

RADIO AND TELEVISION

ELECTRONIC NEWS

WEEKLY

NEW YORK, WEDNESDAY, APRIL 23, 1947



\$48.85

THE SONORA ALL-AROUNDER—20,600,000 readers of five of America's major magazines will see SONORA's sales-packed ad on this model—will be eager to hear its matchless "Clear as a Bell" tone... see its eye-catching beauty. More than just a portable, the ALL-AROUNDER is large enough to give complete *big-set performance*, light enough to carry *anywhere*. Covers the full standard broadcast band. Plays from a self-contained battery pack, AC and DC. This beautifully designed two-tone model is your profitable answer to the huge demand for portables 12" wide, 9" high, 6" deep. Get full details today!

The choice
in '47 is
Sonora
Clear as a Bell
with
"Clear as a Bell"
Tone



Combination in Ivory Plastic
\$42.95 (TAX INCLUDED)

Combination in Walnut Plastic
\$39.95 (TAX INCLUDED)

THE SONORA SERENADE—Take profitable advantage of the demand for compact phono-radio combinations with this sleek, nationally advertised SONORA model in gleaming white plastic. Reproduces records and plays full standard broadcast band with famous "Clear as a Bell" tone. Phonograph equipped with new type lightweight pick-up arm. No aerial or ground required. Get your share of the big phono-radio business with the *exceptionally low-priced* SONORA Serenade!

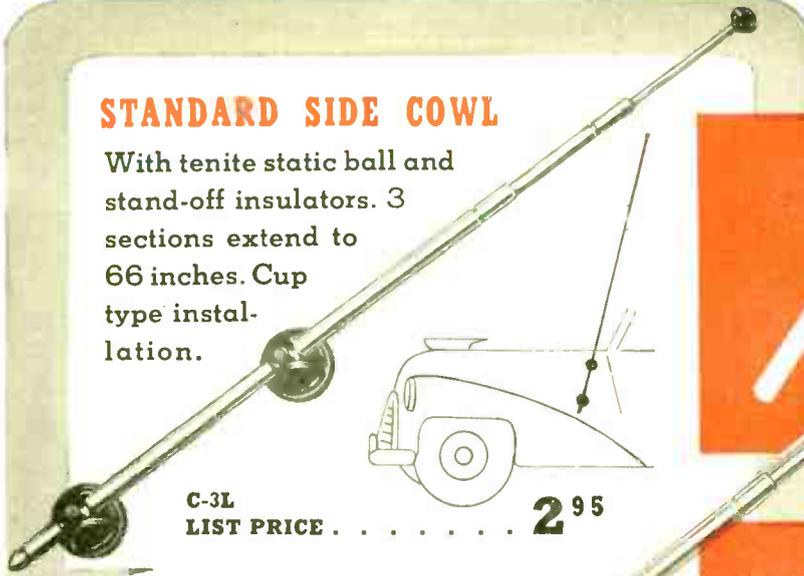
Sonora
Clear as a Bell

HOME ENTERTAINMENT AT ITS BEST
SONORA RADIO & TELEVISION CORP.
325 North Hoyne Avenue • Chicago 12, Illinois

RADIOS • FM • TELEVISION SETS • RECORDS • PHONOGRAPHS • RECORDERS

STANDARD SIDE COWL

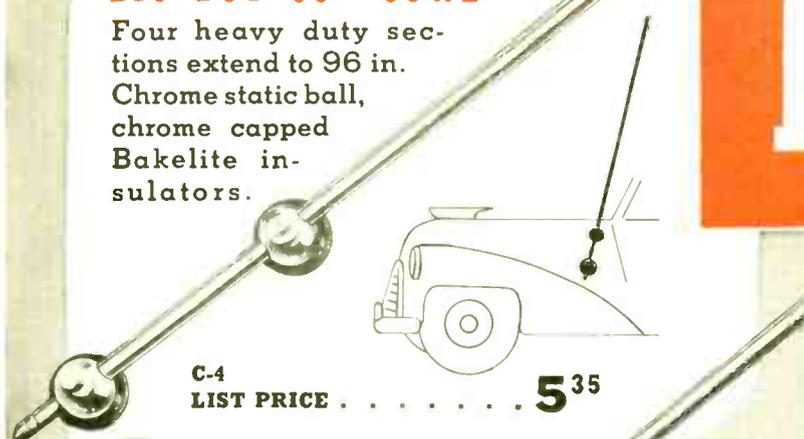
With tenite static ball and stand-off insulators. 3 sections extend to 66 inches. Cup type installation.



C-3L
LIST PRICE **2⁹⁵**

BIG BOY 96" COWL

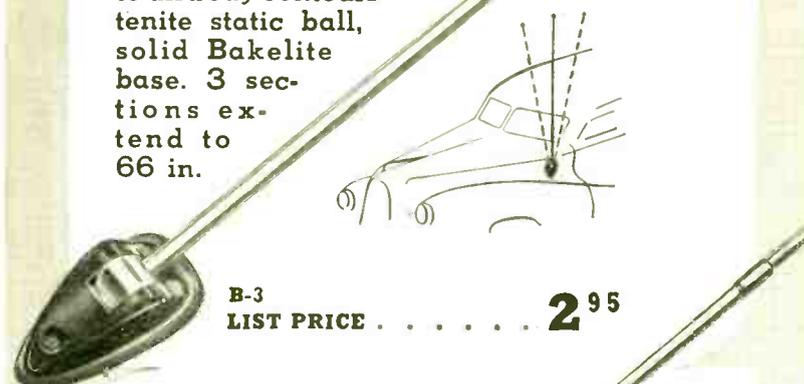
Four heavy duty sections extend to 96 in. Chrome static ball, chrome capped Bakelite insulators.



C-4
LIST PRICE **5³⁵**

SWING-ANGLE COWL

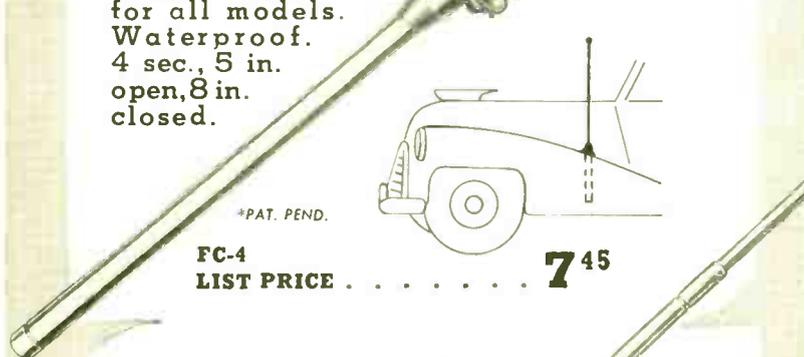
20 degree angle adjusts to all body contours—tenite static ball, solid Bakelite base. 3 sections extend to 66 in.



B-3
LIST PRICE **2⁹⁵**

"COSMOPOLITAN" FENDER-TOP COWL

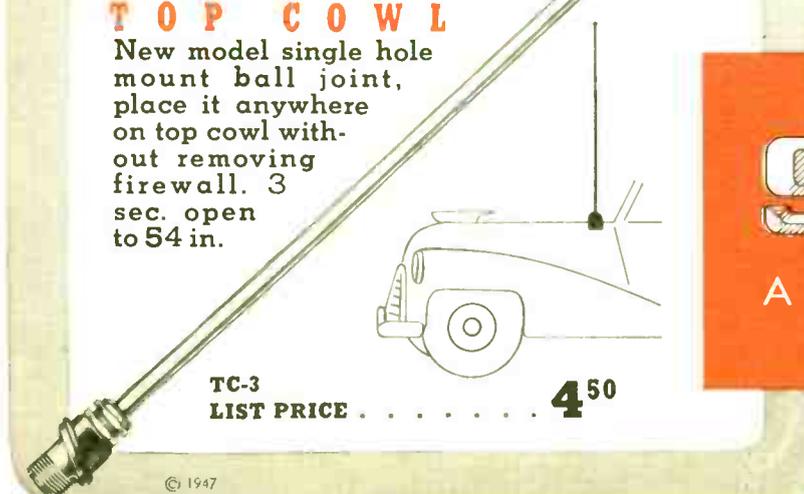
Concealed installation. Self alignment* for all models. Waterproof. 4 sec., 5 in. open, 8 in. closed.



*PAT. PEND.
FC-4
LIST PRICE **7⁴⁵**

"ARISTOCRAT" TOP COWL

New model single hole mount ball joint, place it anywhere on top cowl without removing firewall. 3 sec. open to 54 in.



TC-3
LIST PRICE **4⁵⁰**

Magnificent

RECEPTION!

● The truly Magnificent Reception accorded SNYDER Auto-Antennas by the trade has made SNYDER

the largest independent in the world.

● And everywhere under all conditions, owners of SNYDER Auto-Antennas enthusiastically report—"truly Magnificent Reception."

● Jobbers and distributors throughout the country have found a complete Auto Antenna set-up more profitable by featuring the SNYDER BIG FIVE, as illustrated.

Snyder Precision Features

- Easy one man installation
- Patented rattle-proof construction
- Extra heavy triple-chrome plated
- Admiralty brass tubing for rigidity, top section of stainless steel
- High quality UHF Polyethylene shielded cable with universal aircraft fittings.

SEND FOR OUR NEW COMPLETE CATALOG TODAY

MANUFACTURERS START TO FINISH

SNYDER

A N T E N N - G I N E E R S

PHILADELPHIA 40, U. S. A.

EXPORT DIVISION: ROBURN AGENCIES, INC., NEW YORK 7, N. Y.

World Radio History METROPOLITAN NEW YORK DISTRIBUTOR: H. L. DALIS, INC.

General Electric Reports Big Rise In Radio Volume

OTHER SALES UP SHARPLY

Refrigeration Output Still Slightly Below Pre-War Production Activity, C. E. Wilson Declares in Annual Stockholders' Report.

SCHENECTADY, N. Y., Thursday —Sales billed by the General Electric Co. for the first quarter of 1947 on radio and television receivers were up 300 per cent over billings for the comparative period of 1940, it was revealed this week by Charles E. Wilson, president, at the company's annual meeting of stockholders.

The General Electric Co.'s performance in the first quarter of this year is evidence of the "dynamic pattern for the year," Mr. Wilson declared.

He also revealed that the company's effort to maintain "the lowest possible prices" has resulted in an average selling price of all its products, which is today only 28 per cent greater than in 1940, compared with a general increase of all manufactured products of about 75 per cent during the same period.

Mr. Wilson also compared sales billed for a number of home appliances in the first quarter of this year with the same three months in 1940 as follows:

Home laundry, an increase of 180 per cent; electric clocks, 550 per cent higher; heating devices and small appliances, 590 per cent higher; vacuum cleaners, an increase of 300 per cent; electric ranges, 80 per cent higher; electric water heaters, 120 per cent higher; cord sets, 330 per cent higher; construction materials such as wire,

(Continued on Page 26)

RMA TO DISCUSS SET PROMOTION

ABESCON, N. J., Tuesday — Frequency modulation and television receiver promotion will be among the principal subjects to be considered Thursday and Friday at the two-day joint conference of the Radio Manufacturers Association of the United States and the Canadian RMA to be held at the Seaview Country Club, here. The Canadians will be guests of the U. S. manufacturers.

Industry information will be discussed and interchanged by the members of the board of directors and officials of the two manufacturers' trade groups. The recent report on anticipated FM set and transmitter production will also be considered, as will RMA efforts to bring about repeal or reduction of the 10 per cent radio excise tax in this country.

REPORT PRODUCTION GAINS ON LARGE TYPE RADIO SETS

Radio and Appliance Problems To Be Discussed by Wholesalers

DISTRIBUTORS' ASSOCIATION GATHERS IN ATLANTIC CITY

One Thousand Jobbers of Electrical Equipment to Attend Session of National Electrical Wholesalers' Association — Several Meetings to Be Devoted to Radio, Television, Tube and Appliance Problems.

Video Antennas On Apartments Rejected in N.Y.

INDUSTRY TO FILE APPEAL

Details of TBA Interim Plan Are Revealed — Temporary Expedient Would Provide Service for Many Apartment Dwellers.

The interim plan for the installation of television antennas on apartment houses in the New York City area was rejected by representatives of more than 700 apartment houses, it was learned last week. The plan was submitted to the New York Real Estate Board by the Television Broadcasters Association.

Without approval of some plan to erect adequate roof-top antennas on the buildings involved, new television receivers cannot be installed nor programs tuned in. At a meeting of the sub-committee on apartment house antenna installations of TBA held last Friday, the realty board's position was studied and formal protest of the action will await receipt of full details from the realtors.

The TBA interim plan was devised by the sub-committee as a temporary expedient until a master antenna system, capable of feeding all receivers in any apartment house, could be fully developed, tested and approved by TBA. At least three companies are now working on master antennas for apartment house use.

The TBA plan was held to be an excellent temporary expedient and realtors were urged to accept it. Under its terms, the landlord agrees to permit the installation of as many conventional dipoles as he feels can be properly erected on an apartment house building without impairing the appearances of the building or creating radiation between antennas, which would adversely affect images being received by television set owners on the premises.

The TBA plan, as submitted, requires a television set owner in an apartment

(Continued on Page 26)

Radio and appliance merchandising will be discussed from all of its varied angles during the thirty-eighth annual convention of the National Electrical Wholesalers Association which is scheduled to be held May 4 to 8 at the Hotel Traymore, in Atlantic City, N. J. More than 1,000 distributors from all sections of the country will attend the conference, according to Charles G. Pyle, managing director of NEWA.

Principal sessions of interest to the radio and appliance distributors will be those conducted by the Appliance Division, under the chairmanship of E. B. Ingraham, head of Times Appliance Co., Inc., of New York City. John L. Busey, head of General Electric Supply Corp., is president of NEWA, and D. M. Salisbury, of Westinghouse Electric Supply Co., is vice president and chairman of the Apparatus and Supply Division.

Mr. Ingraham will make his initial appearance on the program at 2 P. M. on May 5, when he addresses a general session for all members and guests on the subject "The Coming Electrical Age." George E. Whitwell, of Philadel-

(Continued on Page 26)

Admiral to Show New Line of Sets; Sales, Profits Up

CHICAGO, ILL., Tuesday — Admiral Corp. and subsidiaries, this city, today reported large increases for the first quarter in sales and in earnings. Sales for the quarter ending March 31 were \$9,852,133, and earnings, after all charges, were at an all time high of \$511,461. This is equivalent to 57 cents a share, according to Ross D. Siragusa, president of Admiral.

Last year's sales, for the same period were \$4,670,813, with net earnings of \$5,507.

With supply shortages easing, Admiral will deliver about May 1, a complete line of radios and radio-phonographs, Mr. Siragusa said. Low prices will be announced together with new radio and phonograph developments, he added.

Steady Increase In FM, Television

RMA REVEALS FIGURES
Members Turned Out 4,231,415 Instruments in First Quarter — 465,931 Consoles Produced During Period.

WASHINGTON, D. C., Monday —A steady increase in the manufacture of FM and television receivers and of radio-phonograph consoles, is reflected in the production record for the first quarter of 1947 as reported by RMA set manufacturers, the Radio Manufacturers' Association just announced. Total production was put at 4,231,415 for the three-month period.

Final tabulations of sets produced for four weeks of March ending March 28 showed over-all set production to be 1,377,269 of which 67,264 had FM reception facilities and 6,635 were television receivers.

Quarterly tabulations revealed that 18,329 television receivers and 172,176 FM-AM sets had been produced during the first three months of 1947 by RMA set manufacturers.

The increase in the proportion of combination consoles, FM receivers and television sets has been one of the principal aims of the manufacturers,

(Continued on Page 27)

LARGE RETAILERS PLAN PRICE TALK

A possible solution to the critical retail price problem may be developed at a dinner of leading department store heads of the United States and Canada at the Waldorf-Astoria Hotel, New York, on May 24, it was declared over the week-end by Leonard Ginsberg, president of Hearn Department Stores, New York City and Newark, N. J.

The dinner will be held to honor Morton J. May, of the May Department Stores, St. Louis. B. Earl Puckett, of Allied Stores, has been named treasurer of the event. Mr. Ginsberg and William M. Holmes, of Bonwit Teller, New York, are chairman. One hundred department store presidents, including Samuel J. Bloomingdale, and Bernard F. Gimbel, have been named vice chairmen.

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Sales Trends

The trend toward tighter buying is very much in evidence in many industries, including radio.

In many sections of the country, dealers are complaining of a slackening of sales; distributors have noticed a decided drop in volume on many types of instruments, and the manufacturers are faced with a situation whereby they must devise and execute aggressive promotions and merchandising tactics in order to move the increased output of their plants. Many dealers blame the situation on consumer resistance to current prices, and others point the finger to high wages.

But despite the present period of adjustment, the fact remains that a market for millions of radio sets and radio-phonograph combinations continues to exist. Buyers are just waiting for prices to drop before they pay out their money for radios, which many feel can be made and sold at less than the current lists. Under these conditions, it means that if prices remain at present levels the industry will have to do something in order to keep sets moving from the retailers' shelves to the consumers' homes.

Radio sets were not available for four years during the war. Under normal conditions, at least 45,000,000 receiving instruments would have been sold during this period when civilian production was prohibited. The fact that consumer buying has slowed down is not an indication that the pent-up demand for radios has been satisfied. Not by a long shot. It is more likely an indication that either prices must be adjusted or more

aggressive salesmanship must be employed to sell the increased output of an expanded industry.

Sales executives must be able to find ways and means of moving the radios now being produced. The buyers' market is no longer "just around the corner" but is actually here. Smart merchandising can provide the added stimulant needed today.

A sales executive last week listed twenty-five pitfalls which every sales manager must pray daily to avoid. "Being human, we all probably fall into some of them from time to time. None of them may be fatal, in itself, but any large combination of them is bound to result in failure," he pointed out. With the shift from a sellers' to a buyers' market, sales managers would do well to analyze their methods of operation. The official mentioned above lists the twenty-five pitfalls as follows:

(1) The Desk Bound Operation — He is never in the field and never with his men.

(2) Rumor Consciousness—He is far too ready to believe, and, worse still, to act on any startling report.

(3) Closed-Mindedness — He cannot believe new methods may be needed when valid evidence is presented.

(4) Fuddy-Duddiness — He studies and debates each problem so long that when he reaches a decision it is too late to have value.

(5) Inaccessibility — He never gets the whole picture and all the facts.

(6) Exaggerated Flexibility—This executive lacks a defined pattern of operation and has no clear picture of his own goals.

(7) Spotlight Performances—The executive who hogs all the credit doesn't realize that there's glory enough for everyone.

(8) Weak-Kneed Evasion—The manager who is uncertain of himself won't back up his own men. He runs for cover if the going gets rough.

(9) Tightwad Attitude — It doesn't pay to let men feel that you are not prepared to reward results adequately.

(10) Free-and-Easiness—He is too loose in expense control and too liberal and unsystematic in rewards.

(11) Super-Draftsmanship—He loves to design and initiate numerous and overly complex report forms which eventually fall into disuse.

(12) Over Simplification—He doesn't get the whole picture.

(13) Ivory Tower Insularity — The sales manager who forgets what his men are up against in the realities of the daily battle for business.

(14) Autocratic Attitude—The "autocrat at the conference table" makes all the decisions and is either unable or unwilling to delegate authority and responsibility.

(15) Favorite-Playing—It may be human and natural, but it's wrong to base rewards and promotions on personality instead of on production.

(16) Personal Salesmanship—Don't rely too much on charm and glib talk without a

plan or tools, and don't expect salesmen to produce on the basis of personality alone.

(17) Laziness — Leadership actually means an obligation to work harder as an example to others and not a license to relax.

(18) Low Moral Standards — He is human and is entitled to a few normal vices—but only if they are minor and under control.

(19) Desk Cluttering—He is snowed under by detail and lets it swamp him instead of using the help of others.

(20) Overemphasis on Sales — The term "sales manager" consists of two parts. If you must underscore either word, make it the second one.

(21) Mechanical Attitude — In order to get across ideas, it is necessary to recognize that they must be adapted to the understanding of individuals.

(22) Backwardness—The backward manager denounces new techniques such as aptitude tests, sales training programs, consumer research and marketing research.

(23) Hypocrisy — There are men in selling who really don't believe in what they are doing.

(24) "Dead Battery" Psychology—The alert sales manager has to visualize marketing as a sparkplug of all business activity.

(25) Stunt Flying — The old-fashioned "stunt flyer" had to have his hands on the stick all the time. He was spectacular and glamorous, but flying with him wasn't very safe.

Export Market

The export market is one of the bright spots in our industrial picture at the present time.

