion.

I only hope that Mr. Richardson is settin' pretty in Syracuse.

Yours very sincerely,  
Jules Smith  
Vice President

## PRELIMINARY PLANS ANNOUNCED BY RMA FOR '47 CONVENTION

IN CHICAGO, JUNE 10 TO 12

**New President Will Be Elected to Succeed R. C. Cosgrove, Who Is Retiring After Three Years as Head of RMA.**

WASHINGTON, D. C., Friday—Preliminary plans for the twenty-third annual convention of the Radio Manufacturers Association, to be held June 10 to 12 at the Stevens Hotel, Chicago, have been completed by the RMA convention committee, headed by Leslie F. Muter, president of The Muter Co., Chicago.

All RMA divisions and major committees will meet during the three-day Chicago session, and new officers and some new directors will be elected. A large industry banquet, the first since 1941, will conclude the meetings on Thursday, June 12.

Chairman Charles R. Denny, of the FCC, has conditionally accepted an invitation to address the RMA members at a luncheon on June 12 providing his attendance at the International Telecommunications Conference at Atlantic City does not interfere.

Prominent industry and government officials will be invited to the industry banquet, and a nationally known speaker is expected to be announced shortly. R. C. Cosgrove, of Crosley, who is retiring after three years as RMA president, will preside at the association's membership luncheon and meeting of the retiring board of directors. Following election of new officers and directors, the new board will convene.

Divisions which will hold meetings during the convention and their chairmen are: Set Division, Paul V. Galvin, of Galvin Manufacturing Corp.; Tube Division, M. F. Balcom, of Sylvania Electric Products Inc.; Transmitter Division, S. P. Taylor, Western Electric Co.; and the Amplifier & Sound Equipment Division, H. W. Bennett, General Electric Co.

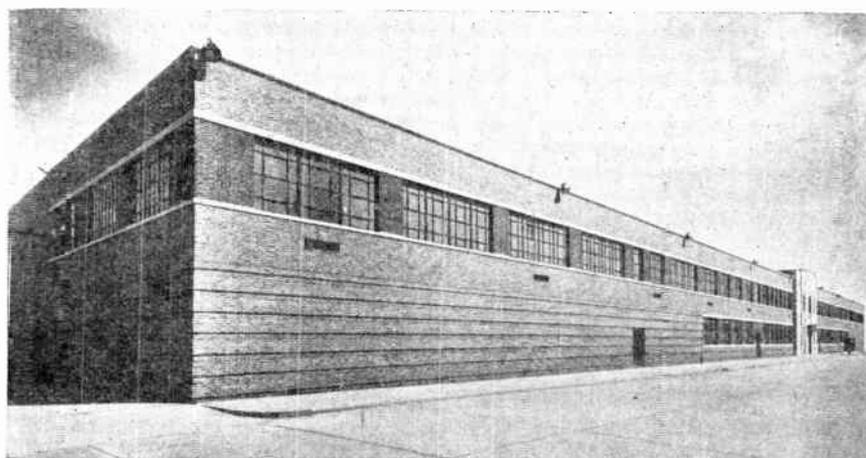
The annual RMA convention golf tournament will conclude the events on Friday, June 13, at the Calumet Country Club.

## Ralph Berson Visiting Trade For Continental

Ralph Berson, publicity director and sales distribution representative of the Continental Record Co., New York City, left this week on a tour of Connecticut during which he expected to contact dealers and promote the sale of Continental record through tie-ups with disc jockeys in that State. This tour of Connecticut is the first of many trips that will take Mr. Berson throughout the United States.

The recently signed Paul-Jeffrey firm in Syracuse which took on distribution of the Continental disc line, has named Frank Hamilton head of the record department, Mr. Berson reported.

## Where Federal Radio Sets Are Made . . . .



**PRODUCTION IS NOW UNDER WAY** on home radios at the recently acquired plant of the Federal Telephone & Radio Corp. in Harrison, N. J. Comprising 250,000 sq. ft. of floor space, this factory is the new home of the FTR Consumer Products Division. Eventually, radio production will be joined by numerous home appliances slated for manufacture by Federal.

## McDONOUGH AND DRAY IN OFFICIAL POSITIONS WITH COLONIAL RADIO

BUFFALO, N. Y., Thursday—The appointment of John K. McDonough as assistant to the vice president in charge of operations and James H. Dray as director of purchases for Colonial Radio Corp., of this city, a wholly-owned subsidiary of Sylvania Electric Products, Inc., was announced this week by Louis H. Kimball, vice president in charge of Colonial operations.

Mr. McDonough will assist in the direction and coordination of planning and scheduling for customers, the engineering division, and the production control and purchasing departments. He joined the Colonial staff in December, 1942 as a member of the contract sales department. In 1943 he organized Colonial's contract sales department, later being transferred to the purchasing department where he became director of purchases early in 1946. He is a graduate of the University of Buffalo and was admitted to the bar in 1930.

Mr. Dray joined the staff of Sylvania Electric at Ipswich, Mass., in 1942 where he served as purchasing agent for wartime proximity fuze production and as manager of purchasing and assistant to the general manager of Sylvania's fixture division. He is a member of the National Association of Purchasing Agents and the American Society of Tool Engineers.

## Emerson Radio Adds Two To New York Sales Force

Emerson Radio-New York today appointed Clarence H. Schimpf and Henry Rustin as sales representatives, according to an announcement by Ira Kaplan, sales manager.

Mr. Schimpf will call on the radio trade in Nassau and Suffolk counties. Prior to joining Emerson Radio, Mr. Schimpf operated a radio and appliance store in Queens and served in a

## J. J. NANCE ELECTED HOTPOINT PRESIDENT

CHICAGO, ILL., Thursday — The election of James J. Nance as president of Hotpoint, Inc., this city, was announced this week. He succeeds R. W. Trumbull, who resigned to become a commercial vice president of the General Electric Co. Hotpoint is a subsidiary of General Electric.

Mr. Nance, who was formerly vice president in charge of sales of the Zenith Radio Corp., joined the General Electric organization several months ago. He was assigned to the Hotpoint operation some time ago.

## Lewis & Conger Safety Award For Tex-Knit Cover

The annual safety award dinner of Lewis & Conger, New York housewares store, was held last Tuesday at the Waldorf-Astoria. The outstanding honor for the current year for contribution to home safety was won by Textile Mills Co., of Chicago, for its Tex-Knit burn-proof ironing board cover. The product was developed in conjunction with the U. S. Rubber Co. and over a million have been purchased within a year.

Richard V. Lewis, president of Lewis & Conger made the award to Kurt Goldsmith, president of Textile Mills Co., who explained that the product which is made of "Abeston," is a result of war-time development.

Honorable mention scrolls were awarded to General Mills, Inc., Evans Mfg. Co., Reflecto Letters Co., Amerline-Chicago, Stewart Products, Safety Specialty Corp., and Magic Mirror Associates.

civilian capacity with Army Intelligence.

Mr. Rustin will handle key accounts in midtown New York and will supervise other territories. He has been actively engaged in the Gotham radio field for the past twenty years.

## ELABORATE EXHIBIT AT RADIO PARTS SHOW FOR RCA TUBE DEPT.

FIELD MEN WILL CONVENE

**W. L. Rothenberger, Manager of Renewal Sales, to Review Merchandising Plans for Interrelated Line of Products.**

HARRISON, N. J., Friday—The Renewal Sales Section of the RCA Tube Department has arranged a comprehensive program for the Radio Parts Show at Chicago. In addition to its display on the main exhibit floor, a reception suite has been provided at the Stevens Hotel for visiting distributors, together with separate display rooms for the showing of tubes, batteries, parts, test equipment, packaged sound and sales aid materials.

At the same time, W. L. Rothenberger, renewal sales manager, will hold a meeting of his entire field sales organization to review merchandising plans for 1947 on the interrelated line of products that are sold through RCA tube and parts distributors.

Products to be featured in the RCA display include miniature tubes and power tubes, television, parts, loudspeakers, batteries, television sight-and-sound antennas, test equipment, phonograph modernization kits and other accessories and packaged sound equipment. One of the most comprehensive lines of merchandising and sales promotional aids in RCA's history, designed for use by distributors, dealers, and servicemen, will be featured in one of the display rooms, according to Julius Haber, advertising and sales promotion manager, RCA Tube Department.

Newly engineered and improved products to be unveiled by RCA include a showing of the new RCA sealed-steel radio "A" battery and the new type RCA 67½ volt portable radio "B" battery.

New test instruments for servicemen and industrial use to be shown by the RCA Test and Measuring Equipment Section, according to L. A. Goodwin, Jr., manager, include an FM alignment oscillator and an audio oscillator for servicemen, and an audio voltmeter and a laboratory oscilloscope for industrial use.

## GIANT DISPLAY CARTON IS ISSUED ON RCA TUBES

HARRISON, N. J., Friday—A giant illuminated replica of the RCA tube carton is now offered to tube dealers as a centerpiece around which an effective day or night window display may be built. Measuring 18 inches high and 6½ inches square, the carton has translucent side sections which are illuminated from within by a 40-watt lamp. It is available to dealers through RCA tube distributors, it was announced by the RCA Tube Department, here.

## TELE-TONE ACQUIRES 2ND RADIO FACTORY; SALES DOUBLE 1946

SOL GROSS TELLS OF PLANS

Officials of Company Look for Another 100% Increase in Output by End of April — To Develop South American Market.

Tele-tone Radio Corp., manufacturers of table model radios, has acquired a second plant at 540-550 West Fifty-eighth street, New York, it was announced on Monday by S. W. Gross, president of the firm.

Mr. Gross pointed out that, despite increasing competitive conditions in the radio field, the national and foreign demands for Tele-tone's products have been growing larger than the facilities of their present plant at West Fifty-first street can satisfy.

"Acquisition of additional factory space, personnel, and equipment," he declared, "have been necessary for some time to meet the rising orders for Tele-tone models. Our sales now are about 100 per cent over comparable figures during the last quarter of 1946. Greater availability of parts and raw materials coupled with this greater demand for the product make another plant at this time a sound venture economically and financially," Mr. Gross stated.

The new factory, it was declared, is already tooled and will be in full production this week with the company officials looking for another 100 per cent increase in output by the end of April as a result of the expanded facilities. The plant is equipped with the most advanced radio manufacturing equipment and mass production machinery. In line with the company's announced policy of manufacturing good sets at lower prices to the consumer, the Tele-tone engineering staff and laboratory personnel have been provided with additional space and personnel to continue research on improved production methods and labor-saving devices.

A large volume market for many months has been the South American countries, Mr. Gross declared, and this business will be further expanded as the production of additional units by both plants becomes greater.

## Webster-Chicago Appoints Patterson & Co. of Dallas

CHICAGO, ILL., Tuesday — Patterson & Co., Dallas, Texas, has been named representative of Webster-Chicago for the trading areas of Dallas, Houston, San Antonio, Amarillo, Shreveport, Oklahoma City and Little Rock, with M. B. Patterson in charge.

Webster-Chicago also announces that Lee W. Maynard has been named representative for the basic trading areas of Kansas City and Omaha, in addition to territory which he now is covering and which includes St. Louis, Davenport and Des Moines.

## BOSTON CHAPTER OF ELECTRONICS JOBBERS HOLDS ANNUAL DINNER AND GET-TOGETHER

MEMBERS PRESENT FROM EVERY PART OF NEW ENGLAND

Radio Parts Stores Report Heavy Business — Metro Distributors Announce New Store Hours — New Demambro Showroom One of Finest in New Hampshire — Eastern to Conduct Radio Classes.

BOSTON, MASS., Monday—The Boston Chapter of the National Electronics Distributors Association convened today at the Georgian Room of the Hotel Statler. A dinner and social get-together were held. Present were New England electronics parts distributors and factory representatives of the radio parts manufacturers. President of the Boston Chapter, is Michael Scott, of Radio Wire Television, Inc. of 110 and 130 Federal street; Henri Jappe, of A. W. Mayer & Co., Boylston street is vice president; Lew Scott, of Melrose Sales Co. Melrose is secretary, and Al Cramer, of Hatry & Young, Cornhill, Boston is treasurer.

In town radio parts stores seem to be rather busy this week, though radio and appliance stores are still feeling the effects of the Easter holiday and tax payments. That is, except for the lucky

ores who are able to get washers and refrigerators where a sustained demand is expected for some time. Portable radios and replacement batteries and tubes are selling well in the medium price brackets, and as might be expected, phonograph records are selling well despite the great number and diversity of outlets.

Recent announcements of better discounts on radio tubes should encourage dealers to replenish their stocks and go into their resale vigorously. While most dealers test tubes free at the store, there is no indication of cut prices anywhere. Oftentimes, there is more profit in installing a set of tubes in an old radio than there is in selling a new \$18 to \$20 radio.

Metro Distributors, Inc., 884 Com-

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## PARAMOUNT INDUSTRIES EXPANDS SALES STAFF

Henry D. Halperin, president of Paramount Industries, Inc., 111 Broadway, New York, last week announced the appointment of Milton Auster as eastern sales manager of the company. Mr. Auster is well known in the radio and appliance business as a result of his sales activities covering almost a score of years. He will direct sales on the firm's Totelite and Tite-Grill.

Another addition to the Paramount sales organization is R. K. McCreery who will direct sales on the firm's Muffinaire, which is said to be the "perfect pan for perfect muffins." Mr. McCreery has a successful background in the housewares business.

## Barsky Heads Appliance Division Of Square Deal

PHILADELPHIA, PA., Monday — D. G. Scherlis, general manager of the Square Deal Furniture Co., announces the appointment of Harold Barsky as manager of the company's new electrical appliance store.

Mr. Barsky joined the Square Deal in January 1947, shortly after his discharge from the U. S. Air Corps. Prior to entering the service he was with the Proctor Electric Co., Philadelphia.

## Brother of Lee DeForest, Audion Inventor, Dies at 68

Charles M. de Forest, 135 West Sixteenth street, this city, executive vice president and founder of the American Provident Society, died Sunday in St. Petersburg, Fla. He was sixty-eight years old, a native of Waterloo, Iowa, and a brother of Dr. Lee de Forest, inventor of the audion.

## Union Threatens Strike At Sonora Record Plant

CHICAGO, ILL., Monday—A serious possibility of a strike at Sonora's record factory in Meriden, Conn. was seen today when the union of that plant filed a strike notice. According to the notice filed by Charles Retty, representative of Local 50, United Mine Workers of America, which is the bargaining agent for the 234 employes in the plant, the strike is scheduled for April 25.

Union demands made to Louis Sachs, plant manager, are for a 20 per cent increase in wage rates and for certain other fringe benefits, which the Sonora Radio & Television Corp., this city, management calculates will add another 24 per cent additional wage costs, totaling a 44 per cent rise in labor costs. Average wage rates in the plant are \$1.42 per hour.

Negotiations are now going on but the union representatives have so far refused to compromise on any of their demands, it was revealed here. The Sonora management, on the other hand, believes that the granting of the new wage rates and new fringe benefits would threaten the entire price structure of Sonora records.

## Avert RCA Victor Strike As Agreement Is Reached

CAMDEN, N. J., Monday — James Crockett, United States Conciliation Commissioner, announced last night that RCA Victor in Camden and the union had reached an agreement averting a strike of 8,600 workers at the RCA Victor plant here. He said both the union and company had agreed to withhold making terms of the settlement public until the union could present them to its membership, "probably within the next forty-eight hours."

## THE TRAVELER

Dave Sonkin, New York manufacturers' representative, is expected back at his office this week from a vacation in Florida.

Bill Marcus, of the John Rider organization, has returned to his office in New York from an out-of-town business trip.

Milton Fischer, of the Fischer Distributing Corp., New York radio parts jobbing organization, was confined to his home for several days during the past week with a sore throat.

Robert Shellow, manufacturers sales representative in Chicago, is receiving congratulations from his trade friends upon the birth of a daughter last Sunday. The child has been named Susan Lynn.

Herbert A. Brennan, vice president of Associated Stores, of Tampa, Fla., plans to visit New York next Wednesday and will remain until April 26 when he will leave for Philadelphia to attend the Housewares Show there.

Dave Trilling, of Trilling & Montague, Philadelphia distributing firm, visited New York last week to attend the Lewis & Conger safety award dinner. He was accompanied by his wife.

Ira L. Arkin, factory sales representative of Chicago, is vacationing in Florida with his wife and mother. He plans to attend the Electrical Wholesalers Show in Atlantic City next month and then visit New York.

A. G. Gaines, of the Jones-Frankel Co., advertising counselor for Traveler Radio Corp., Chicago, was a visitor in New York last week with Mrs. Gaines. They attended the Lewis & Conger safety dinner where J-F's client, Tex-Knit ironing cover, won the annual award.

Harry Montague, of Trilling & Montague, Farnsworth and Norge distributor in Philadelphia, is taking a vacation which he is spending on the West Coast.

Lou Abrams, president of Emerson-New York, Inc., Metropolitan distributing concern, spent the past week end at Atlantic City with Mrs. Abrams.

Charles Robbins, of the Baronette Radio & Tube Corp., New York, has returned from a brief out-of-town trip.

E. M. Flannery, vice president of Bush Manufacturing Co., Hartford, Conn., has been elected president of the Refrigeration Equipment Manufacturers' Association, succeeding H. F. Spoehrer, vice president of Sporlan Valve Co., St. Louis.

James D. Gerahy, vice president of the First Colony Corp., has been elected to the board of the Dumont Electric Co., New York.

## BENDIX SPEEDING UP FM RADIO PRODUCTION; WORKING ON 2 SHIFTS

BALTIMORE, MD., Friday—Bendix Radio is now working with two shifts on its assembly lines producing FM radios in order to meet the pent-up demand of potential FM audiences, according to J. T. Dalton, general sales manager for radio and television of the Bendix Aviation Corp.

Mr. Dalton stated that production on Bendix FM was doubled following substantially widespread reports on the high performance factor of Model 847-B. Two additional sets including an FM table model are scheduled to be added to production within the next thirty days, he said.

Bendix Radio deferred FM production last Fall in order to incorporate new developments in its exclusive ratio-detector system, which is said by Mr. Dalton to achieve maximum results with a minimum of circuits.

Dealers are being urged to face the FM antenna problem squarely wherever there is a question of marginal reception.

