

# RADIO AND TELEVISION

ELECTRONIC NEWS

# WEEKLY

NEW YORK, WEDNESDAY, MAY 28, 1947

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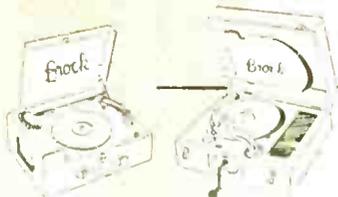


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CONCISE AND ACCURATE  
NEWS OF THE TRADE  
PUBLISHED WEEKLY

RADIO  
AND  
TELEVISION

Established 1916

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IN THE RADIO AND  
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Vol. 63—No. 22

NEW YORK, WEDNESDAY, MAY 28, 1947

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# MUSIC SHOW ON NEXT WEEK

## Williams Made RCA Ad Chief For Radio Sets

WITH COMPANY 20 YEARS

Advanced to Important Post After Handling Record Advertising — Will Handle Activity on All RCA Home Instruments.

CAMDEN, N. J., Thursday—Jack M. Williams, veteran of more than twenty years with the RCA Victor division of the Radio Corp. of America, has been appointed to the post of advertising



Jack M. Williams

manager of the company's Home Instrument Department, it was announced today by Henry G. Baker, general sales manager of the department. He succeeds J. David Cathcart, who resigned several weeks ago to join the Magnavox Co.

Mr. Williams was formerly advertising manager of the RCA Victor Record

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## RADIO WEEKLY Exhibit In Booth 47 at Show . . .

Visitors at the Music Show in the Palmer House, Chicago, next week, are invited to drop in at the RADIO and Television WEEKLY exhibit in Booth 47.

"The Trade's Only Weekly" will be represented at the Show by Sid Davis, general manager; Cy Kneller, editor; Dick Felix, metropolitan New York representative, and Wallace Morris, representative in Chicago.

## FM Set Production Up 47%; Over-All Radio Output Gains

MORE TELEVISION SETS WERE PRODUCED DURING APRIL

RMA Member - Companies Have Manufactured More Than 6,000,000 Instruments of All Types During First Four Months of 1947 — AM-FM Output to Date 284,432 and Television Production 26,205.

WASHINGTON, D. C., Monday — FM-AM radio receiver production during April jumped 47 per cent over that of March as all set manufacturing showed a weekly average higher than in the first quarter of 1947, the Radio Manufacturers Association reported today.

An estimated 98,625 radio sets with FM reception facilities were manufactured by RMA member-companies in April as compared with 67,264 in March. Actual production during a five-week period, March 31-May 2, inclusive, was 112,256, whereas the March report covered only four weeks, March 3-28, inclusive. RMA reports are made on a weekly basis.

April's estimated production of all types of radio receivers by RMA companies was 1,548,540 as compared with 1,377,269 in March. Actual production during the five-week period, March 31-May 2, inclusive, was 1,759,723. Output of all types of receivers for the first four months totals 6,081,129.

Television receiver production during April showed a slight gain over March, reaching 7,886 for the five-week period as against 6,639 for the four-week March period.

April's television output was classi-

(Continued on Page 39)

## A. R. Oliver Dead; Chicago Distributor

CHICAGO, ILL., Friday—A. R. "AP" Oliver, president of the Pilgrim Distributing Co., radio jobbing organization of 600 West Jackson boulevard, this city, died suddenly yesterday. He was forty-nine years old.

Mr. Oliver had been associated with the radio industry for many years and was active in the affairs of the National Electronic Distributors Association. He served as chairman of the committee on arrangements for NEDA Day at the Radio Parts Show staged in this city earlier this month.

As a member of the Radio Corp. of America sales staff from 1930 to 1937, Mr. Oliver contacted the trade throughout New York State. From 1937 to 1944, he held executive sales posts with Sylvania Electric Products, Inc. He resigned from Sylvania in 1944 to become head of Pilgrim Distributing.

Mr. Oliver is survived by his wife, and a son.

## TERRY CUNNINGHAM NAMED AD HEAD FOR SYLVANIA ELECTRIC

Terry P. Cunningham has been appointed advertising manager of the Radio, Electronics, and International Divisions of Sylvania Electric Products Inc., succeeding Henry C. L. Johnson



Terry P. Cunningham

who resigned, it was announced by C. W. Shaw, general sales manager of the Radio Division.

Mr. Cunningham was transferred to New York from Sylvania's subsidiary, Colonial Radio Corp., Buffalo, where he was sales manager of the Home Radio

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## RMA Convention To Attract 1,000

WASHINGTON, D. C., Monday—At least 1,000 leaders in the radio industry are expected to attend the twenty-third annual convention of the Radio Manufacturers Association, June 10-12, at the Stevens Hotel, Chicago, it was revealed today at RMA headquarters.

A new RMA president will be elected at the convention to succeed R. C. Cosgrove, of the Crosley Division, Avco Mfg. Corp., who is completing his third term as head of the association.

## Chicago Prepared For Large Crowd

ABOUT 7,500 TO ATTEND Radio And Television Receivers to Be Displayed at Palmer House — Also Exhibit Records, Needles, Phonos.

CHICAGO, ILL., Tuesday — Music merchants from the far off corners of this country and from many foreign lands are beginning to trickle into this city for the Music Industry Trade Show and Convention to be conducted June 2 to 5 at the Palmer House, here.

William A. Mills, executive secretary of the National Association of Music Merchants, Inc., director of the convention and show, expects last year's attendance of 7,500 to be equalled or exceeded this year. In addition to retail merchants, the attendance will include scores of radio-music manufacturers and distributors.

Television receivers will be exhibited for the first time at the forthcoming exhibit, with sets to be presented by at least a half-dozen manufacturers. Music merchants are adequately trained to sell television sets, since they are priced in the higher brackets and these dealers are experienced in selling quality radio - phonographs and pianos. Many promotion and merchandising problems will be discussed.

In all, some 225 firms will exhibit

(Continued on Page 42)

## Profits Increase, Not So For Radio

Although industry in general enjoyed record-breaking profits last year, radio set manufacturers' incomes during 1946 were virtually the same as in 1945, a survey of industrial operations last year compared with 1945 reveals. The combined net income of 942 companies covering seventy-nine different fields was 34 per cent over 1945 last year, the study shows. Home appliance manufacturers showed profits 98 per cent ahead of 1945 in their 1946 operations.

Six radio producers are covered in the survey. Their combined profits in 1945 totaled \$15,590,619 and their 1946 net was \$15,536,585. The twenty-two home appliance manufacturers covered in the study had a net profit of \$511,590,619 in 1945 and \$22,997,910 last year.

# RADIO AND TELEVISION WEEKLY

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## FIELD REPRESENTATIVE

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## The Music Show

The music industry will put its best foot forward next week during the 1947 Trade Show and Convention at the Palmer House, Chicago. Several thousand merchants from every section of this country and also from a dozen or more foreign lands will attend the activities, which are being staged under the sponsorship of National Association of Music Merchants, Inc.

The music industry is aware of the fact that it must aggressively plan ahead to assure itself of future markets, Louis G. LaMair, president of the NAMM and head of the Lyon & Healy chain of stores, declared in a statement appearing elsewhere in this issue. "Primary emphasis must be placed on the development of better selling techniques, the creation of consumer demand and more efficient store operation," Mr. LaMair points out.

These are important factors in a keen competitive market and cannot be overlooked if retailers are to enjoy their share of sales in quality radio-phonograph instruments, FM receivers, television sets and phonograph records. The music merchant—and other dealers as well—must be aware of the fact that the sellers' market is a thing of the past and that we are at present in a full-fledged buyers' market.

Music merchants must be alert to problems that are bound to arise in the merchandising of quality instruments. Almost anybody can sell a low-priced table radio set, but it requires a certain type of sales technique to be able to sell high-priced, quality instruments profitably. Customers who will spend \$20 or \$25 for a radio may not be too particular in their selection of a set. However, real salesmanship is necessary in order to sign a customer on the line for an instrument sell-

ing for anywhere from \$250 to \$2,500. These sets can be sold only after rigid comparisons and with the aid of sound selling arguments.

But the returns which accrue to the progressive merchant, who will exercise sound judgment and exert smart selling tactics, are many.

Clinics and forums will be employed to help retailers promote and sell "big ticket" merchandise and phonograph records. This type of selling is highly specialized and requires methods foreign to other fields. Merchants who will visit the Chicago show and convention will be repaid many times by the worthwhile assistance to be offered at the meetings, clinics and by the various manufacturers. At the same time, they will have an opportunity to learn plans of the numerous manufacturers of radios, combinations, television sets, records, needles and accessories, and inspect their new lines. This type of information is a "must" for wide-awake dealers and merchants who expect to continue in business for a long time to come.

## No More Controls

Business and industry in general are pleased over the flat rejection by President Truman of a proposal made by Chester Bowles, his former price administrator, to activate his recent price-cutting appeal by appointing a businessmen's "Price Slash Board" to work with the government in negotiating downward price revisions.

Business and industry had its fill of governmental regimentation all during the war years, which it accepted and obeyed in the spirit and urgency of the situation. Business and industry likewise learned during the life of OPA that many of its so-called OPA Industry Advisory Committees were virtually snubbed by OPA in many instances.

Mr. Bowles' suggestion was out of order, and the President didn't give it much consideration. The former OPA chief shouldn't be too impatient. Prices will level off and stabilize themselves. The law of supply and demand, plus increasing competition, will do what Mr. Bowles would like to see done by governmental fiat, which has no place in the peacetime scheme of things.

After calling on the President as newly-appointed head of the National Committee on Economic Stability, sponsored by Americans for Democratic Action, Mr. Bowles said immediate action on prices was necessary to head off a serious business depression. He said many businessmen were willing to make voluntary price adjustments and awaited the leadership that a Presidential committee would provide.

Mr. Bowles explained that under the plan he had in mind moderate price adjustments within an industry would be recommended by the price board only after a careful study of profits, wages and other costs in that industry. He said he had outlined his plan to the President but had not discussed it with the National Association of Manufacturers nor

the United States Chamber of Commerce.

"I don't agree with those who say that a depression is inevitable," said Mr. Bowles. "But something has got to be done to prevent it. These things don't just straighten out by themselves."

Yes, Mr. Bowles is right. Something HAS got to be done. But let's do it by ourselves and without the government ORDERING us to do this or that. No, let's not have OPA back in the guise of PSB (Price Slash Board) or PAB (Price Adjustment Board). Things will iron themselves out, Mr. Bowles, and the consumer is evidently doing a smooth ironing job, judging by the way he's selecting his radio sets these days.

## Resourcefulness

With radio sales considerably slowed up because of unsettled conditions and a normal seasonal lull, this industry will be obliged to call upon all of its resourcefulness to get safely by during the next few months. This holds true for most radio and appliance retailers, distributors and manufacturers, as well as for members in other industries.

Resourcefulness is always at a premium when business slows down, but it should not be forgotten that some of this industry's most successful enterprises were born during periods when trade activity was anything but good. Two major radio set manufacturers come to mind in this connection.

These firms were able to sense conditions at the time and come up with merchandise that could be sold—and at a profit—in large quantities. They were resourceful enough to create new markets and new trends.

But in spite of all the crocodile tears that are now being shed by numerous dealers, distributors and manufacturers, it is a matter of record that most of these concerns are doing a substantially greater volume of business than before the war. Unfortunately, the industry has become accustomed to a waiting market for whatever type of merchandise was produced. Well, this gravy train is now a thing of the past. Real sales and merchandising effort are now necessary in order to keep things humming.

Conditions can and will adjust themselves after the much-publicized talk of general price cuts is forgotten by the consumer. It is pretty generally conceded that a large segment of the public has delayed purchases of many items—including radios and appliances—in the hope that prices would tumble after President Truman's suggestions for price cuts. Some adjustments have been made, but any across-the-board cuts are not at present in the cards, what with wages still increasing and certain raw material prices on the upgrade. If anybody can cut prices under such conditions, he's nothing short of being a magician.

As we have stated in this place before, the radio business has plenty to look forward to—combination sales, FM, wire recording and television, so let's not sell it short.

## GEN. SARNOFF ACCEPTS INVITATION TO ADDRESS INDUSTRY CONVENTION

TO SPEAK AT RMA BANQUET

President of RCA and FCC Chairman Denny Featured Speakers at Radio Manufacturers' Association Convention in Chicago.

WASHINGTON, D. C., Friday—Brig. Gen. David Sarnoff, president of the Radio Corp. of America and one of the pioneers in the radio industry, will address a large gathering of industry leaders and their guests at the RMA banquet June 12 in the Grand Ballroom of the Stevens Hotel, Chicago. This dinner will highlight the RMA convention at the Stevens, June 10 to 12.

General Sarnoff has just advised RMA President R. C. Cosgrove of his acceptance of the RMA invitation. Previously he had thought a scheduled European trip might prevent his being in Chicago at the time.

Charles R. Denny, chairman of the Federal Communications Commission, is scheduled to address the RMA membership luncheon on the same day, and the two addresses will climax the three-day RMA annual convention, which will include meetings of all divisions and principal committees.

L. F. Muter of Chicago, chairman of the Convention Committee, reports that an elaborate entertainment program is being arranged for the dinner under the direction of Charles Hoffman of the Belmont Radio Corp. Seating arrangements will be made by George M. Gardner, president of Wells-Gardner & Co.

The largest postwar gathering of radio industry leaders and their guests is expected at the industry banquet, the first to be held since before the war. Advance reservations by RMA member-companies indicate that the dinner will be on the prewar scale.

Government officials, allied trade association officials, trade press editors and other notables well known in the radio industry have been invited to the banquet as special guests of the RMA officers and directors.

## Quarterly Dividends Declared by Philco

PHILADELPHIA, PA., Saturday—The Philco Corp., of this city, has announced quarterly dividends on both its preferred and common stock. For each share of preferred of record as of June 13, a dividend of 93¾ cents will be paid. For each share of common stock of record as of May 29 a dividend of 37½ cents will be paid.

## Brandt's Appliance Store Opens in Charleston, S. C.

CHARLESTON, S. C., Saturday—With F. A. Corrado as its manager, Brandt's, Inc., has opened a new store at Hutson and Meeting streets, here. The firm will handle a complete line of electrical appliances.

## BILL SHIPLEY REJOINS CROSLLEY ORGANIZATION AS EASTERN MANAGER

CINCINNATI, OHIO, Thursday—William M. Shipley, a veteran in the radio and appliance industry, has been appointed eastern regional manager of the Crosley Division, Avco Manufacturing Corp., in this city, it was learned this week. Mr. Shipley was associated with Crosley for several years before the war in various executive posts.

He was formerly active in the radio and appliance business in Philadelphia and New Jersey, and also was associated for several years with Thomas W. Berger, Inc., national merchandising organization.

## J. W. Murray Heading RCA Delegation at NAMM Show

CAMDEN, N. J., Friday—James W. Murray, vice president in charge of RCA Victor record activities, will head the firm's record department delegation at the NAMM convention in Chicago, it was announced this week.

Mr. Murray, who plans to arrive in Chicago on June 1, will be the principal speaker at the record industry's dinner for NAMM members at the Palmer House, Tuesday, June 3. Additional company representation will include Jack Burgess and Ralph Woodard, of the RCA Distributing Corp., Chicago.