The principal pre-war export countries—especially in radio—have been ravaged by war, and two of them, Germany and Japan, probably won't be back in the market for many years to come.

The world, accordingly, has turned to the United States for her requirements in radio receivers, parts and transmitting equipment. A Government survey indicates that the Latin American countries alone will purchase about \$17,000,000 worth of radio receivers this year, with Brazil, Mexico, Chile and Cuba being the best customers.

European countries, with their pre-war sources of supply virtually wiped out, likewise are looking to America for all types of merchandise — consumer goods, machinery, etc., as are countries in the other continents. The export business has always been a profitable activity for American radio manufacturers, and should be cultivated on a greater scale than before the war. The export possibilities are tremendous for radio, which is just about as new in some countries as it was in our own land a quarter of a century ago. The world at large needs and wants our radio sets, component parts and transmitters with which to expand the popularity of wireless communication on a far greater scale than was the case heretofore.

V. A. KAMIN NAMED MERCHANDISE HEAD OF MOTOROLA RADIO

CHICAGO, ILL., Thursday — W. H. Steiner, vice president of the Galvin manufacturing Corp., of this city, has just announced the appointment of V. A. Kamin to the position of merchandise manager for the Home Radio Division. In this position, Mr. Kamin will be responsible for the development of Motorola's home radio and television merchandise in all phases of engineering design, styling and material cost. He will also act as assistant to Mr. Stellner, who is in charge of the Home Radio Division.

Most recently, Mr. Kamin was regional manager of the New York and New England territory for Motorola. During the war he held the rank of Lieutenant Colonel in the U. S. Army Signal Corps, where as Chief of the Radio Branch in the Office of the Chief Signal Officer, Washington, D. C., he was responsible for the engineering and development of ground signal equipment. For many years before the war Mr. Kamin was supervisor of all radio activities for Sears, Roebuck and Co.

P. S. Ellison, J. K. West Address Brand Meeting

Paul S. Ellison, director of public relations of Sylvania Electric Products, Inc., and John K. West, who holds a similar position with the RCA Victor Division, Radio Corp. of America, Camden, N. J., were among the speakers representing various industries at the Brand Names' Day meeting last Friday at the Waldorf-Astoria Hotel, New York.

A program of intensified teamwork to foster public understanding of the benefits of advertising and the brand names system of product identification was launched by key leaders of industry, advertising, media and retailing. Six professional "how-to-do-it" clinics were staged during the day.

Twenty-five brand names, which have compiled a combined record of 1,918 years of service, were awarded certificates of public service.

W. Meyer Gets Ad Post With De Jur-Amsco Corp.

The DeJur-Amsco Corp. has named William Meyer advertising manager. Headquarters will be in the DeJur plant, Long Island City, New York. Mr. Meyer formerly was advertising manager for the Teletone Radio Corp.

Dissolve Partnership

The partnership of Irving Ostrow and Herbert Malkin, doing business as the Eastern Radio Co., 6511 Bay Parkway, Brooklyn, has been dissolved. It was announced last week. Mr. Ostrow has withdrawn as a partner and the business will be continued by Mr. Malkin under the same name.

PRODUCTION STARTED AT SECOND PLANT OF TELE-TONE CONCERN

Production is under way in the second plant of the Tele-tone Radio Corp., manufacturer of table model radios, it has been announced by company officials. With added factory space, personnel and equipment in this second



Second Tele-tone Factory

plant, which is located at 540-550 West Fifty-eighth street, in this city, the original Tele-tone factory at 609 West Fifty-first street is continuing its operations.

S. W. Gross, president of the firm, in an article published last week in the RADIO and Television WEEKLY, told of the growth of the company and its need for additional space, etc. He said that foreign demands for Tele-tone's products were growing larger than the one factory could satisfy, that sales are about 100 per cent over comparable figures during the last quarter of 1946, and that demands at this time made the plant a sound venture economically and financially.

The new plant is equipped with the most advanced radio manufacturing equipment and mass production machinery, and officials are looking for another 100 per cent increase in output by the end of April as a result of expanded facilities.

Total G-E Stockholders Sets New All-Time High

SCHENECTADY, N. Y., Tuesday—The General Electric Co. has a total of 248,975 stockholders, a new all-time high, it was announced by William W. Trench, secretary of the company.

The total marks an increase of 551 over the record set in the first quarter of 1947 and numbers 5,742 more stockholders than in the corresponding period of 1946.

The nearly quarter-million figure gives General Electric one stockholder to approximately every 560 persons in the United States.

Hutzler Will Appoint New Buyer For Radios

BALTIMORE, MD., Friday — The resignation of Paul Kemper as radio and major appliance buyer at the Hutzler Bros., Co., this city, was revealed this week. Store officials indicated that a new buyer will be appointed next week to succeed Mr. Kemper.

Quaker City Show Will Draw Many

PHILADELPHIA, PA., Monday — Hundreds of radio and appliance tradesmen are expected to attend the National Housewares and Appliance Show to be conducted from April 27 to May 2 at Convention Hall, this city. The exhibit is being staged under the sponsorship of the National Housewares Manufacturers Association, with headquarters at the Merchandise Mart in Chicago.

Some 450 exhibits will be presented during the week by manufacturers from every section of the country. Of prime interest to most buyers who will attend is the pricing of appliance and houseware products.

NEW "ZOOMAR" LENS IMPROVES TELEVISION

Demonstrators of a video lens that can go from close-ups to long length focal shots in a continuous presentation was held here this week at the studios of the National Broadcasting Co., New York City.

The lens, named the Jerry Fairbanks Zoomar television lens, brings about an improvement in television technique because it makes possible a smooth shift from extremely short to extremely long focal lengths in a continuous presentation without the necessity of changing lenses. Its incorporation in the RCA Image Orthicon camera eliminates need for the present battery of turret lenses.

The lens itself is now ready for actual use for video broadcasts.

W. W. Cone Will Appear On Radio Program Again

W. W. Cone, New York district manager of the RCA Victor Home Instrument Division, will appear again on May 1 on the Adrienne Ames program over Station WHN, New York, at which time he will discuss the subject of television. This will be the third appearance of Mr. Cone as a studio guest of Miss Ames. The program will be heard at 1:15 P.M.

Sylvania Subsidiary To Make Sets In California

RIVERSIDE, CALIF., Friday—Colonial Radio Corp., a subsidiary wholly owned by Sylvania Electric Products, Inc., has opened a new plant here which will be devoted to the manufacture of private brand radio sets.

New Television Station For Crosley in Dayton

WASHINGTON, D. C., Friday—The Federal Communications Commission has granted a construction permit for a new commercial television station to be erected in Dayton, O. by the Crosley Broadcasting Corp. Channel No. 5 has been assigned to the new station.

ELLAR IN PRODUCTION ON RADIO CABINET LINE FOR THE DISTRIBUTORS

CONSOLES ARE FEATURED

Table Combination Units, Furniture for Television Instruments and Disc Cabinets Included — Jobbers Now Being Appointed.

A complete line of console, table combination and television radio cabinets for 7-inch, 10-inch and 15-inch cathode ray tubes is now in production at the Ellar Woodcraft Corp. plant, 431 West Twenty-eighth street, New York. The Ellar firm is also manufacturing a line of phonograph record albums as well as a complete assortment of speaker baffles.

Sam Rappaport, head of the company, who has been active in the manufacture of radio cabinets since 1924, is making available his line as replacements through the distributing trade. "Under our set-up, jobbers will be enabled to handle a complete line of cabinets", Mr. Rappaport said. Distributors will be appointed in every major marketing center throughout the country.

He pointed to the terrific demand for console cabinets and said that this is the opportune time for jobbers to get on the "replacement cabinet bandwagon."

"When a distributor handles our line, he is dealing directly with the manufacture," he stated. Ellar has been producing cabinets for a number of radio manufacturers for years, Mr. Rappaport said.

TRAV-LER ANNOUNCES A PERSONAL PORTABLE RETAILING AT \$19.95

CHICAGO, ILL., Friday — A new personal portable battery radio has been added to Trav-ler Radio Corp.'s line, according to announcement made by Joe Friedman, president of the company. The new model, No. 5019, weighs four pounds with batteries and will retail at \$19.95 less batteries.

The new portable has a simulated leather covering and a full vision easy-to-tune dial. It is equipped with four tubes including two dual purpose tubes, a 3½-inch PM speaker, and a built-in loop antenna. Measurements of the new model are 7 inches wide, 6¼ inches high and 3¾ inches deep.

Initial shipments will be made to the trade this month, while samples are at present on display at the firm's headquarters, 571 West Jackson boulevard, this city.

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

TELEVISION CARAVAN WILL PRESENT VIDEO ON NATIONWIDE TOUR

RCA AND ALLIED SPONSORS

Tour Will Show Television to Millions of Persons — Demonstrations to Get Under Way May 20 With Showing at Reading.

Organization of a "Television Caravan" to tour twenty-two cities coast-to-coast this year has been completed by Radio Corp. of American and Allied Stores Corp., it was announced over the week-end.

"This caravan primarily has been created to bring television to millions of people in the United States who have heard and read lots about television, but who have never seen it," Russell A. Brown, Allied vice president, said. First stop will be Reading, Pa., on May 20.

Mr. Brown also announced appointment of a complete television executive staff to make up the caravan personnel, headed by Samuel H. Cuff, formerly Television Station WABD, New York, manager. Louis A. Sposa is production manager and Bernard Brink, chief engineer. Twelve persons will make the "tour" and together with about \$100,000 worth of television equipment will be carried in six cars especially built for the caravan.

The caravan will stop a week in the Allied department store in each of the twenty-two cities and give about fourteen "shows" during that week. These "shows" will consist of "televising" demonstrations in a special studio set up in the store. The receivers will be located throughout the store, in windows and in special settings.

Both Allied and RCA intend this Caravan to be the greatest single promotion ever undertaken in television history to date and they estimate the shows will play to more than one million persons.

Mrs. Catherine Beck Joins Staff of Crosley Division

CINCINNATI, O., Monday—Appointment of Mrs. Catherine Beck as home economist of the Crosley Division, Avco Manufacturing Corp., has been announced by S. D. Mahan, general sales manager. Mrs. Beck will assist Mrs. Selma M. Andrews, Crosley director of home economics, in conducting cooking school demonstrations of Crosley major appliances and will work with the engineering department in development of new products, and cooperate in merchandising.

Mrs. Beck taught vocational home economics in the Indiana school system for three years. She is a member of the American Home Economics Association, the Home Economists in Business, and is a graduate of Butler University and attended the graduate school of the University of Minnesota.

Arvin-Salmanson Signs \$2,000,000 Contract For Products of Noblitt-Sparks Industries



Big Distributor Deal Consummated

COLUMBUS, IND., Monday — The recent renewal of a distributor franchise by Noblitt-Sparks Industries, Columbus, Ind., and the Arvin-Salmanson Co., of New York, is reported to have been accompanied by a \$2,000,000 order for radios, appliances and heaters.

Taking part in the transaction were David F. Goldman, manager of Arvin-Salmanson, Gordon Ritter, Arvin director of sales of Noblitt-Sparks Industries,

and Robert Smith, Arvin district manager for the eastern region. Mr. Smith accompanied Mr. Goldman to this city to close the deal.

The Arvin-Salmanson Co. operates branches in Boston, Baltimore and Washington, with headquarters in New York City.

Above, center, is Mr. Goldman handling the signed franchise to Mr. Ritter. Seated at left is Mr. Smith.

Household Vacuum Sales For Quarter Set Record

CLEVELAND, OHIO, Monday—Factory sales of household vacuum cleaners zoned to unprecedented heights in March, according to announcement here by C. G. Frantz, secretary-treasurer of the Vacuum Cleaner Manufacturers' Assn.

The March total of 320,047 was 17 per cent ahead of 272,927, sold in February, and topped the March, 1946, figure, 340,166, by 142 per cent.

Steadily soaring production in the industry brought the year's first-quarter total to 851,866, another all-time high, and 121 per cent more than the opening quarter of 1946. The quarter's total almost equals that for the first six months of 1946 and is slightly above half the sales for all 1941, which was the industry's biggest prewar year.

RCA Laboratories Post Awarded Paul J. Pfohl

Appointment of Paul J. Pfohl as Western manager of the commercial department, RCA Laboratories Division, was announced last week by Dr. C. B. Joliffe, executive vice president in charge of RCA Laboratories Division.

Mr. Pfohl's headquarters will be at 589 E. Illinois street, Chicago. He was associated with the Radio Corp. of America for seventeen years, and served with the RCA Victor Division as regional manager of the Tube Department in Chicago.

BENDIX SALES SERIES INTRODUCED BY CREST FOR RADIO RETAILERS

FIRM OPENS NEW BUILDING

Sales Training Program Will Be Conducted in Various Other Trading Areas, J. T. Dalton, of Bendix, Reveals.

ST. LOUIS, MO., Friday—The new Bendix Radio sales training program consisting of institutional and product sound slide films and an FM chart presentation was introduced at the Crest Corp., this city, as a feature of the grand opening of the new Crest distributor headquarters. Bendix Radio's general sales manager, J. T. Dalton, stated that subsequent showings are slated for other important points, coast to coast.

The Crest Corp. has just moved into its new \$350,000 plant erected for warehousing and distribution of Bendix Radios throughout the St. Louis area. All Bendix Radio dealers and their salesmen have been invited to the school on either of two nights, Thursday and Friday.

The showing of the films and chart is being directed by J. L. J. O'Connor, sales promotion manager of Bendix Radio, Baltimore, Md.

In addition to the school, a semi-technical discussion of FM, now figuring in at least 30 per cent of Bendix Radio's production, will be conducted by Don Kresge, service manager.

Officers of the Crest Corp. are William Schmidt, president; Frank Purviance, vice president and treasurer; and George P. Epstein, sales manager.

NATIONAL ELECTRONICS ANNOUNCES START IN INDUSTRIAL TUBE FIELD

GENEVA, ILL., Friday — National Electronics, Inc., of Geneva, has recently completed the installation of facilities for the production of industrial electronic tubes and is already serving many manufacturers of industrial control and rectifier equipment. The company is specializing in the gaseous rectifier and thyatron field and is producing several quick heating types in the ½ to 15 ampere range.

This company was formed in 1945 and has been manufacturing a line of vibrating paper joggers for the printing trade for the past eighteen months.

Principals in National Electronics are John H. Hutchings, for four years engineering vice president of Continental Electric Co. and for nine years design engineer with the General Electric vacuum tube division; and L. J. Provost, for fifteen years manager of the thyatron and phototubes division of the Continental Electric Co. Mr. Provost is president of National and Mr. Hutchings is engineering vice president.

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

MAJESTIC TO CONDUCT DISTRIBUTOR MEETING IN CHICAGO MAY 2-3

ELGIN, ILL., Monday—Majestic Radio & Television Corp., this city, and Majestic Records, Inc., will hold their national distributor convention at the Edgewater Beach Hotel, Chicago, May 2 and 3, E. A. Tracey, president of both firms, announced today.

Majestic distributors from the entire country, with their key personnel, will attend the convention, at which it is expected that 35 to 400 will be present. The convention will open with unveiling of the new Majestic radio line, and immediately following, factory executives will reveal the merchandising, promotional and advertising program that has been planned to give support to the line.

A sizeable segment of the two-day meeting will be devoted to Majestic Records, at which time production and merchandising plans for the last half of 1947 will be discussed. Included in the two-day program is a trip to Majestic's new plant at Elgin, as well as a banquet for the guests at which several surprises are promised by officials of the two companies.

Among the speakers at the business sessions are Mr. Tracey; Parker H. Erickson, vice president; A. J. Lindholm, general sales manager; and Ben Selvin, Majestic Records' director of artists and repertoire.

NEW SECTION HEADS APPOINTED BY RCA IN ENGINEERING DEPT.

CAMDEN, N. J., Friday—Appointment of six RCA engineers as new section managers has been announced by M. C. Batsel, chief engineer of the RCA Engineering Products Department.

The new engineering section managers are Virgil E. Trouant, Broadcast and Industrial Section, which includes broadcast, television, and industrial electronics engineering; Robert R. Welsh, Communications and Specialty Section, which includes communication, aviation, and mobile radio engineering; William J. Morlock, Distributed Products Section, including sound products, motion picture sound, and test equipment engineering; Clarence A. Gunther, assistant chief engineer also in charge of Government Equipment; Horace R. Dyson, Government Radiation Section, which embraces all government radio transmitter and receiver, radar, sonar, and communications engineering; and Stanley W. Cochran, manager of Government sound engineering.

HOTPOINT PLANS RISE IN APPLIANCE PRICES; NOT WESTINGHOUSE

CHICAGO, ILL., Monday — Leonard C. Truesdell, vice president in charge of marketing of Hotpoint, Inc., this city, General Electric affiliate, declared today that his company would in all probability be forced to increase its prices on appliances because of higher material and wage costs.

PITTSBURGH, PA., Monday — The Westinghouse Electric Corp. announced today that "while some lines of apparatus will require some price increase due to recent wage increases, no price advance on home appliances is contemplated at this time."

Stromberg-Carlson Club Conducts Spring Dance

ROCHESTER, N. Y., Saturday—The Stromberg-Carlson Club staged its Spring dance last night at the Seneca Hotel ballroom.

Lee McCanne, vice president and general manager of the Stromberg-Carlson Co., served as general chairman of the affair, with Sidney R. Curtis, as co-chairman. Dr. Ray H. Manson, president, and Wesley M. Angle, chairman of the board, headed the reception committee.

Brand Names Foundation Elects Frank M. Folsom

Frank M. Folsom, executive vice president of Radio Corp. of America, in charge of the RCA Victor Division, was elected a vice chairman of the Brand Names Foundation at its annual meeting last Friday at the Hotel Waldorf-Astoria, New York.

Frank Walsh, Ad Man For Hallicrafters, Is Promoted

CHICAGO, ILL., Monday — Frank Walsh, account executive who handles advertising for the Hallicrafters Co., Chicago, has been appointed vice president of Burton Erowne Advertising,



Frank Walsh

619 N. Michigan avenue, Chicago. He will continue to handle the Hallicrafters account.

Mr. Walsh, one time newspaper reporter and writer, is completing three years with the agency. He came to the agency from Sears, Roebuck and Co., where he was editorial director for the national retail sales promotion office. He rose to that job from copy chief for the national retail store planning division during the chain's most ambitious period of retail expansion.

Mr. Walsh is thirty-nine years old, a resident of Oak Park, Ill., and a graduate of Loyola University, Chicago.

MARKWELL APPOINTED PROMOTION HEAD FOR DUMONT ORGANIZATION

Ernest A. Marx, television receiver division manager for Allen B. DuMont Laboratories, has announced the appointment of Norman F. Markwell as sales promotion manager.

Mr. Markwell will contribute his experience as a former officer and executive of well known advertising agencies in New York City, coupled with an extensive background of sales promotion in radio, piano, and allied industries. He has also directed publicity for the theatre, both on the West Coast and in New York. During the war he saw service as Public Relations Officer for the Army Air Force.

Mr. Markwell will devote his energies to the promotion of Du Mont tele-sets at the point of sale as well as in a general manner, and will coordinate the various facilities of the Du Mont receiver division.

Clarostat Votes Dividend

The Board of Directors of Clarostat Mfg. Co., Inc., manufacturer of resistors, controls, and resistance devices, Brooklyn, has declared a 10 per cent common stock dividend.

THE TRAVELER

Lou Silver, sales manager of Garod Radio Corp., of Brooklyn, N. Y., writes from Los Angeles, Calif., that "I am contacting the West Coast trade and I see your publication wherever I go."

Harry Byrne, sales manager of the Audio Industries, Michigan City, Ind., was a recent visitor in Connecticut and New York, and while here concluded arrangements for the distribution of Ultratone phonographs in several important eastern marketing areas.

Lou Weiss, sales manager of the DeWald Radio Mfg. Corp., Long Island City, N. Y., is making a tour of the West Coast trade and plans to visit many of the important trading centers en route back to the factory.

Charley Hyman, of the Variable Condenser Corp., Brooklyn, N. Y. spent several days in Chicago last week calling on members of the trade.

Harry Fein, Newark, N. J. radio, appliance and furniture dealer, is expected to leave shortly for an extended trip to Europe and the Near East. He will be accompanied by his wife.

Herbert A. Brennan, vice president of Associated Stores, Tampa, the large Florida chain store organization, is visiting in New York this week and contacting many of his trade friends.

David F. Goldman, sales manager of the Arvin-Salmanson Co., distributor for Arvin products in a wide eastern territory, is back at his desk in New York following a visit to the Noblitt-Sparks Industries plant, Columbus, Ind.