"Bendix Radio is counting on the long-pull FM program for full realization of the market," stated Mr. Dalton. "Our results already show that the public is discriminating and fully prepared to recognize high-performance FM. We are prepared for record FM production within the coming thirty days' period."

## Joseph B. Elliott, of RCA, Gives Talk on Television

Techniques for building a television audience were described by Joseph B. Elliott, vice president in charge of the RCA Victor Home Instruments Department, at the luncheon meeting of the Television Institute on Monday at the Hotel Commodore, New York City.

Mr. Elliott described the manner in which television receivers are being distributed through the various regions in which commercial television stations are operating on a regular program schedule. He also discussed some of the problems involved in the gradual development of audiences to a size which makes television a commercially practical advertising medium.

## 400 Servicemen Hear Talk Sponsored By Ebinger Co.

ST. LOUIS, MO., Monday — Four hundred radio servicemen of the metropolitan St. Louis area heard Myron F. Melvin, field engineer from P. R. Mallory, Inc., of Indianapolis, discuss latest developments in television and FM broadcasting at a meeting held on April 7 at the St. Louis House.

Service techniques for the eleven television components manufactured by P. R. Mallory were discussed and demonstrated. The meeting was sponsored by Ebinger Radio & Supply Co., local distributor for Mallory.

## Sylvania Electric Conducts Meeting With Staff of Dale Distributing Co.



Attend Sylvania Sales Meeting

The increasing necessity of up-to-date test equipment for radio servicemen for success in servicing FM and television sets was stressed by Raymond Andrews, merchandising manager of Sylvania Electric Products' Radio Tube Division at a recent sales meeting held with members of the staff of the Dale Distributing Co. in New York. Dale is the Sylvania jobber in the metropolitan New York area.

The accompanying picture shows those present at the meeting. From left to right, they are, front row:

Larry Vogel, Sig Gordon; Gerry

Brandwin, and Milton Saper; second row, left to right: Nick Savage, Paul Smith, Harvey Appelbaum and Cy Joseph; third row, left to right: William Haberman, Al Land and Charlie Fox.

Standing, left to right: Rene Jacobs, vice president, Dale Distributing Co.; Raymond W. Andrews, merchandising manager, Sylvania Electric Products; Sam McDonald, Sylvania Radio Tube sales department; Warren Pringle, manager New Jersey branch, Dale Distributing Co.; R. A. Penfield and R. E. Lamar, advertising department, Sylvania Electric Products.

## PIX-O-FONE MARKETS ANIMATED PHONOGRAPH WITH KIDDIE MOVIES

EAST GLOUCESTER, MASS., Friday—A product that is expected to open new sales opportunities in the kiddie field has been marketed by the Pix-O-Fone Corp., 211 East Main street, this city. The product is an animated kiddie moving picture phonograph which is electrically driven.

The record plays and the illuminated pictures move. The phonograph is priced to sell at \$19.95 and comes complete with one roll of color pictures. Additional picture rolls, packed two to a box, are available at \$1.50 a set. The instrument plays ten inch or twelve inch records, and an official of the company explained that any child can play it. The phonograph is encased in a sturdy cabinet of bright pastel colors.

Sales in all key territories will be through established distributing organizations. An official of Pix-O-Fone pointed out that appointments are now being made and that important territories are available. It is also the company's plan to appoint factory representatives who are known in the trade and who have the ability to merchandise the product through aggressive distributing and retail outlets.

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

## AL HECHT JOINS STAFF OF APOLLO DIST'G CO.

NEWARK, N. J., Monday—Al Hecht, formerly with Emerson Radio of New Jersey, has joined the sales staff of the Apollo Distributing Co., 15 Shipman street, this city, it was announced by Fred Goldberg, general manager. Mr. Hecht is widely known throughout the retail trade in Northern New Jersey.

Apollo distributes Crosley products, Grand ranges, Apex products, Domestic sewing machines, Royal vacuum cleaners and other lines.

## Instrument Electronics Introduces New Voltmeter

DOUGLASTON, N. Y., Monday — A new voltmeter, Model 47, has been introduced by Instrument Electronics of this city. It is an extremely sensitive amplifier type instrument. The instrument serves simultaneously as a voltmeter and high gain amplifier.

This instrument is useful as an output indicator for microphones of all types; low level phonograph pick-ups; acceleration and other vibration measuring pick-ups.

## Zenith Dividend

CHICAGO, ILL., Monday—The Zenith Radio Corp. has declared a \$1 dividend payable on April 30 to stockholders of record on April 24.

## HECHT'S, WASHINGTON, OPENS BIG CENTER FOR RADIO AND APPLIANCES

COVERS 18,000 SQUARE FEET

Opened in Conjunction With Concern's Expanded Activities in the Field of Radio, Record and Appliance Merchandising.

WASHINGTON, D. C., Monday—The enlarged and modernized radio and appliance center at the Hecht Co. department store, this city, was opened on the seventh floor of the store today, following a preview party on Saturday night. The new department covers 18,000 sq. ft. of selling space.

The new center was built in conjunction with the local store's expanded activities in the field of radio, record and appliance merchandising. Merchandise to be sold in this department includes radios, television sets, records, major appliances and other related products. Television sets have been installed for the opening of the baseball season here, and four television display rooms have been erected.

More than fifty floor model radios can be displayed simultaneously in the radio department, and some 100 table models are displayed on a series of seven platforms. Table combinations are exhibited separately.

Listening booths for record merchandising are furnished with modern seats. An elaborate display of records has been set up. The arrangement also provides considerable display for refrigerators, ranges, sinks, washers, freezers, vacuums and other types of appliances handled.

Louis Mushinsky is merchandise manager of the appliance department; Joseph Brady is radio, record, television and washing machine buyer; Arthur Hyman is buyer of refrigerators, ranges, vacuum cleaners and air conditioning; and Phyllis Stagg is record buyer.

## DELIVERIES STARTED BY STEWART-WARNER ON NEW FM RADIOS

CHICAGO, ILL., Monday—First deliveries of the new Stewart-Warner FM-AM radio sets, including two console type radio-phonograph combinations, will begin the week of April 14 and will be heralded by distributor and dealer sales meetings in ten Eastern and Southern cities, it was announced here by the Radio Division of Stewart-Warner Corp.

Coincident with the first deliveries, J. R. Brandenburg, assistant sales manager of the Stewart-Warner Radio Division, will conduct successive promotional meetings in Newark, New York City, Philadelphia, Baltimore, Jacksonville, Miami, Atlanta and Chattanooga. Edward Rutledge, Eastern sales manager, will do likewise in Boston, April 16, and also in Manchester, N. H.

## BIG G-E DELEGATION WILL ATTEND EXHIBIT IN CHICAGO IN MAY

IS HEADED BY DR. BAKER

Officials From Tube and Specialty Divisions Will Be Represented at Radio Parts Show — A. A. Brandt Will Be Present.

SYRACUSE, N. Y., Friday—Approximately twenty General Electric Co.'s Electronics Department key sales, engineering and district office personnel, headed by vice president Dr. W. R. G. Baker and General Sales Manager A. A. Brandt, will attend the Radio Parts Show in Chicago at the Hotel Stevens, May 13-16.

Delegations from the Tube and Specialty Divisions and headquarters staffs will be represented. The Tube Division will display receiving tubes predominately and enough transmitting and industrial tubes to indicate its full line. Featured at the show will be the newly-announced electron-ray tube, 6AL7-GT, and the electronic tube receiving manual for circuit designers and equipment manufacturers.

Highlighting the Specialty Division's display of universal parts will be its improved line of auto radio antennas. A complete line of replacement parts and test equipment will round out the divisions' exhibit.

The Tube Division delegates will include J. M. Lang, manager; E. H. Fritschel, manager of sales; W. H. Clarke, sales manager of receiving tubes; R. W. Metzner, sales manager of replacement tubes; D. G. Wilson, division advertising and sales promotion manager.

The Specialty Division group at the show will include R. D. Payne, sales manager of service test equipment; R. S. Fenton, sales manager of replacement parts; C. F. Gill, sales manager of audio equipment; and R. E. Cassatt, division advertising and sales promotion manager.

The Central District of the department, which has its headquarters at the Merchandise Mart, Chicago, will be represented by electronics district manager G. S. Peterson, and district representatives R. V. Buivid and Louis Peine.

District field representatives on hand for the show will be J. R. Poirier, Boston; W. C. Walsh, San Francisco; F. S. Anderson, Philadelphia; G. W. Davis, Kansas City; J. W. Duffield, New York City; W. F. Trevarrow, Dallas; J. T. Thompson, Atlanta; E. S. Clark, Cincinnati.

Messrs. Brandt, Metzner and Payne will conduct a special sales conference in connection with the show, Monday morning, May 12 at the Blackstone Hotel. In addition to the entire G-E parts show delegation, this meeting will be attended by the following Maxon, Inc. representatives: M. F. Mahony, account executive of the G-E account, P. V. Lutz and John Weik.

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

## Television Association of Philadelphia Formed To Foster Interest In Video

PHILADELPHIA, PA., Saturday — Television interest, already high, reached a peak this week with tremendous newspaper publicity concerning the industry and the formation of the Television Association of Philadelphia on Thursday.

This new organization, founded by representatives of television manufacturers, distributors and advertising agencies elected Kenneth W. Stowman, newly appointed television chief of WFIL, as temporary chairman. The meeting was held at the headquarters of the Electrical Association. Its purpose is to foster general understanding and interest in the television industry. Although no definite program was laid out, a membership and program committee was appointed to report to the main body at the next meeting on April 25.

Founders of the new group are: Al Bernsohn, public relations representative of the RCA Mfg. Co.; Harry Bortnick, advertising manager, Raymond Rosen & Co.; Mrs. Mildred Farren, Lamb, Smith & Keen, advertising agency; Roy A. Meredith, production manager of WPEN-TV; Raymond Aarons, John Faulkner, Arndt & Co., advertising agency; Roland Tooke, and Ted Lucas, of Philco station, WPTZ and the Philco Co.; John E. Surrick, sales direc-

tor, WFIL and John Morrison, managing director of the Electrical Association.

The idea for the new Association was advanced by Harry Bortnick, Al Bernsohn, Ted Lucas and Roland Tooke during a recent meeting at which were discussed methods of fostering activity on behalf of the television industry locally. Following that, informal meeting invitations were extended for a conclave to the select group who founded the Television Association of Philadelphia.

Additional publicity was given to the Television Industry as the result of a seminar held at the Poor Richard Club, local advertising group, which was addressed by Thomas H. Hutchinson, television consultant for station WFIL; Samuel Cuff, New York City television producer; Paul Mowrey, national director of television, American Broadcasting Co., and Donald M. McClure, director of television for N. W. Ayer & Sons, Inc.

A prediction that by 1948 there would be nearly a half-million television receivers in American homes was made by Mr. Hutchinson. He stated that "one third of the nation's population would be covered by the end of the year when forty-six stations, augmenting eleven now in operation, plan to be on the air." —SOL SHERMAN.

## RETAILERS ADVISED TO HANDLE RECORDS

The 8,000 member stores comprising the National Retail Furniture Association have been advised to install phonograph record departments or enlarge such facilities where they already exist, it was revealed last week by Frederick S. Hubert, Eastern managing director of the association.

Citing a recent survey which showed that 94 per cent of NRFA stores sell radio-phonograph combinations while only 17 per cent have record departments, Mr. Hubert said that the group is attempting to convince furniture retailers that continuation of this situation amounts to ignoring appreciable sales and profits.

## Miles Named Divisional Head By Majestic Radio

ELGIN, ILL., Monday—The appointment of J. George Miles, Jr., as West Coast divisional manager for Majestic Radio & Television Corp., and Majestic Records, Inc., was announced by Parker H. Ericsen, vice president.

For twenty years, Mr. Miles has been associated with Westinghouse Electric Corp. in various sales capacities, and worked in every area in the West. He served as Westinghouse's manager of merchandising in San Francisco, and since 1939 he has been Northwest merchandising manager, with headquarters in Seattle.

## Alvin Goldstein Reports Big Trav-ler Volume In Missouri and S. Illinois

ST. LOUIS, MO., Thursday — Alvin M. Goldstein & Co. is now located in its new quarters at 1524 Market street, this city. The company represents the Trav-ler Radio Corp. in the entire State of Missouri as well as in the territory from Peoria south in the State of Illinois.

Alvin Goldstein, head of the company, stated today that the new quarters were secured in order to better serve the trade. The company's business, he explained, has grown substantially and it was necessary to secure larger quarters. He also reported that the new Trav-ler radio and phonograph models were being featured by more outlets in his territory than at any time in the factory's long history.

In addition to distributing Trav-ler radio, the company is also manufacturer representative for Son-Chief Electric, Domestic Industries, Buxbaum, Edward E. Gurian, Inc., and Hope Products Mfg. Co.

## Welker Production Chief For General Electronics

PATERSON, N. J., Monday—Robert Welker, formerly production manager for Pacific Electronics of Los Gatos, Calif., has been appointed to the staff of General Electronics, Inc., of Paterson N. J., where he now serves in that same capacity.

## MINERVA ANNOUNCES NEW SELLING POLICY AND PRICE FORMULA

IS OUTLINED BY MATTISON

Will Embrace Volume Production Program and Minimum Manufacturers' Mark-up — Turnover Factor Important Under Plan.

A new sales and merchandising policy for Minerva radio sets, aimed to fit in with the present movement for quality merchandise at lower prices, has just been announced by Richard Mattison,



Richard Mattison

general manager of the Minerva National Sales Corp., 78 Reade street, New York.

Under its pricing formula, Minerva will add to its volume production cost a minimum manufacturer's markup, Mr. Mattison declared. To this will be added a fair distributor and retailer margin, and the resulting figure will be the lowest possible consumer price. "We will not take an arbitrary retail price range and make a radio to fit that figure," he said. He added that the Minerva retail schedule will be price fixed.

Minerva will consider the turnover factor in its price policy. "Our price policy eliminates the necessity for price adjustments, and should any unforeseen developments take place which call for a revision of prices, Minerva will give its active agents the fullest possible protection, notifying them 45 days in advance," Mr. Mattison said.

His company also intends to protect its distributors' and retailers' profits and assure them a fair return, he asserted. "This new policy will bring to the ultimate consumer, at lower prices, quality radios of unexcelled craftsmanship and advanced style and design," he concluded.

## J. F. Doran In New York For Roberts & Mander

James F. Doran, of Roberts & Mander, Hatboro, Pa., kitchen appliance producers, has been appointed district manager of the metropolitan New York, New York State and New Jersey.

## BIRMINGHAM DEALERS ARE GIVEN PREVIEWS OF NEW APPLIANCES

BY JOBBERS OF ALABAMA

Cruse - Crawford Distributing Co. and More-Handley Concern Entertain Alabama Trade.

BIRMINGHAM, ALA., Monday — A state-wide Lauderall service meeting for service representatives of Alabama dealers was sponsored by Cruse-Crawford Distributing Co., April 9, at the Bankhead Hotel. A motion picture was shown contrasting wash day with the old fashioned wash board, to the modern streamlined Lauderall where the housewife goes out shopping while the washer does the job.

Distinctive features of Lauderall were shown, such as the top fill door, obviating stooping when the clothes are put into the washer and removed, and also the reverse roll—eleven revolutions forward and eleven revolutions backward—which prevents articles from becoming tangled.

Lauderall will be sold at Loveman, Joseph & Loeb for the first time Monday, April 14, and will be featured in Sunday's newspaper advertising.

V. T. Fain, manager and joint owner of Cruse-Crawford Distributing Co., reports quantity deliveries on the Stewart Warner Air Pal model which is proving most popular. Also the 1947 Stewart-Warner portable is a good seller. FM radios are expected within the next week, Mr. Fain says.

The entire sales organization of the appliance department of Moore-Handley Hardware Co. consisting of nine salesmen, attended the Westinghouse District meeting held at the Georgian Terrace Hotel, Atlanta, recently. Manager V. Brand Currie reports a number of new models displayed which will be on the market soon. Included in these are a new refrigerator, a new-type Laundromat, new toaster and new electric iron. "We expect to have samples for dealer meetings by Summer," Mr. Currie said.

An automatic Westinghouse high-speed hydraulic elevator is being installed at Bromberg & Co., jewelers. With the elevator in operation, the fifth floor of Bromberg's is to be converted into a radio and appliance department.

"This will be ready for opening about June," reports Frank Bromberg, one of the store owners. "Westinghouse will be featured, but we also will handle a variety of other appliances."

The new store of Bromberg & Co. which has served Alabama for 111 years, was opened last July and was the first example of strictly contemporary architecture in the city.

An all-day dealer meeting featuring Deepfreeze will be held at the Tutwiler Hotel April 23, by the Deep South Supply Co. Chick McDavid, who attended the recent Deepfreeze Southern Regional meeting in Atlanta, reports more than fifty distributors present at the convention and three new models shown.

Electric Constructors, Inc. is having a big demand for the new Farnsworth Chairside, which permits the listener to

take his ease, setting the radio without getting up, reports C. L. Teal, manager. The national promotion was linked up with local newspaper advertising. Dealers throughout the State and west Florida were listed.

Miss Martha Edd Chisenhall, daughter of Mr. and Mrs. E. L. Chisenhall, was married to Charles Watkins Adair March 21. Mr. Chisenhall is owner of the Home Appliance Co. here.

Beginning in April WAFM, "Radio

Alabama," will broadcast from the field complete play by play description of all baseball games of the Birmingham Barons of the Southern League.

Lack of statistical information was blamed for the fact that inadequate merchandise is allocated to southern territories, by Caude J. Hendon. Atlanta, vice president in charge of southern operations for the General Electric Co., who was guest speaker recently at the Birmingham Sales Executives Club.

Manufacturers, he said, have been badly fooled because they thought the southern tempo about the same as in reconstruction days.

Mr. Hendon said his own organization has made a survey which has been of great benefit in determining allocations. He presented figures to show that the Southeast is growing faster than the rest of the country and its buying power is greater than in the past.

—S. A. MAXWELL.

## Good news that means good business...



Yes... good news!

The Salem Chest — one of Stromberg-Carlson's most beautiful cabinet designs — is back in production. By popular request.

It's easy to see *why* such popularity! Just look at that Early American styling. Right for most decorating schemes. *Perfect* for the antique-furnished home. And, in addition to advanced electronic design, it has *complete FM* and is engineered for wire recording!