## Florida Bill Would Tax Coin-Operated Radios

TALLAHASSEE, FLA., Saturday—Representative Cobb, of Volusia, has introduced a bill calling for an annual occupational license tax fee of \$2.25 on coin-operated radio receiving sets.

A memorandum accompanying the proposed bill said Comptroller Gay had explained he was informed the \$7.50 which each machine would be taxed under the present law would be prohibitive for several "persons who desire to install coin-operated radios in public places."

—B.

## Albert Green Appointed Apollo Advertising Head

NEWARK, N. J., Thursday—Albert Green has been appointed advertising manager of the Apollo Distributing Co., of 15 Shipman street, this city, it was announced yesterday by Fred Goldberg, general manager. Mr. Green was recently discharged from service with the Army Air Forces.

Apollo is the distributor in this section for Crosley products and various other major lines.

## Motorola Pays Dividend

CHICAGO, ILL., Friday—Motorola, Inc., here, has just announced a dividend of 30 cents on stock on record as of May 27, payable on June 16.

# The Music Industry Plans Its Future

By LOUIS G. LA MAIR

President, National Ass'n of Music Merchants, Inc., and President, Lyon & Healy, Inc., Chicago

Chicago will be the center of music interest in the world from June 1-5. In addition to showing the greatest enrollment of NAMM members in history, the advance registration for the Trade Show and Convention indicates that there will be unaffiliated music merchants present not only from the United States but from Tientsin, China; Sidney and Melbourne, Australia; Capetown, Africa; as well as from

Canada, the British Isles, Central and South America. A sprinkling of representatives from France, Italy, Czechoslovakia, Holland, and the Scandinavian countries will be present in addition to many foreign consuls and commercial attaches who have been specially invited to attend the Trade Show.

Visitors will find more exhibitors, using more exhibit space and displaying more new musical instruments and musical merchandise than at any previous Trade Show. Several innovations in the field of musical instruments, radio and television will be revealed. Editorial representatives of all the leading magazines and newspapers have been invited to attend a press conference as guests of NAMM on June 3.

The Trade Show serves a two-fold purpose:

(1) It permits the manufacturer and music store supplier to show a comprehensive assortment of musical merchandise at one central location, thereby reducing the merchant's buying expense and the manufacturer's selling costs.

(2) Through the programmed convention activities, members of NAMM will have an opportunity to attend the group meetings, and to participate in merchandising clinics to be addressed by experts in their fields. All those attending the clinics will not only hear specialists in various phases of merchandising music but will have an opportunity to discuss current operating problems.

This year's program is keyed to the convention theme "The Music Industry Plans Its Future." With consumer demand considerably tighter than at any time since pre-war days, and costs of both labor and material still rising, the music industry must aggressively plan ahead to assure itself future markets. The 1947 Trade Show will again have a full line of merchandise displayed in the exhibit areas—the first time since 1941. Primary emphasis this year will be placed upon the development of better selling techniques, the creation of consumer demand, and more efficient store operation.

Of special interest to the music merchants will be the Tuesday and Thursday "merchandising clinics." Three of the clinics on Tuesday, June 3, will discuss store operation problems—selling, expense control, and sales through service. The Thursday clinics will be devoted to the theme: "How to Expand Your Business." Music store promotion, the promotion of big ticket merchandise, and phonograph record selling will be covered in these sessions.



Louis G. LaMair

The importance of the decisions to be made at this year's convention will determine in large measure the future of the music industry in its competitive struggle against all larger, and some of the more aggressive industries. All the major branches of the industry have unanimously agreed on the need for a co-ordinated plan of trade promotion and public relations activity. Initial groundwork for the development of the program has been laid. Dr. Albert Haring has been appointed as marketing consultant to the industry.

Music merchants will decide at this year's convention the method of financing their share of the music industry promotion program. Other important segments of the industry have already established their financing method. Because of the volunteer contributions to the promotion fund, the industry's program has become a reality. NAMM's executive committee, and the board of directors, will refer the proposed method of financing NAMM's share of the program to members at the annual convention meeting.

The proposed NAMM plan suggests that for every hundred dollars of gross sales, music merchants set aside a dime for music promotion. Every music merchant attending the Trade Show and Convention should carefully consider his stake in the music industry's future. A prosperous industry means more business for everyone. Upon this decision may rest our future!

## Stromberg Holds Training School For Sales Staff

TOP EXECUTIVES PRESENT First Post-War Clinic Under Way in Rochester — Radio and Television Receivers Presented and Studied Fully.

ROCHESTER, N. Y., Monday — Top Stromberg-Carlson Co. executives will address the company's first post-war sales training clinic, to be held at the Hotel Seneca, in this city, starting today (Monday) and continuing through Thursday. The firm's radio and television district merchandisers will attend this four-day session, at which the Stromberg-Carlson radio line and television receivers will be presented and studied fully.

The Burton Bigelow Organization, of New York, will conduct the clinic.

Speakers will include Burton Bigelow, Dr. Ray H. Manson, Stromberg-Carlson president; Lloyd L. Spencer, vice president in charge of sales; Lee McCanne, vice president and general manager; Garrard Mountjoy, chief radio engineer; C. J. Hunt, radio and television sales manager; Stanley H. Manson, manager of advertising and public relations; David S. Cook, sales promotion manager; and Hugh Lavery, account executive of the McCann-Erickson advertising agency, which handles Stromberg-Carlson radio advertising.

Others attending will be James A. Frye, radio manager of the Chicago office; E. S. Germain, radio manager, Pacific Coast; Fred N. Anibal, radio manager, Rochester district; and district merchandisers Keith J. Ackley, Donald E. Galloway, William E. Henry, E. V. Hyde, William J. Kelly, John E. McCauley and Dewitt C. Suplee. They will later conduct for distributor and dealer salesmen sales training clinics based on information obtained at the Rochester sales meeting.

## DUOSONIC MARKETS 2-TUBE PHONOGRAPH; HAS LIST OF \$19.95

Duosonic, manufacturer of phonographs bearing the same name, has released its newest model, the K2, to coincide with the opening of the Music Show in Chicago. The instrument is a two-tube amplified phonograph that weighs only six and a half pounds and is compact in size. It comes in a variety of leatherette covering and plays both ten and twelve inch records.

Officials of the firm, located at 700 Elton avenue, Bronx, N. Y., state that the new models will list for \$19.95 and will carry liberal dealer discounts. They point out that the new retail price is ten dollars under the former market price for a similar model.

## Oxford Speakers on Display . . .



IMPORTANT FEATURES of the new line of Oxford Speakers are explained above by Ben Wolfe, Eastern distributor, to A. O. Stalinsky (left), of A. R. Beyer & Co., Houston, Texas, at the Oxford exhibit in the Stevens Hotel at the Chicago Radio Parts Show. John A. Procter (second from left), assistant to the president of the Oxford Electric Corp., Chicago, and H. Rubinstein, of Ben Wolfe Radio and Electronic Co., are interested listeners.

## ADMIRAL TO DISPLAY NEW MIRACLE MODELS AT THE MUSIC SHOW

CHICAGO, ILL., Friday — Admiral Corp. will exhibit its new "miracle features" line of radio and phonograph models at the Music Show to be held at the Palmer House, in Chicago on June 2-5.

Feature of the exhibit, which will be in rooms 642-3-1, will be the new "Miracle Tone Arm" with a revolutionary treated-rubber energy converter that eliminates crystals, tubes and filaments. This converter and a precious metal pick-up point are enclosed in a factory-sealed lucite cartridge that snaps into position in the tone arm. The cartridge is said to give two years' service or more, and can be changed in a few seconds. It is sealed against dust, humidity and temperature changes.

Another major feature of the new Admiral line is an exclusive system of FM reception, developed by Admiral's own engineers. Like the new tone arm and record changer, this system is said to provide improved performance at lower cost than previous systems.

Among the other items to be displayed will be a "Thin Man" portable, which is styled for the classes and priced for the masses, retailing at \$49.95. Its design matches the most expensive styles of luggage.

The whole line, which will be augmented from time to time as new models appear, is priced at 20 to 25 per cent less than current competitive models, according to Admiral executives. The values are comparable to prewar standards, they state.

## U. S. TELEVISION MFG. MARKETING NEW SETS; TO EXHIBIT IN CHICAGO

A new direct-view console television receiver for the home featuring a 10-inch cathode ray tube, FM, AM, short-wave and automatic phonograph, has just been added to the United States Television Mfg. Corp. line of instruments. Available in either a modern or period cabinet, this set will list at \$895.

UST has also announced a new Dumbarton radio-phonograph console instrument, priced at \$239. This radio set features a Seeburg automatic record changer, 12-inch Magnavox speaker and an eight-tube chassis, including rectifier.

United States Television is continuing its line of large-screen projection type television instruments for the home and for tavern use. The company will exhibit its line at the National Association of Music Merchants Show.

## SONATA SHOWS \$9.95 ELECTRIC PHONOGRAPH

CHICAGO, ILL., Friday — A new Trela electric phonograph carrying the list price of \$9.95 has been announced by the Sonata Electronic Corp., of this city. The model is known as the EP111 and has a tear drop design. Equipment features the well known Alliance or GI motors, a self-contained tone chamber, and the cabinet is a leatherette covered wood case. The product is being sold through distributors and will be on display during the week of the Music Show at the firm's offices at 624 South Michigan avenue.

## TWO NEW RADIO SETS INTRODUCED BY ARVIN

INCLUDE MANY FEATURES

Table Combination Lists at \$89.95 and Trim Looking Portable Set Priced at \$34.95 — Dealer Deliveries Shortly.

COLUMBUS, IND., Friday — "Two new Arvin radio models, a compact table radio-phonograph combination and a trim looking portable set will make their appearance in dealer showrooms throughout the country in June," it was announced by Gordon T. Ritter, director of Arvin sales, Noblitt-Sparks Industries, Inc.

The new combination, available in either walnut or mahogany at a list of \$89.95, features a lid extending deep into the sides of the cabinet to provide easier accessibility to record changer controls. The compact cabinet requires only a space 16 $\frac{3}{8}$ " deep, and 14 $\frac{7}{8}$ " wide, and its overall cabinet height is only 9 $\frac{1}{2}$ ".

Dealers who have already seen this instrument are said to be delighted over the accessibility of the chassis for quick adjustments and repairs. By turning the cabinet on its side, the chassis is exposed and approximately 90 per cent of repairs can be made without removing the chassis from the cabinet. Among the features are an Alnico V permanent magnet speaker, full R. F. stage and a single button control for the automatic record changer.

The Arvin portable model 140-P at \$34.95 packs plenty of performance. Drawn steel is used at top and bottom of the carrying case, including grille. The finish is a hammered silver-gray effect, and contrasts harmoniously with a sturdy shock proof laminate plastic wrap around in simulated brown leather finish. For protection of the slide rule type dial, a touch clear acetate non-breakable crystal is used. The portable operates on AC, DC, or self contained battery pack and among the many features is the high pick-up antenna encased in cabinet and shielded from steel chassis by a special aluminum plate to secure better reception. A separate "on and off" indicator at left of the logging scale is provided for convenience when radio is on battery operation.

## Mrs. Henry Lapkin Dies Suddenly on West Coast

SAN FRANCISCO, CALIF., Tuesday — Henry Lapkin, president of the Coast Radio Supply Co., of this city, is receiving the condolences of his many friends in the trade upon the death of his wife, Anne, who passed away on Sunday. Mrs. Lapkin's death came suddenly and unexpectedly and was a great shock to all who knew her.

Henry Lapkin's company is the Emerson radio distributor in this territory. The firm also handles a complete line of radio accessories and electric appliances, and Mr. Lapkin is well known throughout the industry.

## ORDERS FOR TRAV-LER PORTABLE BATTERY SET EXCEED 100,000 MARK

CHICAGO, ILL., Friday — Officials of the Trav-ler Radio Corp., at the firm's headquarters at 571 West Jackson boulevard, this city, report that the company's recently announced personal portable battery Model No. 5019 is still making sales history. The instrument has found favor with the trade and public alike and is being featured by retailers in every key market, officials of the company state.

An item of interest appeared in the Chicago Daily News on Tuesday, written by Phil S. Hanna, well-known financial writer on the paper's staff. Mr. Hanna wrote: "There is always a buyer when the price is right. A Chicago firm, Trav-ler Radio Corp., refused to believe that the market for radio receivers had disappeared. It designed a portable set weighing four pounds and measuring about 7 by 6 by 3 inches. The set was priced to retail at \$19.95, and was intended to compete with larger receivers for distance and fidelity. Results: Orders for 100,000 sets and Trav-ler employes back to work."

## FIELDING WILL DIRECT RCA DISC ADVERTISING

CAMDEN, N. J., Monday—The appointment of Richard M. Fielding as advertising and promotion manager of the RCA Victor Record Department was announced today by David J. Finn, general sales manager of the department. Mr. Fielding, formerly assistant advertising and promotion manager of the Department, succeeds J. M. Williams, who has been named advertising manager of the company's Home Instruments Department.

Mr. Fielding joined RCA Victor in 1946, after serving more than three years as a Lieutenant Commander in the United States Naval Reserve.

## PEERLESS ALBUMS ON DISPLAY IN BOOTH 68 AT THE MUSIC SHOW

The complete line of Peerless albums and record racks will be displayed in booth 68 at the National Association of Music Merchants Show at the Palmer House, Chicago, from June 2 to 5. A feature of the display will be the company's exclusive "Protecto-Flap" which is one of the developments of more than a quarter of a century of record album manufacturing. Joseph Halpern, veteran executive of the company, will be in charge of the Peerless showing.

Norman and Herbert Ravis may not be able to attend the Chicago Show as they are striving to step up production at the New York and Los Angeles plants of the company.

## NATIONAL ASSOCIATION OF MUSIC MERCHANTS CONVENTION PROGRAM

Palmer House, Chicago

SUNDAY—JUNE 1

10:00 A. M.—Registration . . . . . Fourth Floor  
 10:30 A. M.—Board of Directors . . . . . Room 9, Third Floor  
 2:00 P. M.—Convocation . . . . . Ballroom, Stevens Hotel  
 (Featuring the Quiz Kids)

MONDAY—JUNE 2

10:00 A. M.—Exhibits Officially Open . . . . . Sixth, Seventh, Eighth Floors of Exhibit Hall, Club Floor and Mezzanine.  
 12:00 Noon—Keynote Luncheon . . . . . Ballroom, 4th Floor  
 2:30 P. M.—Ladies' Tea-Recital . . . . . Red Lacquer Room, 4th Fl.

TUESDAY—JUNE 3

9:00-10:30—Store Operation Clinics:  
 Cost of Doing Business . . . . . Room 9, Third Floor  
 Sales Problems . . . . . Ballroom  
 Service Problems . . . . . Red Lacquer Room  
 11:00 A. M.—Class Piano Clinic.  
 2:30 P. M.—Sightseeing Trip for Women. •

WEDNESDAY—JUNE 4

10:00 A. M.—NAMM Business Meeting . . . . . Ballroom  
 Address: "The Business Outlook" . . . . . Dr. A. Haring  
 12:00 Noon—Exhibits Open. Closed All Morning.  
 12:30 P. M.—Fair Trade Luncheon . . . . . Ballroom  
 Address: "Fair Trade Pricing for the Music Business" . . . . . J. W. Anderson  
 12:30 P. M.—Women's Luncheon and Style Show.