BIG SALES INCREASE BY WEBSTER-CHICAGO

CHICAGO, ILL., Friday — Webster-Chicago's annual report for the fiscal year ending December 31, 1946, showed net sales to be \$8,013,000, an increase of \$1,846,000 over 1946. R. F. Blash, president, announced that net earnings reached \$711,000, after taxes, which equalled \$2.46 per share.

The favorable sales trend of 1946 continued through the first two months in 1947 with an all-time high of \$1,075,000 in February, Mr. Blash revealed.

Webster-Chicago sales in 1946, the first full year of post-war production, represent an increase of 210 per cent over 1941. Peak production of record changers will continue through 1947 in addition to the scheduled production of wire recorders, which will reach the market in May, it was said.

Named to Record Post

ST. LOUIS, MO., Friday — Appointment of Miss Hilda Geers as assistant buyer of records for the Famous-Barr Co., this city, has just been announced. Miss Geers has been associated with Famous-Barr for six years.

COSGROVE TO PRESIDE AT OFFICIAL BANQUET OF ENGINEERING MEET

IN CINCINNATI ON MAY 3RD

Television Sessions to Be Staged in Conjunction With the Spring Conference Sponsored by Institute of Radio Engineers.

CINCINNATI, OHIO, Friday—R. C. Cosgrove, general manager of Crosley Division-Avco Manufacturing Corp., of this city, and president of the RMA, will preside at the official banquet of the Spring Technical Conference of the Institute of Radio Engineers, to be held in Cincinnati on May 3. Kenneth W. Jarvis will be the consultant speaker.

Conference sessions, dealing entirely with television, will be held at the Engineering Society of Cincinnati, at McMillan and Woodburn. The banquet will be held at the Hotel Alms.

Paul F. G. Holst, chief television engineer of Crosley, will address one of the morning sessions. Topic of his address will be "A New Approach to Television Input Circuits." Other speakers at the morning sessions include Andrew Alford, consultant; Stuart W. Seeley, of RCA, and R. W. Sanders, of Farnsworth Television & Radio Corp.

Afternoon speakers include Dr. C. S. Szegho and G. K. Schnable, of The Rauland Corp., and W. E. Bloecker, of the American Tel. & Tel. Co.

Persons attending the conference will make an inspection tour to the "Voice of America" transmitters at Bethany, Ohio, on May 4. R. J. Rockwell, chief engineer of the Crosley Broadcasting Corp., is chairman of the morning sessions, and Prof. W. C. Osterbrock, of the University of Cincinnati, is chairman of the afternoon sessions.

Educational Program For Chicago Representatives

CHICAGO, ILL., Monday—An educational program will be inaugurated by the Chicagoland Chapter of "The Representatives" this Fall. Plans for the program have been outlined and Leo McCarthy, chairman of the Educational Committee, will get details started within the next few weeks.

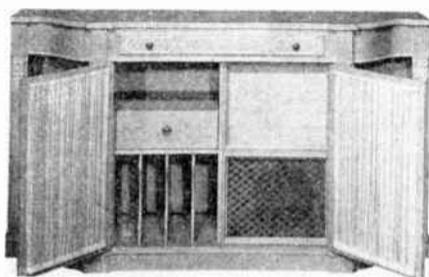
The program will enable manufacturers, jobbers and representatives to hear capable talks on the different phases of technical and merchandising subjects of the radio industry.

Dr. DuMont Will Address Bond Club of New Jersey

NEWARK, N. J., Saturday—Dr. Allen B. DuMont, president of the Allen B. DuMont Laboratories, Inc., Passaic and New York, will address a dinner meeting of the Bond Club of New Jersey on April 28 at the Down Town Club, this city. Dr. DuMont will discuss television developments.

CREDENZA CABINETS FOR RADIO RECEIVERS MARKETED TO TRADE

George C. Daleo, president of Majestic Arts, Inc., 752 East 137th street, New York City, has announced the introduction of a new line of combination credenzas now in production in ten individual styles and in various finishes.



Majestic Credenza Cabinet

Credenza cabinets are adaptable for radio, combination and television sets.

Featuring ample space for up to a 16-inch radio chassis, 12-inch speaker, a sliding drawer which can accommodate any standard or deluxe record changer and ample album storage compartments, the credenzas combine the last word in functional design with traditional decorator styling, according to Mr. Daleo. Door panel treatment includes smart brass grille facing backed with French curtains to permit sound reception with both doors closed.

According to Alfred Dribbon, sales manager of Majestic Arts, immediate delivery may be had on most models as a result of the recent completion of the firm's factory expansion program.

Andrews To Distribute Stewart-Warner Radios

CHICAGO, ILL., Wednesday — Appointment of the Andrews Distributing Co., of South Bend, Ind., as exclusive distributor of Stewart-Warner radios in eighteen counties of northern Indiana and southern Michigan was announced here by Floyd Masters, sales manager of the Radio Division of the Stewart-Warner Corp.

Located at 406 South Columbia street in South Bend, the Andrews Distributing Co. also is represented in Fort Wayne and will serve all the Stewart-Warner dealers in both areas. The concern also distributes several nationally known brands in electrical appliances and household items.

New Appliance-Furniture Store Opened in Montclair

MONTCLAIR, N. J., Friday—Hampton House, a new appliance, furniture and gift retail store, was opened here today at Bloomfield and N. Fullerton avenues. A number of leading lines of appliances are being merchandised in addition to furniture and housewares.

REPRESENTATIVES ADD MANY NEW MEMBERS; CHAPTERS ACTIVE THROUGHOUT THE COUNTRY

COLUMBUS, O., Friday—William E. McFadden, of this city, national secretary of "The Representatives," reports a very active year by the chapters. Point is given to their work by the increase in membership and the formation of new chapters. Four new members have been added to the Los Angeles Chapter: John C. Van Groos, 1406 S. Grand avenue, Los Angeles; Ernest V. Roberts, 6516 Selma avenue, Hollywood; and associates, Norman J. Marshank, 672 S. Lafayette Park place, Bruce Detsch, 2627 Santa Fe avenue, both of Los Angeles.

The California chapter has added an associate, Ira N. Edmondson, 530 Gough street, San Francisco. The New York Chapter recently reported four new members: Jules J. Bressler, 341 Madison avenue; Seymour Erde, 6 E. Forty-sixth street; Samuel A. Shaw, 1123 Broadway; Milton C. Snyder, 205 E. Forty-second street; and four associates: Milliard A. Harris, 220 E. Twenty-third street; Norman Leeb, 53 Park place; Max D. Weinberg, 250 W. Fifty-seventh street; Frederick Spellman, 220 E. Twenty-third street, all of New York City.

Mae Strauss, 425 Surf street, Chicago, Ill., increased the roll of the Chicago-land Chapter and Harry W. Densham, Silver Springs, Md., became an

associate of the Mid-Lantic Chapter, which also announces full membership for: Richard F. Brookfield, Daniel J. Connor, Howard J. Fairbanks, John F. Orsi, William Stewart, and Robert L. Wilkinson.

The Missouri Valley Chapter added E. L. Polsinelli, 210 W. Eighth, Kansas City, Mo., and granted full membership to J. C. Schmitz and A. R. Thibau, formerly associates. To the Buckeye Chapter have been added: Curtis R. Stoutenburg, 3648 Euclid avenue; Ray M. Howard, Hanna Bldg.; E. S. Percival, Hanna Bldg., all of Cleveland, Ohio.

The Wolverine Chapter reports the election of William S. Lee, 2033 Park avenue, Detroit, Mich. Recently the Dixie Chapter added: Loren B. Harrell, Greensboro, N. C.; J. E. Joyner, Jr., 1000 Peachtree street, Atlanta, Ga.

The roster of members at large now includes: Moncrieff Smith, Wood & Anderson Co., 915 Olive street, St. Louis, Mo.; William Borghoff, 4018 Greer avenue, St. Louis, Mo.; Merrill K. Franklin, 712 Sixth avenue, Minneapolis, Minn.; Harry G. Hurd, 308 N. Jefferson, St. Louis, Mo.; L. E. Jaques, 352 N. Forsythe, University City, Mo.; W. N. Wellman, Jules Benecke Co., 5175 Arcade Bldg., St. Louis, Mo.; and associate, Edward L. Young, Wood & Anderson Co., 915 Olive street, St. Louis, Mo.

A. T. & T. LICENSED UNDER PATENTS OF CATHODE-FOLLOWER

Licenses have been issued to the Bell Systems and Western Electric Co. by Remco Electronic, Inc., 33 West Sixtieth street, New York, under the patents of the cathode-follower circuit that are controlled by Remco.

The cathode-follower is a circuit that utilizes a vacuum tube as an impedance transformer device. It is unique in that the vacuum tube does not produce effective amplification, its sole function being to enable the designer to couple together circuits of widely different impedances without the losses that are introduced by other transformer devices. It is in effect a transformer which has a constant transformation ratio over very wide frequency ranges.

By making use of this circuit, engineers of the Bell System will be able to effect economies in the design of wide band transmission systems such as used in television, cathode-ray test equipment and similar circuits.

This cathode-follower circuit was widely used during the war in radar, Loran navigation systems and industrial electronic controls, and is an essential part of the Micro-wave wireless telephone system under construction.

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

JIM SCHOCK APPOINTED SALES MANAGER OF THE JOYNER CORPORATION

CHICAGO, ILL., Friday—C. E. Joyner, president of the Joyner Corp., of this city, today announced the appointment of James O. Schock as sales manager of the company.

"Jim" Schock, as he is familiarly known in the trade, was formerly with the J. P. Seeburg Corp. as sales engineer of the northwest territory. During the war he acted in the interests of the Navy Department in quality control of all electronic equipment manufactured in the midwest. This position enabled him to have contact with all radio manufacturers as well as component parts manufacturers.

In commenting on the appointment, Mr. Joyner stated: "We feel that with Mr. Schock's background in the industry, he will be quite capable of understanding the problems of manufacturers and thereby be of valuable service to them."

Mr. Schock will make his headquarters at the offices of the Joyner Corp. at 462 North Parkside avenue, this city.

Sherwood in New Post

George Sherwood has been appointed to the production staff of Gray & Rogers, Philadelphia. He was formerly in the advertising production department of the RCA Victor division of Radio Corp. of America.

Dude Ranching It . .



SITTIN' ON A FENCE on a ranch near Tucson, Arizona, is over for the above two Chicago manufacturing executives. As a matter of fact it is now only a memory of their vacation which they spent in duding it. They are, left, Burton Browne, president of the Aero Needle Co., of Chicago, and his long time friend and client, Tom White, president of the Jensen Manufacturing Co., makers of the extensive line of Jensen speakers.

RUSSELL IS ADVANCED BY SYLVANIA ELECTRIC

Fred E. Russell has been appointed controller for the Central Engineering Department of Sylvania Electric Products, Inc., according to announcement made last week by E. Finley Carter, vice president in charge of engineering. Mr. Russell will take charge of general business and accounting in connection with the company's research, advanced development and metallurgical research laboratories in the Long Island area.

He joined the company in 1943 as assistant to the general manager of Lamp Division operations and was formerly assistant to the vice president in charge of engineering. After graduation from the Massachusetts Institute of Technology he was associated with the United Shoe Machinery Corp., the Cambridge Rubber Co. and the United States Rubber Co.

Clough With Belden Co. For Quarter of Century

CHICAGO, ILL., Wednesday—H. W. Clough, vice president of the Belden Manufacturing Co., maker of wire and cable products, and widely known in the radio and electronic fields, has completed twenty-five years with the Belden company.

His interest in radio dates back another five years, as in 1918 he went overseas with the U. S. Army Signal Corps, serving with the meteorological section. He is chairman of the Industry Co-ordinating Committee of the Radio Parts and Electronic Industry.

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

BUSINESS IN DETROIT ON THE UPGRADE, BUT BUYERS ARE CAUTIOUS

AWAIT REDUCTION IN PRICE

Retailers Say Customers Anticipate a Readjustment of Selling Prices on Some Radio Sets.

DETROIT, MICH., Monday — Dealers in Detroit report that this past week-end was fair, at least from the standpoint of business. There is still a determined re-action against prices on table model radios and even on some of the available consoles, and dealers in all sections of the city are watching their inventories very closely. While a break in prices is not expected immediately, all dealers feel that as the new models are announced, new and lower-priced ones will be introduced at the same time.

The season for portables is just approaching, and many dealers are worried about some of the higher priced sets still on their floors. They claim that if the trend continues, it will become necessary for them to slash prices in order to clear their floors.

Louis H. Salesin, for the past year, sales manager and vice president of Allied Music Sales Corp., has decided to return to retail sales. This week, Mr. Salesin resigned from Allied and has accepted the position of managing director for radios, records, appliances, and cameras at Meyers Jewelry Co. The record department will be a new venture for Mr. Myers, while radio, appliances and cameras have already been established there for some time. Mr. Salesin will have complete charge of all divisions named at all three of the Meyers branches and intends to make Meyers a factor in these items in Detroit. "Lou" as he is known to almost everybody in the radio business, brings the experience of over twenty years to his new position and his many friends in the industry wish him every success.

Sears, Roebuck and Co. held a preview today to familiarize the trade and local press with its new wire recorder. The affair was held at the Statler Hotel and a good section of the press turned out to view the item which Sears expects will aid sales tremendously. The wire recorder, is a compact looking cabinet complete with seven-tube radio and phono turntable and pick-up for regular records.

LON ALLISON

New Washing Machine Is Put on Market by Sears

CHICAGO, ILL., Wednesday—Sears, Roebuck & Co. has placed a new type of automatic washing machine on the market, priced at \$209.95 and including normal installation.

T. V. Houser, vice president in charge of merchandising, said the washer was designed by Sundberg-Ferar, Detroit, developed and manufactured by Nineteen Hundred Corp., St. Joseph, Mich., and will be marketed under the Sears brand name of Kenmore.

Ben Nussbaum Is Named As Rep For Three Lines

Ben P. Nussbaum, manufacturers' representative of Jamaica, N. Y., has been named as sales representative by Plastic Ware, Inc., New York City, the Bruce Electronics Co., Brooklyn, and the Diebel Die & Mfg. Co., Chicago.

These firms, for which Mr. Nussbaum is exclusive metropolitan representative, produce the following items: the Plastic Ware firm: plastic knobs,

handles, grilles, cabinets and pointers; the Bruce Electronics Co.: line cords, and the Diebel Die & Mfg. Co.: metal and acetate radio pointers.

Wm. G. Berner Succumbs

CLEVELAND, OHIO, Wednesday — William G. Berner, who designed the Polyphonic Rarefactophone, an improved public-address system, is dead at the age of fifty-four. He is survived by a widow, two sons and two daughters.

Westinghouse Appoints 4 New Field Service Men

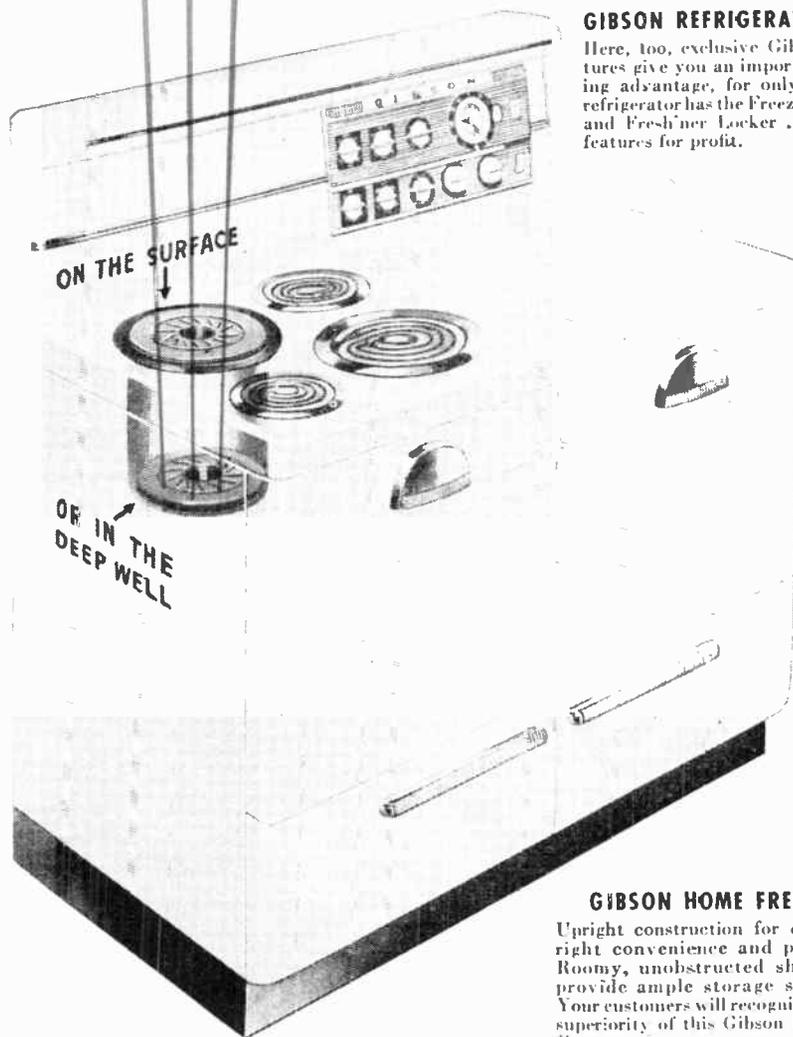
SUNBURY, PA., Tuesday — W. H. McKnew, manager of the service department of Westinghouse Home Radio Division, has announced the appointment of four additional field service representatives. They are:

Fred L. Bartley, Sunbury, Pa., area; Ralph S. Kerstetter, St. Louis area; Alfred H. Kuttruff, Chicago area, and Harold A. Loring, Atlanta area.

feature GIBSON UPS-A-DAISY

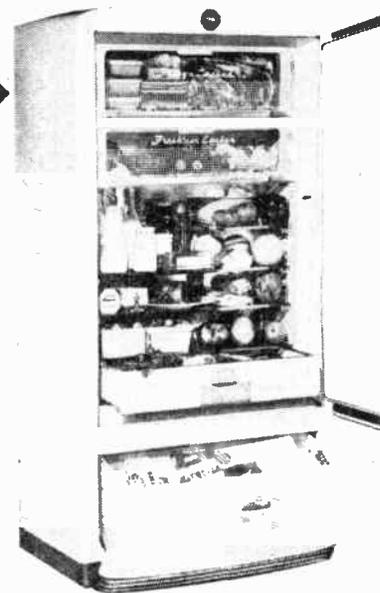
THE COOKING ADVANTAGE THAT GIVES YOU THE SALES ADVANTAGE!

Every dealer welcomes an exclusive feature that simplifies his selling job . . . like Ups-A-Daisy, the Gibson range innovation that spells fast sales action. Your customers get more with a Gibson Automatic Electric Kookall Range, for Ups-A-Daisy provides four surface units or three surface units and a Deepwell Kookall. Here's a feature you can promote and display with profit . . . a feature that interests every woman. Feature the Gibson Ups-A-Daisy and gain the sales edge.



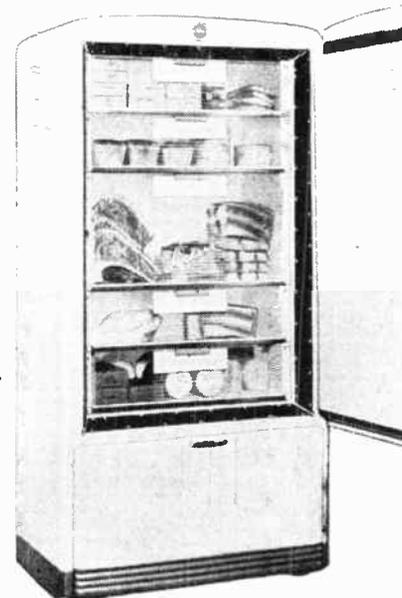
GIBSON REFRIGERATOR

Here, too, exclusive Gibson features give you an important selling advantage, for only Gibson refrigerator has the Freez'r Locker and Fresh'n'r Locker . . . twin features for profit.



GIBSON HOME FREEZER

Upright construction for downright convenience and profit. Roomy, unobstructed shelves provide ample storage space. Your customers will recognize the superiority of this Gibson Home Freezer.



**GIBSON REFRIGERATOR COMPANY
GREENVILLE, MICHIGAN**

ELECTRONICS GROUP OF BOSTON IS GIVEN 'TRADE ETHICS' TALK

AT UNIT'S ANNUAL AFFAIR

Louis Calamaras, Secretary of the NEDA, Is Speaker — Merchants Distributors Holds Open House — Other Notes.