The Salem Chest really rounds out the line. It's the perfect sales-companion to those other outstanding performers like the New World and the Autograph!

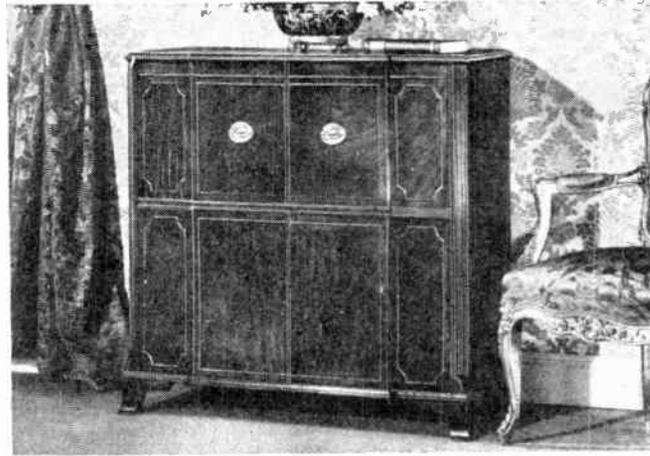
**THE SALEM CHEST**—Model 1121-P8—Automatic radio-phonograph combination in beautiful mahogany veneers. Push buttons for eight stations. Exclusive full-floating 12-inch electro-dynamic speaker suspended in live rubber. Plays ten 12-inch or twelve 10-inch records in sequence. With *complete FM* and engineered for wire recording.

For the main radio in your home

There is nothing finer than a **STROMBERG-CARLSON**



**THE NEW WORLD**—Model 1121-M2—Automatic radio-phonograph combination in bleached mahogany or English Brown mahogany veneers. Push buttons for eight stations. Exclusive full-floating 12-inch electro-dynamic speaker with cone suspended in live rubber. Plays ten 12-inch or twelve 10-inch records in sequence. With *complete FM* and engineered for wire recording.



**THE AUTOGRAPH**—Model 1135-PI—Automatic radio-phonograph. In mahogany or walnut veneers. Push-button control of both AM and FM programs. Automatic push button AM-FM switching. Exclusive "Acoustical Labyrinth" and matchless Carpinchoe speaker. Plays 10- and 12-inch records intermixed. With *complete FM* and engineered for wire recording.

**THE STROMBERG-CARLSON CO., ROCHESTER 3, N. Y. MAKERS OF RADIOS, RADIO-PHONOGRAPHS, TELEVISION RECEIVERS, SOUND EQUIPMENT AND INDUSTRIAL SYSTEMS, TELEPHONES, SWITCHBOARDS AND INTERCOMMUNICATION SYSTEMS.**

## INCREASED EARNINGS ARE REPORTED FOR '46 BY STEWART-WARNER

ANTICIPATE LOWER PRICES

Company Has a Substantial Backlog of Orders, James S. Knowlson Reveals — Sales Amounted to \$58,895,257.

CHICAGO, ILL., Tuesday—Anticipation of lowered price levels in 1947 and preparation for them by the setting up of a special reserve from 1946 earnings to mark down inventory valuation by approximately 7 per cent are revealed in the annual report to stockholders of Stewart-Warner Corp., this city.

James S. Knowlson, president and board chairman, in his letter to stockholders reported net earnings of \$1.65 per share of \$5 par value common stock carried to surplus for the year ended December 31, 1946. Sales in 1946 were \$58,895,257 and net profit, after tax and other reserves, was \$2,095,187. In 1945 sales were \$78,430,384 and net profit, after taxes, \$1,634,202, equal to \$1.28 per share. Dividends of one dollar per share were paid in 1945 and 1946.

Retirement because of failing health of Robert J. Dunham as a director and selection by the board of Thomas H. Beacom, to replace him, was revealed.

In the letter to stockholders, Mr. Knowlson devoted a special paragraph

(Continued on Page 27)

## OLYMPIC REPORTS ON OPERATIONS FOR YEAR

Intermittent production delays occasioned by component bottlenecks and OPA ceiling prices detrimental to profit margins were among factors cited by Olympic Radio & Television, Inc., in the annual report for 1946, as contributing to the year's net loss of \$35,776 after an income tax carry-back of \$217,000. In 1945, the corporation showed a net profit of \$116,549, equal, after preferred dividends, to 46 cents a share on the 250,000 outstanding common shares.

Restricted output, the report disclosed, kept net sales to \$5,523,803, approximately 8 per cent less than the \$6,006,468 volume of 1945. Actual loss from operations was \$277,481, which contrasted with the \$525,772 net operating profit shown in 1945. Net additions to income totaling \$24,705 reduced the loss before provision for the tax refund to \$252,776, which compared with the preceding year's pre-tax earnings of \$510,549 after net income deductions aggregating \$15,223.

"Although restricted somewhat by coincident installation of equipment moved from the New York plant, operations at the new plant in Long Island City," Adolphe A. Juviler, president, said in his remarks to stockholders, "were maintained at a fairly high rate during the first two months of the current year, with the monthly average exceeding that for 1946."

## Three Executives Named to New Posts By RCA Victor Division at Camden, N. J.

(Continued from Page 3)

gional manager. He was brought to the company's headquarters in Camden as national manager of field sales activities, and in 1942 he was appointed general manager of the RCA Victor Division's purchasing department. In May,



Fred C. Wilson

1945, he was named director of personnel and the following year was elevated to the vice presidency in charge of that department.

Mr. McConnell, a native of Davidson, North Carolina, was named vice president and general attorney of RCA Victor in 1945, four years after he joined the company's legal department. Prior to joining RCA, he served with law firms in Florida and North Carolina, and later joined the New York law firm of Cahill, Gordon, Zachry and Reindel, where he specialized in the legal phases of government regulations of corporate enterprises. In 1941, Mr. McConnell joined RCA Victor's legal department and was appointed general counsel the following year.

### TRADE ITEM

Miss Marie Ruehens, recording director of Sonora Radio & Television Corp., left for Hollywood last week to record some platters by Ginny Simms.



John G. Wilson



Joseph H. McConnell

## International Resistance Profit \$217,285 For Year

PHILADELPHIA, PA., Friday—The International Resistance Co., this city, reported for 1946 a net income of \$217,285, or 22 cents each on 755,419 common shares. This compares with a net loss in 1945 of \$51,467. Net sales totaled \$5,816,468, compared with \$7,968,792.

## WANTED—MANAGER

Radio Parts Distributor Wants a man capable of taking complete charge of inside management such as Packing, Shipping and Directing over-the-counter sales to dealers and service men. This is a wonderful opportunity for the right man. All replies to this ad will be kept confidential. Write, stating experience and present income. Box Number XYZ.

RADIO and Television WEEKLY

99 HUDSON STREET

NEW YORK 13, N. Y.

## EXPANSION OF FM URGED AT MEETING

ALBANY, N. Y., Monday—At its first regional conference today at the Ten Eyck Hotel, in this city, the Frequency Modulation Association urged the FCC to permit expansion of FM facilities throughout the country. The session adopted a resolution urging the FCC to review the status of all outstanding FM conditional grants and construction permits with "the objective of establishing as soon as possible a nation-wide FM service." Four hundred persons attended the meeting.

Henry C. Bonfig, vice president of the Zenith Radio Corp., predicted that two million FM sets would be produced this year and five million in 1948. He said further that as of today anybody who buys any radio set—other than a portable, inexpensive table model or an auto set—that does not contain FM, is buying a radio that is already obsolete.

Dr. Edwin H. Armstrong, inventor of FM, said that FM is now out of the research and development stage, and has become an integral part of radio broadcasting.

Roy Hofheinz, of Houston, Texas, president of FMA, attacked manufacturers for "holding out on production."

The feasibility of operating a radio network without the use of television lines to link individual stations was demonstrated by Dr. Armstrong. FM's freedom from static and fading makes it possible for one FM station merely to tune in another FM outlet to pick up a program, he said.

## Max Landay's Son Joins His Company On Coast

LOS ANGELES, CALIF., Thursday—Andrew H. Landay has joined Landay, Inc., manufacturers' representatives in California and Arizona, according to an announcement by Max Landay, president of the firm and father of the new associate. The younger Mr. Landay will assist in developing the new lines to be acquired shortly.

Max Landay is familiar to members of the trade as head, for many years of Landay Brothers, chain of retail music stores in New York, and later as an RCA distributor in northern New York and western Massachusetts. Since 1939 he has been in the manufacturers' representatives business on the Pacific coast, where he has built up a large following among the furniture and appliance trade.

Both Landays will leave shortly on a tour of Eastern factories, and from May 5 to May 25 they will make their headquarters in New York's Barbizon-Plaza Hotel.

## Advertising Men Elect Harry E. Fry of Philips

Harry E. Fry, advertising manager of the North American Philips Co., Inc., New York, has been elected second vice president of the Industrial Advertising Association of New York.

# Members of San Diego Trade Are Given Comparison of FM and AM Broadcasting

SEVERAL HUNDRED DEALERS AND OTHERS AT MEETING

Interesting Demonstration Shows Difference in Reception — Several Speakers Describe Technical Angles — Dealers Warned Not to Oversell FM — Hopes for Television in Immediate Future Dim.

SAN DIEGO, CALIF., Monday—More than 250 radio dealers, salesmen and radio repairmen attended the special frequency modulation demonstration meeting staged here Wednesday evening at the service auditorium of the San Diego Gas & Electric Co., under the auspices of the frequency modulation committee of the Bureau of Radio and Electrical Appliances.

Jack Myers, electronic engineer for the General Electric Supply Corp., opened the program with a FM demonstration. On the stage was a portable FM-AM transmitter and a General Electric FM-AM receiver. Both transmitters were used to broadcast the same recording. By turning the receiver from AM to FM, Mr. Myers clearly demonstrated to the gathering, the sharp difference in tone quality between the two types of signals. An electric shaver, a broken lamp bulb and a 40,000 volt electric arc were held within a few feet of the receiver and the audience was able to compare the noise, as received over AM to its total elimination when received over FM.

Following this was the presentation of a General Electric film, "FM—What It Is And What It Does." Noel Kieffer, regional radio transmission engineer for General Electric described the FM equipment which station KFMB is now using, what new developments are now underway and what general results may be anticipated in the near future. Another FM receiver was used to tune in KFMB's broadcast.

Charles Parker, technical expert for San Diego's Vocational School, discussed the proper types of antenna for the best reception. By throwing the image of a dial of a millimeter on the screen,

Mr. Parker illustrated how, by changing the position of the antenna only slightly, the strength of the FM signal was picked up by the antenna varied radically.

Burt Dorris, of Stromberg-Carlson, warned the dealers not to over-sell FM. "FM is just a new baby", he said, "And all new babies are sometimes a little ugly. There are many wrinkles to be ironed out yet. If we oversell FM, the public will be disappointed and FM will receive a black name to start with. Let us proceed cautiously."

The FM committee responsible for the program was headed by chairman Ivan Lauritzen and comprised of members Ben Rogers, Carl Ince, Al Reynolds, Gordon Dawson and Bureau president, Lou Wiese.

San Diego's hopes for television in the near future are still dim according to Walter Stickel, manager of the television and radio division of the Leo J. Meyberg Co. Mr. Stickel revealed that in tests made here several weeks ago, television signals from Los Angeles could not be received except in an isolated spot on Point Loma. San Diego radio dealers will have to wait until a television transmitter is established here or the Los Angeles transmitters increase their power, before entering the television business, he said.

LAUREN G. CLAPP

## J. K. Jackson Appointed Levenson & Klein Buyer

BALTIMORE, MD., Friday—James K. Jackson has been appointed radio and appliance buyer at the Levenson & Klein store, this city, it was announced this week. At the same time, the promotion of David Kravitz as merchandise manager of the appliance, rug and housewares departments was also revealed. Mr. Kravitz had been a buyer in the housewares department.

## New Building Completed For General Electronics

PATERSON, N. J., Monday—A new modern two-story building has been completed for General Electronics, Inc. It adjoins the company's original plant and provides 13,200 square feet of floor space. D. E. Replogle, president, said the new unit was planned to facilitate the company's postwar expansion program.

## Trade Item

E. M. Lacey has been named manager of the Newark branch of Westinghouse Electric Supply Co.

### 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"

# Utiliphone

THE INTERCOM THAT SELLS EVERYWHERE

\$29.95 LIST  
Price slightly higher, Denver and west.



Electronic 2-Station Master Utiliphone

THE FIRST TOP QUALITY INTERCOM IN THE POPULAR PRICE RANGE

● Thousands of homes . . . and business establishments . . . are not only prospects, but good prospects for Utiliphone. They all want the step-saving, time-saving, money-saving convenience of instantaneous intercommunication. Now, Utiliphone puts these advantages within the reach of all in powerful, sturdy, good-looking sets at moderate cost.

Here's a real sales and profit opportunity for distributors and dealers—Utiliphone, with thousands sold last year, is a line you can cash in with now! Complete descriptive information, fully illustrated, is available, as well as consumer literature and other promotional helps. Write us today!

### Radio Utiliphone for Business and Professional Men

The Radio-Utiliphone—a combination intercom and radio receiver all in one high-quality instrument. Handsomely styled . . . easy to sell . . . easy to install . . . it's new, unique . . . and exclusive! Full details available.



IN STORES



IN HOMES



IN OFFICES



ON FARMS



Limited Number of Distributorships Available  
Wire or Phone Sales Division • Indianapolis, Riley 1551  
**ELECTRONIC LABORATORIES, INC.**  
INDIANAPOLIS, INDIANA

# P I L O T R A D I O

YOUR BEACON TO A BETTER BUSINESS IN BETTER RADIOS

## National Electrical Retailers Ass'n Holding Sectional Meeting in Milwaukee

PROBLEMS PERTINENT TO THE INDUSTRY ARE ON AGENDA

Cliff Simpson, National Managing Director, Will Speak — Milwaukee Section of Refrigerating Engineers' Group Holds Meeting — Barlow Firm Has Election — Henry W. Ramthun Succumbs.

MILWAUKEE, WIS., Tuesday—Approximately 200 electrical appliance retailers are expected to attend the first state meeting of the National Electrical Retailers' Association here on April 15. Problems of the industry are to be discussed, with Wendal Lewis, Milwaukee division chairman, in charge of the sessions. Cliff Simpson, of Washington, national managing director of the organization, is scheduled as the principal speaker.

The "champion sister team" of the Westinghouse Electric Corp. was honored at an office ceremony here during the past week. They are Agnes and Maud Schiess, who together have a record of seventy-seventy years of service with the firm.

E. T. Whiting, vice president in charge of the company's northwestern

district, presented Agnes with a ruby studded forty-year emblem. Her sister, Maud, joined the firm's office force three years later and has thirty-seven years to her credit.

A. B. Newton, chief engineer of the refrigeration division of the Chrysler Airtamp Co., Dayton, Ohio, was the speaker at a dinner meeting of the Milwaukee section, American Society of Refrigerating Engineers, April 8.

Albert G. Tellier, sixty-five, an electrical salesman, died April 6, following a short illness. He was associated with the H. Andrae Electrical Co., here for forty-five years, until his resignation four years ago to go into business for himself. During his association with the Andrae firm, he had worked his way up to the position of vice president. Mr. Tellier was a member of the Elec-

trical League of Milwaukee and the Electrical Maintenance Engineers.

The Roth Appliance Distributors, is actively pushing Bendix washers, and a nice dealer reaction is reported from Wisconsin and Upper Michigan.

A new Wisconsin corporation is the Kaufman Electric Shop, Inc., Fond du Lac. Incorporators are A. A. Kaufman, Hazel M. Kaufman and Erwin A. Keinke.

Officers of the Barlow & Seelig Manufacturing Co., re-elected at Ripon last week, include R. C. Stuart, chairman of the board; H. A. Bumby, president; H. R. Scott, vice president, and W. A. Royce, secretary-treasurer.

Re-elected to the board of directors were R. C. Stuart, H. A. Bumby, W. A. Royce, R. C. Labisky and H. R. Scott.

A meeting was scheduled for April to take action on the proposed merger of the firm with the American Ironer Co., of Algonquin, Ill.

Henry W. Ramthun, seventy-four, a Kewaskum hardware and appliance dealer for more than fifty years, died.

A Radio Corp. of America bid of \$3,616.50 for new FM radio equipment for Dodge county was accepted at Junction last week. The new equipment includes one transmitter and nine squad car receivers.

BERT REICHERT

RADIO and Television WEEKLY is the only NEWSPAPER in these fields.

## HILL AND PEEL JOIN MORRIS F. TAYLOR CO.

SILVER SPRING, MD., Friday — Two sales engineers, Burke Hill and Robert Peel, have been added to the staff of the Morris F. Taylor Co., of this city, according to an announcement by Morris F. Taylor, president.

Mr. Hill will make his headquarters near Pittsburgh, Pa., and will call on industrial accounts and work with industrial salesmen of parts jobbers in an area including western Pennsylvania, West Virginia and eastern Ohio. He is widely known to the trade in the western Pennsylvania and West Virginia area, having served as wholesale radio manager of Zimmerman Wholesalers in Uniontown, Pa.

Mr. Peel will serve as sales engineer for the Taylor company in a territory which includes Maryland, the District of Columbia and Virginia. He will make his headquarters in Washington and will service industrial accounts, government agencies and assist parts jobbers' industrial salesmen on problems related to products manufactured by such companies as ATR, Alpha Metals, the Brush Development Co., Precision Apparatus Co., the National Union Radio Corp., Potter & Brumfield, the Kellogg Switchboard & Supply Co., Presto Recording Corp. and Jensen Manufacturing Co.

New Jersey  NEWARK  
DISTRIBUTOR

### Sentinel SELLS!

and

### EASTERN SELLS SENTINEL!



A new line of radios with a grand new kind of radio reception! Beauty of tone—beauty of workmanship and design—all backed by a national promotion campaign to boost your sales. Get Sentinel NOW! See Eastern!

EASTERN  SUPPLY CO.

287 Halsey Street

348 Washington Street

Newark, N. J.

### 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  
GRAND GAS RANGES  
NATIONAL SEWING MACHINES  
SCOTT-ATWATER OUTBOARD MOTORS  
BRUSH "Mail-A-Voice" And Soundmirrors  
Etc. Etc. Etc.