THURSDAY—JUNE 5

9:00-10:30—Promotion Clinics:  
 Promoting High-Bracket Merchandising . . . . . Red Lacquer Room  
 Records—Profits or Red Ink . . . . . Ballroom  
 Store Promotion . . . . . Crystal Room, 3rd Floor  
 12:00 Noon—Re-organization of Board of Directors . . . . . Room 4  
 7:00 P. M.—Banquet . . . . . Ballroom, Stevens Hotel

## TONE PRODUCTS CORP. CAROUSEL PHONO SEEN AT SHOW IN CHICAGO

A children's phonograph built to look like a merry-go-round and calliope will be displayed by Tone Products Corp. Of America, New York, at the NAMM show being held in Chicago, this week.

This phonograph is built in two parts joined together by a base. One part, containing the turntable and motor, is covered by a metal cylinder on which carousel horses are painted. The other has small gold pipes like those of a calliope attached. It contains the tone arm, speaker and the machines single control.

Made of steel and plastic, the whole unit is said to have scratchproof and washable surfaces painted in red, blue and gold. Announced as a high fidelity electrofied phonograph, it can play seven-ten- and twelve-inch records.

Unbreakable vinylite records are

available from the company. Each record plays a complete story from Mother Goose, Aesops Fables or other children's books.

## Sprague Electric Co. Declares 20c Dividend

NORTH ADAMS, MASS., Friday—Robert C. Sprague, president of the Sprague Electric Co., North Adams, announces that, at a meeting of the directors held yesterday, a dividend of 20c per share was declared on its common stock, payable on June 16 to stockholders of record at the close of business, May 29.

## Majestic Brands at New Location in New York City

Majestic Brands, Inc., New York radio and record distributor, of Majestic products is now located at 601 West Twenty-sixth street, it was announced this week. The firm moved from 29 West Fifty-seventh street.

## DUMONT TO INTRODUCE LOW-PRICED TELESETS AT MUSIC TRADE SHOW

INCLUDE \$450 TABLE MODEL

Popular - Priced Console, Combining Video, FM, Short-Wave and Phonograph, Will Be Presented.

A new table model television receiver, featuring a 12-inch cathode ray tube and providing 121-sq. in. of high-definition picture, will be introduced at the Music Trade Show in the Palmer House, Chicago, next week by the Allen B.



Victor E. Olson

DuMont Laboratories, Inc., Passaic, N. J. and New York. Housed in an attractive cabinet, smaller in physical dimensions than present table models, this instrument will be priced at around \$450 and will be ready for delivery early in the Fall, DuMont executives revealed this week. Another outstanding feature of this new DuMont teleset is that it will offer continuous tuning over the entire frequency range, thereby providing FM reception.

The DuMont company is now com-

(Continued on Page 38)

## BERNAT SALES HOLDS "OPEN-HOUSE WEEK" DURING MUSIC SHOW

CHICAGO, ILL., Friday—The Bernat Sales Co., 624 South Michigan avenue, this city, plans to hold open-house during the week of the Music Show, which starts June 2. Visitors to the Show from the middle western territory served by Bernat have been extended an "open invitation" to view the complete lines of products handled by Bernat.

Included in the display at the firm's offices are the DeWald radio and combination models, the Eckenroth line of Musagrund record cabinets, Sonata phonographs, Conversa Fone intercommunication systems, Micro Lite flashlights, Windsor luggage and Arnold electric clocks.

## CROWN WOODCRAFT IS PRODUCING CREDENZA AND CONSOLE CABINET

A joint announcement by R. Fortuna and Samuel Pivar, heads of Crown Woodcraft, Inc., Corona, Queens, N. Y., manufacturer of credenzas and console cabinets, disclosed today that a sliding section that could be used as a writing desk has been instituted in its line of cabinets.

Both Model RC4, the console cabinet, and RF, the credenza, have provision for this section that slides out of the cabinet and becomes a handy writing table with compartments for storage of stationary, writing utensils etc.

Model RC 4, a console cabinet that measures 38 inches high, by 38 inches wide, and 17 inches deep is made of mahogany veneer, and has provision for a record changer, FM-AM receiver and record album storage space. RF, the credenza model, measures 37 inches high, 65 inches wide and 18 inches in depth, and has provisions for record changer, FM-AM and three compartments for album storage. Both models are available as complete units with record changer and FM-AM receiver, Mr. Pivar stated. It was further added that both models could be had with a utility center drawer rather than the desk.

During the National Association of Music Merchants Show to be held in Chicago, June 2-5, these cabinets will be on display at the Furniture Mart by Federal Household Industries.

## NAMM Executive



ONE OF THE MOST ACTIVE figures at the National Association of Music Merchants Convention and Show at the Palmer House, Chicago, next week will be William A. Mills, executive secretary of NAMM. Mr. Mills is the convention and show director and has been active for years to further the interests of music merchants.

## RCA TO DISPLAY NEW RADIO, TELEVISION SETS AND RECORD SALES AIDS AT MUSIC CONCLAVE

CAMDEN, N. J., Friday—New RCA Victor home instruments will be previewed and the latest record merchandising aids will be shown at the National Association of Music Merchants' convention, to be held at the Palmer House, in Chicago, June 2-5, company officials announced. This exhibit will be in RCA Victor's private display room, No. 14, and at the company's booth in Exhibition Hall.

The most dramatic and unusual demonstration of radio engineering and tonal advances ever undertaken will also be presented by RCA Victor as a feature of the company's exhibit at the convention. Its purpose will be to show how far radio has progressed from the old days of weak, unfaithful reproduction of tone. For the demonstration, a special half-watt, suitcase-type radio transmitter has been developed. Details of the demonstration will be announced shortly before the convention.

More than thirty radios, Victrola radio-phonographs, and television receivers, many of which feature RCA

Victor FM reception, will be shown, including a number of models never before exhibited to the trade. An elaborate assortment of display pieces, record sales racks, and album units will be shown as stimulants to the sale of RCA Victor records.

Home instruments to be introduced at the show will include a series of four FM-AM table model receivers with phono-jacks, the first table models with FM to be introduced by RCA Victor. The company's new television receiver console, combining standard broadcast, FM, international short wave, and Victrola phonograph with automatic record changer and Silent Sapphire pick-up, is another instrument to be featured at the convention. New table model receivers with rich Catalin cabinets in solid black and both black and red marble plastic television consoles with new brilliant screens showing pictures 15 by 20 inches in size, and other table models and radio-phonograph consoles new to

(Continued on Page 41)

## NEW YORK CHAPTER OF THE REPRESENTATIVES UNCOVERS TALENTED THESPIANS DURING DINNER

The New York Chapter of The Representatives of Radio Parts Manufacturers demonstrated last Wednesday night (May 21) that its members are not only salesmen par excellence but that they possess talents in other fields including acting. The occasion was the annual dinner and entertainment staged by the "Reps" at the Hotel New Yorker with 200 members and guests on hand. The latter comprised purchasing agents, distributors, manufacturers, engineers, members of the trade press and other assorted radio folk.

The affair was void of formalities, except for a brief address of welcome by Leo Freed, president of the chapter. Bob Breuer served as informal toastmaster—or what have you, and entertainment was presented by the "Reps" themselves and by professional artists.

A feature of the "Rep" presentation was a burlesque with Bob Breuer serv-

ing as commentator and headlining Arthur Harris, who delivered a technical dissertation on a needle scratch eliminator. His act was illustrated with blackboard diagrams, which brought forth numerous rounds of applause.

Chapter officers and members of the entertainment committee, all in disguise, assisted Mr. Breuer in a comedy auctioneering skit. These included Marty Camber, chairman of the entertainment committee, who, as usual, put forth a splendid job; Leo Freed, Dave Sonkin, Perry Saftler, Bill Gold, Dan Bittan and Ben Joseph.

The professional entertainment featured a talented master of ceremonies who was a comedian, jokester, baritone and ventriloquist all rolled up in one. His ventriloquist act, with Joe Sprung acting as a dummy, was performed with skill. A one-man orchestra, a dancer with teeth of iron and some feminine pulchritude rounded out the program.

## HYTRON COMPILES DATA ON ALL MIDGET TUBES

SALEM, MASS., Monday—Hytron Radio & Mfg. Corp., of this city, has published a revised edition of its "Hytron Reference Guide for Miniature Electron Tubes."

Detailed data on the specifications and uses of all miniature tubes, regardless of their manufacture, is provided by the booklet, including socket diagrams of the various types. Similar tubes in larger envelopes are also listed whenever their characteristics and applications are essentially the same.

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

## Belmont Corp. Marketing Table Television Receiver

CHICAGO, ILL., Monday—The Belmont Radio Corp. announced recently that it was starting limited production on a table model television receiver priced at \$250 which it expects to put on the market in New York, Philadelphia and Washington during the first week of June.

The set is said to cover all 13 video channels. Production on the new set represents a change in the company's policy. About a year ago it announced plans to have video sets on the market at the beginning of 1947, but canceled them to concentrate on radio production.

## SAM WILEY APPOINTED REPRESENTATIVE FOR SNYDER IN MIDWEST

PHILADELPHIA, PA., Saturday—Sam Wiley, of Chicago, has been appointed field representative in the Midwest for Snyder Manufacturing Co., of



Sam Wiley

Philadelphia, maker of all types of antennas and automotive radio accessories.

Mr. Wiley will co-ordinate expanding field activities for the Snyder firm in that territory, Dick Morris, sales manager, announced.

Mr. Wiley has been active in the sales field throughout the Midwest for several years. He is an alumnus of the University of Illinois.

## Television-FM Antenna Marketed by Interstate

NEWARK, N. J., Monday—The Interstate Mfg. Corp., here, recently announced that it now has available a lightweight, easily installed television antenna designed to cover thirteen video channels and all FM bands.

The new antenna is said to be factory pretuned for high gain at all frequencies from 44 to 216 megacycles, and it requires no adjustments in the field. It is constructed of aluminum and is normally broadband and non-directional. Reflectors are available for the elimination of "ghosts" and for special directional effects.

## Radel Distributing Co. Organized in Charlotte

CHARLOTTE, N. C., Friday—Radel Distributing Co., Inc., of Charlotte, has been organized with capital stock of \$50,000 to deal in radios and appliances of all kinds. O. N. Crabtree, of Charlotte; Marie A. Crabtree and Edith V. Richardson, both of Raleigh, were listed as the incorporators. —B.



RCA Miniature Tubes enhance the tonal brilliance of RCA Victor Globe Trotter portable radios.

***She shall have music wherever she goes!***

Wherever you go with your RCA Victor Globe Trotter portable radio you'll enjoy unusual richness and clarity of tone—volume enough for outdoor dancing—made possible through tiny tubes.

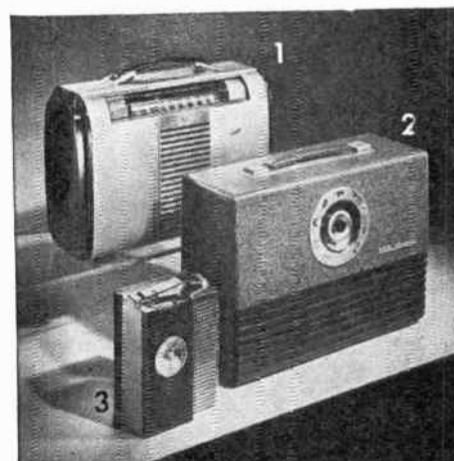
Miniature tubes save valuable space in small radios—space that can be used for larger and better loudspeakers and for longer lasting, radio-engineered RCA batteries.

These miniature tubes were developed by RCA Laboratories—a world center of radio and electronic research—and long a leader in development of electron tubes for all purposes.

At RCA Laboratories, the same research, experimentation and advancement that resulted in these improved tubes, keep all RCA products and services at the top in their particular fields.

When you buy a product bearing the name RCA or RCA Victor—a radio set, television receiver, Victrola radio-phonograph, a radio tube or phonograph record—you get one of the finest products of its kind science has achieved. "Victrola" T.M. Reg. U. S. Pat. Off.

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



Ideal traveling companions. (1) RCA Victor "Globe Trotter" portable radio—operates on AC, DC, or batteries. (2) RCA Victor "Escort"—has a battery you can recharge from any ordinary AC electric outlet. Even plays while recharging! (3) RCA Victor "Solitaire"—less than 6¼ inches tall! Stop in and hear them soon at your nearest RCA Victor Dealer.



**RADIO CORPORATION of AMERICA**

# NEW UST 10" TELEVISION CONSOLE \$895 *IMMEDIATE DELIVERY* *RADIO-PHONOGRAPH!*

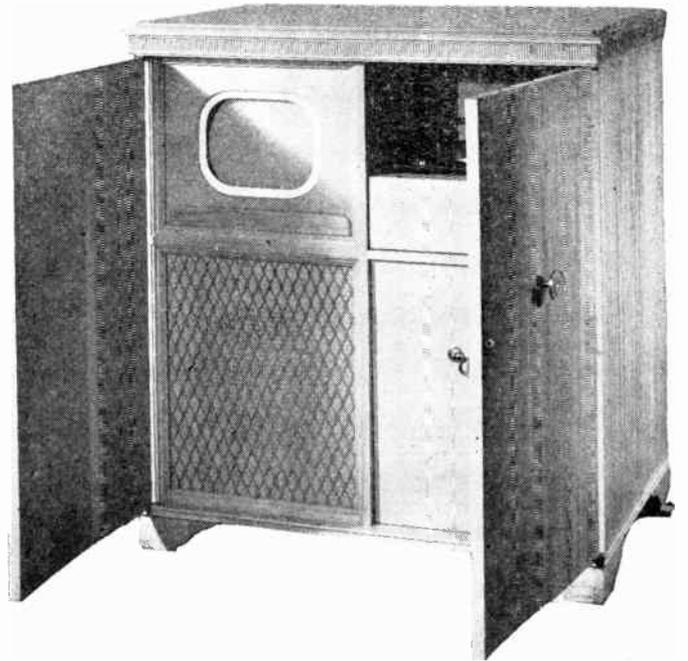
**Make Big Profits NOW with UST!**



LATEST ADDITION to the UST radio line. UST DUMBARTON radio console. 12" Magnavox speaker, Seeburg automatic record changer. 8 tubes, including rectifier. \$239

**SELL THE UST  
FAMILY  
of Television Sets**

- UST Tele-Symphonic, screen almost 2½ Sq. Ft. **\$2,275**
- UST Tavern Tele-Symphonic, screen almost 2½ Sq. Ft. **\$1,995**
- UST Tavern Tele-Symphonic, super-screen 3½ Sq. Ft. **\$2,095**



UST TELESONIC 10" direct-view console. Complete entertainment instrument for the home. FM, AM, short-wave and automatic phonograph. In distinguished modern or exquisite period cabinetry. \$895.

Be first in your neighborhood to cash in on the tremendous and growing desire for UST television NOW. More than 4 million potential UST customers have seen UST pictures. They've been waiting for a television set within reach—and here it is! The UST Telesonic, a combination of brilliant television pictures and faithful sound reproduction that can't be excelled!