BOSTON, MASS., Monday — The Boston Chapter of the National Electronic Distributors Association held its annual dinner and get-together at the Hotel Statler last week. After an excellent meal, top ranking entertainment, and dancing to the music of a well known orchestra, a serious note was introduced by the address by Louis B. Calamaras, executive secretary of NEDA.

He spoke on the high ethical and moral standards that the association members should strive for in their day-by-day dealings with suppliers and customers so that members can be recognized by their actions as above the many off-color practices engaged in by fringe operators to aggravate the channels of orderly merchandising. However, in so far as the local Chapter members are concerned, such a reminder of their obligations served mainly to

echo standards that have been observed here for many years.

Merchants Distributors, Inc. the new Garod Radio distributor held open house in its new \$100,000 building at 1310 Boylston street, April 16. According to Jim Hayes, regional factory representative for Garod, the trade was well pleased with the several new models added to the Garod line, a few of which were demonstrated here for the first time.

Motorola distributor—Metro Distributors, Inc., on Commonwealth avenue, is currently mailing out a service manual and parts price list on the 1946 line of standard models. The new all-line catalog of Motorola's with striking illustrations in color is also being distributed.

Westinghouse Electric Supply Co. at 88 Pearl street, will conduct a Westinghouse radio service meeting at Hotel Kenmore today.

Technical Apparatus Co. of 165 Washington street, acting as agent for the War Assets Administration is running a clearance sale on all electronic parts and equipment remaining in its warehouse and show room. Bidding will be on a simple form deposited in a box, and received daily between 1:15 and 5 p. m. and opened publically at 9 a. m. daily, with transactions under the supervision of a WAA representative.

Allied Appliance Co. at 111 Berkeley street, has added the well known line of "Club Aluminum" Stove - to - Table ware. At a performance demonstration to forty-five Allied salesmen, the roast-beef dinner served, was credited with increasing considerably the enthusiasm, with which the line was presented to dealers.

Paul J. Walter, vice president, Club Aluminum Products Co. came from Chicago and was assisted by Al Echel, district manager in this novel sales presentation.

On his way to Florida, Ralph Cron, vice president of Allied Appliance Co. stopped off at the Bendix Radio plant in Baltimore, to gauge production. Now that both Ralph Cron and Sam Dane are back from their Florida sojourn, the firm expects to step up considerably the deliveries of the still scarce, and still numerous items of merchandise that dealers have been clamoring for.

FRANK PRAY

Bernard Zients Named Appliance Buying Head With City Stores Firm

Bernard B. Zients, who resigned recently as marketing representative for radios and major appliances of the Associated Merchandising Corp., has been appointed a merchandising vice president of the City Stores Mercantile Co., Inc., effective May 1, it was announced today by Saul Cohn, president of the City Stores Co. In his new post, Mr. Zients will have charge of the resident buying activities of the City Stores Mercantile Co. in the electrical appliance, and home furnishings fields.

Before joining A.M.C., Mr. Zients was major appliance buyer at Abraham & Straus, Brooklyn.

Manufacturers — Distributors — Wholesalers AMPHENOL Merchandise

For Immediate Delivery

		Per M			Per M
25,000	49-RSS4M . . .	\$ 87.76	6,000	80-PC2F	\$ 89.38
1,000	49-RSS5	87.76	1,000	91-PC3F	99.10
4,000	49-RSS6M . . .	87.76	1,000	91-PC4M	107.20
50,000	49-RSS8M . . .	87.76	40,000	78-S8	33.34
15,000	80-C	81.28	1,100	49-SS11L . . .	285.00
2,000	80-MC2M . . .	152.56	10,000	MIP-5TM . . .	32.40

20% Deposit, Balance Net Ten Days

LEO A. KLEIN

168 WASHINGTON ST.

NEW YORK, N. Y.

MANSFIELD TO DIRECT STATISTICS ACTIVITIES

WASHINGTON, D. C., Saturday— Frank T. Mansfield, director of sales research for Sylvania Electric Products, Inc., New York City has been appointed chairman of a reorganized RMA Industry Statistics Committee by RMA President R. C. Cosgrove, the Radio Manufacturers Association announced today.

Mr. Mansfield succeeds the late Fred D. Williams, of the Philco Corp. He formerly was vice chairman of the RMA committee and has been succeeded

in that position by H. P. Alsbaugh, of the RCA Victor Division, Camden, N. J.

A meeting of the RMA Industry Statistics Committee has been scheduled during the RMA annual convention, June 10-12, at the Stevens Hotel, Chicago, to make plans for expansion of this industry service.

RKO Television Moves

The executive offices of the RKO Television Corp. have been moved to the Pathe Building, 625 Madison avenue, New York. The firm was formerly located in the RKO Building, Radio City. Ralph B. Austrian is president of RKO Television.

STOP

—wondering where you can find a complete line of tubes for your trade.

LOOK

—to Standard Arcturus for your share of tubes from W.A.A. surplus and Standard Arcturus stocks.

LISTEN

to good business sense. Align yourself for the present—and the future—with the oldest name in radio tubes.

Mail Coupon Below!

Standard Arcturus Corp.
99 Sussex Avenue, Newark 4, N. J.

Send me a list of available types of tubes.

Name
Company
Address



Cosmic Radio Corporation

Manufacturers of Electrolytic and Paper Condensers

- PHONES, MELROSE 5-7717-8
- 699 EAST 135th STREET
- NEW YORK CITY, N. Y.

ATTENTION MR. CONDENSER USER:

Dear Sir:

In accordance with President Truman's request for lower prices, we are making every effort to comply. As a result of careful deliberation, we have decided that in order to stabilize industry our president is correct. We have decided to cut our prices to the bone, as a matter of fact, many of these prices will barely cover our costs. We are offering the following electrolytic condensers for immediate delivery at prices that we feel will help stimulate your sales and at the same time keep our plant busy, which is the purpose in it's entirety. The following is a price list covering our entire line of electrolytic condensers.

Mfd.	Volts	Lots of 100	Lots of 500	Lots of 1000
10	50	.13	.12	.11
25	50	.14	.13	.12
50	50	.15	.14	.13
100	50	.16	.15	.14
200	50	.17	.16	.15
16	150	.14	.13	.12
20	150	.15	.14	.13
30	150	.16	.15	.14
40	150	.17	.16	.15
50	150	.18	.17	.16
20-20	150	.21	.20	.19
30-20	150	.22	.21	.20
40-20	150	.23	.22	.21
40-40	150	.24	.23	.22
50-30	150	.24	.23	.22
8	450	.18	.17	.16
16	450	.25	.24	.23
8-8	450	.25	.24	.23

Due to the extreme low prices we are dispensing with our usual terms. Terms on any sale of the above list, are 10% deposit with order, balance C.O.D.

If your order amounts to \$500 we will give you AN EXTRA SPECIAL 10% DISCOUNT.

Sincerely,

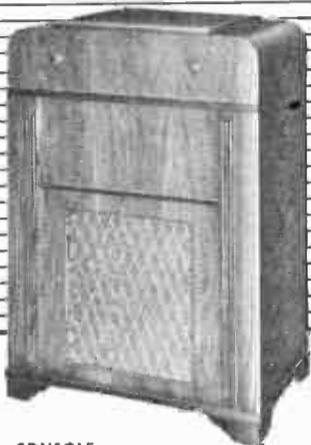
Cosmic Radio Corporation

P.S.—We will be at the Blackstone Hotel for the show. We cordially invite you to visit us.

MANUFACTURING RADIO CONDENSERS SINCE 1921

Great News for Jobbers

**PROMPT DELIVERY ASSURED
ON THE SENSATIONAL NEW...**

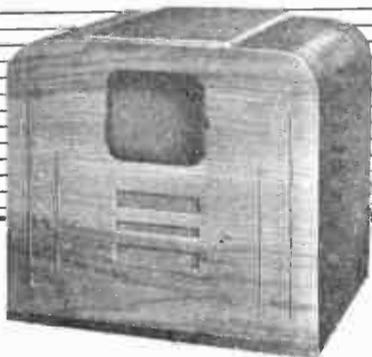


C 525 . . . CONSOLE

Cabinet of striking dignity. Walnut throughout, supported by heavy cleats. Rich veneer finish. H. 37 $\frac{1}{2}$, W. 26 $\frac{7}{8}$, D. 17 $\frac{1}{2}$. Cut-out for phono: H. 7, D. 16, W. 16 $\frac{1}{4}$.

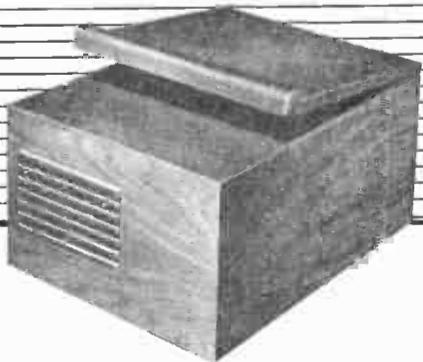
Also **CL 412 . . . CONSOLETTA** — Same design with horizontal grille. H. 32 $\frac{1}{2}$, W. 23 $\frac{1}{8}$, D. 16 $\frac{1}{4}$. Phono cut-out: D. 15 $\frac{1}{8}$, W. 14 $\frac{3}{8}$, H. 4 $\frac{3}{4}$.

Note: These cabinets adaptable for television: C 525 for 7", 10", and 15", CL 412 for 7" and 10".



TV 15D . . . TELEVISION CABINET

Solidly made, with fine walnut veneer finish. H. 18, W. 17 $\frac{3}{4}$, D. 17 $\frac{3}{4}$. Comes in three different tube sizes: 7", 10", 15". Height listed is for 7" tube.



TM 145 . . . TABLE MODEL

$\frac{3}{8}$ " walnut, with $\frac{7}{8}$ " walnut top. Rich veneer finish. Solid walnut louvre grille. H. 10 $\frac{3}{8}$, W. 16 $\frac{1}{8}$, D. 21 $\frac{1}{8}$. Phono Compartment: W. 15 $\frac{1}{8}$, H. 6 $\frac{3}{8}$, D. 13 $\frac{3}{8}$.

ELLAR

LINE OF

PHONO-RADIO-TELEVISION

AND RECORD

CABINETS

A Cabinet for Every Need and Every Chassis . . . Styled to Delight the Eye . . . Master Workmanship . . . Rich Veneer Finishes . . . Packed Securely in Air-Cushioned Cartons.

We also manufacture a full line of **WALL BAFFLES** and a full line of blank and cut-out **REPLACEMENT CABINETS**.

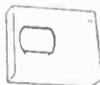


WALL BAFFLES

In 5 sizes: 5", 6", 8", 10", 12".

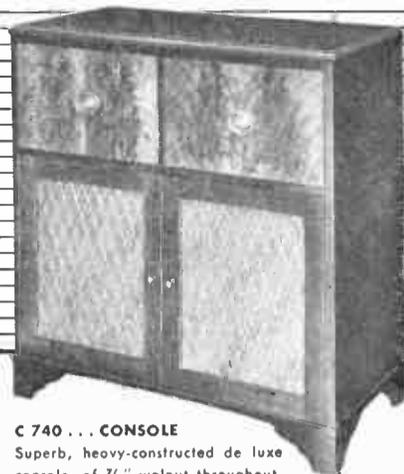
REPLACEMENT CABINETS

7 different sizes: Nos. 1, 2, 3, 4, 5, 6, 7.



RECORD PLAYER

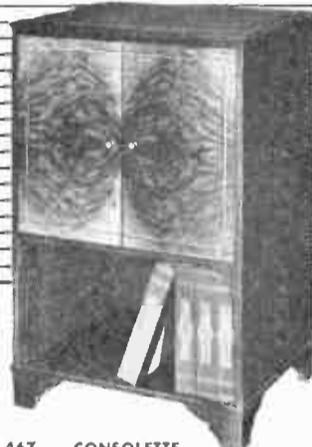
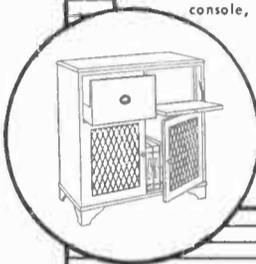
RP 100—12 x 12 x 4
Also RP 300—amplifier with grille



C 740 . . . CONSOLE

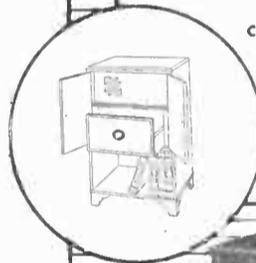
Superb, heavy-constructed de luxe console, of $\frac{7}{8}$ " walnut throughout.

Rich-grained walnut veneer finish, front-butt panels. H. 34 $\frac{1}{2}$, W. 32 $\frac{1}{2}$, D. 16 $\frac{1}{2}$. Phono Compartment: H. 6, W. 14 $\frac{3}{8}$, D. 15 $\frac{1}{2}$. Radio Compartment: H. 9 $\frac{1}{2}$, W. 15 $\frac{1}{2}$, D. 15 $\frac{1}{2}$. Record compartment holds 10 albums.



CL 467 . . . CONSOLETTA

De luxe cabinet, of $\frac{3}{4}$ " walnut throughout. Rich walnut veneer finish, with front-butt walnut door. H. 33, W. 29 $\frac{7}{8}$, D. 16 $\frac{3}{4}$. Phono Compartment: D. 14 $\frac{3}{4}$, W. 14 $\frac{3}{4}$, H. 5 $\frac{1}{2}$. Record compartment holds 12 albums.



RC 175 . . . RECORD CABINET

A beauty both for looks and value. Solidly made, of fine walnut veneer throughout. H. 27, W. 22 $\frac{1}{8}$, D. 16 $\frac{1}{2}$. Holds 22 12-in. albums.

Ellar WOODCRAFT CORP.

431 W. 28th St. • New York 1, N. Y.
LONgacre 5-4578

**MANUFACTURERS of
Quality Radio Cabinets**

Mr. Jobber:

Here are top values in cabinets, made to pass every test of critical buying. Choice territories are open to jobbers and distributors. Act quickly — write us NOW!

MANUFACTURERS ANTICIPATE NO PRICE CUTS FOR GAS HOME APPLIANCES IN NEAR FUTURE

POINT TO RISING COST OF MATERIAL AT CHICAGO SESSION

Production Goal Is 2,500,000 Ranges This Year — Large Replacement Market Seen — Put Market at 2,000,000 Units Annually for Next Ten Years — Gas Heater Production Goal Also Increased.

CHICAGO, ILL., Thursday—There is no indication that prices of gas ranges and other gas appliances will be reduced in the near future, the Gas Appliance Manufacturers Association declared here yesterday. This statement was made at the close of the association's three-day convention, and in the face of the ever increasing competition offered by the electrical industry.

The manufacturers, who produce about 90 per cent of all the gas appliances made in this country, closed their session without taking any group action on the price problem. As a matter of fact, prices were not discussed formally at any of the meetings. Individual manufacturers and association spokesmen were unwilling to discuss prices for publication other than to say they were a company problem. They agreed, however, that the demand for new equipment and the cost of materials were increasing and that if prices move at all they would move upward.

These officials asserted that costs have increased continually and have shown an upward trend since the beginning of the year. These increases have been absorbed. A nominal wage increase to the workers in the industry probably also could be absorbed, but any large wage boost probably would increase prices, the manufacturers said.

Last year the industry produced 1,800,000 gas ranges and about 1,210,000 water heaters. This year the goal is 2,500,000 ranges and at least 1,800,000 water heaters. Surveys made by the industry indicate that of the 19,800,000 gas ranges in use about 12,500,000 are more than ten years old and, in the opinion of manufacturers, ready to be replaced.

Added to the replacement sales are the large number of ranges required in the extensive building program. These two factors indicate to the manufacturers that there will be a market for about 2,000,000 new gas ranges a year for the coming ten years.

The 19,800,000 gas ranges in use throughout the country compare with about 3,500,000 electric ranges, according to the association. The electric ranges, however, reached the market in quantity only about fifteen years ago and many manufacturers at the meeting spoke of the need for an aggressive campaign to meet competition offered by the electric range.

The manufacturers were disinclined to comment directly on the statement made by E. F. Jeffe, vice president in charge of sales for Consolidated Edison Co. of New York, that there was a large oversupply of gas conversion burners in the metropolitan area. They said if Mr. Jeffe's statement was accurate it was a local situation and one

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

that would be balanced within a short time.

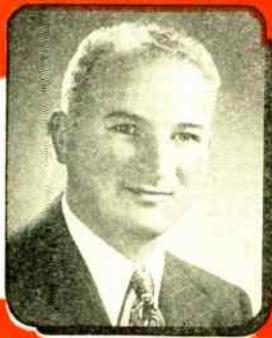
WESTINGHOUSE SETS NEW HIGH PEACETIME PRODUCTION RECORD

Westinghouse Electric Corp. has set a peacetime record production of \$140,121,973 for the first quarter of this year, stockholders were told at their annual meeting by Gwilym A. Price, president. This total of net sales billed compared with \$128,772,896 in the last

three months of 1946. Net income for the first three months of this year was \$11,060,195, against a net loss of \$18,724,601 in the same period last year.

Orders on hand on March 31 were \$642,090,960, another new high for peacetime, while new orders aggregated \$201,021,891, a slight decline for the previous mark of \$215,277,581 in the last quarter of 1946.

The material situation should show continual improvement during the year, Mr. Price said.



NEW MINERVA SALES POLICY What it means to you

- 1. PRICING FORMULA . . .** Minerva will add to its volume production cost a minimum manufacturer's markup. To this it will add 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 (our sets will not be priced at \$99.50 if our new price policy indicates it should be \$86.75). Our retail schedule will be price fixed.
- 2. TURNOVER . . .** Minerva will consider the turnover factor in its price policy.
- 3. PRICE ADJUSTMENTS . . .** Our new price policy eliminates the necessity for price adjustments. 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.
- 4. PROTECTION OF PROFITS . . .** Minerva intends to protect its distributors' and retailers' profits and assure them a fair return. This new Minerva policy will bring to the ultimate consumer, at lower prices, quality radios of unexcelled craftsmanship and advanced style and design.

RICHARD MATTISON

GENERAL MANAGER



Witness the new MINERVA policy in operation . . .
See these two sensational buys on the next page.

A few territories are open for eligible distributors.

Write today to
MINERVA NATIONAL SALES CORP., 78 READE STREET, NEW YORK 7, N. Y.

Hoffman Radio Will Make Coin-Operated Table Sets

SAN FRANCISCO, CALIF., Monday — Walter Epstein, district manager here for the Hoffman Sales Corp., returned this week from a seven-day conference in Los Angeles, the home office of the Hoffman Radio Corp. Future sales plans were discussed in sessions with H. Leslie Hoffman, president; R. J. McNeely, director of sales, and with

D. D. Spence, assistant sales manager. It was announced that one of the table model AC-DC sets will be manufactured with coin-operated device.

Interference Suppressor Set Marketed by Insuline

The ICA Interference Suppressor Set is the titled description of a brand new packaged auto radio accessory item, produced by the Insuline Corp. of Amer-

ica, of Long Island City, New York. Packaged for the first time in individual sets, each unit contains all the necessary condensers, suppressors, etc. needed to eliminate auto radio noises, and insure clear reception. The company makes a set for every type of car — old and new. The purchaser need not be a "radio expert" to properly install the unit, for easy-to-follow instructions accompany each set.

The ICA Interference Suppressor Sets are packed in a colorful carton.

APPLIANCE SALES IN TOLEDO CLAIMED FAR IN ADVANCE OF 1946 IN SPITE OF SHORTAGES

Much Promotion Being Made on Radios — Appliance Dealers to Hear Association Director.

TOLEDO, OHIO, Monday — Spring appliance sales are going big here. Sales volume is 200 per cent to 300 per cent ahead of a year ago. This in spite of a none too plentiful supply of refrigerators, washers and electric ranges.

Radios, however, are plentiful and so are small appliances, so much so that the drug chains, accessory stores and big specialty shops are stocking and promoting radios which hasn't been true since Pearl Harbor.

A contributing factor to the overall picture of appliances dealers is the fact that there are nearly three times as many appliance and service dealers throughout the Toledo market as there were before the war. Record dealers too are more numerous, but they are doing a big job with the help of the musical film shows and the dance bands on tour.

Furniture stores are holding individual appliance shows in their stores, which are well patronized.

The Toledo Appliance Dealers Association, will hold its April membership meeting at the Maumee River Yacht Club, Walbridge Park on Thursday. This will be an evening dinner meeting at which C. C. Simpson of Washington, D. C. managing director of the National Electrical Retailers Association and two of his field directors will be guest speakers.