## NORTHEASTERN DISTRIBUTORS, Inc.

588 COMMONWEALTH AVE.  
BOSTON 15, MASS.



**COMING!**  
**THE MOST SENSATIONAL**  
*Portable*  
**EVER MADE!**

**NEW AS THE NEXT TICK OF THE CLOCK!**

- Outsmarts, Outfeatures, Outperforms any Portable at anywhere near its price!

**TEMPLETONE RADIO MFG. CORP.**  
NEW LONDON, CONN.  
Executive Offices — 220 East 42nd Street, New York, N. Y.



**"WHERE FM ALSO MEANS FINEST MADE"**

## Cabinet Plant Damaged In Three-Alarm Blaze; Loss Put at \$100,000

NEWARK, N. J., Thursday—Radio cabinets and materials valued at \$100,000 were destroyed early this week in a three-alarm fire at the plant of the Homecraft Manufacturing Corp., 42 St. Francis street, in this city. The flames swept a section of the four-story brick

structure and destroyed the concern's stock of plywood and other fittings for manufacturing radio cabinets. Finished and partly-finished cabinets were also destroyed.

The blaze started on the first floor and spread rapidly. Firemen remained at the scene for several hours.

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

## Inventory Is Discussed By St. Louis Electronic Group

ST. LOUIS, MO., Tuesday — The Electronic Distributors' Association of St. Louis met at the Victorian Club on Thursday and discussed distributor inventory of today. M. Forgey, secretary, was the principal speaker. A general discussion followed.

Many members plan to attend the Chicago show in May.

## "TELEVISION WEEK" SEES MANY UST SETS IN D. OF C. OUTLETS

WASHINGTON, D. C., Friday—The United States Television Mfg. Corp., of New York, is planning to have an additional number of large screen projection console television sets in the hands of its Washington dealers by the April 14th opening of "Television Week," it was announced here today.

UST is making deliveries on large projection type sets and on its 10-inch direct-view consoles. Both the projection and 10-inch direct-view sets also include standard radio, FM, short wave and automatic record changer. Deliveries are now being made to all television cities from coast to coast.

UST's bar and grill model, said to be the largest screen available for delivery to bars, regularly entertains in the neighborhood of 40,000 viewers in the New York area alone, and definitely is answering one of the television industry's major tasks—that is, to provide properly public demonstrations to spread the television art to hundreds of thousands, according to UST executives. Over 800 people have been entertained with video programming on one UST set. Installations in Washington presently include Shoreham Hotel, Hotel Lafayette, Wamdam's Restaurant, and others.

Francis Hoge, vice president and sales manager of UST, is at present in Washington to co-ordinate dealer sales programs for "Television Week." Dealers in the Washington area—Electronic Engineering, Inc., Yost Electronics and others—are enthusiastic over the large UST "big-picture" models.

## Progressive Marketers Formed as Sales "Reps"

Dave Kubrick and Irv Brown have organized the firm of Progressive Marketers to serve as manufacturers' sales representatives to the radio, electronic and television industries, with headquarters at 41 Union square, New York.

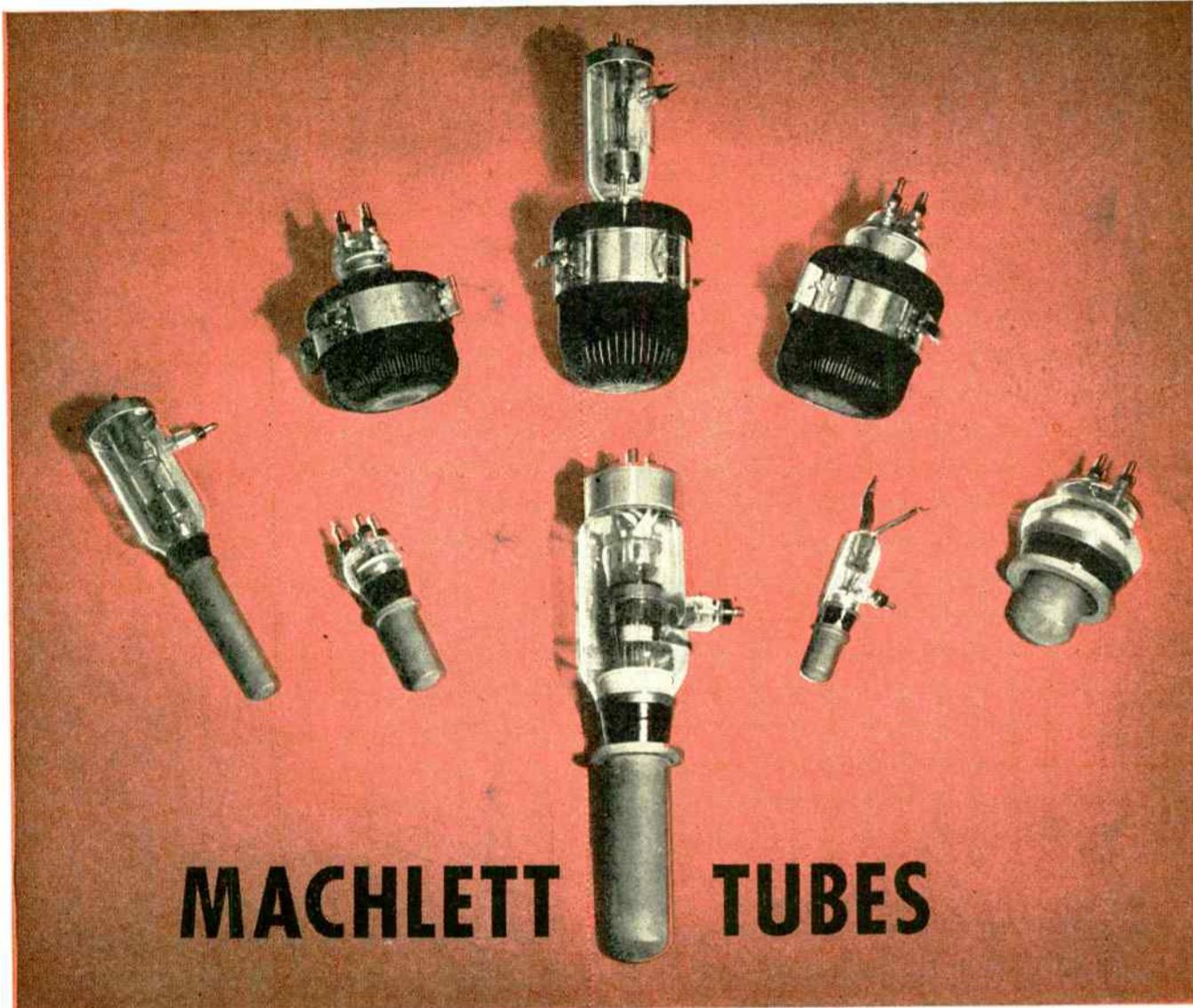
Lines now handled are Transvision Television, Oak Ridge TV and FM Antenna Co., Adaptol Co. and Premier Labs to jobbers and manufacturers in the territory of Metropolitan New York, New Jersey, Philadelphia, Baltimore and Washington, D. C.

## Westinghouse Names Kline

MANSFIELD, O., Friday—Appointment of Will M. Kline, Jr. as assistant sales promotion manager of the Westinghouse Electric Corp. appliance division, this city, was announced this week. He was formerly supervisor of water heater and kitchen utilities advertising.

## Harry Adelman a Father

Harry Adelman, owner of the Scenic Radio & Electronics Co., 53 Park place, New York, became the father of a 7½-pound girl recently. The latest addition to the Adelman family has been named Barbara Ruth.



## DESIGNED AND PROCESSED FOR LONG LIFE IN R-F HEATING EQUIPMENT

**E**VER since the first external anode tubes were made, the primary considerations in design, construction and processing were those directed to meeting the requirements of broadcast and communication applications. In those early years, there was little need—and later, little opportunity—to adequately provide for the special and more rigorous requirements of industrial service.

Machlett Laboratories, specialist for half a century in servicing the special electron tube needs of the equipment manufacturer, has long recognized the

necessity for special construction and processing of tubes for industrial use and has been guided by this in every step in the design and manufacture of its water and forced-air cooled tubes for induction and dielectric heating applications. For this reason, Machlett external anode tubes are more rugged, more completely outgassed and have inherently more factors of safety to cope with unusual operating conditions. For longer life and better performance use Machlett electron tubes because they are especially built to fill your needs.

The complete story of what Machlett Laboratories have done and are doing to furnish better tubes to industrial equipment manufacturers and users will be sent upon request. Machlett Laboratories, Inc., Springdale, Conn.

**MACHLETT**

50 YEARS OF ELECTRON TUBE EXPERIENCE

## MODEL STORE OPENED BY G-E SUPPLY CORP. IN KANSAS CITY, MO.

### DEMONSTRATE APPLIANCES

Complete Lines of 1947 Products  
Are Shown — Series of Meet-  
ings Planned by Company.

KANSAS CITY, MO., Tuesday—With an attendance of 386 dealers from Kansas and western Missouri, General Electric Supply Corp. formally opened a model store at 1201 Broadway last week.

During opening week, GE representatives were on duty throughout the day and in the evenings to conduct groups of dealers through the store and to give demonstrations. Complete lines of 1947 appliances were on display.

The model appliance store, occupying a thirty by eighty foot space in the GE salesrooms, has been designed to show a retail store as it would appear to a customer looking through a front window. Special departments have been provided for radios, ranges, refrigerators, vacuum cleaners, home laundry equipment, traffic appliances, farm equipment and a model combination kitchen and laundry.

T. H. Condon, local appliance sales manager for General Electric, assisted by H. H. Warren, also of the Kansas City office, directed open-house activities, which stressed the importance of store identification to retail dealers. Managers of stores were urged to use this angle of merchandising, particularly in outdoor advertising and window decals.

An interesting feature of the open-house programs, was the demonstration of washing machines, which consisted of "putting out washes." Jim McNaughton of the GE staff reports that this kind of demonstration, which was introduced in this area for the first time, resulted in an abundance of clean clothing around the salesrooms.

Representatives of the apparatus division of General Electric are sponsoring a series of meetings for businessmen, farmers, agricultural and community leaders interested in increased farm production efficiency and farm home comfort. The first of these programs was presented at the Hotel President in this city, April 7, and was repeated at Topeka, Kans., April 8, and at Wichita, Kans., April 9.

The program includes descriptions of electrical products designed for farm use and of special products, such as germicidal lamps, which appeal to farm families. A sound slide film entitled "Wired for Life," and two sound motion pictures, "Running Water on the Farm" and "More Power to the American Farmer," are shown.

George Fiske and J. A. Bailey of this city are directing the local project, which is a part of a nationwide GE plan to reach 3000 major farm areas in the United States.

According to C. E. Barnickle, Bendix sales manager of the Federal Distributing Co., plans have been made to sample dealers on the new Bendix dryer

within the next thirty days. Sampling on the automatic home ironer was started the first week of this month.

Preliminary demonstrations of the new models were given for 250 dealers and salespeople at a meeting held March 21, in the firm's conference room. Miss Mary Ellen DeWine, of the factory, demonstrated the ironer, and Jack Worth, dryer sales manager, presented the dryers. W. A. Becker, regional manager for Bendix, and N. D. Craig-

head, ironer sales manager, also discussed features of the new items.

Gordon Bell, sales manager of the record division of RCA Victor, reports that his organization will sponsor a merchandising school for local record dealers. Programs presented will relay information secured by members of the Kansas City record distribution staff, who attended the training programs which RCA offered jobbers late in March.

—ELSIE WRIGHT.

## Solar Manufacturing Net \$141,721 for 1946

The Solar Manufacturing Corp., New York, reported for 1946 a net income of \$141,721, or 42 cents each on 319,576 common shares. This compared with a net of \$298,920, or 99 cents each on 276,773 shares the year before.

Net sales in 1946 totaled \$8,024,244 against \$11,928,287.

*it's* **LOWEST PRICED!**

THE **Mighty-mite** **ARVIN**

**\$15.95** RETAIL  
**\$16.45 • ZONE 2**

Here's quality performance and beauty at the lowest price. It's the outstanding leader in small radios. You owe it to yourself to get your share of the extra store traffic, the quick sales, big volume and handsome profits the Arvin Mighty-mite brings.

Order Arvin Model 444A.

Another lovely Arvin, at a trade-pleasing low price, Model 552 AN—one of the many splendid Arvin Radio money makers.

**NOBLITT-SPARKS INDUSTRIES, INC., COLUMBUS, INDIANA**

**PORTABLE RADIO CUT 20% BY EMERSON**  
Abrams Explains Reduction From \$49.95 to \$39.95 Was Made to Widen Demand  
FIGHT IS SEEN FOR MARKET  
Price Given as 25% Be.

**Emerson Radio Cuts Price \$10 On New Model**  
Move Is Called Step Toward Effecting Lower Levels on Parts for Receivers  
Emerson Radio & Phonograph

**Emerson Radio Model Cut 20 PC**  
Highlighting the intense competition in the radio field, Emerson Radio & Phonograph Corp. yesterday announced a 25 per cent cut for what was described as "one of the most popular" portable ra-

**HEADLINES EVERYWHERE PROCLAIM**  
**Emerson**  
**TO WIDEN THE**



It's NEWS when a leading manufacturer cuts the price on rapid selling products when demand is greater than supply.

But IT IS NOT NEWS that this has ALWAYS been the POLICY of Emerson Radio — to buy more — produce more—sell more—cut overhead costs all along the line.

Today the demand for Emerson Radio, in all categories, is the greatest in our history. Factory production is at an all-time peak. Feature for fea-

## Progressive Policy in the Emerson Radio Tradition

ture, every Emerson Radio represents the greatest market value. But Emerson Radio is looking ahead.

The models shown here are typical "VALUE" examples in a new 1947 line which conforms with the mass production and lowest-possible-price policy of this company.

By thus widening the market for QUALITY merchandise—by larger material purchases—and through progressive local and national promotion—the economics work to the advantage of our distributors and dealers and the buying public.

*Lead with the Leader in '47*

Call Your Emerson Radio Distributor Now

EMERSON RADIO AND PHONOGRAPH CORPORATION • NEW YORK 11, N. Y.

World's Largest Maker of Small Radio

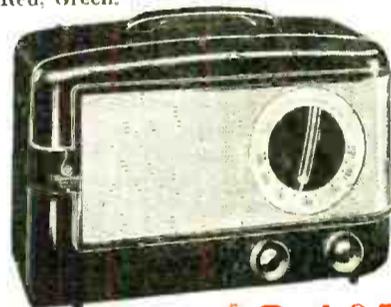
**POLICY OF**  
**Radio**  
**MARKET WITH GREATER VALUES**



*World's Smallest AC-DC Superheterodyne Model 540. A handful of POWER, TONE and STYLE. In Walnut, Ivory, Red, Green.*

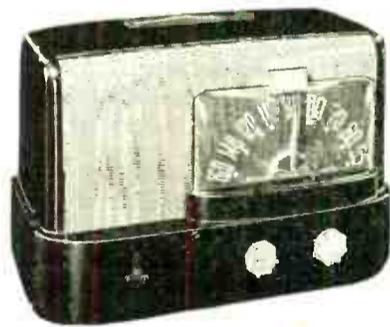
**\$19<sup>95</sup>**

*In Walnut Finish*



*Model 543. AC-DC Superheterodyne with all new 1947 features.*

**\$24<sup>95</sup>**



*"Moderne" Model 511. AC-DC Superheterodyne. New style and performance leader. Available in Ivory and Ebony combination.*

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

*3-Wax Portable Model 536*  
**6 Tubes and Rectifier**  
**3-Gang Condenser**  
**Super Power Output 5**  
**TIMES greater socket power.**  
**Resonance Mounted Alnico 5**  
**Permanent Magnet Dynamic**  
**Speaker.**  
**Unheard-of Performance and**  
**TONE.**

*It was a BARGAIN at \$49.95*

*It's a Sensation at*

**\$39<sup>95</sup>**

*Less Batteries*

**Definitely the greatest Portable value in the entire industry, giving Emerson Radio dealers a sensational quality and price leader to spearhead spring and summer business at Substantial Profit.**

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



*Distributed Exclusively by*

**ARVIN-SALMANSON CO. of New York, Inc.**  
 1107 BROADWAY      WAtkins 9-7640      NEW YORK 10, N. Y.  
Metropolitan New York and Northern New Jersey Territory.      Service Dept.: 292 9th Ave., New York 1, N. Y.

**ARVIN-SALMANSON CO. of New England, Inc.**  
 700 BEACON STREET      KENmore 5178      BOSTON 15, MASS.  
Entire New England Territory

**ARVIN-SALMANSON CO., INC.**  
 2126-30 EDMONDSON AVE., BALTIMORE 23, MD.      WASHINGTON, D. C.  
 GILmore 7552      Phone REpublic 4696  
Maryland, District of Columbia, Lower Delaware and Adjacent Virginia and West Virginia Counties



## SINGLE AND MULTIPLE-SET RADIO OWNERSHIP AT ALL-TIME HIGH IN U. S., SURVEY REVEALS

93 PER CENT OF ALL FAMILIES NOW HAVE RECEIVING SETS

Number of Homes in U. S. With Radios in Use at Present Totals 35,000,000 — One Out of Every Three American Families Has More Than One Set, Latest Industry Figures Indicate.

Radio ownership, multiple-set ownership and total radio listening in the United States currently are at all-time peaks, after a year during which U.S. radio manufacturers established an all-time production record.

This was revealed last week when the Columbia Broadcasting System announced the findings of a survey made specially for CBS by the Market Research Co. of America in January and early February, 1947, and the results of a special study which Nielsen Radio Index, research firm, had applied to the new CBS findings.

The CBS report is radio's first all-inclusive, post-war circulation statement. It reveals that:

1—35,900,000 U. S. homes now have radio sets in use, an all-time peak; an increase of 1,902,000 over the 33,998,000 reported by Broadcast Measurement Bureau on Jan. 1, 1946. In all, America's radio families now own and operate 52,500,000 receivers, exclusive of automobile and portable radios.

2—93 per cent of all U. S. homes have radios (the CBS survey counted only sets actually in use).