Alert UST dealers from coast to coast everywhere report record earnings of from \$1000 to \$10,000 a month. You make \$498.75 on every UST Tavern Tele-Symphonic you sell. You make \$682.50 on every Tele-Symphonic you sell. You make \$223.75 on every Telesonic 10" console you sell!

The Telesonic is one MORE achievement of the United States Television Mfg. Corp., pre-war pioneers in television. One MORE money-maker for you! One MORE proof that UST keeps "one full year ahead." UST was FIRST with "big picture" television . . . FIRST with BAR SIZE pictures almost 2½ square feet. And now UST surpasses its own achievement by producing a picture fully 3½ square feet—THE WORLD'S LARGEST TELEVISION SCREEN.

(All prices shown are list prices, and include Federal Excise Tax. 5% higher west of the Rockies. All prices protected under Feld-Crawford Act.)

**BIG UST NATIONAL ADVERTISING CAMPAIGN!**

**COMPLETE UST CO-OPERATIVE SALES PLAN!**

**100,000 VIEW UST SETS EVERY DAY!**

*"One Full Year Ahead"*



**UNITED STATES TELEVISION**



**MFG. CORP.**

3 West 61st St., New York, N. Y. Tel. Circle 6-4255

# NAMM EXHIBITORS . . . .

Following is a list of manufacturers and other firms in the radio, phonograph, record, television, needle and accessory field who will exhibit at the National Association of Music Merchants Show to be held at the Palmer House, Chicago, June 2-5:

- |  |   |
|--|---|
| Admiral Corp. . . . . Rooms 642-44                   | Linguaphone Institute . . . . Booth 51            |
| Aero Needle Co. . . . . Booth 36                     | London Gramophone . . . . Room 820                |
| Altec Lansing Corp. . . . . Room 857                 | M-G-M Records . . . . . Booth 81-2                |
| Ansley Radio Corp. . . . . Room 860-1                | Magnavox Co. . . . . PDR 18                       |
| Audience Records, Inc. . . . Booth 104               | Meissner Mfg. Div. . . . . Room 890-1             |
| Audio Industries . . . . . Booth 100                 | Majestic Records . . . . . Booth 40-1             |
| Barth-Feinberg, Inc. . . . . Room 776-7              | Manor Record Co. . . . . Booth 37-8               |
| Bendix Radio Division . . . . Booth 14-15            | John Meck Industries . . . . Booth 29             |
| Bibletone, Inc. . . . . Booth 66                     | Melody Record Supply, Inc. . Booth 4-5            |
| Black & White Recording Co. . Booth 23               | Mercury Records . . . . . Booth 93-4              |
| Boetsch Bros. . . . . Room 801                       | R. P. Morton Co. . . . . Booth 89                 |
| Bonot Co. . . . . Booth 98-9                         | Muscraft Corp. . . . . Booth 78-9                 |
| Brush Development Co. . . . . Room 898               | Musitron Co. . . . . Booth 84-5                   |
| Capehart Div. Farnsworth<br>Parlor Drawing Room 15-6 | Peerless Album Co. . . . . Booth 68               |
| Capitol Records, Inc. . . . . Booth 62-4             | Permo, Inc. . . . . Booth 44-5                    |
| Columbia Industries . . . . . Booth 65               | Pfanzstiehl Chemical Co. . . . Booth 61           |
| Columbia Records . . . . . Booth 9-11                | Pilot Radio Corp. . . . . Room 659                |
| Continental Music Co. . . . . Room 740-41            | Portem Distributing . . . . . Booth 76            |
| Davidson Mfg. Co. . . . . Booth 55                   | Portophonic Mfg. Corp. . . . . Booth 13           |
| Decca Records, Inc. . . . . Booth 95-6               | Radio & Television, Inc. . . . Room 877-8         |
| Deluxe Records . . . . . Booth 60                    | RADIO and Television WEEKLY<br>. . . . . Booth 47 |
| Allen B. DuMont Labs. . . . . Room 633-4             | RCA Victor Division . . . . . Room 893            |
| Duotone Co., Inc. . . . . Booth 73                   | . . . . . Booth 90-1                              |
| Electro-Voice, Inc. . . . . Room 603                 | Rainbow Records, Inc. . . . . Booth 57            |
| Electrovox Co., Inc. . . . . Booth 72                | Record Album-of-Month . . . . PDR Foyer           |
| Enterprise Records, Inc. . . . Booth 35              | Recoton Corp. . . . . Booth 31                    |
| Exclusive Records . . . . . Both 20-1                | Rexon, Inc. . . . . Booth 92                      |
| Farnsworth Tel. & Radio<br>Corp. . . . . Room 638-41 | Sacred Records, Inc. . . . . Booth 18             |
| Freed Radio Corp. . . . . Room 888-9                 | Scott Radio Labs. . . . . Room 802-3              |
| Garod Electronics Corp. . . . . Room 859             | Signature Recording Corp. . . Booth 33-4          |
| Geib, Inc. . . . . Room 700½                         | Stromberg-Carlson Co. . . . . PDR 17              |
| Gem Phono Mfg., Inc. . . . . Booth 75                | Tele-Tone Radio Co. . . . . Room 865              |
| General Electric Co. . . . . Room 884                | Tone Products Corp. . . . . Booth 74              |
| Fried Gretsch Mfg. Co. . . . . Room 720              | Tonk Mfg. Co. . . . . Room 850                    |
| Harmonia Records Corp. . . . Booth 49                | United Loose Leaf Corp. . . . Booth 86            |
| International Merit Prod.<br>Corp. . . . . Booth 103 | U. S. Television Mfg. Corp. . . Room 635          |
| Jenkins Music Co. . . . . Booth 53                   | Vox Productions . . . . . Booth 80                |
| Keynote Recordings, Inc. . . . Both 25               | Waters-Conley Co. . . . . Room 562                |
| King Record Dist. Co. . . . . Booth 19               | Webster-Chicago Corp. . . . . Room 886            |
|  | Wilcox-Gay Corp. . . . . Room 881-3               |
|  | Rudolph Wurlitzer Co. . . . . Mezzanine           |
|  | Zenith Radio Corp. . . . . Room 632               |

## TRUTONE DISTRIBUTES ELECTRICAL PRODUCTS

The Trutone Products Co., 303 West Forty-second street, in New York, will specialize in electrical parts and electrical appliances, according to J. Rivman, its sales head.

Plugs, switches, sockets, elements, electrical wiring devices, portable electric stoves and fluorescent equipment are among the many products that this New York City firm distributes.

## E. B. Latham Conducts Meeting for Frostair

NEWARK, N. J., Thursday—E. B. Latham & Co., this city, conducted a dealer meeting last Monday at the Essex House, here, at which progress of the Frostair refrigerator line was discussed. The principal speaker was F. A. Mitchell, general sales manager for Frostair, which is made by the General Tire Co. This refrigerator line was built in accordance with a survey of consumers conducted some time before General Tire manufactured its first refrigerator models.

## T. E. Fremont To New Post With Sampson Co., Chicago

CHICAGO, ILL., Saturday — Jack Fröhlich, sales manager for the appliance division of the Sampson Co., distributor here, recently announced the appointment of T. E. Fremont as radio sales manager.

Mr. Fremont, who has had wide experience in the radio field, will be responsible for sales activities in connection with Bendix radios.

For the last three years he was merchandise manager for housewares and appliances with Spiegel's, Inc. He has also been department manager for radio with Bloomingdale's, New York.

## New Distributors Named By Volume Control Corp.

The American Volume Control Corp., of New York, announced the appointment last week of two distributors for its new line of replacement volume controls. They are: Anderson Sales Co., of Boston, for the New England area, and Saul H. Levin, of Chicago, for Illinois, Michigan and Wisconsin.

New and Exclusive! Nothing Else Like It!



Master station (left) and sub-station (right) housed in handsome walnut veneer cabinets. (At top and left) Radio-Utiliphone in use as Inter-com. (Right) Sub-station in operation.

# Radio Utiliphone

COMBINATION INTER-COM AND RADIO — MODEL 76 RU

## THE SALES OPPORTUNITY OF THE YEAR!

● Now, for the first time, combined in one handsome, compact instrument, executives can have all of the advantages of inter-communication *plus* the convenience of radio. News of the world, market reports, the scores of other radio features . . . as well as contact with key men in the organization are both instantly available at the touch of a control! What a natural for sales . . . what an opportunity for profit! *Radio-Utiliphone* accommodates up to 4 sub-stations, includes high-fidelity, super-heterodyne radio circuit, 5 tubes plus rectifier. Handsome . . . easy to use . . . easy to install.

List price master and one sub-station, \$89.50; additional sub-stations \$15.00 each, list. All Utiliphone prices slightly higher Denver and West.



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

# SEE "The Last Word in Children's Entertainment"

(WOMAN'S HOME COMPANION)

## BOOTH 74 At the Music Show Palmer House, Chicago



# Merry-Go-Sound

## CHILDREN'S PHONOGRAPH

There is a big "Children's Market"—and it can be yours with Merry-Go-Sound phonographs and records. The high fidelity electrically amplified phonograph plays 7", 10" and 12" records with concert hall clarity. The Carousel and Calliope set the circus scene. The turntable is the Carousel. The Calliope holds the speaker, tone arm and the single control. It is a red, gold and blue unit, scratch-proof and washable, made of steel and plastic. The unbreakable Vinylite records are in special albums, each a complete educational story with sound effects: Rumpelstiltskin, Mother Goose, Aesop's Fables, etc. Stock Merry-Go-Sound—the dominant line in quality, in performance, in preference.

Electronic Model—C                      Portable Model—P-I  
Acoustic Model—A

## MERRY-GO-SOUND CHILDREN'S UNBREAKABLE RECORDS

## PORTELEC Portable TRANSCRIPTION PLAYERS and P.A. SYSTEMS

PROFESSIONAL TYPE RECORDER AND PLAYBACK INSTRUMENT  
Fine Quality . . . Precision Made . . . Large Variety for Every Purpose

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

## WESTERN MERCHANDISE MART WILL OPEN ITS NEW SECTION DURING MARKET WEEK IN AUG.

MANY EVENTS ARE PLANNED BY COMMITTEE IN CHARGE  
New Facilities to Provide Much Additional Space for Exhibition of  
Radios and Appliances — First Shipment of Hallicrafters Radios  
Received — Monitor to Announce Program for Refrigerators.

SAN FRANCISCO, CALIF., Saturday—Formal opening of the Western Merchandise Mart's new two million dollar wing will be concurrent with Western Summer Market Week, August 4-9. Inception of the Mart was in 1915 in a small building on Market street, with only twenty-eight factories exhibiting. During the intervening years the Mart grew rapidly, until now its permanent exhibitors number over four hundred, showing the products of more than two thousand.

The new wing will represent better than a 50 per cent increase in the floor space, bringing the total area up to more than three quarters of a million square feet. The ground floor of the new wing will offer many facilities to exhibitors and other industry members, such as: a modern bank; a beautiful dining room; cocktail lounge; drug store; barber shop; tobacco shop; coffee shop; news shop, and other small shops.

Since receiving the first shipment of Hallicrafters radios, Schuyler-Wilson Co., northern California distributor for the line, is losing no time promoting these fine radios. As was mentioned last week, Hallicrafters radios were demonstrated to Schuyler-Wilson's staff. Yesterday, Schuyler-Wilson was host to franchised Hallicrafters dealers of northern California and western Nevada at a dinner meeting at the Whitcomb Hotel. Charles Ben Shapiro, western district manager of Hallicrafters, presented his firm's advertising and merchandising plans for the current year. Introduced to dealers were two new Hallicrafters models, having fifteen tubes, AM-FM bands, automatic record changers, available in mahogany or walnut cabinets. The dealer set-up is fairly complete but a few Hallicrafters franchises are still available.

Mr. Shapiro thought it might be of general interest to mention that The Hallicrafters Co. is financing a new expedition of explorer Attilio Gatti who has made such notable contribution to science prewar in his quest for the unknown tribes and customs south of the Sahara Desert in Africa. He brought back some very valuable data, but further research was interrupted by the war. According to Mr. Shapiro, Attilio Gatti had found Hallicrafters communication equipment so reliable that that is the only one he will take along when he starts on his expedition of exploring the Mountains of the Moon, South of the Sahara.

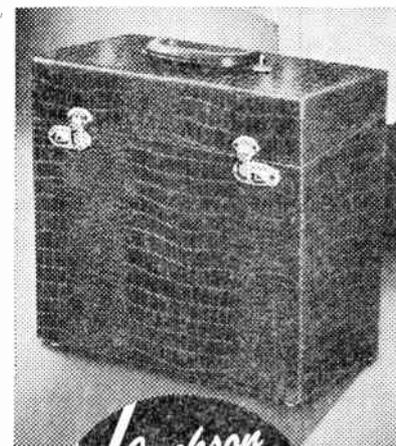
Monitor radios and appliances are beginning to hit their stride, according to O. B. Wilt, sales manager of Le Roy H. Bennett Co., northern California and western Nevada distributor of Monitor products. So far, five-tube Monitor table models have been offered in plastic and wooden cases; an interesting table ra-

(Continued on Page 28)

## ELECTROVOX TO SHOW NEW DIAMOND NEEDLE

NEWARK, N. J., Monday—The new Walco diamond-tipped phonograph needle will be featured at the Music Industry Show, June 2 to 5, at the Palmer House, Chicago, by Electrovox Co., Inc., 31 Fulton street, this city, manufacturer of Walco needles. This popular-priced diamond-tipped needle was introduced for the first time at the recent Radio Parts Show in Chicago, and according to company officials, it was exceptionally well received by the trade. Walco will be represented at the show by H. Lowell Walcutt, president; Robert G. Walcutt, secretary-treasurer, and Ernest M. Ward, Midwest sales manager. The firm's exhibit will be in Booth No. 72.

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



**Holds up to 50  
PHONOGRAPH RECORDS**

Sturdy, leatherette covered case with index to keep records safe and orderly. Can also be used as general utility case. Sizes for 10 or 12 inch records — choice of several attractive grains and colors.



Retails

\$4.95 to \$7.95

**JACKSON INDUSTRIES**  
1708 S. State St., Chicago 16, Ill.



MODEL  
A-600

# AIR KING *Duchess*

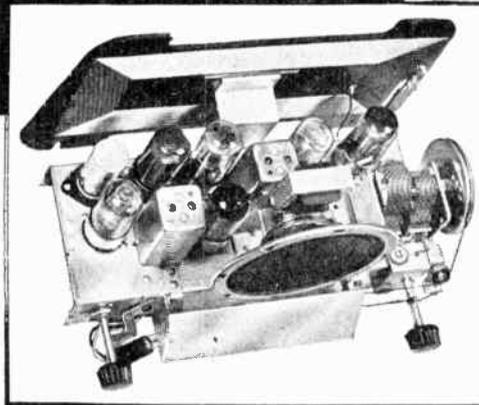
*Encased in Luxurious Catalin  
Engineered for Glorious Tone...*

● Air King proudly presents the "Duchess"—a perfect combination of the two vital factors of good radio merchandising: Incomparable cabinet design and magnificent depth of tone.