John C. Schaffer, manager of Grinnell Bros., stated that with the completion of the elevator, the house will open the third floor of the 250x80 building for furniture displays.

Charles D. Rush, manager of Buhl Sons Co., stated Spring plans include visits to the homes of prospects and demonstrations of Bendix washers. Miss Dorothy Howe, Buhl demonstrator from the Buhl Detroit headquarters was here this week with two assistants demonstrating the washer and the proper water softener or laundry aid to employ in washer in order to receive top rank results.

Buhl has been carrying on for some time dealer service schools.

Jack Bigelow, proprietor of Bigelow Music Shop, Bowling Green, close to the campus of the Bowling Green State College, is enjoying a big record volume with the students of the college as well as the local high school students. Mr. Bigelow is a former vaudevillian and trumpeter and also carries musical instruments. He is popular with the clientele of his shop who have great confidence in him.

—JACK SCHLACHTER.

GREATEST VALUES IN RADIO HISTORY!

MINERVA Porta Pal



FULL SIZE 3-way portable
Battery life over 125 hours

- Plays on AC-DC or Self-contained Batteries
- Superior tone ● Honeycomb grill
- Gorgeous deluxe 2-tone coated fabric covering
- Push-up handle — brass fittings
- Alnico 5" P.M. speaker
- Built-in loop antenna
- Leather identification tag

Actual size: 13" long,
7" high, 6 1/2" deep.

To retail at the amazing low price

\$29.95
(less batteries)

Standard distributor and (subject to contract)

MINERVA Honeycomb

Compare This Table Radio With Any \$35 Set on the Market

FULL SIZE table model radio
in modern plastic cabinet

- 6 tubes including rectifier
- 5" alnico permanent magnet speaker
- Full vision illuminated dial
- AC-DC superheterodyne
- Built-in loop antenna
- High sensitivity — excellent tone
- Complete with built-in aerial



To retail at

\$19.95

MINERVA

Since 1919

Aristocrat of Radios

Write today for further details on complete Minerva Line

MINERVA NATIONAL SALES CORPORATION
78 READE STREET NEW YORK 7, NEW YORK

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



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NEW RECORDER GIVEN PREVIEW TO RETAILERS IN CLEVELAND REGION

CLEVELAND, OHIO, Monday — Cleveland was the scene of the initial promotion of the Silvertone wire recorder and combination radio-phonograph outside of Chicago, with Sears, Roebuck & Co. presenting them in each of seven stores here, accompanied by radio advertising and full page ads in the daily papers.

Following the Cleveland presentation, the Silvertone wire recorder sets were scheduled to appear in Pittsburgh, Buffalo and Detroit.

J. T. Griffin, group manager of the Sears store here, pronounced the pro-

motion a tremendous success with all of the first shipment of 500 sold out within a few days after they were placed on sale. Additional shipments have since been received, and it is interesting to note that the smaller stores in the chain are moving these \$169.50 sets as rapidly as the larger stores.

The annual meeting of the Quarter Century club of the Cleveland Electric Illuminating Co. last week, was attended by 599 members, including fifty-two new ones who were initiated into the old-timers' group.

Elmer L. Lindseth, C.E.I. president, presented gold watches to twenty-five employes with forty or more years of service. Honored for longest records of continuous service were two forty-four year men, Edward E. Arnold, who started as a meter installer and is now supervisor of industrial relations, and

C. E. PHILPOT MADE NEW HEAD OF NEDA MICHIGAN CHAPTER

DETROIT, MICH., Tuesday — C. E. Philpot, Radio Tube Merchandising Co., 508 Clifford street, Flint, Mich., was elected president of the Michigan Chapter of National Electronic Distributors Assn., at the annual meeting held recently at the Detroit-Leland Hotel, here.

Oliver Bashold, test foreman of the steam department.

Presiding at the dinner was William C. Anderson, chairman of the club and a forty-two year man.

—EVELYN BAILING.

Other officers elected are: Don M. Norton, Radio Specialties, Detroit, vice president; Floyd C. Reason, Electric Products Sales Co., Lansing, Mich., secretary-treasurer; George Wedemeyer, Wedemeyer Electronic Supply, Ann Arbor, Mich., delegate, and Mr. Philpot, alternate delegate.

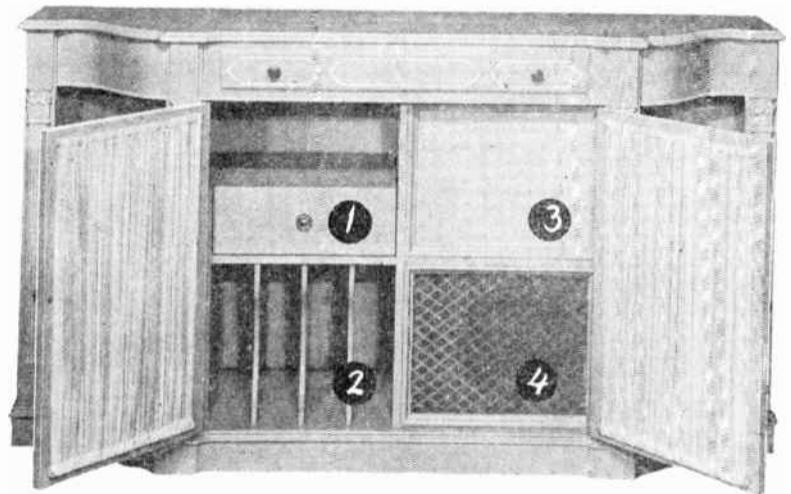
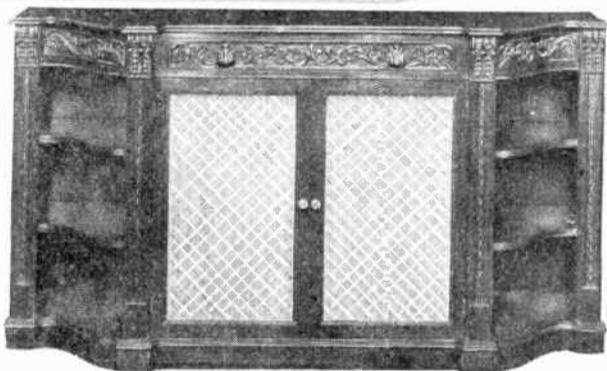
Mr. Reason succeeded Molly Williams as secretary-treasurer. She resigned after many years of service and was given a vote of thanks and wishes of success in any new venture.

The annual meeting will be held in Lansing, and an intensive membership campaign will be staged under the guidance of Mr. Norton and Ted Rissi in the Detroit area, and Emil Rissi in the Grand Rapids area. Future section meetings will be addressed by speakers who will bring new and constructive ideas.

NOW IT CAN BE SOLD . . .

MAJESTIC ARTS' NEW POST-WAR CREATION — RADIO-PHONOGRAPH-TELEVISION-CREDENZAS*

FEATURING PRE-WAR CRAFTSMANSHIP QUALITY FINISH



CATALOG AVAILABLE UPON REQUEST

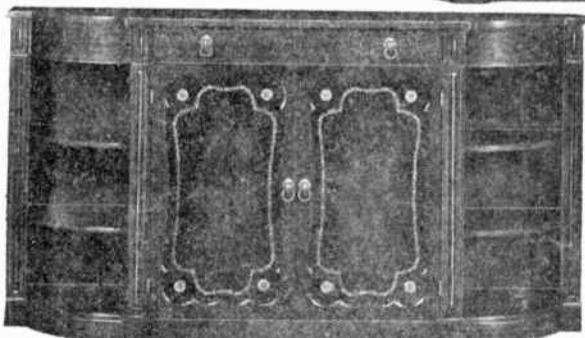
* CREDENZAS ONLY

1. Sliding drawer for standard or deluxe RECORD CHANGER

2. Storage compartments for up to 12 in. albums

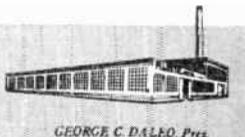
3. Accommodates up to 16 in. RADIO CHASSIS

4. Space for up to 12 in. LOUDSPEAKER



MAJESTIC Arts, INC.

752 EAST 137th STREET • NEW YORK 54, N. Y.



GEORGE C. DALEO, Pres.

BOSTON • CHICAGO • HIGH POINT • HOUSTON • LOS ANGELES • MIAMI • MINNEAPOLIS • NEW YORK • SAN FRANCISCO

Chicago Preparing Royal Welcome For Visitors at Radio Parts Exhibition

ALL AVAILABLE SPACE TAKEN, ANNOUNCEMENT STATES

Displays Assured by 158 Manufacturers — Kenneth Prince, General Manager of Show, Says Interest Is Greater Than Ever Before — Those Planning to Attend Warned to Make Reservations Now.

CHICAGO, ILL., Friday—The Radio Parts and Electronic Equipment Show, to be held here at the Stevens Hotel, May 11-16, is a sell-out. Kenneth C. Prince, general manager of the show, announced that all available space for the display of merchandise has been taken and that exhibits will be shown by 158 manufacturers. All rooms in the Stevens and Congress hotels allotted to those who will attend the show have been reserved, but a few rooms are still available at outlying hotels, he said.

Mr. Prince stated that a change has been made in the method of furnishing badges to those who will be entitled to them, intended to simplify and speed up that service. Toward that end, he said, more than 3,000 registrations have already been processed, and the badges will be mailed in advance of the show to their recipients.

"The outstanding interest that is being shown in the coming exhibition," Mr. Prince declared, "is proof to me that we have definitely arrived at a buyers' market. Heretofore, the parts manufacturers had only one yardstick by which they measured the orders they wrote, and that yardstick was their capacity to produce. But now there is definite bidding for business, and those who will exhibit at this show are going to be on the soliciting end, out to sell all the orders they can book. I believe it to be a healthy indication, for the quicker industry returns to normal competition, the better it will be, since competition tends to insure the highest possible quality of merchandise that can be produced at a fair profit to all concerned."

An innovation in the manner in which information as to the electrical characteristics of its products is furnished to customers has been instituted by the Merit Coil & Transformer Corp., 4427 N. Clark street. With the new system, the information is printed on tape, and the tape pasted directly on the transformer. According to John Crockett, sales manager of Merit, this replaces the former practice of placing instruction sheets in a box separate from the transformer, or leaving it to the buyer to secure the information from Merit's catalog.

This new tape system will be shown at the Parts Show next month, at which Mr. Crockett's concern will exhibit, in Booth 52. In addition to Mr. Crockett, other Merit officials who will be in their booth will include Charles Keech, president of the firm; "Bud" Fields, assistant to Mr. Crockett, and Harold Jones, chief engineer. In addition to its booth, Merit will have a room in the Stevens during the show where the firm's customers will be welcome and made at home.

First shipments to distributors this

week of its new hand-wound portable acoustical phonograph by the Musitron

Co. was announced by Jerry Rissman, sales manager. "This is definitely a high-grade piece of merchandise at a low price," said Mr. Rissman, "and nowhere in the industry is anything nearly as good sold for the price of this one—\$19.95." This portable is encased in a striped airplane-type case, with a record compartment capable of holding ten records as part of the case. The Musitron Co. is another manufacturer which will exhibit at the Parts Show, with Mr. Rissman; Ray Phelan,

assistant sales manager, and R. Gerlach, chief engineer, on hand in the booth to furnish any information, technical or otherwise, to all comers.

A heartening welcome is being given by the public in this area to the Farnsworth GK141 Heppelwhite phonograph-radio, according to "Joe" Hendrickson, manager of the Farnsworth office here. "Others may complain of poor business," said Mr. Hendrickson, "but any-

(Continued on Page 22)

REGAL leads off with a real "leader" for 1947-48



List Price

\$ 19⁹⁵

Tax Paid

model 205

Also Available in Ivory

lower prices!
finer workmanship!
greater dealer profits!
better quality!

"it's what's on the inside that counts"

- ★ Illuminated Slide Rule Dial
- ★ 4 times the power of pre-war sets
- ★ 5" Alnico Wonder Speaker
- ★ Automatic Volume Control
- ★ Super Sensitive Iron Core Transformers
- ★ Licensed by R. C. A. & Hazeltine
- ★ Broadcast Band 550 to 1650 K.C.
- ★ AC-DC operation
- ★ Built in Regaloop

Full size table model — twice as much for less than ever!

Overall dimensions: 10" long — 7" deep — 7" high

Regal Electronics Corporation 603 West 130th St., New York 27, N. Y.
"when better radios are built, REGAL will build them"

EFFORTS BEING MADE TO INCREASE FM SALES IN MINNEAPOLIS AREA

MINNEAPOLIS, MINN., Thursday—In an effort to popularize FM broadcasting, WTCN-FM, Twin Cities 5,000 k. w. station, is conducting a series of experiments with the Twin City Rapid Transit Co. for FM reception on Minneapolis-St. Paul street cars.

According to Clifford Rian, WTCN managing manager, these experiments will last over a period of several days to enable station engineers to adjust FM broadcasting equipment so that the regular programs may be carried on a number of trolleys in the Twin Cities area.

Mr. Rian said initial experiments developed a few "bugs" but that station engineers were certain these could be worked out and that FM reception on street cars will be possible on a regular schedule. WTCN-FM maintains a regular frequency modulation broadcasting program in this area, the first station to do so.

Twin Cities headquarters of Frigidaire is moving April 21 to new quarters at University and Washington avenues Southeast, in Minneapolis, just off the University of Minnesota campus. The quarters now are in the process of being remodeled to house the company facilities which heretofore have been located for a number of years at University avenue, off Raymond, in St. Paul. For more than a year now, Frigidaire has had to share its St. Paul quarters with Motor Power Equipment Co., which bought the building Frigidaire had occupied and which now will be able to take over all of the structure's facilities. E. B. Dorsee is Frigidaire division manager here.

C. H. McClean, of Minneapolis, has been elected a director of the Graybar Electric Co., according to an announcement by A. H. Nicoll, company president. Mr. McClean had been with the company for thirty-four years in Kansas City and Chicago before coming to Minneapolis in 1946 as district manager.

Two employes of the General Electric Supply Corp. of St. Paul retired April 1 after having served a total of seventy-two years with the firm. They are Miss Mary E. Fahey, of St. Paul, who for twenty-nine years has worked in the billing and service department, and J. L. Komarek, also of St. Paul, for forty-three years a bookkeeper and district accountant. The two were honored by fellow employes at a testimonial dinner in the company's club rooms.

—JACK WEINBERG.

Correction

Through a typographical error, the name of Leroy Schenck, manufacturers' representative with offices at 58 East Park street, Newark, N. J., was misspelled in a recent issue of this publication to read Schneck. Leroy is so well known throughout the radio industry that his friends would know him by any name even remotely resembling Schenck.

H. H. Corn Is President Consolidated Appliances, Farnsworth Distributor

AMARILLO, TEX., Thursday—Harvey H. Corn is the new president of Consolidated Appliances, Inc., and The Cosmopolitan, both of this city, following his purchase of a substantial interest in the two concerns a number of weeks ago.

Consolidated Appliance is distributor of Farnsworth products in the Texas Panhandle territory. The Cosmopolitan, one of Amarillo's leading retail furniture and appliance stores, carries Farnsworth radios and phonograph-radios exclusively.

Mr. Corn, a native of Texas, has been associated for some time with the radio and appliance field in the Amarillo area. During World War II Mr. Corn served as a colonel in the United States Army Air Forces.

McNicholas Radio Buyer At Gimbel's-Milwaukee

MILWAUKEE, WISC., Saturday—Gimbel Bros., this city, has appointed James McNicholas as buyer of radios and home appliances, it was announced yesterday.

Mr. McNicholas was formerly with the LaSalle Electric Co., Detroit, and before that with the Morley Murphy Co., distributing organization here.

POWERFUL NATIONAL ADVERTISING DRIVES THE OPENING WEDGE ...

Advertisements in such national magazines as Collier's, Life and the Saturday Evening Post are examples of Sylvania's tremendous campaign which tells millions of people about its quality radio tubes. This hard-selling campaign naturally helps to bring customers into your store.



SYLVANIA

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

W. T. GRANT HAS NEW MODEL RADIO TABLE

W. Brodie and I. W. Fonshill, radio and furniture buyers for W. T. Grant Co., have produced a radio table which the firm claims has scooped the industry, and which almost anyone can afford.

The radio is a complete package unit. The speaker, dial and aerial are self-

contained, making the portability of the model completely flexible. It operates in all locations and on AC or DC current.

Combined, the radio and table blend into the Grantline console radio priced at \$39.95. The customer receives the tone quality of a console and the low cost and utility of a table in one stylized unit, a report by the company states.

The problem of keeping costs down to a minimum was solved by eliminating

all the average vertical rises in cost found in modern radio production, the firm adds.

Grant's radio-table is manufactured in the same plant that produced its first post-war group of tables of the same basic design. The radio chassis is shipped directly to the furniture factory where it is assembled, tested, packed and drop-shipped directly to the Grant outlets. This saves three overhead structures and two shipping movements.

STEWART-WARNER TO MORE THAN DOUBLE ITS PROMOTION PROGRAM

CHICAGO, ILL., Tuesday—Stewart-Warner Corp., manufacturer of radios, radio-phonographs and television units, has just supplied its distributors with the new Stewart-Warner broadside, printed in colors and filled with illustrations. It outlines Stewart-Warner's promotion plans for the year and it speaks of the coming activities as a "double-punch campaign to do double duty" for its organization. The broadside states that its advertising in national magazines, its literature, sales aids, special promotions, local newspaper campaigns, signs and displays will be more than doubled in 1947.

The broadside lists dates in which ads in kodachrome color will appear in national magazines and also tells of a "month-in and month-out consistent, hard-hitting campaign in the leading radio and television trade magazines."

"The easy days of making the customers stand in line are over," states the broadside. "Now it's time for the customers to make you line up. And this means just one thing: Once more salesmen have to sell; once more our dealers will have to go out after business—dig up business—make business. That's why Stewart-Warner is doubling the 1947 deal for advertising, promotion, and all sales helps."

GOTHARD PURCHASES MOTOR INVENTORY OF PIONEER GEN-E-MOTOR

SPRINGFIELD, ILL., Friday — R. W. Gothard, of the Gothard Manufacturing Co., this city, has announced the purchase of tools, equipment and inventory for dynamotor, inverter and motor generator production from Pioneer Gen-E-Motor, Chicago. The latter firm is discontinuing manufacture of these items.

Harold Argue has left the Pioneer engineering department to become the chief engineer of Gothard. A number of former Pioneer key production men are also joining the Gothard organization. The company will commence operations at Springfield shortly with a large backlog of contracts for radio equipment manufacturers. Organization of a line of standard dynamotors and inverters, for general trade distribution while planned for the future, will not be completed until about the same time, Mr. Gothard added.

In order to concentrate all facilities on dynamotor, inverter and motor generator production, tools, equipment and inventory for manufacture of Gothard pilot and indicator lights have been sold to E. F. Johnson Co., Waseca, Minn.

TRADE ITEM

Reynolds Metals Co. refrigeration division, Louisville, Ky., has named R. E. Reider, formerly with the Norge division of the Borg-Warner Corp., as service manager.



...effective mailing pieces help clinch the sale!

These inexpensive, attention-getting mailing pieces remind your customers to bring their "Radio Service" work to your store... remind them, too, that you carry the finest line of radio tubes made.

Month after month, Sylvania's nationwide advertising pounds home the same message to your customers. Month after month it tells them the advantages of using *only* Sylvania "quality controlled" radio tubes in their equipment. You'll find that you'll get the best results from this selling effort by supplementing it with your choice of the sales aids illustrated above... which clinch the sale by directing customers to your store.

Order from your Sylvania Distributor, or write Sylvania Electric Products Inc., Emporium, Pa.



ELECTRIC

FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS

TEMPO RECORD HEAD OUTLINES POSITION IN RECORD INDUSTRY

HOLLYWOOD, CALIF., Thursday—Irving Fogel, president of the Tempo Record Co. of America, this week defined his firm's plans and operations in the record field.

Mr. Fogel declared: "Our operation must necessarily remain a 'limited' one if we are to maintain that careful supervision over every detail of production which has made Tempo custom-made records so outstanding." Mr. Fogel pointed out that the word 'limited' did not apply to the merchandising set-up that had been established for his concern since its rather recent entry into this field. Already thirty-eight distributors of top-flight caliber have been appointed. Mr. Fogel revealed that of the thirty-eight, more than twenty are Philco distributors.

In order to establish the Tempo record in the industry, this firm has featured the use of the Direct Electronic Process of recordation, an exclusive Tempo process which eliminates practically all surface noise. High quality East Indian shellac, as well as other fine ingredients, have been utilized for long record life and more 'scratchless' recordings.