3—One out of every three families has more than one radio, an increase of 89 per cent over the comparable multiple-set figures for 1944, as reported by the Office of Civilian Requirements.

4—One in every five families in the U.S. bought a new radio in 1946. The exact percentage, according to the new CBS study, is 20.5.

5—Total of home sets bought in 1946 was 8,500,000; 30 per cent purchased by prosperous families; 40 per cent by average families; 30 per cent by poor families.

6—In urban areas, 18 per cent of the families bought single sets in 1946; 21 per cent in rural non-farm areas; 22 per cent in rural farm communities. In each of these three categories, 1 per cent of all families bought two sets or more in 1946.

7—Total public outlay for new home radios in 1946 was \$330,000,000. This does not include the cost of repairing sets, nor radios in cars, restaurants, etc., nor the normal electric power costs of operating the radios. The electric power alone is estimated in excess of \$200,000,000 a year.

8—Total listening per day is up 4,600,000 hours.

9—Increase in set ownership from one to two sets per family increased family listening 28 per cent or 62 minutes per day; with one set the family devoted 223 minutes per day to listening; with two sets, 285 minutes.

Elmo C. Wilson, CBS Director of Research, in announcing the survey results, said the sample was set up on an area basis according to new procedures developed by the United States Bureau of the Census. The CBS study is believed to be the first in which the area method has been employed on a large scale by a commercial organization.

Purpose of area sampling is to give highly precise estimates by permitting interviewers no choice in the selection of respondents. Households are selected by a random procedure and the interviewer must call back where necessary to insure representation of the designated households. The sample areas in which the interviewing is done also are selected by a random procedure. Over 5,000 households were visited in 200 sample communities and rural areas.

## IMPROVEMENT NOTED IN MATERIAL SUPPLIES

The materials situation is improving gradually and the availability of certain items is considerably eased, Harry L. Erlicher, vice president in charge of purchasing and traffic of the General Electric Co., declared last week.

G-E has noted a definite trend toward improvement in supply, except in flat-rolled steel, and this relative shortage is expected to continue until late in the year.

Copper is still the tightest material, Mr. Erlicher said. Supplies of pig iron are also short. Mr. Erlicher said that aluminum, lumber, textiles, and some building materials were very critical not too long ago, but "much improvement has been made."

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

## 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.

## Roehr Distributing Co. Stages Drake Meeting

ST. LOUIS, MO., Thursday — George Petitt, of the Drake Electric Co., staged a sales meeting here last week for the members of the sales staff of the Roehr Distributing Co., 2700 Locust street, this city.

Mr. Petitt described the production of soldering irons and revealed that there is at present a large market for soldering irons, especially in the industrial trade area that most distributors have overlooked.

This is one of a series of meetings being staged for salesmen and counter-men of the Roehr Distributing Co.

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

TRAVEL WITH

# TRAV-LER

## RADIO

Headquarters for  
**MISSOURI and  
PEORIA SOUTH in ILLINOIS**

For Details of the  
**TRAV-LER LINE  
CONSULT**

**ALVIN M. GOLDSTEIN & CO.**  
1524 Market Street  
St. Louis 3, Mo.

# 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.



## POST-EASTER SALES IN DETROIT SECTOR GRATIFY RETAILERS

**APPROACH HOLIDAY TRADE  
Radios and Appliances Are Selling  
Better Than at Any Time Since  
Christmas — Stocks Ample.**

DETROIT, MICH., Saturday—Post-Easter business in Detroit stores took a decided turn upwards this week as the pent-up demand for appliances and radios forced hundreds of people downtown and into stores. In a personal survey undertaken yesterday, the downtown crowds were bigger than at any other period of time since Christmas. Part of the throngs of buyers could be accounted for by the fact that parents had brought their children downtown for Spring clothes, but there were many hundreds more who were shopping for radios, records and appliances.

In Kern's, large downtown department store, the crowds in Dave Raddaway's newly-decorated and enlarged radio and appliance department were the direct results of a tremendous advertising campaign by Kern's, in which were stressed its complete assortment of major appliances. A complete General Electric kitchen was erected in the department and every type of General Electric appliance was displayed within the tastefully decorated and well-planned kitchen. A tiny rock garden in front of the kitchen gave it a home atmosphere, and glassware arranged on cupboards added to the appearance of the imaginary home. Demonstrators were busy showing housewives all the post-war gadgets of modern housekeeping and serving samples of tasty food dishes made on the premises by pressure cookers, mixers and other devices. Washing machines and ironers were also being demonstrated and crowds of curious women asked questions.

In the radio and record departments, dozens of people crowded the counters and demonstration rooms as Victor, Philco and other brands of combinations were being demonstrated. Mr. Raddaway declared that only in table models was there any show of resistance and that consoles were once again moving.

The same type of crowd was in evidence at J. L. Hudson Co., one of Detroit's large department stores. Crowds lined the counters in the record department, both classical and popular, and clerks were busy trying to take care of all the demands. In the radio department, salesmen were actively demonstrating new Magnavox and Spartan combinations, as well as RCA Victor television sets and other brands, both large and small. Although Dan O'Conner, manager of the radio department, was actually too busy to more than speak a few words to this reporter, the department spoke for itself readily.

—LON ALLISON.

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

## Norge Announces Entry Into Water Heater Field

DETROIT, MICH., Tuesday — The Norge division of Borg-Warner Corp.,

has announced its entry into the electric water heater field with the introduction of five models of the product into the company's present line of household appliances.

In making the announcement, M. G.

O'Harra, vice president and director of sales, disclosed that deliveries are now being made to distributors throughout the nation and that dealer sampling should be completed within a relatively short period.

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

# LEONARD ASHBACH COMPANY

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## RCA VICTOR RECORDS CONDUCTS INSTITUTE FOR JOBBERS' MEN

Approximately 1,000 record distributor representatives attended a series of six two-day RCA Victor record merchandising institute programs recently staged by RCA Victor in New York, Atlanta, Cleveland, Chicago, Dallas and San Francisco, it was revealed on Monday.

The school seminars, representing one of the heaviest investment in dealer training ever undertaken by a record company, offered a complete survey of methods to aid retailers in readjusting their merchandising to competitive peacetime business conditions by concentrating on market analysis, how to buy, self-selection and advertising and promotion, the company reported.

All who attended the institute pro-

gram, in preparation for passing on new techniques to dealers and record clerks at dealer clinics—the second phase of the program—received diplomas from RCA Victor Records, signifying attendance at the Record Merchandising Institute.

## JUPITER DISC FIRM PLANS KIDDIE SERIES

Plans of the Jupiter Record Corp., this city, call for a series of children's albums known as the United Nations' series. The first album of this series, released a few months ago by this New York City company was composed by George Kleinsinger and Paul Tripp. It is entitled "Pancho Goes to a Fiesta."

All of the works to be included in the United Nations' set will be selected by a board of critics which consists of Dr. George H. Gartlan, Dr. Robert K. Speer and Dr. Peter Blos, it was revealed by George Jupiter, the firm's president.

## DECCA RECORD SALES FAR AHEAD OF 1946

Sales of Decca Records, Inc., in the first quarter of this year were more than 50 per cent ahead of a year ago. Jack Kapp, president, revealed last week.

"We still can't fill the demand for records, although we're turning out discs at an unprecedented rate," Mr. Kapp said. "Based on results so far, it looks like we are heading for a \$44,000,000 gross business this year."

Decca sales last year were somewhat more than \$30,000,000. Mr. Kapp said that the hottest item right now is the Jolson Album, which since November has sold more than 620,000 units. In addition, Decca has orders on hand for an additional 150,000.

## SUBSTANTIAL INCREASE REPORTED BY CAPITOL

HOLLYWOOD, CALIF., Thursday—Capitol Records, Inc., reported for 1946 net income totaling \$842,961, after all charges and provision for Federal tax. This is equal, after payment of preferred dividends, to \$1.82 a share.

Dollar sales volume of Capitol and the Scranton companies, which were purchased in March of 1946, with the inter-company transactions eliminated, amounted to \$13,082,797 in 1946, and represents a 105 per cent increase over the 1945 volume of \$6,391,685.

Plans for operating Capitol Records during 1947 are based on the assumption that public demand for discs will continue to rise. The company's sales for the first two months of 1947 were 100 per cent above the total for the first two months of 1946. The company estimates a 1947 record market of approximately 400,000,000 discs.

## HEROLD CONCERN HAS NEW CHILD'S CONSOLE

SCARSDALE, N. Y., Monday — A new electrically-operated console phonograph for the children's market has been introduced by the Herold Mfg. Co., 1 Romney place, this city.

Merchandised under the "Kidditrola" trade name, this model features: a finish in maroon simulated leatherette with a painted ivory trim; two compartments for record album storage; on-off switch; needle cup; decorative metal grille; and Underwriters laboratories approved cord set. Any size record up to 12 inches can be played with the lid closed.

The console lists for \$24.95 and is sold direct to dealers only.

### TO GATHER THE NEWS FOR YOU—

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

## RECO-PLAY MARKETING NEW HOME RECORDER; WILSON HEADS SALES

BUFFALO, N. Y., Friday—A new recorder, record player and PA system of unique design has been developed by the Reco-Play Corp., 37 Franklin street, this city, and is now in production, it was announced by W. O. Reeser, general manager of the firm. It is being distributed throughout the East and Mid-west.

This instrument is a portable model and is said to be ideally suited for home use. It is simple to operate as a recording unit, as a record playing instrument and as a public address system.

Mr. Reeser also announced several appointments to his firm's staff. Fred J. Wilson has been named sales manager; George T. Reeser was appointed purchasing agent, and Art Cerf & Co., Newark, N. J., was named factory representative covering all of the New England states.

The McCall & Bond Co., Chicago, represents the Reco-Play Corp. in Indiana, Michigan, Illinois and Wisconsin, and Lewis Slubin & Co., of Philadelphia, covers metropolitan Philadelphia, West Virginia, Maryland, Delaware, New Jersey and Virginia.

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



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**TEMPO** Record Company of America

SALUTES ITS DISTRIBUTORS!

### 5. WALTER SLAGLE & CO.\*

725 S. BROADWAY • DENVER 9, COLO.

Exclusive TEMPO Record  
Distributor in Colorado

### 6. THE HUGHES COMPANY

152 WEST 4th STREET • COLBY, KANSAS

Exclusive TEMPO Record Distributor  
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\*Exclusive Distributors for Philco Radios and Appliances

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OVER 1000  
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11 Avondale Road  
Avondale Estates, Georgia

## QUALITY MERCHANDISE IN GOOD DEMAND, SAY WEST COAST DEALERS

EXPECT UPTURN IN SALES

Head of Pacific Coast Wholesalers  
Says Fears of Depression Only  
Mental Attitude.

LOS ANGELES, CALIF., Saturday — Despite the general slump in business, L. J. Stutz, owner of Pacific Coast Wholesaler, finds the better grades of merchandise still selling.

Commenting on the present slump, Mr. Stutz feels that this is caused by a mental attitude of "depression" which has been instilled in the minds of both the buying public and manufacturers through many radio commentators. The effect has been an attitude of "watchful waiting" for prices to come down and has resulted in a vicious cycle. The manufacturers are loaded with inventories, with no "takers," although there is still plenty of cash available.

Actually, Mr. Stutz believes that with present costs what they are, the prices of finished goods can't possibly come down until production is in full swing, which should be in about six months.

The remedy, in Mr. Stutz's opinion, is for the government to undertake an active campaign to replace these "depression jitters" with a sense of optimism, using all available means of communication, including newspaper space, for this purpose. This would instill confidence in the minds of the public, as well as in the minds of manufacturers and labor, he believes.

Hoffman Radio Corp.'s engineers are busy in their laboratories these days working on FM, television and home recording sets. The organization will have some very interesting plans to announce to the trade this month.

Ray W. Turnbull, president of Hotpoint, Inc., has been appointed General Electric's commercial vice president for the Pacific District, with headquarters in San Francisco, to succeed Raymond M. Alvord, according to an announcement made in New York by Charles E. Wilson, president of the General Electric Co. Mr. Alvord will relinquish his

post to Mr. Turnbull on September 1 and will retire, at his request, after forty-three years of service, on September 30.

Mr. Alvord has been commercial vice president of the Pacific District for the past nine years, but for forty-one years in San Francisco has watched the General Electric Co. grow in the West from a few score to several thousands persons — becoming an important component of western economy.

Well known in civic affairs, Mr. Alvord has been president of the San Francisco Chamber of Commerce, the Rotary Club, the Engineers Club, the San Francisco Sales Managers' Association, the San Francisco Electric Club and the Pacific Coast Electrical Association; a member of the Bohemian and Commonwealth clubs, and also active in other organizations, including particularly the Community Chest.

—S. M. BOOKEE.

## DEALERS NOW SELLING "TUCH - RITE" SYSTEM; USES PHONO RECORDS

A new system of teaching touch typing in one day has been developed with phonograph discs acting as the teacher. The system is being merchandised through record dealers by Self Teaching Systems, Inc., of 238 East Ninth street, New York City.

Known as the Tuch-Rite method, this system, complete with two vinylite recordings in an attractive album, and with a Tuch-Rite board, is being sold complete at \$14.54. Such New York retailers as Dynamic, Carl Fischer, Inc., Haynes-Griffin, Liberty Music and Mortimer H. Fogel are merchandising this package.

The new Tuch-Rite system has been praised by C. F. Klinefelter, assistant to the U. S. Commissioner of Education, and of other educators. It is based upon years of scientific research in the methods of teaching and consists of a patented keyboard device and the unbreakable discs wherein the inventor, an experienced teacher, acts as the instructor. This self-teaching system is said to eliminate monotonous exercises and drills.

## William Barlow Named To FM Publicity Post

WASHINGTON, D. C., Friday—Bill Bailey, executive director of the FM Association, has announced the appointment of William L. Barlow as director of publicity for the association. He has had extensive experience in general publicity work as well as in radio.

## Former FBI Agent Forms Firm for Radio Exporting

PHILADELPHIA, PA., Monday — Charles A. Gannon, former special agent for the Federal Bureau of Investigation, has formed the firm of Charles A. Gannon, Inc., for the export of private brand radios and electrical appliances.

# SENSATIONAL OFFER!

This **RECOTON VENDOR** changed the history of  
Needle Merchandising...IT'S YOURS FREE!



Streamlined Plastic & Metal  
VENDOR... Value \$18.00...  
FREE with order for only 12  
jewel-tipped needles. Your  
cost... \$27.75



Streamlined... attractive... practical! Clear-view hood shows up entire line on smart "jewelry type" tray.



An "extra salesman"! Customers ask for needle they want... you simply lift out tray... let them select needle... sale is made.



Replace needle sold from stock in reservoir of base (in back)... put new needle on tray. Ready for another sale!

This is the 4 Karat Vendor that has been such a smash hit sales-producer for dealers from coast to coast. Retailers provide the proof of its terrific success in increased volume and steady reorders... Store after store reports that it's the one sure way to sell jewel-tipped needles and keep selling them because the vendor "vends" the needles in a constant, profit-building volume. Now it's available to every dealer under a new, easy-to-work plan that will bring this remarkable Vendor into even the smallest store... The Vendor is FREE with orders for ONLY A DOZEN of RECOTON'S famous jewel-tipped needles (see Table Below). Order from your wholesaler immediately!

4 Karat Vendor includes	List Price
3 No. 212 Primus	\$2.50
3 No. 1412 Rubypoint	3.50
3 No. 412 Supra	5.00
3 No. 1512 Symphonie	7.50
TOTAL... 12 NEEDLES... LIST PRICE...	\$55.50
YOUR COST	ONLY \$27.75
DISPLAY VENDOR	FREE

And for your Sales Personnel... 225 Point Premium Coupons Included  
CASH IN on these RECOTON "EXTRAS"... Tie in with national advertising campaign now under way... take advantage of premiums for needle sales... new packaging... new counter displays... other aids!

# RECOTON

*Always faithful*

RECOTON CORPORATION  
251 Fourth Avenue, New York 10

## WEBSTER MODEL 56

### AUTOMATIC RECORD CHANGER

As a replacement for less efficient changers... for original equipment.  
Truly "The Choice Of Music Lovers."  
Model 56 stops automatically after the last record.

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

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



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## BUSINESS CONTINUES AT A HIGH LEVEL OVER SAN FRANCISCO AREA

NO LET-DOWN IS NOTICED

J. N. Ceazan Co. Reports Additions to Staff — Arthur Samman Promoted by Lachman.

SAN FRANCISCO, CALIF., Monday — A fast-growing organization is J. N. Ceazan Co.'s Radio and Appliance Division, distributor of Sentinel radios, Tracy stainless steel sinks, Automatic and Nixon washers, etc. D. A. McMullen, northern California sales manager of the Radio and Appliance Division, has made several additions to his staff.

He has appointed Charles Rhoades as district representative for the Sacramento Valley area and Ray Broughton for the San Joaquin Valley, with headquarters in Fresno. James Ludlow will handle northern San Francisco and the Northern Bay area. L. R. Montgomery

has been transferred from San Francisco and put in charge of the East Bay area with headquarters in Oakland, replacing Patrick Coyne, who was promoted to appliance merchandise manager. Patrick Coyne will specialize in promoting the interests of Tracy stainless steel sinks.

Your reporter further heard from Mr. McMullen that deliveries had been started on Sentinel 286 P "Treasure Chest" personal portable radio models and are meeting with "tremendous success." Sentinel will soon announce its 1947 console combination radio-phonograph model, and also something "sensational" in an ultra-modern cabinet design.

The Edison General Electric Appliance Co., Inc., has been, and still is, holding a series of distributor preview meetings, introducing the new 1947 line of Hotpoint appliances, according to H. E. Silvernail, San Francisco office manager. Shown were the new improved Hotpoint electric ranges, water heaters, electric sinks and refrigerators. A new home freezer is to be shown later. There is much interest in the new Hotpoint E. C., eight-cubic-foot refrigerator which will fit into the place of the former six-cubic-foot refrigerator and still has two additional cubic feet of storage space.

Lou H. Bushnell, district sales manager of Magnavox Co., has just returned from Fort Wayne, where he visited the factory. Lou said that though production has been considerably accelerated, it still cannot keep step with the demand.

Initial shipments have been received of the Magnavox Modern Symphony in ebony and Chinese red cabinets, joining the previous two models in mahogany and blond finishes.