The polished brilliance and magnetic colors of the catalin cabinet plus super-sensitive, high fidelity reception and over-all precision construction makes the "Duchess" the outstanding new radio of the year.

No matter how you look at it, inside or out, the Air King "Duchess" represents the ultimate in eye and sales appeal.

★ We Have a Limited Number of Distributor and Dealer Territories Open ★  
Write or wire: Air King Products Co., Inc., 1523-29 63rd St., Brooklyn, N. Y.  
Export Address: Air King International, 75 West Street, New York 6, N. Y.



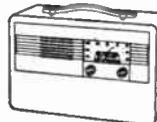
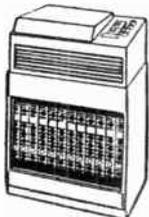
BEAUTY FROM WITHIN!—Superheterodyne receiver with five tubes plus rectifier (two dual-purpose tubes); Miracle precision die-cut antenna; 5 inch Alnico V PM Speaker; Automatic volume control; Hermetically sealed power condenser; Three dimensional edge-lighted slide rule dial; Full-floating tuning drive system; AC-DC.

*The Royalty of Radio Since 1920*

## AIR KING RADIO

Division of HYTRON RADIO & ELECTRONICS CORP.

*Royal Family of Radio*



"Twenty-six years of Specialized Electronic Skill"

"Behind Every Air King Radio"

## PHILADELPHIA FIRM INTRODUCES NEW RCA TELEVISION CONSOLE

**ATTRACTS MUCH INTEREST**  
Raymond Rosen & Co. Has Showing for 150 Dealers — Slap & Lasky Bonus Plan Works Well and Boosts Sales.

PHILADELPHIA, PA., Monday — Television once more hit the spotlight in local appliance activities when a new RCA Victor console television model, 641-TV, was introduced to local dealers by Raymond Rosen & Co., distributor for the product in eastern Pennsylvania, southern New Jersey and Delaware. Though the new console television model was the center of attention to the 150 dealers and their salesmen who visited the Rosen headquarters at Thirty-second and Walnut streets last Thursday and Friday, two other console radio-phonograph combination instruments and three small RCA Victor radios were exhibited to dealers.

The RCA Victor television model was presented to the assembled dealers by Cornie Walker, of the Home Instruments Division of the manufacturing firm, while Thomas F. Joyce, general manager and vice president of Raymond Rosen & Co., introduced the other new models.

The new Slap & Lasky sales bonus

plan for its staff has been very satisfactory in spurring the men to meet the sales quotas assigned each salesman, it was revealed by J. J. McCormick, sales manager for the distributor. Eighty per cent of the men have already achieved their sales quotas, it was reported. The present Slap & Lasky campaign will end on July 31 and the winners, in addition to their bonuses, will be given one week's vacation with their wives at the seashore, with all expenses paid.

Philadelphia Distributors report that the new Stewart-Warner console with FM, at \$289.95, is selling nicely. The firm is also sending samples of the new Stewart-Warner television models to dealers and anticipates the start of a strong advertising program shortly for the models.

Floyd Masters, manager of the radio division of Stewart-Warner, and Edward Rutledge, district manager, conducted a sales meeting for the distributor's salesmen, during which the new products were presented in a manner best to acquaint the trade with the features of each item.

Philadelphia Distributors reports a fast movement on the Capitol steel kitchens, manufactured by Hubing Bros. of Roselle, N. J. It is also promoting the Electric Broom at Wanamaker's department store.

—SOL SHERMAN.

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

## MANUFACTURERS MUST INCREASE WAGES AND PRICES, SAYS WILSON

**BLAME PUT ON 'TINKERING'**

**Business Has No Alternative, Declares President of the General Electric Co. — Correction Must Wait on "Natural Forces."**

Many manufacturers have "no real alternative but to increase wages and kick prices a little higher in order to bail out."

Charles E. Wilson, president of General Electric Co., made this statement at a meeting last week of the American Iron & Steel Institute. Mr. Wilson blamed "tinkering in high places" for the situation.

He criticized present distortions in many price structures, particularly raw materials, farm products and clothing. These distortions, he added, cannot be corrected by direct action, such as a "Newburyport plan."

Correction, he noted, will have to "wait on the lapse of time, higher productivity and the operation of natural forces."

Mr. Wilson said the two ways in which prices can be brought down in a free economy are:

1. They can be reduced from manufacturer to distributor to retailer.
2. Prices can be reduced at the bot-

## NEW RCA PRODUCTS SHOWN IN CHICAGO

CHICAGO, ILL., Friday — Among the features of the RCA exhibit at the Radio Parts Show in Chicago was a new battery for portable radios, called the "Sealed-in-Steel." A battery, which is said to provide double power and to eliminate the problems of swelling and leaking. The steel jacket also makes the battery completely airtight, thereby keeping it fresh for years, RCA said.

A cathode-ray oscillograph for test equipment, shown in the exhibit, permits the use of three different types of cathode-ray tubes which can be interchanged quickly by means of a plug-in connection, it was announced.

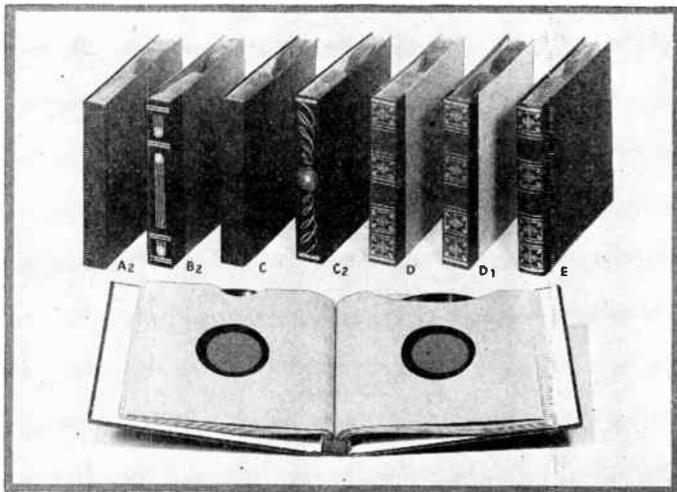
Mural type display posters, called "Comuras" and measuring 15 inches by 90 inches, to be used for brightening neglected spaces on walls and pillars in dealers' and servicemen's shops, also were shown. The posters have colorful illustrations of parts, test equipment, and batteries.

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

tom of the structure because buyers will not or can not buy.

The second course, he said, is "the path of depression."

## Record Albums of Quality



**STYLE A2**—Today's best value in a popular priced record album. Wonderful promotion item. Crackle grain of tan or maroon with gold stamping.

**STYLE B2**—Tan or maroon cover, crackle grain, with matching cloth end, gold-embossed. A most attractive low-priced album.

**STYLE C**—Complete cloth covering in maroon Spanish grain leatherette. Extremely durable.

**STYLE C2**—A striking combination of maroon Spanish grain leatherette cover (not paper) with a beautiful gold design on back-board. Rich contrast.

**STYLE D**—An unusual covering. Matching two-tone special tan-Levant grain cover with ends of brown swirl cloth, with gold-stamped design on back. A rare binding.

**STYLE D1**—For the most critical record collector. Rich two-tone combination cover of natural rawhide-grained leatherette. Ends of Levant grain light brown, stamped with dignified gold design.

**STYLE E**—A Deluxe model. Full cloth-bound brown swirl design, padded covers and fine gold-stamped round end. Will complement the finest reproducing instruments made.

All Styles Available in 10" and 12" Sizes, Each with a Capacity of 12 Records

Produced by an old-established and experienced manufacturer

QUOTATIONS FURNISHED UPON REQUEST

## Chicago Album & Specialty Co.

503 So. Jefferson Street

Chicago, Ill.

Come and Meet a

## LOAD OF DYNAMITE



Meet Dave Braun

IN BOOTH 60

At the PALMER HOUSE

In CHICAGO

JUNE 2-5



Meet Joe Liebowitz

**DE LUXE DELIVERS DELICIOUS DOLLARS  
WITH THESE SOLID PROFIT BUILDERS!**

**DE LUXE EXCLUSIVE RECORDING ARTISTS**

Air Lane Trio  
Judith Arlen  
Emil Coleman and his  
Waldorf-Astoria Orchestra  
Cousin Joe  
Denver Darling  
Paul Gayten  
Joe Howard  
Mack Triplets  
Ted Martin

Miccolis Sisters  
"Lost" John Miller  
Byron Parker  
"Fats" Pichon  
Betty Reilly  
Tommy Riggs  
Al Russell Trio  
Ralph Slater  
Whitey & Hogan

**The FASTEST, the HOTTEST, the HEPPEST  
INDEPENDENT in the Business!**



DE LUXE RECORD CO., INC.

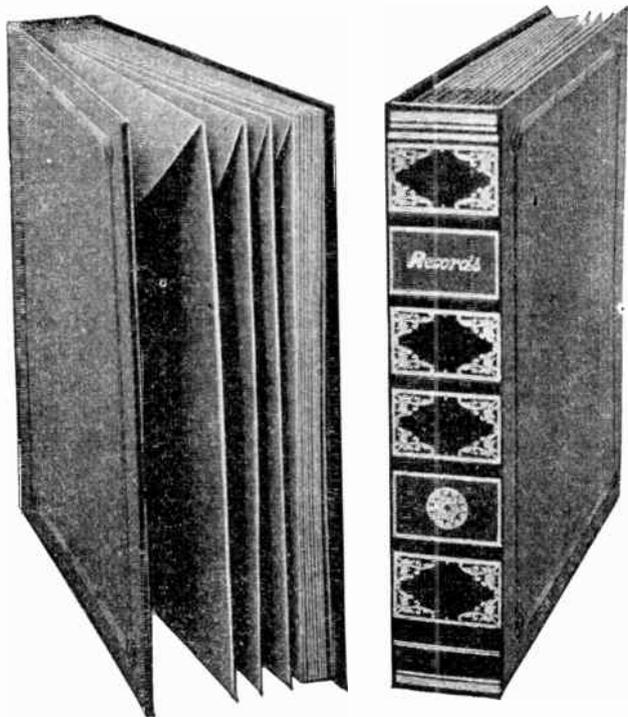
LINDEN, N. J.

# SEE YOU AT THE N.A.M.M. MUSIC SHOW BOOTH #68 IN THE PALMER HOUSE

## PEERLESS ALBUMS

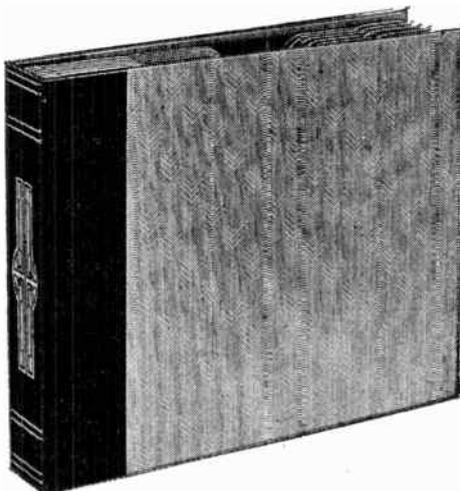
THE QUALITY ALBUM WITH EXCLUSIVE SALES FEATURES

No. 19 STANDARD "Protecto-Flap"



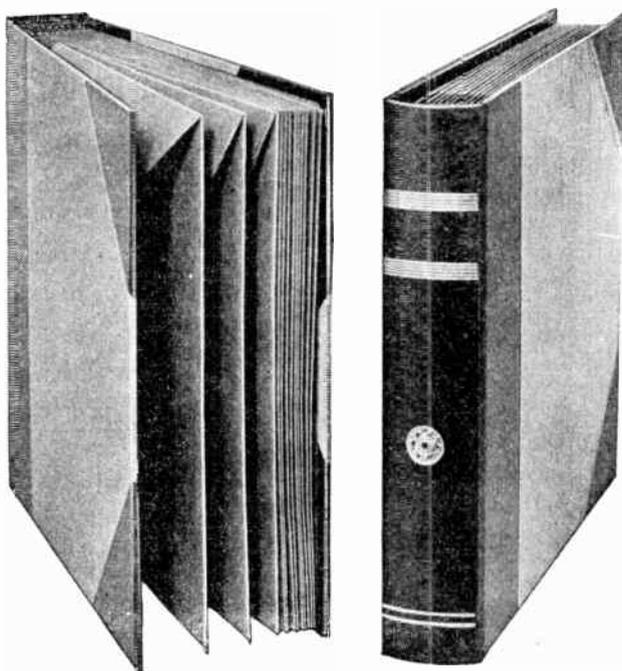
← No. 19 Standard Model. Protecto-Flap. Mahogany color leatherette covers. Beautifully stamped in 3 colors. Cloth-bound on inside for strength. 12 heavy Protecto-Flap pockets.

No. 5D MODERN TYPE



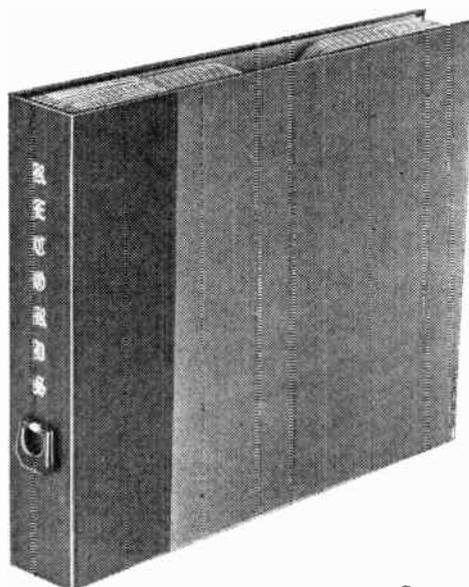
No. 5D Modern type. Brown fabrioid back, weavette design covers combined to make a smart looking album. Attractively gold stamped. 12 heavy brown kraft pockets.

No. 39 DE LUXE "Protecto-Flap"



← No. 39 De Luxe Library Model. Dignified genuine gold leaf embossing on quality fabrioid with rounded wood back. Corners protected against wear and usage with fabrioid to match the binding. Colors brown and blue. 12 heavy Protecto-Flap Pockets.

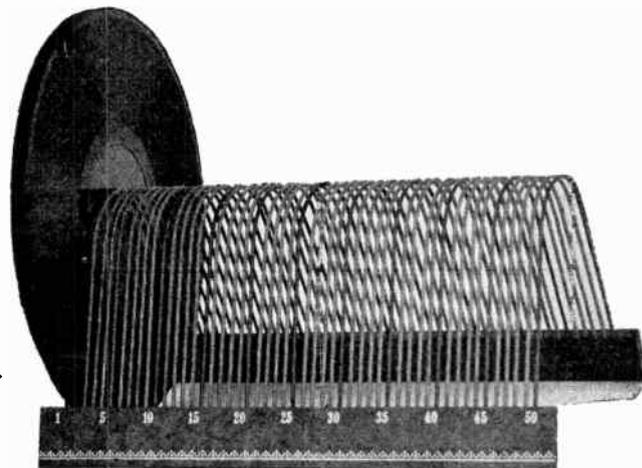
No. 7 PULL TYPE



No. 7 Pull Type. A sturdily bound book, easily taken from cabinet by means of heavy leather ring pull. Blue cloth on back, maroon cloth on cover. Title stamped in Old English. 12 heavy brown kraft pockets.