As for the content of the records, Mr. Fogel declared that he had sought new and daring musical combinations, artists who had something different to offer and had presented them in such a manner as to emphasize and enhance their unique qualities.

Tempo is currently signing up new hand-picked distributors, and recently opened its own pressing plant in Washington, D. C., better to service its eastern distributors, Mr. Fogel said.

Personnel, Office Space Of Anchor Co. Doubled

PITTSBURGH, PA., Monday—The Anchor Distributing Co. has doubled its floor space by taking over the second floor of the adjoining building for office space. Also, the office personnel has been more than doubled and a larger staff looms, according to Harold W. Goldstein, president, who said business increases had caused the expansion.

Before the war Anchor company was the exclusive wholesale distributor in the tri-state area for Crosley, Apex, and Domestic Sewing Machines. In addition to those items, Anchor is now distributing Coleman heating equipment, Schaefer, Pak-A-Way low temperature freezers and ice cream cabinets, Sloane-Blabon, linoleum, Sanitas wall covering and a representative line of nationally advertised traffic appliances and housewares.

John Hecht Appointed Macoy Appliance Head

BELOIT, WISC., Friday—The Macoy Furniture Stores, this city, has just an-

nounced the appointment of John Hecht as household appliance sales manager. The Macoy firm is expanding its appliance activities. Mr. Hecht was formerly with the Public Service Co. of New Jersey.

Earle C. Thompson Joins John Falkner Arndt & Co.

PHILADELPHIA, PA., Tuesday — Earle C. Thompson, recently advertis-

ing manager of International Resistance Co., Philadelphia, has joined the staff of John Falkner Arndt & Co., advertising agency, as a member of its accounts managers' staff, it was announced this week.

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	1600	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	650	3450
Type 813 \$4.95	Type 829 \$1.45	Type 872A \$1.45

SPEAKERS PHONO-MOTORS CONDENSERS PICK-UP ARMS AUTOMATIC CHANGERS LINE CORDS And Hundreds of Other Critical Parts

OUR GREATEST SPEAKER SALE!

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

LEONARD ASHBACH COMPANY

152-54 W. HURON STREET

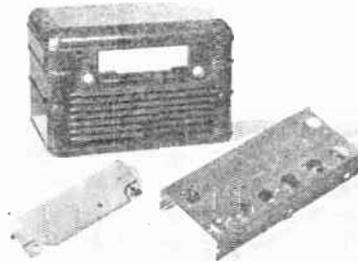
All Phones Whitehall 2065

CHICAGO, ILLINOIS

TO MANUFACTURERS . . .
Starting in Business? . . . Want a New Model?
SAVE \$5,000 on Dies!

Cabinet: 6 7/8"x6 3/8"x10 1/2"
 Chassis: 4 1/2"x1 3/4"x10" Dial Plate: 2 1/2"x6 1/2"

TELEMATIC CORPORATION (Formerly Radio Process Co.) 7460 MELROSE AVENUE, LOS ANGELES 46, CAL.



This Money-Saving Kit
\$1.75
 (1,000 Lots F. O. B. L. A.)
 Send Your Check for Sample
 Refund on Return

**LOS ANGELES TRADE SHOWN FIRST COMPLETE
 GENERAL ELECTRIC POST-WAR APPLIANCE LINE**

JOBBER ENTERTAINS SOUTHERN CALIFORNIA RETAILERS

Enthusiastic Reception Given Exhibit — Predict Increasing Quantities of All Goods in Coming Months — General Electric Appliance Moves to New Home — Ed Jordan Returns From Sales Tour.

LOS ANGELES, CALIF., Saturday —General Electric Appliances, Inc., of this city, played host to its southern California dealers at the Ambassador Hotel Theatre, Los Angeles. The meeting was the occasion of the first full-line General Electric products preview since before the war.

On display was the complete all-electric kitchen, home freezers, refrigerators, home laundry equipment, ranges, water heaters and automatic blankets.

Dealer enthusiasm hit a peak with introduction of the 1947 line of ranges

and the unveiling of the long-awaited, fully-automatic washer. The range line, complete and competitive, is lead by a new Stratoliner which features a built-in pressure coker; a lift-thrift unit incorporating a fourth surface calrod unit and a fluorescent surface light. All ranges will employ the new and improved calrod units which have up to 49 per cent more coil length for greater cooking spread.

The fully automatic washer won the enthusiastic praise of all present for its many revolutionary exclusive features which include top loading, full control of water temperature, and a five-year guarantee on its sealed mechanism.

Assisting Geo. A. Lloyd, sales manager of the branch, were factory product specialists.

S. B. Maher, general manager of the branch, closed the meeting on a note of confidence. "In the months to come, our factories will turn out increasing quantities of the world's finest home appliances and we know that with one of the strongest dealer organizations in the country we can achieve an outstanding success," he said.

On Saturday, April 12, the concern moved to its new branch headquarters at 150 West Jefferson street. The operations at the new address are now complete, including management, parts, service, accounting and warehousing.

An invitation is extended to dealers to visit General Electric Appliances, where a sales counselor will be glad to explain the concern's complete facilities for better service.

E. J. (Ed) Jordan, representative for California, Arizona and Nevada, has just returned from a tour of the territory, together with Gordon W. Ritter, director of sales, Arvin Division of the Noblitt - Sparks Industries. Meetings with executives and sales personnel were held at the headquarters of the State Electric Co. of Oakland, the Lester Distributing Company of Sacramento and Radio Specialties Company of Los Angeles.

At these meetings, Mr. Ritter explained Arvin's plans for the immediate future and the rest of 1947 with regard to new merchandise and

merchandising methods. Mr. Jordan went into details as to sales promotion methods in his territory.

Both were highly gratified with the enthusiastic response accorded Arvins products and merchandising.

S. M. BOOKEE

Mr. Zients had been associated with the Associated Merchandising Corp. for a number of years and is widely known throughout the radio and appliance trade.

**Bernard Zients Resigns
 From A. M. C. Radio Post**

Bernard Zients, radio and major appliance market representative for the Associated Merchandising Corp., New York, large resident buying organization, has resigned, it was announced last week by Joseph Kasper, president. No successor has been appointed as yet.

**Seattle Blind Man Has
 Thriving Record Business**

SEATTLE, WASH., Monday — Blind Jim Alberston, owner of the Queen Anne Record Shop here, has built up a thriving business. He uses Braille markings on a RCA Victor Record Inventory Control and Album Marker System. Mr. Albertson went into business in 1944 with \$900 he earned making brooms at a Seattle Lighthouse.

DEALERS



**There's A World of Profit
 In Handling
 Talk-A-Phone**
 The World's Most Complete
 Line Of Inter-Communication

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



**Ask Your
 Jobber**

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

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



**RADIO CEMENTS
 & SOLVENTS**

*"Serve the
 Serviceman!"*

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

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

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

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

Attractively and conveniently packaged for fast sales.

LITERATURE ON REQUEST

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





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

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.*





RECORD NOTES

**NEW TALENT IS SIGNED
BY COLUMBIA RECORDS**

BRIDGEPORT, CONN., Thursday—Three new members of the Metropolitan Opera have been signed to exclusive recording contracts by Columbia Records, Inc., this city, it was revealed this week by Goddard Lieberson, vice president in charge of Masterworks.

The artists are Daniza Ilitsch, dramatic soprano; Richard Tucker and Mario Perini, tenors. These new artists will be used in the recording session at the Metropolitan Opera House.

Mr. Lieberson also announced that Leonard De Paur's Infantry Chorus, a group of thirty-five Negro Veterans who gave over 2500 concerts as a U. S. Army unit, had signed an exclusive contract with the Columbia firm.

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

**National Record Firm
Adds Four Distributors**

Four new distributors have been added to National Record's merchandising set-up, it was revealed by A. B. Greene, head of the National firm, New York City.

The distributors are as follows: Allied Music Sales Co., of Detroit, Cleveland and Toledo; Melody Sales Co., of San Francisco; Burke-Mayer Associates, of Los Angeles, and the Sunland Supply Co., El Paso, Texas.

New Rainbow Recording

Rainbow Records, 234 West Forty-fourth street, New York, last week made its initial pressing of "Mah-zel" coupled with "Mam'selle." These discs were recorded by Marshall Young and the Dennis Sisters.

**BITTER FIRM WORKS
ON NEW MACY RADIO,
MUSIC DEPARTMENT**

The A. Bitter Construction Co., 721 East 133rd street, New York City, is currently engaged in the design and construction of the radio, record and music department of R. H. Macy & Co., New York City.

The Bitter concern, which has specialized in the designing and construction of radio-music store interiors since 1920, features among the products that it supplies, record display racks, show-cases, counters, record booths and record bars.

A. Bitter, head of the concern which bears his name, listed a few of the major radio-music departments which his concern had completed during its many years in the field. They are: Hearns Department Stores, Stern Bros., Frederick Loeser, Bamberger's, Vim, Liberty Music Shops, Haynes-Griffin, and Dynamic-Electronics, N. Y., Inc.

**Representative Named
By National Hollywood**

PASADENA, CALIF., Friday — National Hollywood, 1475 El Dorado drive, this city, manufacturer of recording discs and phonograph needles, has just announced the appointment of Land-C-Air Sales, Inc., 14 Pearl street, New York City, representative in the Eastern territory.

Hallock E. Hoffman, head of National Hollywood, declared that "although our major sales efforts to date have been in the West, we are now expanding into the Eastern market."



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



JENSEN ROYAL JEWEL PHONOGRAPH NEEDLE

For the world's finest music... use a Jensen Royal Jewel Phonograph Needle with a genuine sapphire tip. You'll appreciate the difference. You'll enjoy the complete tonal balance and true fidelity... the extreme brilliance to lowest bass.

Jensen Needles are ideal for use with record changers. They play up to 10,000 record sides and they cost only \$2.50 each. This is an infinitesimal fraction of a cent per play.

\$2.50 ea.

DEALER NAME
STREET AND NUMBER
CITY AND STATE

The above is Jensen Ad Mat No. 10 prepared for dealers to use in local publications. Available on request.

Jensen Industries, Inc.
329 1/2 So. Wood St. Chicago 12, Ill.



DISTRIBUTED IN
DENVER
Area

BY
B. K. SWEENEY ELEC. CO.
Denver 17, Colorado



Take a Peek
UNDERNEATH...



MODEL 50

... and you'll see why Webster Record Changers give such smooth dependable performance. The Webster mechanism is simple... has fewer parts to wear out or require adjustment... gives flawless service that is, truly, "The Choice of Music Lovers".

WEBSTER CHICAGO
5610 Bloomingdale Avenue Chicago 39, Illinois

TWO TIER BONDED CONSTRUCTION

MILO

Your "Q" for Quality

MILO Radio and Electronics Corp.

Selling to:
INDUSTRIAL FIRMS
SCHOOLS
AMATEURS
SERVICEMEN, ETC.

NATIONAL DISTRIBUTORS of
RADIO and ELECTRONIC
EQUIPMENT

200 GREENWICH STREET, NEW YORK 7, N. Y., BEekman 3-2980

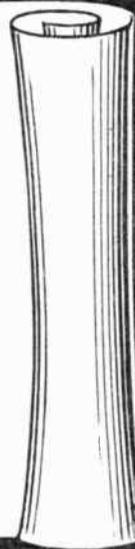


GENERAL ELECTRIC

Electronic

RADIO TUBES

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



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



Musicraft Records Bach Selections By R. Tureck

Rosalyn Tureck, American artist who is considered one of the leading interpreters of Bach, will make her first Musicraft recordings in England in early May, it was announced by Paul Puner, recording director of Musicraft Records, Inc.

In addition to recording the "Well-Tempered Clavichord" by Bach, Miss Tureck will on her return to America, record Bach's 48 preludes and fugues.

Better Recording Disc Developed by Duotone After 3-Year Research

The Duotone Co., Inc., 799 Broadway, New York, producer of a full line of phonograph needles and record accessories, last week announced through its sales manager, William A. Boeger, Jr., that a new and improved Red Label Duodisc is now available to the trade.

Culminating a three-year period of research in looking for a better home recording disc, the Duodisc features the following: Uniform nitrate composition, which assures uniform recording; hard spots have been eliminated through a new process which allows a longer life for cutting needles; an age retarding plasticizer formula has been evolved which guarantees freshness; the thread cast-off is soft and silky, evidence of noiseless cutting, and combines with a static-free feature which causes the thread to be drawn toward the center of the disc while recording preventing fouling of the needle.

In connection with the launching of the new, improved Red Label Duodisc, Mr. Boeger stated that pamphlets are available for distribution by dealers, giving hints and advice on home recording.

The Duodisc uses an aluminum base and runs in sizes from 6½-inch to 12-inch blanks.

May Recordings Listed By Sonora Disc Concern

The Sonora Radio & Television Corp. Record Division, New York City, today released a list of recordings that would be available the first week in May.

The records are: "I Wonder Who's Kissing Her Now" and "I Wish You the Best in Everything" and "You Don't Learn That in School" and "Moanin' Low" by D'Artega; "Ask Anyone Who Knows" and "I Want Some Bread, I Said" by the Velvetones; "That's My Desire" and "We Knew It All the Time" by Ray Anthony; "Mahzel (Means Good Luck)" and "My Pretty Girl" by Ted Straeter; "Chi - Baba Chi - Baba" and "Mam'selle" by George Towne.

Edward Wallerstein Is Home After Inspecting Columbia's Mexico Plant

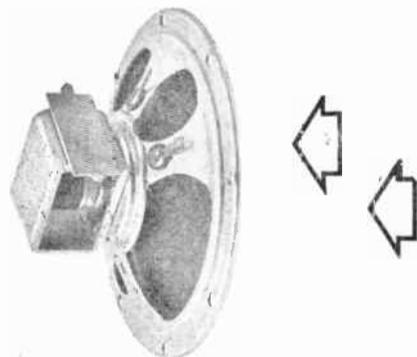
Edward Wallerstein, president of Columbia Records, Inc., has just returned from an inspection tour of Columbia's newest factory, just outside Mexico City. Mr. Wallerstein reported that work was progressing rapidly on the new plant and that it would be in operation and pressing records by the end of the Summer.

The Mexican factory will produce Columbia records to supply the Mexican and Central American market. This new plant is under the direction of Michael S. Kestler.

The Mexico City factory will mark Columbia's fourth record pressing plant. Other Columbia factories, now in operation, are at Bridgeport, Conn., Kings Mills, Ohio, and in Hollywood, Calif.

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

Dependability
Performance

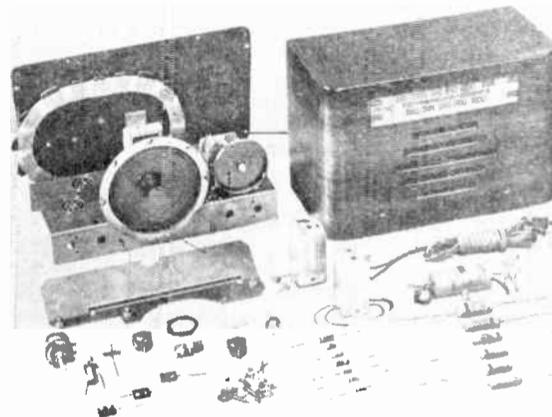


Craftsmanship gained through long experience and the skilled application of war-time technical advances insure superior and long-sustained performance by every UNITED SPEAKER.



CUSTOM BUILT ELECTRONIC RADIO KIT

5-TUBE AC-DC SUPERHETERODYNE



Handsome Walnut Veneer Cabinet 11 3/4 x 7 1/4 x 5 3/4

- High Gain Built-In Loop
- 5" Alnico #5 PM Speaker
- Complete Wiring Instructions
- Pictorial Diagrams
- Schematic Diagrams

Made to Illustrate
Basic Receiver Design
and
Servicing

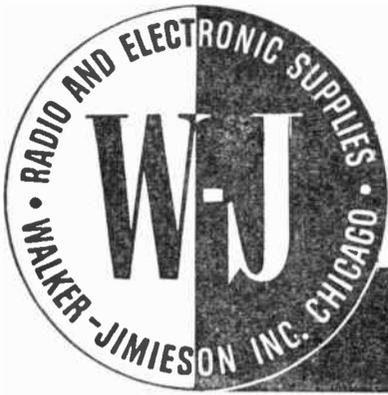
List Price **\$24.95**

Individually Boxed

MR. JOBBER:
This item is ideal for sale to
RADIO SCHOOLS • BOY SCOUTS
RADIO CLUBS and
VOCATIONAL SCHOOLS,
etc.

Sold Through
Authorized Jobbers
and Distributors Only

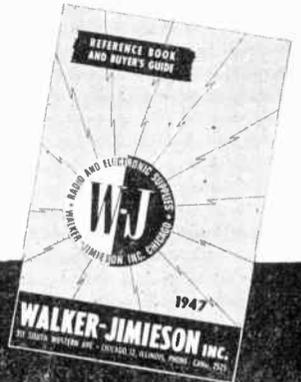
Seaboard Ronley Corp.
684 SIXTH AVE. (Near 22nd ST.), New York 10, N. Y. • GRamercy 5-6399



HAVE YOU SEEN OUR NEW BUYER'S GUIDE?

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WALKER-JIMIESON, INC.

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

Chicago Preparing Royal Welcome For Visitors at Radio Parts Exhibition

ALL AVAILABLE SPACE TAKEN, ANNOUNCEMENT STATES

Displays Assured by 158 Manufacturers — Kenneth Prince, General Manager of Show, Says Interest Is Greater Than Ever Before — Those Planning to Attend Warned to Make Reservations Now.

(Continued from Page 15)

thing like that is definitely news to us. All we can figure is that the public has been waiting for a quality radio-phonograph of the GK line, so we are happy to say that we are more than satisfied with the way these combinations are moving."

Mr. Hendrickson added that he expects delivery shortly on the "top model" of this line, the fourteen-tube GK-143 in a Chippendale cabinet. Continued enthusiasm, he said, is being shown for the EK-264, the blond chairside model, which is selling so fast the fac-

tory is far behind on deliveries. Dealers report that it is the fastest-moving combination they handle, and are bombarding Mr. Hendrickson's office for bigger and faster shipments of them.

The 15-cents-an-hour wage boost granted by General Motors Corp. will set a pattern for other industries, in the view of James S. Knowlson, president and chairman of Stewart-Warner Corp. This, he stated in a press conference here, cannot help but be reflected in higher prices for manufactured products, and an increase in consumer resistance which already is a marked factor in the industrial world, with a business recession and consequent unemployment as a result. Any raising of wages by his own firm would result, Mr. Knowlson said, in a boosting of prices to meet those wage costs.

Optron, Inc., new Chicago firm located at 223 West Erie street, has been producing a line of transcription playback units for the last three months, and has been oversold at all times since the first unit was turned out. Optron officials stated that these playback instruments are filling a need in the field of visual education that has been neglected by the radio industry generally, and that the reception given their product is proof that a big market awaits it.

The Optron units operate at 33½ and 78 r. p. m., playing 16-inch transcription recordings on 50 and 60 cycle current, 110-220 volts. The model DS-4 retails at \$99.50. It has a four-tube 10-watt amplifier, dual-speed motor, eight-inch speaker with 20-ounce magnet, and the transcription arm is equipped with a permanent needle. The outfit is enclosed in a portable carrying case.

Although Aetna Radio & Appliance Service has been unable to obtain display space at the coming Parts Show, it is likely that its two products, the Changerak and the Chasirak, will nevertheless be part of the show, according to Fred Gold, president of Aetna. The reason for this, Mr. Gold stated, is that if a number of manufacturers of record changers and radio chassis

follow their custom, they will display their wares on Aetna's "Raks," since they are ideal for that purpose.

—W. D. MORRIS.

Tempo Places Appliance Display in Bank's Office

Tempo Music and Radio Service, 1452 Fifth avenue, New York, has installed a display of major appliances on the main floor of the Manufacturers Trust Co., Seventy-fourth street and First avenue, this city. The exhibit includes an ironer, refrigerators and radios, plus appropriate posters.

"When I proposed the idea to the Manufacturers Trust Co., I pointed out that a promotion of this type would be equally advantageous to the bank from the standpoint of creating additional consumer credit business as well as intensifying the sale of consumer goods for us, and that it would lend prestige to our store," said Maxwell R. Schneller, of the Tempo company.

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...for exacting needs!

Facilities for rapid production of all screw machine parts. Close tolerance work a specialty. Expanded modern facilities permit fast delivery. All tools, jigs and fixtures are produced on the premises for precision and economy.