Lou Bushnell is much pleased with the window displays at leading stores featuring Magnavox radios.

The Radio and Appliance Division of the Edward F. Hale Co., distributor of Stewart-Warner radios, Horton washers and ironers, Presteline major appliances, has recently taken on a new line, the Vornadofan, which will bring all-year comfort in either hot or cold weather.

Ben R. Scott, manager of the Lachman Bros. radio and record department, stated that business is good, due to the heavy call for high-priced radio-phonograph combination sets. March was the best month of the year so far, and was 'way ahead of March, 1946, in volume and dollar sales. However, the sale of straight table models has slowed down considerably.

Arthur Samman, who for many years has been with Lachman Bros., has been made manager of the appliance department.

—GISELA NEY.

## GE SALES FOR QUARTER SHOW SLIGHT DECLINE

SCHENECTADY, N. Y., Monday — Orders received by the General Electric Co. during the first three months of 1947 totaled \$272,539,000, Charles E. Wilson, president, announced. This compares with \$285,318,000 of orders received in the last three months of 1946.

"Following customary practice, and in addition to the sales value of products which normally cannot be shipped immediately upon receipt of the order, these figures for orders received include the sales value of such products as appliances, lamps, etc., actually shipped during each respective period," stated Mr. Wilson.

"Orders received in the first quarter of last year totaled \$111,775,000, but that amount is not comparable with the figure for the three months ended on March 31, this year, because no shipments were made for nine of the first thirteen weeks in 1946, due to a strike."

## M. A. Savage, GE Engineer, Dies on Visit to Relatives

WALTERBORO, S. C., Saturday — Marion A. Savage, of Scotia, N. Y., a consulting engineer for General Electric Co., died here while on a visit with relatives. He was sixty-one years old, and the winner of both the Lammie Gold Medal in 1938 and the Charles A. Coffin award, the highest honor of General Electric Co. The awards were for his work on high-speed and large generators.

He is survived by his widow, the former Jesse Rivers, and two daughters.

## Two St. Louisans Members Of Netherlands Radio Club

ST. LOUIS, MO., Tuesday — Ed Roehr, president of Roehr Distributing Co., and John Umbeck, secretary, have been made members of the postwar Amateur Radio Society of the Netherlands, Veron. They hold the only memberships in the United States, it is claimed.

### TO GATHER THE NEWS FOR YOU—

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

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**ELECTRONIC DISTRIBUTING CO.**  
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MIAMI, FLORIDA

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**RADIO**

Headquarters for  
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Chicago, Illinois



**AMERICAN CONDENSER COMPANY**

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



# Radio Industry Will Make 2 Million FM Sets This Year

(Continued from Page 3)

gradual and would be hampered rather than aided at this time by the manufacturing of "cheap FM sets" which would not realize the full advantages of FM broadcasting.

The RMA report also revealed that transmitter manufacturers estimate delivery of more than 700 FM transmitters by the end of this year and confirmed the forecast of 700 FM stations on the air by the end of 1947 as made recently by Charles R. Denny, Jr., chairman of the Federal Communications Commission.

The special RMA Committee on Liaison with the FMA is headed by L. F. Hardy, vice president of Philco Corp. Other members are: Ben Abrams, president of the Emerson Radio & Phonograph Corp.; E. A. Nicholas, president of the Farnsworth Television & Radio Corp.; H. C. Bonfig, vice president of Zenith Radio Corp., and S. P. Taylor, of the Western Electric Co., New York, and chairman of the RMA Transmitter Division. Mr. Cosgrove, general manager of the Crosley Division at Cincinnati, Ohio, is an ex-officio member of the committee.

Radio manufacturers, as well as their distributors and dealers, are just as anxious to sell FM sets as are the FM broadcasters to build up listening audiences, the committee declared. But the manufacturers also must serve the needs of standard or AM broadcasters and their millions of listeners, many of whom do not have FM services, it added. Publicity by some FM broadcasters advising listeners not to buy a radio set "unless it has an FM band," the manufacturers said, "is not constructive but destructive to FM."

"Frequency modulation radio is a tremendous new advance in the radio industry and the public is becoming increasingly conscious of this new broadcasting service," the committee stated.

"It is true that under the right conditions, FM supplies certain advantages to the consumer. As far as the public is concerned, these advantages will be realized when stations of sufficient power are broadcasting, and their radio set is of such a character as to allow them to receive the transmission with the lack of noise and the added fidelity that are inherent in FM.

"In addition to this, however, the program material must be of such a nature as to attract the listener and make him want the necessary additional investment in the radio product which is required by the added FM service."

Pointing out that it has taken approximately twenty-five years to make possible the present AM radio program

service and to provide the public with sixty million receiving sets, the committee commented: "It is obvious that the creation of such an audience for FM, even at enormous production levels, will take some time."

The radio manufacturing industry, the committee said, has produced approximately as many FM radio sets during the first quarter of 1947 as it did during the entire year 1946, and the production rate is expected to continue climbing each month. Output in March of 67,364 brings the quarter's total to 172,276.

"It is very natural and realistic that an added service of the nature of FM should be first presented and applied to sets of the more expensive class, in as much as this class of merchandise can most readily absorb the increased cost without greatly affecting the retail price," the report stated.

"As the 'state of the art' progresses, engineering and production savings will be applied to an increasing number of chassis to be offered to the public in lower-priced merchandise. When this happens, great production quantities of FM sets will become available. As of today, we have not as yet reached that point—but we are bending our efforts in that direction and are most hopeful for the future.

"Low powers of transmission require great sensitivity and selectivity in the receiver — good audio systems and speakers are required for good reception—this costs money. When transmitter power increases and research and engineering develop less expensive circuits of good performance, we will have low cost FM sets and high volume.

"A cheap FM set would be, in our opinion, a mistake at the present time. Any such set would necessarily, with today's knowledge, be low in sensitivity and have poor selectivity in relation to the established standards of AM. Such performance would do irreparable harm to FM before it had a chance to prove itself as a service."

"The radio industry wants new services," the report said, "especially those which tend to raise the average unit sale of radio sets, but we do not propose to penalize that segment of the buying public which is interested only in AM reception by imposing the additional FM services and costs into receivers of their choice. At the present time there are approximately 200 FM transmitters on the air against over 1,000 AM stations, and a large section of the nation's population is still without FM service."

Moreover, the committee declared, only by maintaining high volume AM set production can the radio industry

lower the costs of FM manufacturing.

"Volume production of FM receivers takes plenty of engineering and production 'know how'," the report explained. "While the set manufacturer is integrating FM into his overall program, he must maintain volume production in his plants to be able to afford to maintain an organization to acquire mass production techniques of FM manufacture. Without this volume production, the cost of sets with special services would be prohibitive."

The radio manufacturing industry, the report pointed out, has demonstrated its faith in the new FM service by its tremendous investment in special production facilities, testing equipment, engineering and research, and in advertising and promotion.

In 1946, manufacturers of radio sets "lost millions of dollars" in an effort to produce a large volume of FM receivers. Shortages of radio components and skilled labor, as well as other re-conversion difficulties, along with the problem inherent in making operative new engineering designs, all resulted in hampering the manufacture of FM receivers.

As a consequence, only 1.4 per cent of the total production of radio sets last year included FM reception facilities. Already this year the percentage of FM receivers being manufactured is 4½ to 5 per cent, and rising monthly.

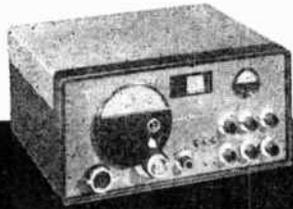
Tabulated returns from the questionnaire sent to all RMA set manufacturers revealed the following production estimates for the entire year 1947:

1. Estimated production of AM-FM table model sets:
  - (a) To retail under \$50. 43,000
  - (b) To retail over \$50. 810,720
2. Estimated production of AM-FM console models:
  - (a) With phonograph. 1,595,729
  - (b) Without phonograph. 70,000
3. Estimated production of FM (only) sets. 146,000

TOTAL ..... 2,665,949

A survey of FM transmitter manufacturers revealed the estimated production for 1947 of 710 transmitters.

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



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...



## SEATTLE DISTRIBUTOR ANNOUNCES PLAN FOR \$100,000 EXPANSION

PLANS MANY INNOVATIONS

Radio, Television & Appliance Co. Launches Ambitious Program — Business Growing Fast.

SEATTLE, WASH., Friday — S. L. Savidge, who directs the destinies of Radio, Television & Appliance Co., has launched an expansion program for his concern that involves the expenditure of \$100,000 in an addition to the Westlake and Republican street building that houses the Philco distributing headquarters for the Pacific Northwest.

Work is now under way on the three-floor addition. The addition will provide 26,000 square feet of additional storage space, allow for the unloading of three railroad cars at the same time, provide truck loading facilities and the building will have 120 feet of frontage on one

of Seattle's most important thoroughfares.

"It is our hope that this will be the finest electric-appliance distribution facility in this section of the country," said Mr. Savidge yesterday. "In it we will have model show-rooms for the guidance of our dealers in their operations; we will have a diapole antenna and special FM reception rooms; there will be special provision for television-showrooms; and besides that we will have an auditorium for sales conventions and radio presentations."

Another novel feature of the new addition will be a complete kitchen for home demonstrations that will augment dealer activities. The Savidge concern is distributor for Knapp-Monarch, Filter Queen, Blackstone and Allen stoves and L. & H. ranges and water heaters, besides a long list of small appliances and radio parts.

"We have never caught up as yet on Philco sales. Our dealers still clamor for merchandise. The consoles and combinations are coming, but as yet we do not have to sell," Mr. Savidge reported.

Mr. Savidge has long been recognized

as one of the most aggressive merchandisers in this section of the country. He reports the Philco national advertising campaign now running is being supplemented by cooperative advertising on both the air and in newspapers. This week, an association of eleven local dealers are running forty spot announcements a day on radio stations here.

Charles Griffin, Alaskan representative for Radio, Television & Appliance, is just back from the Far Northwest Territory and said that his orders were the largest he ever brought back. He covers the Alaskan district by airplane and finds it a full-time job.

Most sales in this market are cash, reports Mr. Savidge. Credit is becoming a factor, however most of the financing is being arranged by local dealers. "We find the national credit companies eager for the business, but dealers and banks still have an edge on the business."

—DUD BROWN.

all-request record programs, which are interspersed with results of races, the stipulation being that all results must be accompanied by a donation to the Cancer Fund.

Arthur Riland, electrical contractor whose store has been at 500 Main street for over twenty years, has recovered from a two-week illness.

Warren A. Crouthamel, a veteran of twenty-eight months in the Navy, has been named manager of the B. F. Goodrich retail store at 121 West Fourth street. Mr. Crouthamel succeeds Paul B. Wood, who resigned after eighteen years with the company. The new manager served as credit manager prior to war service, and as salesman since. He entered the employ of the company in 1938. He expects to handle, besides Air King and Pilot radios, all lines of electrical appliances.

—GEORGE STATLER.

## Bull's-Eye Displays!



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

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

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

for

"the Radio of Tomorrow — TODAY!"

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

full line

from portables to console—the finest quality in each price range!

# farnsworth

TELEVISION ● RADIO ● PHONOGRAPHS

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

# RADIO TUBES

For IMMEDIATE SHIPMENT — Below Distributors Cost

R. M. A. GUARANTEED — INDIVIDUALLY BOXED

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

Type	Price	Type	Price	Type	Price
1A7GT	\$.65	6SA7GT	\$.45	25Z6GT	\$.60
1H5GT	.65	6SG7GT	.50	25Z5	.60
1L4	.30	6SK7	.45	26	.35
1N5GT	.65	6SN7GT	.50	27	.35
1Q5GT	.75	6SQ7GT	.45	32L7GT	.85
1R5	.40	6V6GT	.45	35L6GT	.60
1T4	.30	6X5GT	.45	35W4	.40
1U5	.40	7A4	.50	35Z5GT	.45
1V	.55	7AF7	.50	39/44 Ken-Rad	.45
OY4	.45	7B6	.50	41	.50
3A4	.40	7Q7	.50	42	.45
3Q5GT	.60	7Y4	.40	47	.60
3S4	.40	12A8GT	.55	50B5	.60
5U4G	.50	12AT6	.45	50L6GT	.60
5Y3GT	.35	12BA6	.45	70L7GT	.85
6A7	.52	12BE6	.45	75	.45
6A8	.65	12Q7	.45	76	.45
6C6	.50	12Q7GT	.50	77	.40
6F6	.40	12SA7GT	.50	80	.40
6F5GT	.50	12SK7GT	.50	81	.85
6F6GT	.45	12SQ7GT	.50	83	.72
6J7G	.45	12SR7 Ken-Rad	.45	117L7GT	1.00
6K6	.50	25L6GT	.60	117Z3	.85

Rated Accounts 2% 10 Days

All Others 2% C.O.D.

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.

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

# DEWALD

A FAMOUS NAME IN **RADIO** SINCE 1921



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

*A Quarter-Century of Proven Quality*

**DeWALD A-507 TOWN and COUNTRY**  
 3-WAY PORTABLE—Operates on AC-DC or batteries. Easy-slide disappearing cover.

## ENGINEERS' GROUPS OF KANSAS CITY SPONSOR RADIO DEMONSTRATION

KANSAS CITY, MO., Monday — Technical words from the radio industry were brought to life in a lecture and demonstration presented for the public recently by Dr. J. G. Perrine, assistant vice president of the American Telephone and Telegraph Co.

Dr. Perrine used a revolving rope to explain wave length and pointed out that increasing the speed of the revolutions shortened the wave length. Discussing the relations of wave length to frequency, the speaker described "vibration" as a "Phi Beta Kappa word for wiggle." He also briefly explained the principles of radar and demonstrated micro waves produced by an oscillator. The program was sponsored by the Institute of Radio Engineers and the American Institute of Electrical Engineers.

Officials of the American Broadcasting Co., and representatives of ABC stations in the Midwest held an all-day meeting at the Bellerive Hotel in this city last week.

ABC executives who attended were: Mark Woods, president; John Norton, vice president in charge of station relations, and Ivor Kenway, advertising promotion manager, all of New York, and R. B. Jones, Chicago.

E. K. Hartenbower, representative

for the third district of ABC and manager of KCMO, local station, was in charge of the meeting.

Richards & Conover Hardware Co., distributor of radios and appliances, has announced that Vice Admiral Adolphus Andrews, retired, was elected a director of the firm at a meeting of the board of directors held in this city, March 25 —ELSIE WRIGHT.

## Galvin Profit \$651,702 For March 1 Quarter

CHICAGO, ILL., Friday — At the close of the first quarter, ended March 1, 1947, Calvin Manufacturing Corp., of this city, maker of Motorola radios, announced net income, after all Federal taxes, of \$651,702, equivalent to 81 cents a share. For the corresponding period of 1946, a loss of \$485,401 was shown.

Net sales for the first quarter of 1947 were \$8,340,071, over two and one-half times net sales of \$3,252,976 attained during the first quarter of 1946.

## Goody Distributing Firm Is Named By Hub Records

Jack Pearl, head of Hub Records, Inc. this week confirmed the appointment of the Goody Distributing Co. as exclusive distributor for the Hub line in Greater New York.

The Goody concern's president, Sam Goody, announced that full scale merchandising of the Hub line has begun.

## RECORD SALES VOLUME OF ASSOCIATED STORES REACHES \$2,229,234

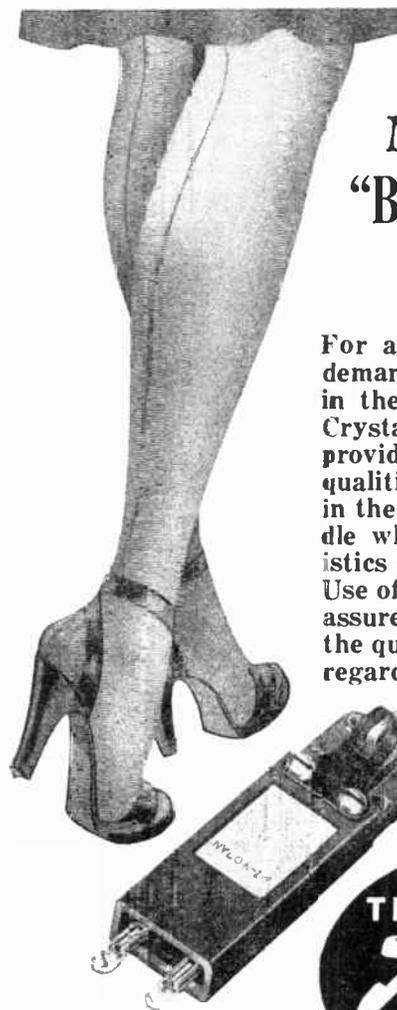
TAMPA, FLA., Friday—Sales figures for the fiscal year ending March 31, 1947, have just been released by H. A. Brennan, vice president of Associated Stores, Inc., with headquarters in this city, showing a total of \$2,229,234.56. This compares with previous fiscal year's sales of \$880,607.09.

In commenting on this startling increase, which is said to be well above the national average, Mr. Brennan stated that his company has made con-

siderable strides in improvement of management personnel in the concern's seven stores, and has continued to dominate in newspaper advertising in the cities where Associated Stores are located.

As to the future outlook, Mr. Brennan stated, "I see no reason for any let-down in the acceleration of our growth in sales and profits inasmuch as the past year was fraught with constant problems in the shortage of merchandise. With the step-up in factory production, it is anticipated that our sales will exceed three million dollars during this coming year."

RADIO and Television WEEKLY is the only NEWSPAPER in these fields.



# NYLON

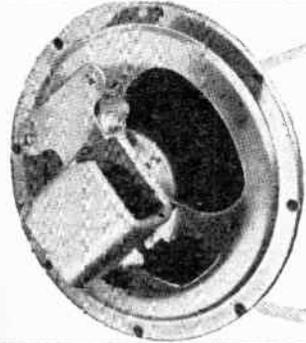
Now Contributes to the "BEAUTY" of Phonograph Reproduction

For almost the same reasons that women demand Nylon hose, Astatic utilizes Nylon in the construction of a new and improved Crystal Phonograph Pickup Cartridge. Nylon provides strength, stability and cushioning qualities that Astatic Engineers found ideal in the matched Nylon Chuck and Nylon Needle which give to this cartridge characteristics possessed by no other cartridge made. Use of this new phonograph pickup cartridge assures manufacturers and owners alike that the quality of reproduction remains constant, regardless of needle replacements, because the needle is matched to the cartridge and is the only needle that can be used with it. Descriptive Folder is available.