Standard of the Industry  
for Over 28 Years

PEERLESS Jr. RECORD RACK



→ Peerless Jr. Record Rack. Holds 50 Records. Conveniently and with utmost safety. A real space-saver for housing records in quantities. Sturdy wood base, covered with attractive gold-stamped leatherette.

# PEERLESS ALBUM COMPANY

352 FOURTH AVE., NEW YORK 10, N. Y. ❖ 5523 EAST SLAUSEN AVE., LOS ANGELES 22, CAL.

If you want  
SOMETHING  
BETTER  
*Demand*

# DEWALD

A FAMOUS NAME IN **RADIO** SINCE 1921

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



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

A Quarter-Century of Proven Quality

## SOUTHERN CALIFORNIA REPORTS LITTLE LOSS IN VOLUME OF SALES

ENTIRE SECTION IS ACTIVE  
Many Distributors Report Backlogs of Orders for Radios and Appliances — New Television Receivers Being Installed.

LOS ANGELES, CALIF., Friday — Just returned from a trip through the southwestern states, Herbert R. Zenker, district sales manager for Magnavox, finds business in this region continuing to be active, and he reports

that there is a substantial backlog of orders for several models.

Mr. Zenker attributes this highly satisfactory condition to several factors besides the Magnavox direct-to-dealer sales policy. Among these factors are: outstanding merchandise from the standpoint of tonal quality, appearance and value, and intelligent merchandising.

Magnavox's local furniture factory, at Vernon, Calif., is now turning out cabinets for many of the models of the line being distributed on the west coast and is rapidly increasing its facilities to take care of more models.

In Mr. Zenker's opinion, two of the features of Magnavox's merchandising policy which contribute to the outstanding success of this line are the careful

franchising and the way the FM feature is handled. In franchising, only the reputable and representative dealers are appointed.

Mr. Zenker believes that the primary reason for Magnavox's activity, in the face of retarded sales in all fields, lies in the fact that Magnavox is continuing to furnish outstanding quality merchandise and exceptional values at the extreme minimum of price increase. He observes that this is true of goods that continue to sell in all lines of merchandise, whether they be radios, clothing or anything else.

RCA Television Repair, 1030 North Highland avenue, is now engaged in the process of installing the new television receivers which RCA has been selling here since T-Day.

L. G. Borgeson, engineer in charge of RCA repair, says that the present sets are proving very satisfactory and that he believes that they will continue to be comparable to any sets that may be put on the market in the next five or six years.

These sets can pick up not only those stations which are at present broadcasting television, but also those that will be added in the future. Furthermore, they can be adjusted to pick up stations in other localities in the event the owner moves to another city.

Greater clarity in picture reception will be achieved by improvements in telecasting. Improvement can already be noted as the stations receive and use new equipment. This is proven by the fact that best reception has been found in the area around St. Louis, whose station is the only one now using post-war equipment entirely.

—S. M. BOOKEE.

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

## Stewart-Warner Meeting Staged by Clinton Radio

NEWARK, N. J., Tuesday—A dealer dinner meeting in behalf of Stewart-Warner radio and television sets was staged last night at Ann Gordon's under the auspices of the Clinton Radio & Appliances Corp., this city, distributor of Stewart-Warner, Presteline appliances and other lines. New radio models were presented as was the Stewart-Warner console television receiver employing a 10-inch cathode ray tube. Art Etkin, general manager of Clinton, spoke in behalf of the distributing firm and outlined the company's radio plans. Representatives of the factory were present.

A similar meeting was staged last Thursday in behalf of Presteline. The Presteline electric refrigerator was introduced to the dealers for the first time at last week's dinner meeting.

## British General Electric Building Television Relay

LONDON, ENGLAND, Friday—The British General Electric Co. announced this week that it is setting up a radio relay system for a television network between London and Birmingham, and which is expected to be in operation by the Summer of 1948. Other links will be added until the network covers the whole British Isles, it was said.

## Electrical Firm Chartered

COLUMBIA, S. C., Wednesday—Radio Construction, Inc., of Columbia, has filed articles of incorporation with the Secretary of State.

Capitalized at \$1,000, the new firm is authorized to deal in electronic devices. William J. Brennan is president.

# LOOK AT THE

THE TRADE-MARK WITH A REPUTATION

# Record

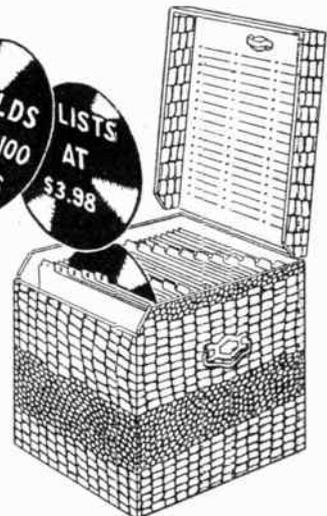
It Has Sold the Public for Years

# Sell

THE



Case



Model 10C  
Storage Bin

**A Business Stimulant!**  
Write today for new booklet showing our complete line of reasonably priced record storage accessories.

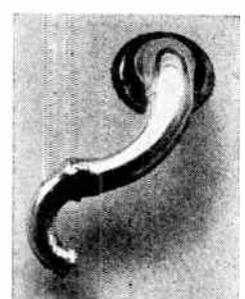
**THE RECORDERX CORP.**  
32 University Place 3, N. Y.  
Distributors: A few territories are open.  
*West Advtg.*

Attention — Portable  
Phonograph Manufacturers!

Tone-Arms  
Reproducers

Manufactured by

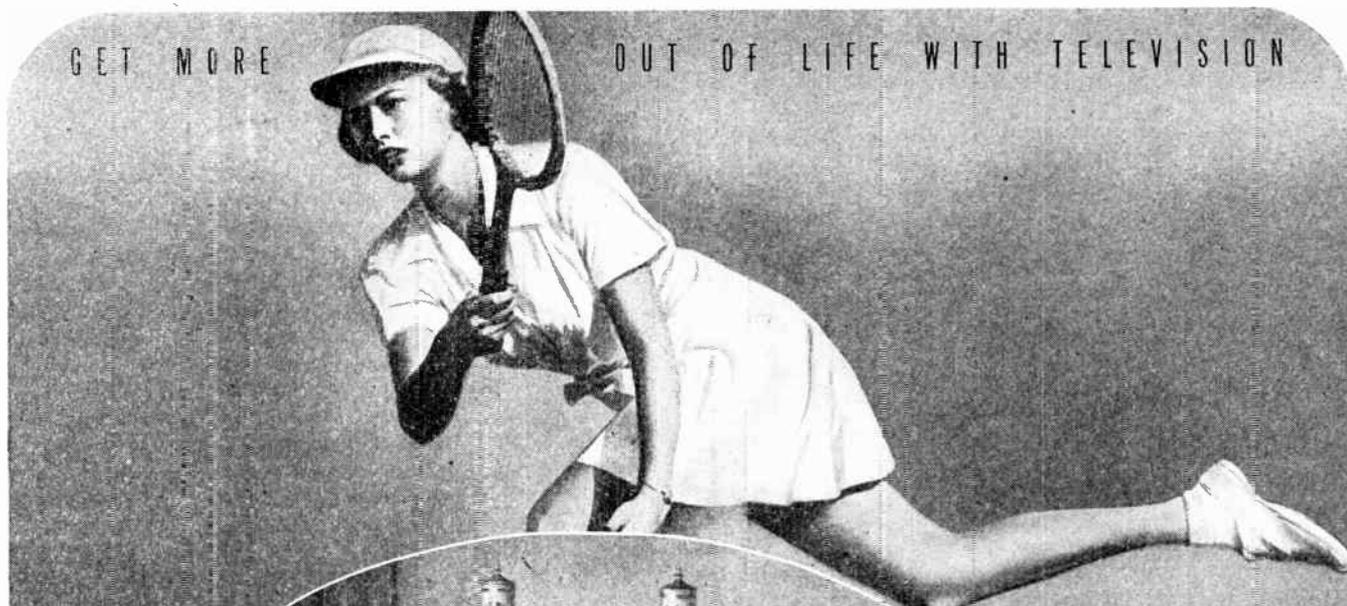
E. TOMAN & COMPANY



2623 W. 21st Place  
Chicago 8, Illinois

GET MORE

OUT OF LIFE WITH TELEVISION



Illustrated: The Sherwood with AM-FM Radio; Automatic Phonograph—One of seven Du Mont Models. Cabinets designed by Herbert Rosengren.

*Get the most out of television with a Du Mont Teleset*

When you see and hear the new Du Mont Teleset in direct comparison with other sets, Du Mont's superiority is outstanding.  
Compare the size, brilliance, and clarity of the image.  
Compare the quality of sound. Compare the ease and accuracy of tuning.  
Compare styling and workmanship of the cabinets. See and hear the new Du Mont Telesets. See; Hear; and Compare.

**DUMONT**

*First with the finest in Television*

The complete Du Mont line on display, Room 634, Palmer House, during the Association of Music Merchants Convention.



ALLEN B. DU MONT LABORATORIES, INC. • GENERAL TELEVISION SALES OFFICES AND STATION WABO, 515 MADISON AVENUE, NEW YORK 22, NEW YORK • HOME OFFICES AND PLANTS, PASSAIC, NEW JERSEY  
Copyright 1947, Allen B. Du Mont Laboratories, Inc. <sup>®</sup>Trade-mark

## Cleveland Public Is Given Its First Sight Of Television At the Mid-America Show

GREAT VARIETY OF ENTERTAINMENT DURING EXHIBITS

Television Theatre Brings Stars and News Events to Screen — Many Nationally-Known Firms Among Exhibitors — Cleveland's New Radio Station, WJMO, Expected to Get on Air by June 15.

CLEVELAND, OHIO, Monday — With the RCA mobile television unit as its chief entertainment feature, Clevelanders are enjoying the annual Mid-America Exposition, being held at the Public Auditorium, May 22 to May 31.

About 250,000 people are expected to go through the turnstiles to view such varied exhibits as an atom-smashing machine, a village of pre-fabricated homes complete with furnishings and landscape gardening, and all sorts of displays of industrial and domestic products.

Most Clevelanders will be getting their first look at television at the Mid-America show, since Cleveland's projected television station is not expected to get under way until late in the Summer. Spectators will be able to watch a continuous variety of entertainers who will perform on the stage, or they may watch the performance from any one of fourteen receivers set up throughout the immense hall.

A mobile television camera will move through the auditorium, shooting sights

and sounds. This mobility, made possible by an extremely sensitive camera requiring little additional light, is a new and important development in the field of television.

A television theatre has been set up on the auditorium of the stage. Two large television screens are placed in front of the stage, three are hung on each side of the balcony and three set up on each wing of the stage, so that many visitors will be able to watch the actors and the screen simultaneously.

Among the members of the electrical industry taking part in the exposition are Abar Mfg. Co., Ace Vacuum Stores, Inc., Apex Electrical Mfg. Co., Avery Engineering Co., Brush Development Co., Cleveland Electric Illuminating Co., Cleveland Distributing Co., Cleveland Belton Co., Elliott & Evans, Inc., General Electric Co., Paraphone Hearing Aid Co., H. D. Hughes, Inc., Cleveland Ironing Machine Co. and the Westinghouse Electric Co.

Cleveland's new daytime radio station, WJMO, will not get on the air by June 1, as had been anticipated, but will be broadcasting no later than June

15, says Dave Baylor, general manager.

Its transmitter, 190 feet high, will be located right at its location in downtown Cleveland, at 2157 Euclid avenue. The station will specialize in recorded programs, with the accent on music. Mr. Baylor also plans to record civic events and re-broadcast them.

Workmen are at present completing two basement studios. The first floor is being given over to office space and an audition room.

Jerome Myron Gage, forty, president of the Midland Electric Co., appliance distributing firm at 2125 Superior avenue, died last week at his home, 3069 West 159th street.

Mr. Gage, who had recently returned from spending the Winter in Florida, founded the distributing firm in 1936. He had been active in several of the Masonic organizations and was also a member of the Cleveland Chamber of Commerce, the Citizens' League, and numerous trade organizations.

Survivors include his wife and one daughter, Linda Carol.

—EVELYN BAILING.

### Ben Nussbaum Appointed By Long Island Concern

Appointment of Ben P. Nussbaum, of Jamaica, N. Y., as manufacturers' representative for the silk screen process of Photo Chemical Products, Inc., Long Island City, was announced last week by Henry Renaud, head of the Long Island City firm.

### NEW POSTS ALLOTTED TO RCA EXECUTIVES

Election of Joseph V. Heffernan, vice president and general attorney of the Radio Corp. of America, to the board of directors of RCA Communications, Inc., was announced last week by Brig. Gen. David Sarnoff, president of RCA. Mr. Heffernan succeeds Col. Manton Davis, New York attorney.

The appointments of Robert M. Ryan as director of the finance department, and Noel D. Stafford as director of the accounting department of the RCA Victor Division, were also announced last week. Mr. Ryan has been assistant director of accounts and finance in charge of finance for two years and has been with RCA for twenty-seven years. Mr. Stafford joined the company in 1925 and has been assistant director of accounts and finance in charge of accounts since 1945.

### Ramsey Refrigeration Is Given Carolina Charter

CHARLOTTE, N. C., Wednesday — The Secretary of State has issued a certificate of incorporation to Ramsey Refrigeration & Manufacturing Corp., this city. Capitalized at \$100,000, the new corporation is authorized to deal in refrigeration equipment.

Incorporators are John L. Ramsey, Irene Freeman and Clarence Abernathy, all of Charlotte.

## PROFITS and PROFITS!

Build Additional Business  
with

### DUOSONIC

2-Tube Phonograph  
Model — K2

Retails  
for  
only **\$19.95**

Sold Previously at \$29.95 LIBERAL DEALER DISCOUNTS

— FEATURING —

- Lightweight - Only 6½ lbs. - Small in size - 12½ by 10½ by 5½.
- 5" Alnico "V" Speaker - Fine Tone - Ample Volume.
- Plays 10 and 12" Records - Rubber Conditioned Quiet AC Motor.
- Leatherette Cover - Mandarin Red - Pig Grain Brown - Royal Blue.

Write! Phone! Wire!

## DUOSONIC

700 ELTON AVE. BRONX 55, N. Y. MEIrose 5-8525

## DISC

### THE FOLKWAYS OF THE WORLD ON RECORDS

### OVER 100 UNUSUAL ALBUM RELEASES

### FROM NEW SOURCES OF MUSICAL AND DOCUMENTARY MATERIAL

NATIONAL DISTRIBUTION—There is a DISC Records Distributor in your area. See full list in June 1947 *Record Retailing* and *Radio and Television Retailing* Magazines.

Ask for new 1947 DISC Catalog . . . "the most noticed catalog in recorded music".

DISC COMPANY OF AMERICA, 117 W. 46 St., New York 19, N. Y.

*It's Here!*

**THE TEMPLE  
2-BAND  
"VACATIONER"**

**Most Sensational PORTABLE  
Ever Made**



● Just check those big, extra, all-new features of this truly great 2-band Temple "Vacationer" and you'll know why it outperforms, outsmarts, outfeatures and outvalues any Portable anywhere near its price. Better contact your Temple Distributor now, and place your order TODAY to insure early delivery.