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DANIEL KONDAKJIAN
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RADIO
Headquarters for
Northern Illinois

For Details of the
Emerson Dealer Franchise
Consult

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

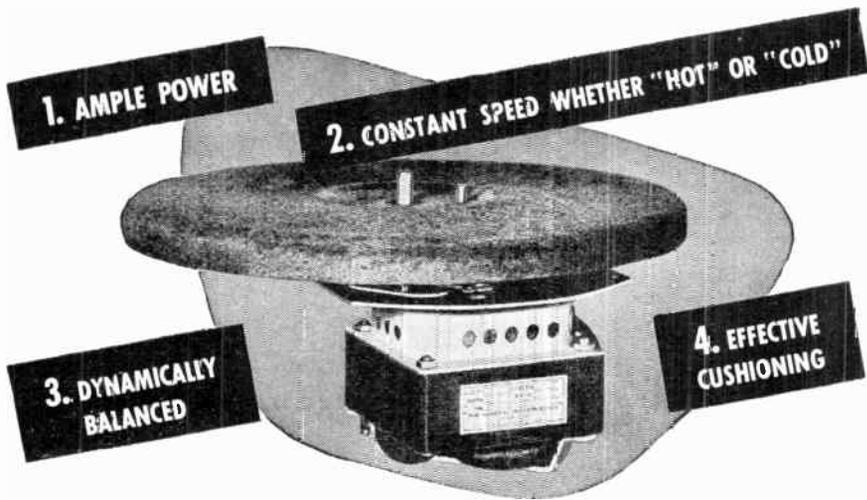


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Model GI-RM4 Recording Motor (78 RPM)

Smooth Power . . . AND PLENTY OF IT!

These four important features of GI-RM4 Recording Motors assure high recording fidelity, because:

1. AMPLE SMOOTH POWER meets every recording (or play-back) requirement.
2. CONSTANT SPEED, whether motor is "hot" or "cold" prevents instantaneous speed changes.
3. DYNAMICALLY BALANCED . . . each rotor is dynamically balanced in special built instruments.
4. EFFECTIVE CUSHIONING throughout motor guards against vibration dangers.

Send for details on additional advantages of GI-RM4 Recording Motors . . . and on the complete Smooth Power line of phonomotors, recorders and combination record-changer recorders.

THE GENERAL INDUSTRIES CO.
DEPT. MW • ELYRIA, OHIO

RADIO RETAILERS OF NEW ORLEANS CONFER ON PRICE, DISCOUNT

SAY PROBLEM IS NATIONAL Sets Moving Slowly in Southern City — Electrical Association Holds Executive Meeting.

NEW ORLEANS, LA., Monday — The executive board of the Radio Dealers' Association of New Orleans called a special meeting of distributor members for Tuesday, April 22, to discuss dealers' discounts, it was announced by A. C. Denny, president.

Some dealers in this area are dissatisfied with discounts, and many feel they cannot stay in business under the present conditions. The meeting was called because members of the trade realize the problem is national rather than local and must be worked out with the distributors, Mr. Denny said. He also announced that a general meeting of the Radio Dealers' Association will be held Thursday.

Distributors in this city are generally dissatisfied with the demand for

radios and don't appear to be able to move merchandise satisfactorily. The phone strike has not helped the situation, since calls from outside the city have been restricted.

The Electrical Contractors' Division is scheduled to be hosts at a joint meeting of the Electrical Association of New Orleans and the local chapter of the Illuminating Engineering Society April 24, at the St. Charles Hotel. The main speaker will be Harris Reinhardt, of Sylvania Electric Products, Inc., Salem, Mass., and his topic will be "Quality Trends in Lighting."

An executive committee meeting of the Electrical Association of New Orleans was held recently at the International House, here, and was attended by Wayne B. Wands, president; Harry B. Lackey, vice president; Walter J. Barnes, vice president for the electrical contractors' division; J. O. Cray, vice president for air conditioning and ventilation, and E. N. Avegno, B. P. Babin, W. E. Clement, Fred B. Hartney, A. Bruce Hary, A. B. Lindauer, I. W. Tunfts and J. R. Guidriz, secretary.

Messrs. Guidriz, Clement and Mason Guillory attended the annual sales conference of the Edison Electric Institute at the Edgewater Beach Hotel in Chicago.

O. P. McCord, long associated with the Westinghouse Co. and manager of the New Orleans office since 1919, retired recently due to poor health. His efforts and contributions in behalf of the industry were praised by electrical interests here. Mr. McCord joined the Westinghouse organization in 1911.

Leo L. Hirsch celebrated his thirtieth anniversary as president of Electrical Supply Co., large RCA distributor here, and the history of the firm's growth under his administration resembles a fictional success story. The company has steadily expanded to the point where the volume of business of one department is now greater than that of the whole company when Mr. Hirsch took over.

The anniversary was celebrated at a gathering at which Mr. Hirsch declared that the company has been continually dedicated to the principle of selling plenty of merchandise that wouldn't come back to people who would. He also pointed out that service, dependability, honest dealings and

ability to see the customers' point of view had to be offered, as well as the best in merchandise.

—R. W. HARTSHORN.

RADIO PRODUCT SALES TO HOLD OPEN HOUSE

LOS ANGELES, CALIF., Monday—Radio Products Sales, Inc., distributor of electronic equipment, will have three days of open house to celebrate moving into its new building, it is announced by Charles F. Sexton, president. Its new modern building is at

1501 S. Hill street and will have 31,000 square feet devoted exclusively to radio, electronic and electric appliance distribution.

Open house will begin Friday, April 25, which will be known as "Dealers' Day." The day following, Saturday, is to be known as "Amateur Day," and Sunday, the third day, will be known as "General Industry Day."

The new modern home of Radio Products Sales, Inc., a well appointed building, already has been visited by owners of factories, etc., in New York, Chicago and other cities, and they have been unanimous in calling it one of the best in the country.

Attention Manufacturers Radios and Appliances

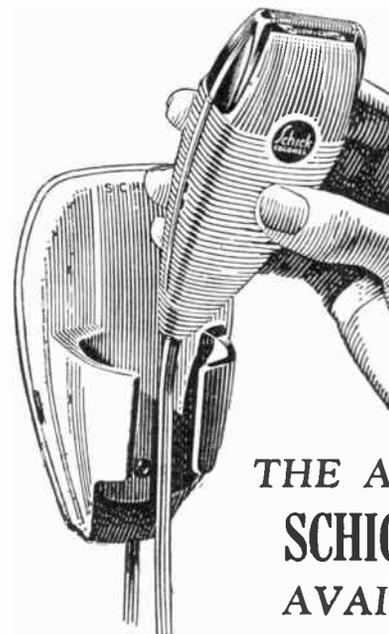
• National sales distribution through distributors or sales representatives directly under supervision of sales executive with 25 years' affiliation in this particular field.

For Complete Information Communicate With

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In Jersey Eastern Sells SCHICK!



Add Schick Electric Shaver to the long list of great names in electrical merchandising that Eastern supplies. The first choice among electric shavers—a self-seller everywhere — is going greater than ever before. Stock up now!

THE AMAZING, NEW SCHICK Shaverest AVAILABLE NOW!

EASTERN Electrical SUPPLY CO.
287 Halsey Street Newark, N. J. 348 Washington Street



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

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The Radio Man's Radio

THE HALLICTRAFTERS 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 . . .



QUAKER CITY DEALERS SCAN INVENTORIES TO STOP OVER-STOCKING

PHILADELPHIA, PA., Monday — Dealer caution toward the purchase of more merchandise than can be moved in a short period has increased during the past few weeks. Further impetus toward the cautious purchasing was given this week when Emerson radio announced a reduction of prices in some of its radio prices. It is generally expected that this lead will be followed by some of the other manufacturers.

In addition to the regular Snyder line, two new auto radio antennas will be shown to the trade for the first time at the 1947 Parts Show in Chicago by the Snyder Manufacturing Co. of this city.

One, a top cowl three-section antenna (TC-3), made of triple-plated extra heavy copper, nickel and chrome plate, features a one-hole mount. This antenna is so adaptable it can be placed any

where on the top cowl of an auto. The TC-3 is rattle proof and is guaranteed against corrosion. It extends to fifty-four inches.

The new fender-cowl (FC-3) is three sectional with concealed well installation. It includes a self aligning adjustment for all contours and is also made of triple plated admirably brass. It extends to fifty-four inches.

The Graybar Electric Co., Inc., held a meeting for the Universal servicing dealers and service supervisors of the Philadelphia Electric Co., recently, at the Franklin Hotel. Dan Payne, Universal range service technician, was in charge of the meeting. He was assisted by Egil Gogstad, Graybar product service manager. A Universal range was taken apart and each part was explained with methods for servicing.

Herman Futernick, radio sales manager for Everybody's, Inc., has announced the appointment of Sandar Herzog as manager of the firm's radio service department.

The Radio Electric Service Co. has been appointed distributor of the Islip Radio Mfg. Co., Islip, Long Island. This

organization manufactures a complete line of marine radio communication equipment. It now has samples of the full line and is taking orders for delivery soon.

—SOL SHERMAN.

LINE OF FM ANTENNAS INTRODUCED BY WARD

CLEVELAND, OHIO, Friday—The announcement of a new line of popularly-priced FM antennas by the Ward Products Corp., of this city, marks the initial application of mass-production techniques into what heretofore has been largely a field of expensive custom built designs, Ward officials stated this week.

Available in both folded and straight dipole types, either of which may be equipped with a reflector to provide maximum directional gain without interfering reflections, these antennas are said to provide at low cost the maximum efficiency needed for finest FM reception.

Sturdily constructed, and easy to install, these new antennas offer dealers a greatly increased profit potential in the fast growing FM field, according to Ward officials.

Designed to operate efficiently in the 88 to 106 mc band, and to assure matched impedance to the sixty-foot polyethylene-insulated 300 ohm colinear transmission line, these new antennas are claimed to provide many outstanding features which are sure to make them favorites everywhere.

Another Girl Graces Home of Arthur Cerf

NEWARK, N. J., Friday—Art Cerf, manufacturers representative with headquarters at 744 Broad street, this city, became the father of another daughter born last week. This is the fourth child in the Cerf household, and makes the present line-up three girls and a son. The new arrival has been named Marietta, after her mother.

S. F. Kahn to Merchandise Radios, Records at Hecht's

BALTIMORE, MD., Monday — Appointment of S. Frank Kahn as merchandise manager of radios, records, housefurnishings, toys and wheel goods, has just been announced by Hecht Bros., local department store. As in the past, Mr. Kahn will continue to act as merchandise manager for all appliance departments.

The company also announced the appointment of Philip Booker, formerly assistant to Mr. Kahn, as buyer of refrigeration and laundry equipment.

Frank Folsom Elected To Carpet Firm Board

Frank M. Folsom, executive vice president of the Radio Corp. of America in charge of the RCA Victor Division, has been elected to the board of directors of Alexander Smith & Sons Carpet Co., it was announced last week.

FADA Radio Point-of-Sale DISPLAYS FOR FADA DEALERS



Hit the Bull's Eye!

Neon Clocks, Signs, Streamers, Display Stands

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

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
IT4	.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.

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ROYAL VACUUM CLEANERS
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CORY COFFEE BREWERS
VACULATOR COFFEE BREWERS
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WAKEM & WHIPPLE INC.

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A FAMOUS NAME IN **RADIO** SINCE 1921

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

A Quarter-Century of Proven Quality

TELEVISION AND FM STATIONS ASSIGNED IN NEW YORK AREA

9 GRANTS APPROVED BY FCC
Five FM Channels and Four Video Stations Assigned by Government Agency — Seventeen Had Sought FM Approval.

WASHINGTON, D. C., Thursday — The Federal Communications Commission has tentatively granted five applications for new frequency modulation stations and four new television stations in the metropolitan New York area, it was revealed here yesterday.

Seventeen applications had been filed for the five available FM channels and five applications had applied for four available television stations. The Debs Memorial Radio Fund, Inc., was the loser in the New York television application, and another original video applicant, WLIB, Inc., withdrew its application.

Successful applicants for FM authorizations were WMCA, Inc., American Broadcasting Co., Inc., Unity Broadcasting Corp. of New York, organized by the International Ladies' Garment Workers' Union, an American Federation of Labor affiliate, and the News Syndicate Co., Inc., publisher of the New York "Daily News," in New York

City, and the North Jersey Broadcasting Co. Inc., owner of station WPAT, Paterson, N. J.

The new television stations under the proposed grant will be operated by the Bamberger Broadcasting Service, Inc., operator of station WOR; the American Broadcasting Co., the News Syndicate Co., in New York, and the Bremer Broadcasting Corp., operator of station WAAT, in Newark, N. J.

The proposed decision, from which objectors may appeal within the next twenty days, was presented after prolonged hearings last Summer and Fall.

Recipients of the FCC's television and FM station grants disclosed some of their plans yesterday for programming and erection of studios. J. R. Poppele, vice president in charge of engineering of Bamberger Broadcasting Service, Inc., said the company will start construction shortly on its television transmitter and studios.

The transmitter will be located atop 444 Madison avenue, which at present houses the company's FM station, WBAM. It expects to spend more than \$650,000 on construction of its television transmitter and studios, according to Mr. Poppele.

Mark Woods, president of the ABC, which received both television and FM grants, said that in both fields the concern had done intensive research. "Now holding television licenses in Detroit, Chicago, Los Angeles and San Francisco, ABC considers the new grants received yesterday as the keystone of

its prospective nation-wide television and FM networks," he said.

Hammarlund Mfg. Enters 'Ham' Transmitter Field

The Hammarlund Mfg. Co., New York, has entered the ham transmitter field and has placed on the market its new 4-20 transmitter and companion unit, the 4-11 modulator.

The announcement was made at a press luncheon on Monday at the company's plant, 460 West Thirty-fourth street, here, with L. A. Hammarlund, president, and other officers of the concern, serving as hosts. The new transmitter features mono-sequence tuning.

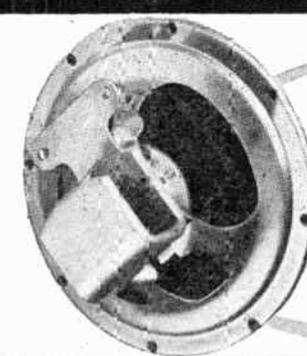
Mrs. D. Hogencamp Dies; Wife of Television Official

NEWARK, N. J., Thursday — Mrs. Dorothy W. Hogencamp, wife of Harold Hogencamp, president of the Television Products Corp., 24 Walnut street, in this city, died Monday night at St. Mary's Hospital, Orange. She had been ill for five weeks. She made her home in Maplewood.

In addition to her husband, she also survived by two daughters, a son, her parents, two sisters and a brother. Funeral services were held yesterday.

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

QUAM *Adjust-a-Cone* SPEAKERS



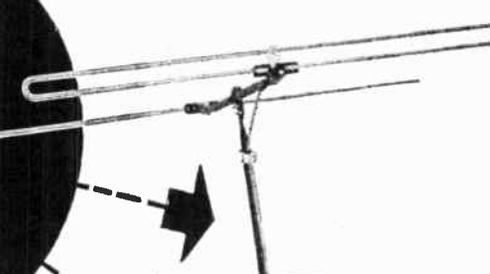
Look for the
'U'-SHAPED COIL POT
Mark of Quam Quality

WRITE FOR FREE CATALOG

QUAM-NICHOLS COMPANY

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LOOK
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for
OUTSTANDING
FM
Antennas

Ward FM antennas stand head and shoulders above the field for value. Available in straight or folded dipole types (with or without reflector kit), they adapt easily to varying individual requirements. Providing the maximum electrical efficiency needed for finest FM reception, they are easy to install securely. Their trouble-free operation assures you extra profits. Write for free catalog today.

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Radio and Appliance Problems To Be Discussed by Wholesalers

(Continued from Page 3)

phia Electric Co., will address this session on "Your Opportunity in the Coming Electrical Age," and Herbert Metz, of Graybar Electric, will talk on "Electrical Interdependence."

A meeting of several commodity committees of the Appliance Division will be held on the evening of May 5. I. W. Danforth will serve as chairman of the Major Appliances Committee meeting; Harry Alter, of the Harry Alter Co., Chicago, will be chairman of the Radio, Television and Tubes Committee session, and J. I. Bodgan will be in charge of the Small Appliances Committee meeting.

The Appliance Division will convene again at 9:30 A. M. with Mr. Ingraham presiding. Francis E. Stern, of Stern & Co., Hartford, Conn., will report as chairman of the legislative committee; George F. Kindley, as chairman of the sales promotion and sales training committee; K. G. Gillespie, for the store management and store arrangement committee; H. S. Schiele, for the time-payment financing committee, and J. J. Kaske, for the warehousing committee.

The Appliance Division will hold its elections at 11:30 A. M. on May 6, and will convene again at 2 P. M., at which time reports will be submitted by Mr. Danforth for the Major Appliance group; by Mr. Alter, for the Radio, Television and Tubes committee, and by Mr. Bogdan, for the Small Appli-

ances Committee. Mr. Busey will end this session with a review of the Appliance Division program.

Suggested revisions of trade practice rules of the electrical wholesale industry are to be considered on the morning of May 7, along with such important subjects as operating costs. Industrial electronics will be discussed in a talk that evening by H. P. Litchfield, chairman of the industrial electronics committee.

GENERAL ELECTRIC CO. RADIO SALES UP 300% OVER 1940 FOR 3 MOS.

(Continued from Page 3)

switches and related devices, an increase of 150 per cent.

"Only in refrigerators do we lack a few percentage points of equalling the pre-war figure, directly due to the steel shortage," Mr. Wilson said.

"One very real factor that should add considerably to the foregoing figures," he added, "is the slowly accelerating rate of domestic construction. Literally millions of customers for the home products of our company cannot buy what they want until they have a place to put it."

Continuing shortages of materials are among the "highly visible obstacles" in the road ahead, Mr. Wilson

For Immediate Sale

Detrola 550 Record Changers

Lots of 6 — \$12 each (tax paid)
Lots of 100 — \$11.50 each (tax paid)

Sylvania 7A7 tubes 43¢ each

Packed 200 to Carton (Bulk)

ROBBINS DISTRIBUTING CORP.
51 WARREN STREET NEW YORK, N. Y.

said. He pointed out that copper and steel "will be unavailable in the quantities we need during the next several months."

Discussing the company's labor relations, Mr. Wilson said: "When I prepared these comments, we were engaged in our regular negotiations with the unions representing our employes, and, therefore, on this point I would only remind you that as a by-product of our traditional policy of paying equal or better wages on the average for a given classification of work in any community in which we have a plant, we necessarily become subject to a national wage pattern."

TELEVISION ANTENNA PLAN IS REJECTED BY NEW YORK REALTORS

(Continued from Page 3)

house to permit other owners of receivers to attach lead-ins on one or more of the dipoles erected on the building, provided that images received on previously installed receivers attached to the same dipole were not degraded either visually or aurally.

Installers of television receivers would have to comply with all regulations or codes or ordinances provided by the city or state and would have to agree to

make proper installations. The landlord is absolved of all liabilities and tenants with receivers are required to meet all requirements specified in an agreement drawn by legal advisers of the Television Broadcasters Association, Inc.

Ernest A. Marx, of Du Mont, chairman of the TBA Sub-committee on antenna installations of TBA, declared that a large segment of the 2,000,000 tenants living in apartment houses in New York City, could enjoy a television service, since members of the engineering committee of TBA, who studied the plan and approved it, agreed that it is feasible to connect several television receivers to a single dipole, particularly in the metropolitan area, where signal strength from each station is most effective. In some cases, 20 or more receivers might share four dipoles.

TRADE ITEM

Donald H. Gabor, president of the Continental Record Co., New York City left here last week for Detroit where he will establish the fourth branch Continental distributing office. Other distributing branches are located in Atlanta, Chicago, and Cleveland.

PHONO MOTORS

150 Lundstrum Motors
And Turntables
Original Packing; \$1.75 Each
CARL CORDOVER & CO.
20 Murray St., New York 7, N. Y.
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LEADERS

In Their Line

Carefully judge the set-up and record of accomplishment of the distributing organization they choose for representation in any given territory.

In Northeastern's Eastern Massachusetts and Southern New Hampshire territory we are especially proud to act as Distributors for these "Leaders In Their Line":

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- SCOTT-ATWATER OUTBOARD MOTORS
- ELGIN KITCHEN CABINETS
- NATIONAL SEWING MACHINES
- BRUSH "Mail-A-Voice" And Soundmirrors
- NU-ENAMEL • PABCO
- CALCINATOR • G.E. Traffic Appliances

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588 COMMONWEALTH AVE.
BOSTON 15, MASS.

outstanding

- CABINETS
- RECORD-CHANGERS
- FM
- STANDARD BROADCAST

Farnsworth

Television • Radio • Phonographs

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



Report Production Gains On Large Type Radio Sets

(Continued from Page 3)

the over-all average price level per set. Radio leaders have been seeking for years means of selling a greater proportion of large combination consoles since it is instruments such as these which will aid the industry in lifting as against small, low-priced instruments. FM models and television sets are likewise higher priced instruments. (Editor's Note: The program to make and sell a greater percentage of higher-priced quality sets as against low-priced table models has no bearing whatsoever on the relative price per instrument—whether it is priced too high or too low).