New NYLON 1-J Crystal Pickup Cartridge. Improves tracking and signal transmission. Reduces needle talk and resonance peaks. Increases record and needle life.

## QUAM *Adjust-a-Cone* SPEAKERS



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

WRITE FOR FREE CATALOG

### QUAM-NICHOLS COMPANY

Builders of Quality Speakers since 1923  
33-J PLACE AT COTTAGE GROVE • CHICAGO 16, ILLINOIS

# BOSTON CHAPTER OF ELECTRONICS JOBBERS HOLDS ANNUAL DINNER AND GET-TOGETHER

MEMBERS PRESENT FROM EVERY PART OF NEW ENGLAND

Radio Parts Stores Report Heavy Business — Metro Distributors Announce New Store Hours — New Demambro Showroom One of Finest in New Hampshire — Eastern to Conduct Radio Classes.

(Continued from Page 6)

monwealth avenue announces new hours. It will be closed all day Saturday, and Monday through Friday, the hours will be 8:30A.M. to 5:30 P.M. Metro, the distributor of Motorola, is also doing very well with the Knapp-Monarch line of small electric appliances and housewares. National advertising is said to be a big factor in creating pre-acceptance.

The Arvin, Meck and Tele-Tone super-midget radios are getting good display space in show windows, and customers appear to be just as interested in their small size as they are in the very low price. The small low priced Emerson's are also well displayed, but most of the sales are in the higher

priced models, dealers say. Another newcomer to the show windows is the Garod battery and electric portable radio. Its compact size, moderate price and good appearance are prime factors in the purchase decision.

William L. Lever has recently returned from the Air Corps to take charge of the floor covering department at Allied Appliance Co., 111 Berkely street, and Ray Davey is the new head of the sales promotion and advertising department.

Demambro Radio Supply Co., distributor of Stewart-Warner radios, has its new and spacious showroom at Manchester, N. H. well established and doing very well under the management of Ted Von Hagen.

Westinghouse Electric Supply Co. on Pearl street, and branches in Augusta

and Bangor, Maine; Burlington, Vt.; New Haven and Hartford, Conn.; Providence, R. I., and Springfield and Worcester, Mass. reports that it is now able to fill moderate demands for many small electrical appliances.

The Louis M. Herman Co. has added Kenneth L. Brown to its organization. Mr. Brown was formerly with the Eastern Co., of this city. The Herman company is located at 885 Boylston street and is the local distributor for Howard radio, Raytheon tube, Eveready batteries and a complete line of radio parts and accessories.

Leon A. Kohler, Inc. has opened a radio and appliance store at 75 Avenue A. Turners Falls, Mass.

The Eastern Co. will conduct radio school classes in its new auditorium, 620 Memorial drive, instructing on repair and maintenance of post-war models of RCA Victor radios, April 23, at 7 P.M. —FRANK PRAY.

## SEES ANTENNA RELIEF FOR APARTMENT VIDEO

A total of fifty-one speakers addressed various sessions of the Television Institute held on Monday and yesterday (Tuesday) at the Hotel Commodore, New York. Various aspects of the video art were covered, including receiver sales and transmitter installations.

Video receivers were exhibited at the hotel by RCA Victor, DuMont, U.S. Television and Telicon.

The television industry is expecting a favorable decision within the next week on an interim plan submitted to New York landlords for the installation of television antennas in apartment houses, Ernest A. Marx, of DuMont, chairman of the Television Broadcasters Association's subcommittee on the problem reported. The system to be employed would handle thirty to forty television receivers, Mr. Marx stated.

Dr. Alfred N. Goldsmith, consultant, served as toastmaster at a luncheon on Monday. Guests included J. R. Poppele, president of TBA; Dr. Allen B. DuMont, head of DuMont; Anthony Miner, CBS television executive; George Shupert and Paul Raibourn.

## NBC Will Demonstrate Zoomar Television Lens

The National Broadcasting Co. will hold the first public showing today (Wednesday) of the Jerry Fairbanks Zoomar television lens, a revolutionary new variable focal length lens developed by Dr. Frank Black. The demonstration will take place at 2 P.M. in Studio 3-H at NBC headquarters in New York.

## Philco Annual Meeting Scheduled For May 16

PHILADELPHIA, PA., Monday — The annual meeting of stockholders of the Philco Corp. will be held at 2 P.M. on May 16 in the Land Title Building, Broad and Chestnut streets, this city.

## Attention Manufacturers Radios and Appliances

• National sales distribution through distributors or sales representatives directly under supervision of sales executive with 25 years' affiliation in this particular field.

For Complete Information  
Communicate With

Fred C. Collins

Cohara Merchandise Co.

299 Madison Avenue  
New York 17, N. Y.  
Telephone: PLaza 9-3830

## Eastern Co. Will Hold Service School April 23

CAMBRIDGE, MASS., Tuesday — The Eastern Co., RCA Victor distributor, will hold a service school on all the post-war models of RCA Victor on April 23, it has been announced by J. Noterman, radio service manager. The session will be held in Eastern's new auditorium, 620 Memorial Drive.

## An Invitation

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

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

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

## Placement Bureau RADIO-TELEVISION INSTITUTE

480 Lexington Avenue  
New York 17, N. Y.

PLAZA 3-4585



### New Enlarged Line of AC-DC RESISTANCE LINE CORDS

**JFD UNIVERSAL AC-DC RESISTANCE LINE CORD**

Originally created by JFD, this is still one of the most popular replacement line cords with radio servicemen! Replaces AC-DC cords from 220 ohms to 300 ohms. Can be used for either standard 3-terminal or tapped cord. Cat. No. 2175.



**JFD Standard 3-Terminal AC-DC RESISTANCE LINE CORDS**

Flexible, sturdy cords, 3-terminal type, with color-coded, tinned leads.

<ul style="list-style-type: none"> <li>* 2180—135 Ohms</li> <li>* 2181—160 Ohms</li> <li>* 2182—180 Ohms</li> <li>* 2183—200 Ohms</li> <li>* 2184—220 Ohms</li> </ul>	<ul style="list-style-type: none"> <li>2185—250 Ohms</li> <li>2186—290 Ohms</li> <li>2187—300 Ohms</li> <li>2188—330 Ohms</li> <li>2189—350 Ohms</li> </ul>
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\* Note: 135, 160, 180, and 200 ohm cords can also be used for single light 20 and 15 watt fluorescent fixtures.

**JFD HIGH RESISTANCE LINE CORDS**

2197—For 3-way portable radios, AC-DC battery. New high resistance type cord, has 560 ohms resistance. Individually packaged.

2157—For AC-DC Sets. This cord has 960 ohms resistance, and is used wherever 45Z3 rectifier tube is employed. (For pocket type radios, such as: Admiral, Fada, Sentinel, Sonora, Motorola, Detroit, Farnsworth, etc.) Individually packaged.



**JFD Steardown Line Cords**  
220 to 110 VOLTS



<ul style="list-style-type: none"> <li>No. 2176—160 ohms tapped at 24 ohms</li> <li>No. 2195—165 ohms tapped at 30 ohms</li> <li>No. 2177—180 ohms tapped at 25 ohms</li> <li>No. 2178—200 ohms tapped at 40 ohms</li> <li>No. 2179—200 ohms tapped at 40 ohms</li> <li>No. 2174—280 ohms tapped at 40 ohms</li> <li>No. 2164—360 ohms tapped at 80 ohms</li> <li>No. 2166—430 ohms tapped at 80 ohms</li> <li>No. 2156—510 ohms tapped at 80 ohms</li> <li>No. 2196—560 ohms tapped at 80 ohms</li> <li>No. 2158—960 ohms tapped at 80 ohms</li> <li>No. 2165—1950 ohms tapped at 360 ohms</li> </ul>	<ul style="list-style-type: none"> <li>Amer. Plug.</li> <li>Amer. Plug.</li> <li>Continental plug.</li> <li>Continental plug.</li> </ul>
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**JFD REPLACEMENT LINE CORD FOR MOTOROLA SETS**

2198—8 ft. cord containing 2 resistance elements—1100 and 280 ohms. Has 4 terminals. Essential replacement for all Motorola portables. Nos. 41D, 51D, 52D, 41H.



WRITE FOR LITERATURE.

**J.F.D. MANUFACTURING CO.**

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

## INCREASED EARNINGS ARE REPORTED FOR '46 BY STEWART-WARNER

(Continued from Page 10)

to the subject of inventory valuations. He said:

"The increased volume of business in 1946 made it necessary to increase the investment in inventories and the continued difficulties experienced in obtaining materials at anything approaching regular intervals created a certain degree of unbalance in the inventory on hand at the end of the year. However, the overall inventory turnover during 1946 was little different from the prewar experience. Throughout the year prices of purchased materials steadily increased and reached the point where it would seem that with the return to more normal production and a more competitive condition they should decline. In anticipation of this possibility, a charge of \$1,558,000 was made to the year's operations. This amount, reduced by Federal income taxes of \$608,000, plus \$95,000 carried forward from prior years, is shown as a reserve of \$1,045,000 deducted from inventories on the balance sheet.

Regarding the 1947 outlook, Mr. Knowlson said that the company entered the current year with a substantial backlog of orders for its varied products.

## EMERSON PRICES CUT ON NINE RADIO SETS

(Continued from Page 3)

son Radio products. He stated that the factory production is now averaging nine thousand sets per day, with an average of ten thousand in sight, and that distributor commitments are more than ample to absorb this output. Although the backlog of dealer orders is greater than at any time since the beginning of postwar business, it was stated that demand and supply are gradually coming into balance.

Mr. Abrams, long a disciple of mass production policy, wider employment, lower costs and resultant popular prices, said that, since the end of the war, most raw materials and radio components have been held at considerably higher prices than in previous years. "The material and labor costs to suppliers," he said, "are unquestionably greater than before the war, but difficult as the problem may be, those costs must come down one way or another if the consumer is to get the break which will enable him to continue buying the things he needs and wants. This is the key to our national prosperity—lower prices and full production and employment at wages which will enable everyone to share in the necessities and luxuries of life—and it is the responsibility of business management to make the formula work."

Emerson Radio executives stated that the company's distributors agreed in conference that the new prices of the nine models affected would undoubtedly stimulate greater retail sales and that the stepped up volume would redound not only to the benefit of the public, but to dealers as well. It was pointed out that the company's policy in the past has always been to establish list prices first and then set about the task of bringing basic costs in line, which procedure is being followed in the present instance.

Questioned as to the possible effect of his company's policy on the rest of the radio industry, Mr. Abrams said he expected that the announcement would have a salutary result, not only throughout the radio trade, but also upon other industrial and consumer enterprises. "Somewhere along the line," Mr. Abrams declared, "the futile process of rising costs and rising prices must end if we are to achieve a stable economy. What is the good of higher wages if retail prices keep jumping ahead with every boost? If manufacturers continue to be influenced in their policy making entirely by bookkeeping arithmetic, prices will not come down and the spiral of wages will necessarily keep climbing upwards. I agree with President Truman that now is the time to stop the senseless merry-go-round. Although our action in this instance may entail a temporary loss, the move seems to us to be constructive and we are therefore going confidently ahead."

The Hoover Co. net income for 1946 totaled \$1,536,960, or \$1.74 a common share, as compared with \$1,498,234, or \$1.69 a share, in 1945.

## RADIO PLANT WANTED

We are in the market for a radio set factory located in the metropolitan New York area.

Please send full particulars, in strict confidence, to

Box 853

RADIO and Television WEEKLY

99 HUDSON STREET

NEW YORK 13, N. Y.

## Lawrence Phillips Named By Allen B. DuMont Labs.

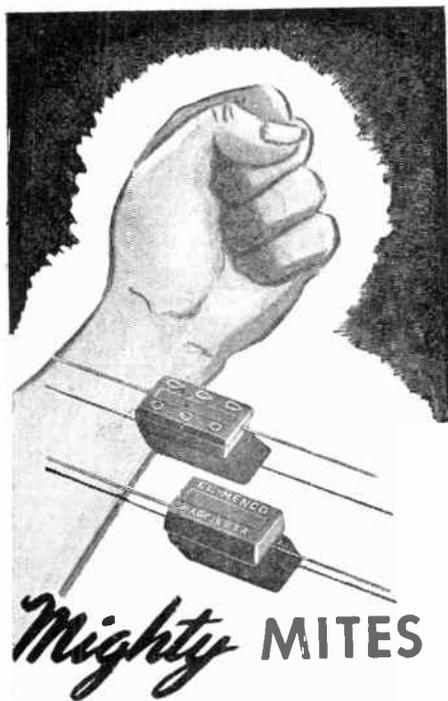
Dr. Allen B. DuMont, president of Allen B. DuMont Laboratories, Inc., has announced the appointment of Lawrence Phillips as a consultant in management. Mr. Phillips is widely known as executive vice president of the USO Camp Shows, and will continue in that capacity until its dissolution at the end of the year.

Arrangements have been made for him to be free to devote the major portion of his time to the DuMont organization during this period.

## SCHOONMAKER HEADS SOUTHWESTERN 'REPS'

DALLAS, TEX., Friday — J. Y. Schoonmaker has been appointed president of the Southwestern Chapter of the Representatives, it was announced here this week.

E. F. Aymond was named vice president, and Hal F. Corry was re-elected secretary-treasurer. Delegates to the national meeting are Mr. Schoonmaker, A. L. Barthold and Mose Branum. This chapter recently held a successful joint meeting in Fort Worth with the Southwestern Chapter of NEDA.



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

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

SEND FOR YOUR COPY OF THE LATEST CATALOG

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

### 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

*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.**

## NEW APPLIANCES ARE SHOWN IN CLEVELAND BY GENERAL ELECTRIC

MANY OFFICIALS ON HAND

More Than 600 Dealers Attend  
Two-Day Preview of Home Electrical Equipment and Radios.

CLEVELAND, OHIO, Monday—One of the most elaborate and extensive dealer previews to be held in Cleveland since before the war, took place last week in the Hotel Allerton ballroom when the General Electric Supply Corp. invited its dealers to inspect the complete new line of electric kitchen and laundry equipment and radios. With almost 600 dealers and sales personnel to accommodate, the demonstrations were put on for two consecutive days.

Ranges, refrigerators, kitchen cabinets, dishwashers, garbage disposals, vacuum cleaners, home freezers, water heaters, radios, electric blankets, automatic washers, clothes dryers and ironers were among the equipment shown. No television sets were on display, for Cleveland's new television station will not be in operation until late this year.

C. E. Ingraham, manager of the Supply Corp.'s appliance division, presided at the two sessions, and A. F. Head, district manager for G.E. Supply, discussed the bright future of the electrical appliance business. He predicted

that merchandise would flow more freely in the second quarter of the year than it did the first three months of 1947. E. J. Leicht told the dealers of the company's advertising and sales promotional plans for 1947.

Other Clevelanders who took part in the preview included Bert Foster of the G.E. Appliance and Merchandise division in the Union Commerce Building, who put on the range and water heater presentation; James Evans, of the same division, who presented traffic appliances; Walter Haas, radio sales manager of G.E. Supply Corp. who introduced the new radios, and Robert Noth, of G.E.'s electronics department.

Officials of the company who were here from Bridgeport, Conn. for the meeting included M. L. Sweeney, general sales manager for the appliance and merchandise division; Lloyd Hertzler, sales manager for home laundry equipment, who demonstrated standard and automatic washers and ironers; Carl Ballus, in charge of department store sales for G.E., who unveiled the new 1947 Spacemaker refrigerators; Ken Roe, commercial engineer for GE, who explained the new units in the refrigerators and also presented the home freezer line, and Terry Kennedy, who took over the introduction of the dishwasher, garbage disposal and kitchen cabinet line.

Recently back from a two-day sales conference of Crosley distributors from coast to coast, held in Cincinnati, Thomas Chadwick of the Frankelite Co. reports that radios are now coming

through in fair quantity and that there is also an improvement in the Crosley refrigerator shipments.

Mr. Chadwick also announced the addition of a new member to the firm's sales staff. He is Frank Haerle, formerly with Graybar Electric Co., who will make his headquarters in Wooster and contact dealers in the southwestern section of the territory.

The Ramsey-Bennett Co. also announces a new executive appointment—that of J. W. Ferry who has joined the firm as sales promotion manager. He has been connected with several large Cleveland industrial concerns in a similar capacity.

The April meeting of the Women's Division of the Electrical League, held in the League auditorium last week, was featured by the showing of a color movie, "America, the Beautiful."

Afterwards, a quiz contest on electrical subjects was conducted and prizes awarded to the winners.

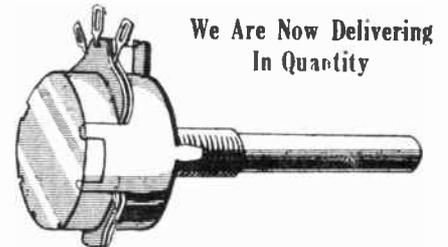
—EVELYN BAILING.

## Chief Electronics Firm Announces Incorporation

POUGHKEEPSIE, N. Y., Tuesday—Chief Electronics, wholesale electronic equipment distributor of 104 Main street, here, announces incorporation. The new firm name is Chief Electronics, Inc.

The officers of the corporation are: Irving P. Wolfe, president; Philip L. Lewin, vice president and Corrine L. Wolfe, secretary and treasurer.