**TEMPLE TONE  
RADIO MFG. CORP.  
NEW LONDON, CONN.**

*Executive Offices*  
220 East 42nd St., New York, N. Y.

**ONLY THE TEMPLE  
"VACATIONER"  
has ALL these  
advance features**

- 2-band operation—local or world-wide reception
  - Broadcast band from 535 to 1620 KC
  - Short wave band from 5.6 to 18.5 MC
  - Five hi-efficiency tubes plus dry-disc, rectifier, giving normal 7-tube performance
  - Economical—power drain only 13 watts during electric operation
  - Large 6" Alnico V PM dynamic speaker
  - Collapsible whip antenna
  - Built-in loop antenna
  - Automatic bass tone compensation on volume control
  - Special safety battery-electric switch eliminates shock hazard in replacing batteries
  - Automatic volume control
  - Has 2 I.F. stages for extra high sensitivity
  - Plastic roll-back curtain completely protects controls and dial window
  - Built-in recess for line cord in battery operation
  - Special battery retainer holds batteries solidly in cabinet
  - Completely enclosed aluminum chassis for lighter weight and elimination of shock hazard
  - Adjustable strap for carrying with handle or slung on shoulder
  - Smart luggage effect exterior with beautiful simulated leather covering
- 2-way operation—AC, DC or Batteries

TEMPLE  
MODEL  
G-321



**ONLY  
\$64.95  
LESS BATTERIES**

**"Where FM also means Finest Made"**

## CONNELLY OF SEATTLE HAS EXTENSIVE PLANS FOR BENDIX PROMOTION

### DEALER MEETING PLANNED

**Intensive Drive in Near Future Is Arranged for the Puget Sound Area — Territory Expansion Is Also Planned.**

SEATTLE, WASH., Friday — Bendix Radio is being represented in the Pacific Northwest now by the F. B. Connelly Co., one of the largest home appliance and housewares distributors in this section of the country. The firm is elated with its new product and has great plans in mind for the promotion of Bendix sales.

Kenneth Connelly, president of the distributing concern, has just returned from Baltimore with his general manager, Frank Porter, and the manager of the appliance division, Keith Davis, who are getting the stage set for a big dealer meeting which will be held within a month. To the meeting not only will the dealers be invited, but their sales and service men. The affair will feature a dinner, will be spear-headed by a flying squadron of top-flight factory executives, and should wind up as a rousing sales convention that it is hoped will zoom Bendix distribution in this section.

Not only does the firm plan an in-

tensive drive in the Puget Sound market, but will spread its wings out over eastern Washington, northern Idaho, and Montana. The Connelly company has a list of dealers that runs into the hundreds. It has distributed Wilcox-Gay Recordios widely. Now that it has taken over the line and inventory held by Schwabacher Hardware Co., augmenting it with a sizeable order itself, the Connelly firm states that it will have plenty of merchandise, not only for the original Bendix dealers but also for those of the Connelly firm out in the territory that will now come under the Bendix banner.

Top price at the present time here for Bendix, according to Mr. Davis, is \$283. The line is said to be very complete; that is, table models, cabinets, consoles and combinations. The set is said to perform with the best and the FM feature has had added advantages here in competing with other sets now that there is an FM station here broadcasting and the promise of more.

It is stated by Mr. Davis that this market will be protected by the distributor. By that he means that a Bendix franchise will give a dealer exclusive territory and will be honored by the Connelly house. There will be no back-door sales and all transactions will have to go through an authorized dealer.

An aggressive selling and advertising program is in the works. There will be released immediately six full-page advertisements. They will be backed up by dealer co-operative advertising

and tie-ins. Three road men will be assigned from the staff of nearly twenty on the Connelly sales force to comb dealers and assist them in sales. Besides newspaper advertisements, much stress will be laid on window displays, direct mail and radio.

—DUD BROWN.

## Washer Sales Set Record For First Quarter of 1947

CHICAGO, ILL., Thursday — Sales of household washers and ironers in the first quarter of 1947 broke all records and surpassed some of the previous highs by as much as four to one, according to industry-wide figures announced here this week by the American Washer and Ironer Manufacturers' Association.

Washer sales in the opening quarter of 1947 were 835,468, compared with 309,735 in the same period of 1946, an increase of 170 per cent and the largest of any consecutive three months' period in the industry's history, it was stated.

## Joins Amplifier Corp.

Sidney Karr has been appointed advertising and publicity assistant to N. M. Haynes, vice president of Amplifier Corp. of America. He was formerly with the Templeton Radio Mfg. Corp., New London, Conn.

## LEE RADIO RETAILING FOR \$12.95 ON MARKET

In a move designed to comply with the current demand for lower prices, The Jason Electronics Corp., of Brooklyn, is marketing a table model radio, the Lee 400, which retails at \$12.95, making it the lowest priced radio in the field, the firm announced.

The Lee 400 weighs just over three pounds and has a four-inch PM speaker. Constructed of wood and finished in a fabric that looks like cotton candy, it is available in a number of color combinations to suit different interior decorating schemes.

Although small, these sets are said to have good volume and to be designed for easy servicing. Packed in individual cellophane window cartons, they are expected to encourage impulse buying and fast over-the-counter sales. The Lee 400 is marketed through the Lee Radio Co.

## Ceazan Names Ludlow

SAN FRANCISCO, CALIF., Thursday — D. A. McMullen, manager of the radio and appliance division of Ceazan Co., here, announced today the appointment of J. H. Ludlow as appliance representative. Mr. Ludlow has long been active in merchandising circles in this area.

A COMPANY IS KNOWN BY THE COMPANY IT KEEPS

**TEMPO** *Record Company of America*

**SALUTES ITS DISTRIBUTORS!**

### 11. L & L DISTRIBUTING CO.

5th AVENUE and 13th STREET  
TAMPA 5, FLORIDA

Exclusive TEMPO Record Distributor

### 12. TUTEN & LONG

410 E. BAY ST. • SAVANNAH, GEORGIA

Distributor for Philco Radios  
and TEMPO Records

WRITE DIRECT FOR NEW TEMPO CATALOG

OVER 1000  
TEMPO TUNES  
RECORDED

**TEMPO**  
CUSTOM  
MADE  
RECORDS

RECORDED BY  
DIRECT ELECTRONIC  
PROCESS

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

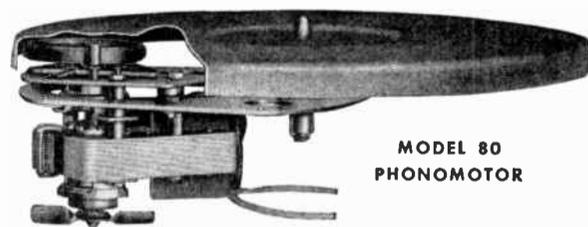
W. Russell Getty  
TEMPO ATLANTIC INC.  
76 West Chelton Avenue  
Philadelphia 44, Pa.

D. J. MacKillop  
TEMPO SOUTHERN  
11 Avondale Road  
Avondale Estates, Georgia



# MOTORIZED WITH alliance MOTORS

The famous Model 80 "Even-Speed" ALLIANCE PHONOMOTOR drives most of the turntables, record changers and recorders for the radio-phonograph industry!



MODEL 80  
PHONOMOTOR

WHEN YOU DESIGN ... KEEP

**alliance**

MOTORS IN MIND

ALLIANCE MANUFACTURING COMPANY • ALLIANCE, OHIO

## KANSAS CITY JOBBERS HOLDING CLINICS FOR PROPER INSTALLATION

OF ALL HOME APPLIANCES

Claim Proper Installation Is Essential to Success of Dealers — Plan Summer Conferences.

KANSAS CITY, MO., Tuesday—The Maytag Co. is holding a series of service conferences for dealers in the territory served by the Kansas City branch office, Claire G. Ely, assistant branch manager, reports. The chief purpose of the meetings is to instruct dealers and their servicemen in the correct installation of the new Maytag Dutch oven gas ranges.

"We believe that correct installation of new appliances is essential to a dealer's success," Mr. Ely said, "and are endeavoring to give our dealers the information they need for their sales staff and servicemen and for instructing customers in the operation and care of their purchases. We expect to reach every dealer served by this office."

Cecil Robinson, service supervisor from the factory, who conducts the conferences, is assisted by the fourteen regional managers of the Kansas City office. The factory supplies portable sound equipment for the meetings.

The conferences began April 7, and will continue through August 9. They will be held at scattered points in the Kansas City territory, which includes Missouri, Kansas, Oklahoma and part of Arkansas.

With the addition of the Dutch oven range and the home freezer to the Maytag line of appliances, the local office has outgrown its quarters at 1005 McGee in Kansas City and is erecting a new building at 1234 Burlington, North Kansas City, Mo.

The new structure, which will house the offices, service department, parts division and warehouse, will occupy 17,000 square feet of space. Officials of the company hope that the new building will be completed within sixty to ninety days. The local Maytag staff has occupied its present location since 1926.

According to Walter C. Debold, merchandising manager of Graybar Electric Co., his organization is still faced with a shortage of ranges, washers, refrigerators and small items, such as toasters.

J. A. Bailey, of the apparatus division of General Electric, reports that his office is enjoying a quiet period following the completion of a series of meetings for farm community leaders. New promotional activities are being planned for the Summer sales program.

Sales promotion from dealers is currently characterized by extensive advertising of air-conditioning equipment and electric fans. Window displays featuring floor-model fans sustaining floating balloons are being used throughout the city. Advertising on radio sets continues to offer special prices and cut-rates on small models.

—ELSIE WRIGHT.

## Al Levine Honor Guest At Passaic, N. J., Dinner; Head of Arrow Electric

PASSAIC, N. J., Thursday—Al Levine, president of the Arrow Electric Corp., of 303 Monroe street, this city, retail organization, was honored during the past week at a dinner at the Ritz Ballroom, this city, for his outstanding work in behalf of the local business

fraternity and the community. The affair was sponsored by the merchants' division of the Chamber of Commerce of Passaic and was staged in conjunction with "Lew Hahn Day," in honor of Lew Hahn, president of the National Retail Dry Goods Association.

Samuel Wechsler, chairman of the division, was the toastmaster, and Mr. Hahn is a local resident. He praised Mr. Levine's efforts in behalf of the merchants and for his untiring work in conjunction with War Bond drives

during the war. Other speakers, including the Mayor of Passaic, also paid tribute to Mr. Levine.

The guests included Dave Slobodien, president; Fred Goldberg, general manager; Bernard Walsh, sales manager, and Eddie Adams, local sales representative of the Apollo Distributing Co., Newark.

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



• These are Violins—  
• **THEY MAY  
LOOK ALIKE**  
but one's a Stradivarius!

And the same goes for phonograph needles. Some may *look* alike, but MERITONE—the original Swiss precision-turned needle is the Stradivarius of needles of its type, with a heritage no less time-honored, no less lustrous. Produced by the world's oldest manufacturers of precision screw machine products, MERITONE needles are made of fine Swedish steel, highly polished, with perfectly rounded, uniform points that reproduce sound with maximum fidelity. Each plays 12 or more records with minimum surface noise and record wear-and-tear. Which explains their overwhelming popularity throughout the world. In fine phonograph needlecraft, no other needles challenge MERITONE'S unquestioned leadership!

MERITONE IS THE MOST EXTENSIVELY NATIONALLY ADVERTISED OF ALL PHONOGRAPH NEEDLES!

10 for 10c

25 for 25c



**Meritone**

World's Greatest Phonograph Needle Value

SOLD THROUGH DISTRIBUTORS

See our display — Booth 103 —  
at the N. A. M. M. Convention, Chicago.



INTERNATIONAL MERIT PRODUCTS CORP., 254 West 54th St., New York 19, N. Y.

**STRETCHING FOR THREE SQUARE BLOCKS** across the New Jersey landscape at Belleville, is a dream factory — a triumph of plant construction — lighted, temperature controlled and air conditioned in the ultra-modern manner. It is fitting that America's most advanced radio — *FADA* — the radio of tomorrow . . . today should be produced in such a plant.

**EACH FADA RADIO** is precision made on vast production lines. Every device known to engineering science is used to test each FADA part — to make sure that no radio receiver is superior to FADA, in tone, quality, performance, styling and appearance . . . to make sure that FADA receivers are as salesworthy as they are trustworthy!

**NOW — MORE THAN EVER**, you can place your faith in the year-in and year-out sales appeal of FADA radios. Look to FADA for the finest; the radio of tomorrow . . . today.



**MODEL 740**  
AC-DC Superheterodyne in gleaming urea, ivory or walnut bakelite cabinets. Full size chassis; not a miniature. Ext a heavy cabinet for durability. The last word in value.



**MODEL P80**  
Fada "Personal" Tri-powered portable receiver. AC-DC Superheterodyne. Combines unusual sensitivity and performance. In gleaming ebony, translucent maroon and gorgeous ivory and bakelite cabinets (small — compact; light in weight).



# FADA Radio

THE HOME OF  
**FADA** Radio  
 The Radio of Tomorrow...Today

Just a few of FADA's newest models are illustrated here. More on the way:



**MODEL 700**  
 AC-DC Superheterodyne Table Model in exquisite "FADA-Lucert" cabinets in a variety of smart colors. For good looks and compelling value, this model has no equal anywhere.



**MODEL 711**  
 AC-DC Superheterodyne Table Model. Gleaming "FADA-Lucert" cabinets in attractive colors to blend with any decorative color scheme.



**MODEL 605 W AND V**  
 AC-DC Superheterodyne in lustrous ivory or walnut plastic cabinets. A modern receiver with superb performance — certain to attract volume sales.



**MODEL P100**  
 Tri-power portable AC-DC Superheterodyne Hi-Gain "Sensitive-Tone" tuned I.F. stage. Built to pull in stations at great distances with clarity and unsurpassed tone perfection. 3-gang condenser. Simulated leather wood cabinet.



**MODEL 10C5**  
 AC-DC Table Model . . . a unique FADA creation employing polished Styrene cabinets in rich decorative colors.

**FADA RADIO & ELECTRIC COMPANY, Inc.**  
 BELLEVILLE, NEW JERSEY

## NEW 'DEALER-SELLING' PROGRAM INITIATED BY CONNECTICUT FIRMS

FOR STIMULATION OF SALES

Co-operative Advertising One of  
Features of Statewide Effort —  
Some Dealers Have Left-Overs  
From the War Period.

HARTFORD, CONN., Wednesday—In an interview which well depicts the present large scale distributing in this state, Louis K. Roth, president of Radio & Appliance Distributors, Inc., of 673 Connecticut boulevard, East Hartford, today said his firm has initiated a new and energetic "dealer-selling" program. This concern, distributor for RCA Victor radios, records and household appliances, is represented by some 700 to 800 dealers located in Connecticut and western Massachusetts.

Predicting that the days of "lush selling" are over, the program is designed to stimulate both the value of sales and selling quality products, Mr. Roth declared. "We are inviting dealers to pay attention to facts. Salesmen must now be more forward and pay attention to the consumer — his needs and requirements. It will also advantageously boost his advertising, and, in turn, also foster smart merchandising."