Auto radios manufactured during the quarter numbered 576,736; portable receivers totalled 482,569. The proportion of table models showed a decline since 1946 with a corresponding rise in radio-phonograph combination consoles. Table models, excluding radio-phonograph combinations and battery sets, accounted for about 53 per cent or 2,220,986 of over-all production, while consoles ac-

counted for about 11 per cent or 465,931 of the total.

Of the quarter's output of television receivers 15,498, were radio table models, 2,761 were radio consoles, and 56 were radio-phonograph combinations. In addition, 14 converters were produced.

The RMA Parts Division, under Chairman J. J. Kahn, president of the Standard Transformer Corp., Chicago, has completed a survey of practices in the radio parts industry in the use of brand names, trade marks, and the RMA production source code.

A summary report of the survey, just issued by RMA headquarters, indicates that a large majority of parts manufacturers imprint their own brand names or trade marks on their products and also their shipping cartons and packaging. Also, a large majority use the RMA production source code symbols, either on their products or packaging, and the parts manufacturers also make similar use of the RMA production date code system, the latter on their products however rather than their shipping packages. A detailed report of the survey has been sent to all RMA parts manufacturers.

Replies from 106 RMA parts manufacturer member companies were received from the 200 companies in the Parts Division, and of these 64 recommended future action by the RMA Parts Division to protect and develop the trade mark interests of component manufacturers in their sales to set manufacturers, with 14 registered in opposition.

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

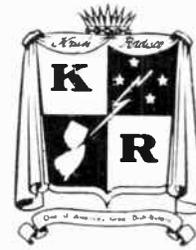
TUBES
32L7GT
in lots of 100
60c
Individually Boxed
SENCO RADIO, Inc.
96 Warren St., New York 7, N. Y.

Appointed by Kaufmann's

PITTSBURGH, PA., Friday—Kaufmann's, local department store, has announced the appointment of Theodore

Teske as assistant radio and major appliance buyer. In this post, he will serve as assistant to James Nicholas, buyer of this department, an announcement by the company disclosed.

"ONE OF AMERICA'S GREAT DISTRIBUTORS"



Serving New Jersey Dealers for 40 Years

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

KRICH-RADISCO INC.

422-432 ELIZABETH AVENUE

NEWARK 8, N. J.

Phone: Bigelow 8-7400

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.

DEALERS - DISTRIBUTORS—

Portable Electronic Phonographs

3 Tube Amplifier, Full range Tone and Volume Controls. Pilot Light. "Glyder" Crystal Pickup. Beautiful 3 Tone leatherette covered 3/4 in. pine carrying case. Weighs 10 lbs. 110 Volts, A.C. Available in 3 colors. Fast seller, priced right. Write now for full particulars.

Box 859

RADIO and Television WEEKLY

99 Hudson Street

New York 13, N. Y.

*Finest Name
in
Radio
Phonographs*

Brunswick RADIO PANATROPE

IN PERIOD FURNITURE REPRODUCED FROM MUSEUM PIECES

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

KANSAS CITY DEALERS SAY REAL SELLING IS PRESENT NECESSITY

TO PRODUCE GOOD RESULTS

Mere Announcement of Merchandise on Hand Not Enough, It Is Claimed — Distributors Hold a Series of Sales Meetings.

KANSAS CITY, MO., Tuesday — With such statements as "at last, they are here" and "limited supplies for immediate delivery," advertising on appliances continues to carry a seller's market theme. However, the dealers are no longer relying entirely on announcements of receipts of shipments to produce sales. At the present time there is a tendency to play up the matter-of-fact selling points of the well-known items. Much of the current newspaper advertising consists of a picture of a name-brand product and a simple list of its outstanding features.

In sales meetings and in letters to dealers, local distributors continue to urge their retail sales representatives to learn their merchandise thoroughly. They emphasize the fact that the housewife who has waited months for a refrigerator will wait a few more days to find the brand a salesman convinces her is the best buy for her family.

Sales promotion on radios, which are becoming more plentiful in this area,

is a little more dramatic than that on appliances. Such phrases as "the pinnacle of achievement in radio engineering" and "a world of superiority in this model" occur frequently in advertisements. Downtown department stores have announced special prices on table and portable models. Radios in the \$500 to \$1,000 range are being advertised with pre-war appeals to buyers who want a model with "fine furniture designing."

In an interview held April 13, on WDAF, local radio station, Judge Justin Miller, Los Angeles, president of the National Association of Broadcasters, discussed purposes of the organization, which held a three-day meeting at the Hotel Muehlebach, this city, April 14-16.

"Improvement of programs for public consumption is one of the main jobs of the association," Judge Miller said. He explained that many campaigns for protecting the public interest are directed by NAB. Speaking of radio as a public servant, Judge Miller said that it is the best medium for increasing understanding between peoples of different nations.

Approximately 175 delegates from Missouri, Kansas, Iowa, Nebraska and Oklahoma attended the meetings of the NAB, which attracted these officials of the organization: Richard B. Doherty, director of employe-employer relations; Kenneth Baker, director of research; Frank E. Pellegrin, director of broadcast advertising; A. D. Willard, executive vice president, all of Washington;

William B. Way, director of the twelfth district of the association, Tulsa; John J. Gillin, Jr., director of the tenth district, Omaha, and Donald D. Davis, of Kansas City, chairman of the local committee.

C. H. McLean, former Kansas City district manager of the Graybar Electric Co., has been made a director of the firm. Mr. McLean, who went to the Minneapolis office of the company in June, 1946, was active in a number of local civic organizations and had served as president of the Electric and Radio Association of Kansas City, the Kansas City Association of Credit Men, and the Optimist Club.

—ELSIE WRIGHT.

Avco Employees To Learn Customer Is Real "Boss"

CONNERSVILLE, IND., Friday — The customer is the real "boss," 2500 employes of the American Central Division, Avco Manufacturing Corp., producer of "American" kitchens, will be told at a series of meetings which the company will hold to acquaint its employes with many of management's problems.

Speakers will describe the job of maintaining proper balance among investor, customer, management and employe, and also reveal how the sales department of a corporation functions.

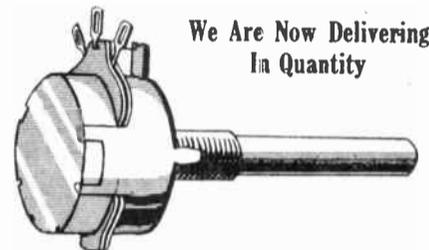
The Radioactive Chemical Corp., radio equipment, of 1 East Forty-second street, this city, has been incorporated with 200 shares of no par value.

Hampson New Sales Head For General Electronics

Charles Hampson has been appointed sales manager of General Electronics, Inc., of Paterson, N. J., electronic tube manufacturing organization, it was announced last week. He will make his headquarters at the concern's New York offices at 1819 Broadway.

Mr. Hampson was associated with the sales staff of Mykroy, Inc., in Chicago during the past few years.

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.
15 Liberty Street - New York 6, 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
Solo State Service Distributors

AEROPPOINT UHF* **Emerald**

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

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

*Ultra High Frequency

San Francisco Jobbers Hold Merchandise Conference to Demonstrate New Products

FACTORY OFFICIALS ARE VISITORS TO THE PACIFIC COAST

RCA Victor Entertains Large Number From Northern Part of State — Meyberg Active in Promotion Plans — Frank Edwards Co. to Hold Dealers' Meeting — A. Rappaport to Leave for Philadelphia.

SAN FRANCISCO, CALIF., Tuesday —An RCA-Victor record distributors meeting was held here last week, conducted by J. W. Murray, vice president, in charge of the record division; Herb Allen, field sales manager; Jack Hallstrom, general merchandising manager, and Jack Williams, advertising manager. Subjects under discussion were "Market Analyses," "Ordering," "Inventory Control," and "Merchandising." The presentation was very well received.

Distributors came from southern California, Portland, Seattle and Salt Lake City. Leo J. Meyberg's northern California record division was represented by W. J. Lancaster, vice president, and general merchandising manager; Jim Scales, advertising manager; R. M. Bird, manager of the record division; Philip S. Wickstrom, advertising and sales promotion manager, record division, and several others. The information gleaned will now be disseminated among retailers.

Leo J. Meyberg Co. will soon hold a series of dealers' meetings, three here, three in Oakland, one each in San Jose, Stockton, Sacramento, Fresno, Bakersfield, Chico, and Eureka.

During this week, Meyberg's is holding two all-day merchandise conferences, one in Sacramento at the Senator Hotel, and one in Fresno at the Fresno Hotel, so that authorized dealers may preview the new Norge Super-capacity refrigerators, the new Bendix

automatic ironer the new completely restyled and redesigned Eureka home cleaning System, and the new RCA-Victor victrolas, console and table models, and new FM models. The 1947 advertising and merchandising plans will also be presented.

According to Jim Scales, advertising and sales promotion manager, Leo J. Meyberg Co. is inaugurating a huge newspaper advertising campaign in the interest of the Bendix automatic home laundry.

James Scales has just returned from South Bend, Ind., where he participated at a meeting of advertising and sales promotion managers, held at the Bendix factory.

According to Don F. Courtleigh, manager of Meyberg's Radio Division, three new RCA-Victor victrolas of the Crestwood series have been received by air express for the current showings in Sacramento and Fresno. Several other models are expected in the near future, after which a meeting will be held for dealers in the San Francisco-Bay Area.

Mr. Courtleigh stated that the ever popular RCA-Victor line is surpassing its previous records. He said: "The entire RCA-Victor line is enjoying the most outstanding customer acceptance of its entire history. There is no backlog of stock, and we have as much worry supplying dealers as a year ago. Apparently, no matter how much we can let them have, they still would like to have more."

On the 25th of this month the Radio & Appliance Division of Frank Edwards Co. will hold a Deepfreeze dealers meeting in the Red Room of the Fairmont Hotel, when the new 1947 models of Deepfreeze will be introduced." Arriving to conduct the meeting will be F. F. Duggan, general sales manager, Deepfreeze division, Motor Products Corp., Chicago. He will be assisted by Ben J. Sanderson, western regional manager, and Mr. Anderson, northwest district manager. Lloyd Sutton, manager of Frank Edwards Co.'s Radio & Appliance Division, stated that the factory is now in production of the new line of Deepfreeze.

Frank Edwards Co. is franchised distributor for Farnsworth radios. Farnsworth AM-FM home receiving sets are coming through now in fair volume. Combination consoles are in great demand, and especially the GK 141 model, thirteen tubes and rectifier, in a mahogany cabinet of Hepplewhite design; also model GK 102, nine tubes, plus rectifier, available in two-toned walnut, or blond prima-vera cabinets. Thermador electric products, manufactured in Los Angeles, in another Frank Edwards franchised line. Dealers are being sampled now with Thermador electric ranges.

A. Rappaport, general manager of Wresco, Olympic distributor, is leaving here on the 24th for Philadelphia to see what is being offered at the Houseware and Electrical Appliances Show. From there he will visit the Olympic factory, and will make his headquarters at the Commodore Hotel, New York, between May 4-11. Then he goes to Chicago, to the Radio Show. Mr. Rappaport will stay in Chicago until May 17, where his address will be the Stevens Hotel. By the 19th of May he expects to be home and hopes to bring back some good news for Olympic dealers.

Leonard A. Taylor, long and favorably known to the electric trade, has

joined the Wresco sales staff, covering sections of San Francisco, the East Bay, Burlingame and San Rafael.

Kaemper-Barrett, Admiral distributor, has been appointed a distributor for northern California for the new General Mills Tru-Heat iron, sponsored by Betty Crocker. According to R. W. Newell, advertising and sales promotion manager of Kaemper-Barrett, this electric iron has met excellent consumer acceptance wherever introduced. It will become available here the first part of June, and it is confidently expected that the success of the country will be equalled on the West Coast. —GISELA NEY.

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

EXPORT Opportunity

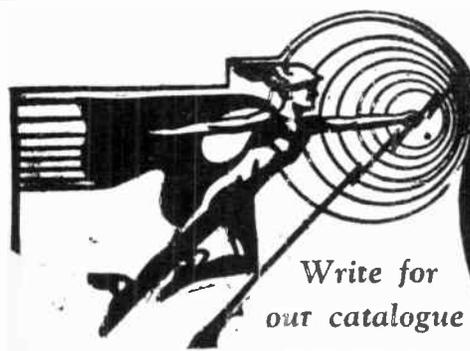
For Manufacturers of

- 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.



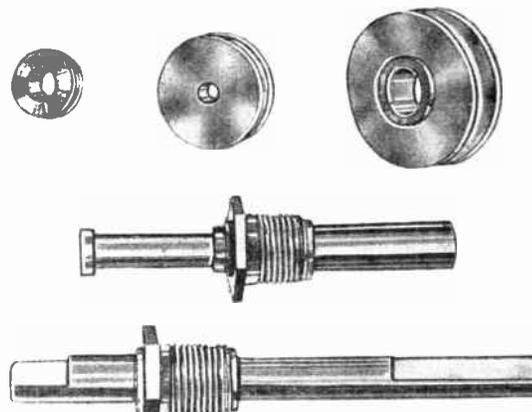
Write for our catalogue

IMMEDIATE SHIPMENT

Wholesale

RADIO PARTS

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



RIVETS

Pulleys— $\frac{3}{8}$ " to $1\frac{1}{2}$ " O.D.

Drive Shaft Assemblies

Bushings, Solderless

Phone Tips and

Screw Machine Products

for the

RADIO TRADE

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



Peerless
RADIO DISTRIBUTORS

**AN ETHICAL
DISTRIBUTOR**

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

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

CLASSIFIED SECTION

— Advertisements in This Section Are Payable in Advance —

CLASSIFIED RATES

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

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

DISPLAY: Sixty Cents Per Line

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.

ESTABLISHED Parts Wholesaler has opening for two experienced salesmen with definite following among manufacturers and jobbers. Car essential. Salary and commission. Full particulars. Box No. 855, 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.

— 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.

TWENTY-FIVE YEARS' experience as purchasing agent and director of purchasing is available to manufacturers of electronic equipment. Dependability guaranteed. Twenty years with previous company. Purchasing in radio field a specialty. If interested, please contact F. Harper Clarke, 2755 Arthur Avenue, Chicago 45, Illinois.

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.

DALBAR — Broadcast 5-tube AC-DC Superhet Radio. Attractive dial. Beautiful walnut cabinet with in-closed 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.

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.

**SALESMEN
ALL TERRITORIES**

Radio & Phonograph combination Credentials; Radio & Television Credentials.
RADIO CABINETS
Please write full details Box 458
RADIO and Television WEEKLY
99 Hudson St. New York 13, N. Y.

PURCHASING AGENT— 8 years experience with nationally known radio set manufacturer seeks connection. A. Weissman, 495 East 178th street, Bronx, N. Y.

FOR SALE: Switches — snap-slide, available for immediate delivery. Box 860, 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.

New Electrical Retailer

ATLANTA, GA., Thursday—A new retail outlet for refrigerators, radios, washing machines, etc., is the new B. F. Goodrich store, which has just opened for business at Courtland street and Auburn avenue, here. H. H. McPherson is store manager. —B.

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

SALESMEN

*To Sell Television Receivers
To Dealers in:*

Los Angeles New York
Chicago Philadelphia
St. Louis Washington
Detroit Newark
Schenectady Long Island
Westchester County

Wonderful opportunity for qualified men with fast-growing manufacturer of television receivers. Salary or commission. Write giving experience and previous earnings.
Box 856
RADIO and Television WEEKLY
99 Hudson St., New York 13, N. Y.

**SALES
REPRESENTATIVES
WANTED**

Long-established manufacturer of high-priced line of radio-phonographs, sold on direct-to-dealer basis, has decided to appoint additional high-caliber, established sales representatives in the following territories:

NEW ENGLAND
MICHIGAN
OHIO
MISSOURI
KANSAS
NEBRASKA

Must have following among buyers in music, furniture and department stores serving a quality clientele. No objection to handling of non-competitive items sold to these same types of retailers. Commission basis. Write giving full details.
Box 857
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	• GRAND Ranges	• APEX Products
• DOMESTIC Sewing Machines	• SUNBEAM Appliances	• SPERTI Sun Lamps
• DOYLE Cyclo Mowers		

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

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



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.
Espy Manufacturing Co. New York, N. Y.
Fada Radio & Elec. Co. Long Island City, N. Y.
Farnsworth Tel. & Radio Corp. Ft. Wayne, Ind.
Freed Radio Corp. New York, N. Y.
Galvin Mfg. Corp. Chicago, Ill.
Garod Radio Corp. Brooklyn, N. Y.
General Electric Co. Bridgeport, Conn.
Hallcrafters Co., The Chicago, Ill.
Howard Radio Co. Chicago, Ill.
Industrial Electronic Corp. Brooklyn, N. Y.
International Detrola Corp. Detroit, Mich.
Lear, Inc. Grand Rapids, Mich.
Majestic Radio & Telev. Corp. St. Charles, Ill.
Meck Industries, John Plymouth, Ind.
Minerva Corp. of America New York, N. Y.
Noblitt-Sparks Industries, Inc. Columbus, Ind.
Olympic Radio & Television Long Island City, N. Y.
Philco Corp. Philadelphia, Pa.
Pilot Radio Corp. Long Island City, N. Y.
RCA Victor Division, RCA Camden, N. J.
Regal Electronics Corp. New York, N. Y.
Sentinel Radio Corp. Evanston, Ill.
Sonora Radio & Television Corp. Chicago, Ill.
Sparks-Withington Co. Jackson, Mich.
Stewart-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.
Ductone Co. New York, N. Y.
Dyvox Corp. Long Island City, N. Y.
Electronic Devices Co. New York 1, N. Y.
Electro-Tone Corp. Hoboken, N. J.
Garrard Sales Corp. New York, N. Y.
General Industries Co. Elyria, Ohio
Edgar J. Horn New York, N. Y.
International Detrola Corp. Detroit, Mich.
International Merit Prod. Corp. New York, N. Y.
Jackson Industries, Inc. Chicago, Ill.
Jensen Industries, Inc. Chicago, Ill.
Lincoln Electronics Corp. New York, N. Y.
Majestic Records, Inc. New York, N. Y.
Micro-Sonic Corp. New York, N. Y.
Monarch Records, Inc. Brooklyn, N. Y.
Musicraft Records New York, N. Y.
Musitron Co. Chicago, Ill.
Peerless Album Co., Inc. New York, N. Y.
Permo, Inc. Chicago, Ill.
Presto Recording Corp. New York, N. Y.
RCA Victor Division, RCA Camden, N. J.
Recordisc Corp. New York, N. Y.
Recoton Corp. New York, N. Y.
Sonata Electronics Corp. Chicago 5, Ill.
Sonora Radio & Television Corp. Chicago, Ill.
Sound Products Co. White Plains, N. Y.
Steelman Radio Corp. Bronx 57, N. Y.
Sterling Records, Inc. New York, N. Y.
L. H. Symons Associates New York 14, N. Y.
Talk-A-Phone Co. Chicago, Ill.
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 Works, Inc. Newark, N. J.

Radio Parts Manufacturers

Aermotive Equipment Corp. Kansas City, Mo.
Aerovox, Inc. New York, N. Y.
Aerovox Corp. New Bedford, Mass.
American Condenser Co. Chicago, Ill.
Astatic Corp. Conneaut, Ohio
Camburn, Inc. Woodside, N. Y.
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.
Springle Products Co. New York, N. Y.
Sprague Electric Co. No. Adams, Mass.
Sylvania Elec. Products, Inc. Emporium, Pa.
Telematic 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.
Walker-Jimieson, Inc. Chicago, Ill.
Wolfe Radio Distributing Co.
34 W. 17th St., New York
Wolfe Radio Co., Ben. 14 W. 17th St., New York

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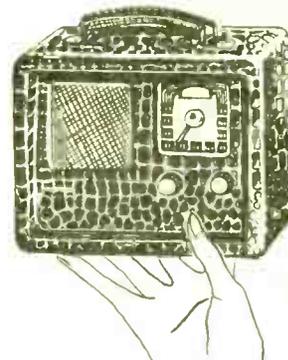
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