## Manufacturers!



We Are Now Delivering  
In Quantity

## POTENTIOMETERS

with new, vastly improved  
"Carbo-metalized Element"

- All Ohmages • All Tapers
- Completely Shielded

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

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

## 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
- SETH THOMAS Clocks
- PROCTOR Small Appliances

- 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 <sup>UHF\*</sup> Emerald

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

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

\*Ultra High Frequency

## NEW PRODUCTS SHOWN BY WEBSTER-CHICAGO IN MID-WEST SECTOR

### HOLDS JOBBERS' MEETINGS

**New Wire Recorder Made by Firm Taken Abroad by Reporter to Record Important Interviews.**

CHICAGO, ILL., Monday — W. S. Hartford, sales manager, and C. B. Dale and N. L. Conrad, engineers, all of Webster-Chicago, were in St. Louis last week, where they demonstrated several new products of the firm to the trade in that area. In addition to St. Louis dealers and distributors, others attended from Kansas City and Omaha. The meeting was arranged by Lee Maynard, Webster-Chicago representative in St. Louis. R. F. Blash, president of the firm, with W. S. Hartford, C. B. Dale, Herb Gunz, Ray Bierman, C. Willard and W. Paradis, recently returned from Fort Wayne, Ind., where they conferred with officials of the Magnavox company over matters of mutual interest.

Webster-Chicago Corp. is playing a part in recording the eventful times in which we live. This comes about because John Sirigo, writer for the Hearst newspapers, has departed for a tour of Europe, especially Greece, Turkey and Egypt, where he will interview heads of the various political factions in these countries. In order to make his interviews authentic, and to preserve in all their details and beyond contradiction the answers given by the men with whom he will talk, Mr. Sirigo is taking with him a pre-production model—No. 80—of a wire recorder made by Webster-Chicago, together

with fifty spools of wire. He will be gone several months.

A refreshing note in an industrial refrain which tends to become somewhat dolorous at times, was struck by James P. Quam, president of Quam-Nichols Co., speaker manufacturer here. Mr. Quam said that his firm has a terrific schedule ahead of it, in order to meet production figures demanded by the orders it has received. Growing acceptance of Quam-Nichols speakers, he said, is attested by the fact that many radio manufacturers are querying the firm as to the percentage of their business Mr. Quam's firm will accept.

Another Quam-Nichols product, the "Kwicky Juicer," is going big. Mr. Nichols said that since the first advertising of this household item appeared on March 13, more than sixty jobbers from coast to coast have been appointed to distribute it. In Chicago, the first advertising of the juicer is scheduled for early in May, by Marshall Field & Co. Quam-Nichols will exhibit its speakers at the Parts Show at the Stevens Hotel here, May 11-16. The firm's booth will be manned by Mr. and Mrs. Quam and others from the firm's offices.

After a number of vexatious delays, the catalog of Chicago Condenser Corp. is off the press and ready for those desiring it, according to Paul Phillips, vice president.

Mr. Phillips said that his firm, with an outstanding corps of engineers, is now capable of handling any problem of the condenser field, in either oil or wax applications. The power correction factor comes under that heading, he stated, where it is desired to correct fluctuation of electric power in factory lines by the use of proper condensers at the proper spots.

Now that his firm's catalog is finally

available, Mr. Phillips stated that they will be mailed to those requesting them, addressing Chicago Condenser Corp., at 3255 West Armitage avenue, Chicago.

An accelerated flow of electric appliances from the manufacturers is attested by receipt by the Lynn Stewart Co., Chicago, of its first post-war shipments of Hamilton-Beach mixers and Ever-Hot "Rangettes," casseroles and ovens. The Stewart concern distributes these items in this area, also Arvin radios and other products.

Lynn Stewart, president, announced that his firm has been given exclusive distribution rights in Chicago on a new product, the "Robot," an electric device for turning on and off electric current for almost any type of use. The "Robot" differs from other similar products in that it will function on a 24-hour basis, whereas other devices ordinarily are limited to twelve hours. Included among the many uses for which it is suited, Mr. Stewart cited the turning on and off of window display lights, building lights, neon signs, and other occasions when needed at any time during a full day and night. The "Robot" is made by the Miller-Harris Co. of Milwaukee. —W. D. MORRIS.

## G. Mayor, Buyer, Will Quit Goldsmith, Join Shainberg

MEMPHIS, TENN., Tuesday — Godfrey Mayor, buyer of radios, records, toys, pictures, books and sports goods for J. Goldsmith & Sons Co., has resigned, effective May 1, to join the firm of Sam Shainberg Dry Goods Co., which operates the Black and White Stores in the mid-South. Mr. Mayor has been with the Goldsmith firm for 24 years. Mr. Shainberg will open a new store across the street from the Goldsmith store.

## PERSONNEL CHANGES AT RICH'S IN ATLANTA

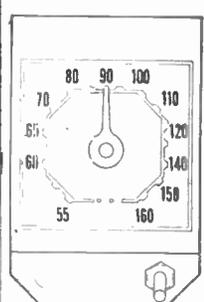
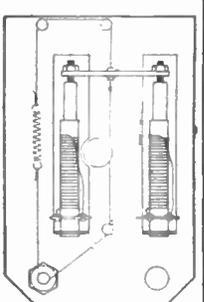
ATLANTA, GA., Friday — W. E. Brown, divisional merchandise manager of major appliances and housewares at Rich's, Inc., this city, department store, has been placed in charge of buying, preparatory to the appointment of a new buyer. J. W. Adams, who has been major appliance buyer at Rich's, has been transferred to housewares.

## Peirce-Phelps to Stage Luncheon Party April 29

PHILADELPHIA, PA., Friday — Peirce-Phelps, Inc., this city, radio and appliance distributing organization, will stage a cocktail party and luncheon on April 29 in the auditorium of its building, 437 North Fifth street, this city, in connection with the National Housewares Manufacturers Association Show to be staged here, April 27 to May 2.

### 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.

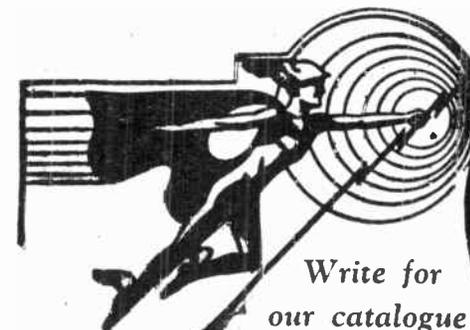
## RESISTORS

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



Write for our catalogue

## RADIO PARTS

Wholesale

### IMMEDIATE SHIPMENT

## HENRY O. BERMAN CO., Inc.

Electronic Distributors

12 E. Lemoard Street • Baltimore 2, Md. • LE. 7002



**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

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

**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.

**MAN** thoroughly familiar with phonograph and record trade both distributor and dealers to sell well known line long life needles in Metropolitan New York, Philadelphia, Baltimore, Washington territory. Salary and expenses. Box 840, RADIO and Television WEEKLY.

#22 **HOOK-UP WIRE**, stranded, glass over plasticized vinyl, 10,000 ft. reels \$3.22 per M ft.; 0-1.5 A RF thermocouple meters \$1.40; write for **SURPLUS BARGAIN BULLETINS**. ELECTRONIC RESEARCH, Howell and Hegerman Sts., Philadelphia.

**— EXECUTIVE —**  
 Available May first. Twenty years of top flight experience in Radio and allied fields. Director, Vice President, Sales and Sales Promotional Manager and Assistant to President are positions held with the largest Radio and Communication Equipment manufacturers. Served as Colonel handling world wide Radio and Radar Equipment operations.  
 Box 852  
 RADIO and Television WEEKLY  
 99 Hudson St., New York 13, N. Y.

**SALES REPRESENTATIVE**  
 Wanted by radio tube company to cover jobbers and key accounts in exclusive territories: Alabama, Arkansas, Colorado, Florida, Georgia, Illinois, Indiana, Kansas, Kentucky, Louisiana, Minnesota, Mississippi, Missouri, Eastern Montana, New Mexico, North Carolina, North Dakota, Oklahoma, Oregon, Western Pennsylvania, South Carolina, Tennessee, Texas, Utah, West Virginia, Wisconsin and Wyoming. O. Meyer, 1521 Farwell Ave., Chicago 26.

**MFGR. REPRESENTATIVE** — New England associate of eastern firm handling to electronics parts lines will give consistent personal contact with outstanding jobbers in territory. Box 839, RADIO and Television WEEKLY.

**FOR SALE** — Two-stage pyrex glass mercury vapor pump, spot-welded, air compressor for glass blowing, Central Scientific Co. Hi-vac pump, two glass blowing torches, ten pounds of mercury, glass tubing, corks, etc., \$250.00 F. O. B. Washington, D. C. Box No. 850, RADIO and Television WEEKLY.

**RADIO SALESMEN** desired by prominent radio manufacturer for metropolitan district to call on dealers. Attractive commission. Box No. 851, RADIO and Television WEEKLY.

**DISTRICT SALESMEN** — Nationally-known radio manufacturer with national distributor set-up has opening for territorial men to contact distributors and key accounts. Only men with a radio sales background and definite following, who can show an earning record of at least \$10,000 per annum need apply. Furnish complete information in first letter. Same will be held strictly confidential. Address Box No. 848, RADIO and Television WEEKLY.

**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.

**SALES MANAGER** desires position with distributor of radios and appliances. Twenty-five years' experience in this field with proven record. Address Box No. 849, RADIO and Television WEEKLY.

**SALES ENGINEER** — Well established in Mid-Western States, offers radio parts and equipment manufacturers genuine representation of the highest calibre. Contact Irving W. Rose, Chicago 49. Tel. SAGinaw 6295.

**OPPORTUNITY** for Radio or Electrical Engineer to acquire equipped laboratory, office and manufacturing space ideal for development and production. Street floor, Chelsea district, New York City. Lease. Box No. 847, RADIO and Television WEEKLY.

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

**POSITION WANTED** — Purchasing agent or assistant. Thoroughly familiar with electronic buying. Write Box No. 854, RADIO and Television WEEKLY.

**DALBAR** — Broadcast 5-tube AC-DC Superhet Radio. Attractive dial. Beautiful walnut cabinet with enclosed back. Has tone control and phono-jack. The cabinet alone cost the manufacturer \$4.50. Priced with tubes. Dealers net. \$13.95 each. In lots of six, \$12.95 each. Send 25% deposit, no full COD's. McGee Radio Co., 1225 McGee St., Kansas City 6, Mo.

**Inventory Of Appliances Up 582% Over Last Year In Department Stores**

Merchandise inventories of department stores in the New York Federal Reserve district at the end of February were 48 per cent above a year ago, it was revealed last week by the Federal Reserve Bank of New York.

Highest percentage gain was in the household appliance department, which showed an increase in inventories of 582 per cent, with the exception of mechanical refrigerators. Furniture stocks were up 91 per cent and home furnishings, 64 per cent.

**Turner Radio & Appliances Files Arrangement Petition**

A voluntary petition for an arrangement under Chapter XI of the Chandler Acts was filed last week by Turner Radio & Appliances, Inc., 2 South Main street, Port Chester, N. Y. Liabilities were listed at \$33,984 and assets at \$46,278. A settlement of 100 per cent in installments over two years is proposed.

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

**SPECIAL**  
 2x2A JAN.  
**VACUUM TUBES**  
 (Min. 100 per carton)  
**.55 ea. Bulk Packed**  
 Send Orders to Box 846  
 Limited Quantity Available  
 RADIO and Television WEEKLY  
 99 Hudson St., New York 13, N. Y.

**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.

**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.  
Electronic Laboratories, Inc. Indianapolis, Ind.  
Electro-Tone Corp. Hoboken, N. J.  
Emerson Radio & Phono. Corp. New York, N. Y.  
Espey Manufacturing Co. New York, N. Y.  
Fada Radio & Elec. Co. Long Island City, N. Y.  
Farnsworth Tel. & Radio Corp. Ft. Wayne, Ind.  
Freed Radio Corp. New York, N. Y.  
Galvin Mfg. Corp. Chicago, Ill.  
Garod Radio Corp. Brooklyn, N. Y.  
General Electric Co. Bridgeport, Conn.  
Hallicrafters Co., The Chicago, Ill.  
Howard Radio Co. Chicago, Ill.  
Industrial Electronic Corp. Brooklyn, N. Y.  
International Detrola Corp. Detroit, Mich.  
Lear, Inc. Grand Rapids, Mich.  
Majestic Radio & Telev. Corp. St. Charles, Ill.  
Meck Industries, John Plymouth, Ind.  
Minerva Corp. of America New York, N. Y.  
Noblitt-Sparks Industries, Inc. Columbus, Ind.  
Olympic Radio & Television Long Island City, N. Y.  
Philco Corp. Philadelphia, Pa.  
Pilot Radio Corp. Long Island City, N. Y.  
RCA Victor Division, RCA Camden, N. J.  
Regal Electronics Corp. New York, N. Y.  
Sentinel Radio Corp. Evanston, Ill.  
Sonora Radio & Television Corp. Chicago, Ill.  
Sparks-Withington Co. Jackson, Mich.  
Stewart-Warner Corp. Chicago, Ill.  
Stromberg-Carlson Co. Rochester, N. Y.  
Symphonic Radio & Elec. Corp. Cambridge, Mass.  
Tele-Tone Radio Co. New York, N. Y.  
Televox, Inc. Mt. Vernon, N. Y.  
Telicon Corp. New York, N. Y.  
Templetone Radio Mfg. Corp. New London, Conn.  
Trav-Ler Radio Corp. Chicago, Ill.  
U. S. Television Mfg. Corp. New York, N. Y.  
Viewtone Telev. & Radio Corp. Brooklyn, N. Y.  
Warwick Mfg. Corp. Chicago, Ill.  
Westinghouse Electric Corp. Sunbury, Pa.  
Wilcox-Gay Corp. Charlotte, Mich.  
Zenith Radio Corp. Chicago, Ill.

### Appliance Manufacturers

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

### Electronic Tube Supplies

Eisler Engineering Co. Newark, N. J.  
Engineering Co., The Newark, N. J.  
North American Philips Co. New York  
RCA Tube Division Harrison, N. J.  
sylvania Elec. Products, Inc. Emporium, Pa.

### Electronics Manufacturers

Bendix Radio Division Baltimore, Md.  
DuMont Labs., Inc., Allen B. Passaic, N. J.  
Electronic Corp. of America Brooklyn, N. Y.  
Emerson Radio & Phono. Corp. New York, N. Y.  
Fada Radio & Elec. Co. Long Island City, N. Y.  
Farnsworth Tel. & Radio Corp. Ft. Wayne, Ind.  
Federal Tel. & Radio Corp. Newark, N. J.  
Garod Electronics Corp. Brooklyn, N. Y.  
General Electric Co. Schenectady, N. Y.  
Philco Corp. Philadelphia, Pa.  
Raytheon Mfg. Co. Waltham, Mass.  
RCA Victor Division, RCA Camden, N. J.  
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.  
Duetone Co. New York, N. Y.  
Dynavox Corp. Long Island City, N. Y.  
Electronic Devices Co. New York 1, N. Y.  
Electro-Tone Corp. Hoboken, N. J.  
Garrard Sales Corp. New York, N. Y.  
General Industries Co. Elyria, Ohio  
Edgar J. Horn New York, N. Y.  
International Detrola Corp. Detroit, Mich.  
International Merit Prod. Corp. New York, N. Y.  
Jackson Industries, Inc. Chicago, Ill.  
Jensen Industries, Inc. Chicago, Ill.  
Lincoln Electronics Corp. New York, N. Y.  
Majestic Records, Inc. New York, N. Y.  
Micro-Sonic Corp. New York, N. Y.  
Monarch Records, Inc. Brooklyn, N. Y.  
Musicraft Records New York, N. Y.  
Musitron Co. Chicago, Ill.  
Peerless Album Co., Inc. New York, N. Y.  
Permo, Inc. Chicago, Ill.  
Presto Recording Corp. New York, N. Y.  
RCA Victor Division, RCA Camden, N. J.  
Recordisc Corp. New York, N. Y.  
Recotone Corp. New York, N. Y.  
Scnata Electronics Corp. Chicago 5, Ill.  
Senora Radio & Television Corp. Chicago, Ill.  
Sound Products Co. White Plains, N. Y.  
Steelman Radio Corp. Bronx 57, N. Y.  
Sterling Records, Inc. New York, N. Y.  
L. H. Symons Associates New York 14, N. Y.  
Talk-A-Phone Co. Chicago, Ill.  
Tempo Record Co. of America Hollywood, Calif.  
E. Toman & 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.  
Hytron Radio & Electronics Corp. Salem, Mass.  
Ken-Rad Tubes Owensboro, Ky.  
Machlett Labs., Inc. Springdale, Conn.  
National Union Radio Corp. Newark, N. J.  
North American Philips Co. New York, N. Y.  
Philco Corp. Philadelphia, Pa.  
RCA Tube Division Harrison, N. J.  
Raytheon Manufacturing Co. Newton, Mass.  
Standard Arcturus Corp. Newark, N. J.  
sylvania Elec. Products, Inc. Emporium, Pa.  
Tung-Sol Lamp Yorks, Inc. Newark, N. J.

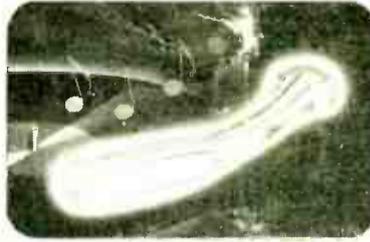
### Radio Parts Manufacturers

Aermotive Equipment Corp. Kansas City, Mo.  
Aeronics, Inc. New York, N. Y.  
Aerovox Corp. New Bedford, Mass.  
American Condenser Co. Chicago, Ill.  
Astatic Corp. Conneaut, Ohio  
Camburn, Inc. Woodside, N. Y.  
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.  
Philco Corp. Philadelphia, Pa.  
Precise Electronics Co. New York, N. Y.  
Pyramid Electric Co. Jersey City, N. J.  
Quam-Nichols Co. Chicago, Ill.  
Raytheon Mfg. Co. Waltham, Mass.  
RCA Victor Division, RCA Camden, N. J.  
Servwel Products Co. New York, N. Y.  
Snyder Mfg. Co. Philadelphia, Pa.  
Solar Mfg. Corp. New York, N. Y.  
Sound Products Co. White Plains, N. Y.  
Sprirling Products Co. New York, N. Y.  
Sprague Electric Co. No. Adams, Mass.  
sylvania Elec. Products, Inc. Emporium, Pa.  
Tematic Corp. Los Angeles 46, Calif.  
United Speakers, Inc. Los Angeles 23, Calif.  
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, 928 Broadway, 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.  
Peerless Radio Distributors Jamaica, N. Y.  
Peter Jackson Co. Chicago 40, Ill.  
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.  
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Wolfe Radio Distributing Co. 34 W. 17th St., New York  
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