Many dealers have learned that over-stacking of so-called "off-brands" has left certain shelves loaded with products which they are now unable to move, he said. When these commodities hit the market, they were grossly over-priced and of questionable engineering, but somehow kept in the limelight. Now the picture is rapidly changing, he continued.

"Our new program will feature co-operative advertising by which dealers can "sell" their products by proving their superiority from a standpoint of engineering, design and performance," Mr. Roth said.

Turning to the distributing field, he continued saying that while RCA merchandise was coming through in substantial quantities, the supply was still woefully inadequate. The most spontaneous demand for new sets centers around the console combination field, Mr. Roth pointed out.

Table models are turning over rapidly, according to dealers who still report an inadequate supply and maintain large back-orders with Radio & Appliance Distributors, Inc. With the advent of Summer months, RCA is also sponsoring ads for portable models, of which there is an increasing demand, he said.

Shifting the scene to the southern

part of Connecticut, Mr. Roth said his firm had begun deliveries, in limited quantities, of the RCA Victor 641 TV set, where television reception from the New York studios is entirely practical. Reports from television set owners in that locality have been enthusiastic.

The 641 TV has been shipped to retailers in small lots, but will be steadily released upon receipt from the factory. The set has natural appeal, containing both AM and FM, television, and a turntable and pick-up.

In the disc department, dealers have again chorused the merchandising song that unknown brands, brought about by the extreme scarcity of recognized products, have bogged down "almost in their tracks." Mr. Roth compared these brands to the "outlaw" sets in the radio field.

His firm is currently featuring "The Whiffenpoof Song," as recorded by Bob Merrill, Victor artist, and it is being extensively exploited. Several theatres are using the record for show break spots and public response to the recording has been gratifying.

Mr. Roth summed up his business by saying that public demand for household appliances, ironers and washing machines, in particular, are still high on the consumer lists. Supplies have made some gains over the past few months, but there is still room for improvement in factory shipping.

Mr. Roth said he could see no visible slackening in this field at this particular time, although some dealers in the Hartford area have painted a rather gloomy picture over the so-called "sales resistance" they are encountering.

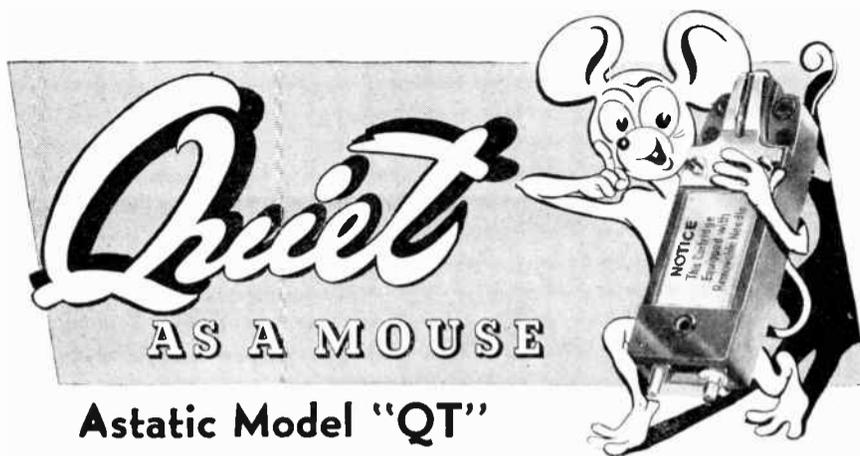
And from another Hartford quarter, Stern & Co., of 210 Chapel street, also reported a good market for its products, Zenith radios.

Richard Scully, head of the radio department, said that firm was shipping substantial quantities of "chair-side" Zenith radios and which were going well with the dealers. Merchandise, he said, was still short and he could not narrow the field down to particular models. Stern and Co., is still operating under a large backlog on radios but is reportedly good on household appliances.

Francis E. Stern, president of that company, recently attending the thirty-eighth annual convention of the National Electrical Wholesalers Association, in Atlantic City. He was elected to the board of governors. He will represent all appliance dealers in New England while serving the association in this capacity.

Following his return to Hartford this week, Mr. Stern traveled to New York where he will remain several days on company business, store authorities reported.

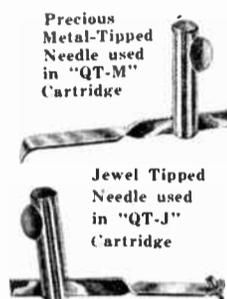
JOHNNIE COX



Astatic Model "QT"

## NEW PHONOGRAPH CARTRIDGE

A vast reduction in surface noise and needle talk, together with an extremely low order of distortion, make Astatic's Model "QT" Cartridge highly desirable for new equipment installations. Employing a replaceable needle of unique design and mounting, this "quiet talk" cartridge allows increased vertical as well as lateral compliance, and provides clearer, cleaner and, therefore, more enjoyable phonograph reproduction. Two models are available: "QT-M" with precious metal-tipped stylus, and "QT-J" with jewel point.



## S. L. Spraggins Named To New Hoffman Post

LOS ANGELES, CALIF., Monday—The Hoffman Radio Corp., of this city, announced that S. L. Spraggins has been appointed director of purchasing for the local plants of the firm.

Mr. Spraggins was formerly industrial relations manager and, during the war, was general plant superintendent. He succeeds Perc L. Fleming, who is now in the sales department. Mr. Fleming was a partner in the Mission Bell Radio Mfg. Co., predecessor of Hoffman Radio Corp.

## W. S. Harrison in Post With B. F. Goodrich Co., of Akron

AKRON, OHIO, Monday—The B. F. Goodrich Co. here announced last week that W. S. Harrison has been named buyer-merchandise of refrigerators, freezers and traffic appliances. Mr. Harrison was formerly buyer-merchandise of electronics. He is succeeded in that post by Frank C. Tobin.

## Westinghouse Electric Scores Depression Talk

SAN FRANCISCO, CALIF., Friday—The Westinghouse Electric Corp. is planning to build \$30,000,000 worth of electrical and steam equipment in its Sunnyvale, Calif., plant in 1948 and \$40,000,000 worth during 1949, Charles A. Dostal, vice president in charge of sales for the concern's west coast district, disclosed this week.

Mr. Dostal said that Westinghouse was "emphatically not trimming sail" and did not think "a major recession or a severe recession" was ahead. The Sunnyvale plant was acquired from the Joshua Henry Iron Works on March 1.

## DAVEGA STORES HAD SALES OF \$4,850,600 IN QUARTER

Davega Stores Co., New York retail chain store organization, had sales of \$4,850,600 in the three months ending March 31, 1947, according to a report filed with the Securities and Exchange Commission.

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

## HAYUTIN, OF DENVER, CELEBRATES 50 YEARS IN RETAIL BUSINESS

BY REDUCTION OF PRICES

Entire Chain Co-operating With  
Request of President — Radios  
Plentiful in Mountain Sector.

DENVER, COLO., Saturday — In conformity with the plea of President Truman that the nation bring down prices, the Jake Hayutin group of outlets inaugurated a program with that objective in connection with celebrating their fiftieth anniversary jubilee "Jake's Days." Beginning May 1 and continuing for the entire month, the Hayutin stores in Denver, Los Angeles, Beverly Hills and Santa Catalina are selling goods at cost and below in the hope that their action may be an incentive to other merchants to co-operate in starting prices downward as requested by the President.

Extensive publicity was given to the Hayutin program, both by newspaper advertising and by spot announcements over the radio, and Harvey Hayutin reports that the promotion has been very successful, in that an immense number of persons have taken advantage of the low prices. Mr. Hayutin said the company feels it has been well worth the effort, even at the expense of taking a loss on what is sold.

L. L. Reber, manager of the May Co. branch store at 63 Broadway, reports that radios are now plentiful and the demand has much decreased. He believes the saturation point has been reached, as there is little demand for straight radios and consoles. There is, however, he said, a big demand for combination radio sets. National brand items, such as waffle irons and many other small items, are still very scarce. The company is three to four months behind on delivery of refrigerators and washing machines. Hot water heaters have more or less reached the saturation point—the company has caught up with deliveries on these, but is short on kitchen cabinets and has only a limited number of kitchen sinks.

The Fistell Radio & Electrical Supply Co. is soliciting new lines as many customers are now inquiring for various lines which are not available at present. There are also many inquiries for good cheap radios and the company is looking about for a line to meet this demand. There is big demand for car radios and the company reports it is in dire need of a vibrator line for car radios.

David Fistell said the company is at present traveling two new men and is trying to cover the entire states of Colorado, New Mexico and Wyoming. The Fistell Co. is composed of veterans in all departments and all of them are efficient, so that any orders sent in by service men are assured of prompt delivery, as the company is endeavoring to give one-day service on all parts. He said also that the company is endeavoring to abide by President Truman's request to bring prices within range of normal purchasing power.

Marsolek's Radio & Appliance Store, at 2606 - 2610 East Colfax avenue, recently received a big supply of new records which are in popular demand. A complete index system enables customers to make their selections easily.

Combination radios and phonographs are increasing in demand and the store probably will sell more of these than the regular radios. To meet the constant demand for albums, Mr. Marsolek has devoted one entire side wall space on shelves reaching to the ceiling

for the display of these products.

William Arp, who bought the Automatic Amusement Co. at 1217 E. Ninth avenue, has changed the name to the Radio & Hobby Shop. He reports that he finds it difficult to obtain radio supplies and records as well as tubes and connections. He is hoping to get dealerships on some of these items in the not too distant future.

The Universal Radio Service, at 1108 Eighteenth street, reports that it now has plenty of radios, but they are not

selling as rapidly as formerly. Mas Takata, owner of the shop, said the drop in sales was probably because customers are waiting for prices to come down.

—FRANCES CONREY.

### Advanced by Cinch

CHICAGO, ILL., Friday—E. J. Pool has been elected vice president and a member of the board of directors of the Cinch Manufacturing Corp., this city maker of radio components.

*Motorola*  
producers of the famous  
**GOLDEN VOICE**  
HOME and CAR RADIOS

will proudly present  
*Motorola*  
**GOLDEN VIEW**  
**TELEVISION RECEIVER**

FOR FALL 1947 DELIVERY

Motorola Inc., Chicago 51, Illinois

## BUSINESS INCREASE IS SEEN IN DETROIT

### RADIO SALES ARE ACTIVE

#### Heavy Demand for Portable Sets in Auto City — Prices on Some Radios and Appliances Drops.

DETROIT, MICH., Monday — Retailers in Detroit are enjoying a slight increase in business, especially in lower priced three-way portables and lower priced table models. Extensive advertising featuring these smaller sets was very much in evidence in the local papers throughout the last week or two.

Several downtown stores, among them the Meyer Jewelry chain and Crowley Milner and Co., as well as Grinnell Bros., came out with ads featuring portables at \$19.95 and \$29.95 (less batteries). The three Meyer stores reported great activity on these two items and the advertising was instrumental in selling a good number of other sets in various price classes.

Crowley's also reported good activity on table sets and business was reported good in all fields of radio. Several other downtown stores ran advertisements on low priced portables and were surprised at the interest shown.

Prices in general show a falling off, particularly in table model radio-phonograph combinations and prices are being forced down, not so much by actual

price cuts, as by special deals, such as trade ins and free gifts of other merchandise such as records.

During the past week, the local distributor for Majestic Radio, La Salle Electric Co., held a dealer showing of the 1948 models of the Majestic line. The showing was held at the Whittier Hotel and was attended by almost every dealer of consequence in the lower Michigan territory. Among the many models shown, the one which attracted the most attention was the combination wire recorder, radio phonograph, which in table model form will be produce to retail at \$165. Dealers were crowded around this attractive model all day and many orders were taken.

The complete line is very attractive and handsomely styled. Two other models also taking bows at the showing were the two consoles which will be sold at \$199.95. One of these is designed especially as a promotion number and will carry a \$20 set of records as a free addition to the set.

Personell changes made lately in the Detroit area include the resignation of Frank Ameru as record buyer for the local chain of Good Housekeeping Shops, and his acceptance of the position of record specialist for La Salle Electric, local distributor for Majestic Records. Mr. Ameru will begin his new duties at once and hopes to renew acquaintances again with all the dealers he knew when he was foreign record specialist for Victor.

Another change is the appointment of Mr. Sevier to succeed Al Green at Grinnell Bros., as head of the appliance department. Mr. Sevier was formerly in charge of major appliances for the Ned's Auto Supply Co. in Detroit and has been in that position for many years.

A new opening is planned for this city in the near future as Miss Angela DeCesar hopes to open her new record shop on Lafayette street shortly, provided the carpenters strike does not hold her up too long. Her old department in the Burtons Jewelry Co. store has been closed, and Miss DeCesare will devote her entire time to her new establishment. —LON ALLISON.

### C. H. Godschall Gets Post In Philco Freezer Plant

PHILADELPHIA, PA., Friday—E. F. Theis, vice president in charge of production for the Philco Corp., has announced that Charles H. Godschall has been appointed works manager of Philco's new refrigerator-freezer plant in this city.

Mr. Godschall, who has been serving as manager of Philco metal division, joined the company in 1939. Previously he was associated with the Edward G. Budd Co. and the International Harvester Co.

### New Store Opened

ROANOKE, VA., Thursday — The Scott Radio & Electric Co. has opened for business at 313 Eleventh street, N. W., featuring radio sets and electrical appliances.

—B.

**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.

### F. D. Egendorf in New Post At Lit Bros. in Philadelphia

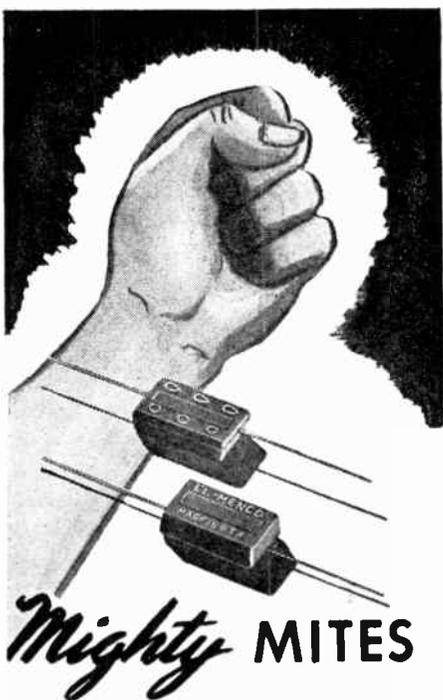
PHILADELPHIA, PA., Monday—Lit Bros. here announced recently that Fred D. Egendorf, formerly major appliance buyer, has been appointed to the newly created post of general assistant to Max Kobb, vice president and general merchandise manager.

Ernest Q. Cole, who was formerly department store sales representative for the Graybar Electric Co., New York, has been appointed to Mr. Egendorf's old post.

### Emerson-New Jersey Now Handling Radiotelephones

NEWARK, N. J., Thursday—Irving Sarlin, sales manager of Emerson-New Jersey, Inc., here announced recently that his firm has become a distributor of Jefferson-Travis marine radiotelephones.

Mr. Sarlin said that the new Jefferson-Travis equipment now available can provide yacht and boat owners with ship to ship and ship to shore communication at low cost assuring them of safety and convenience previously unavailable.

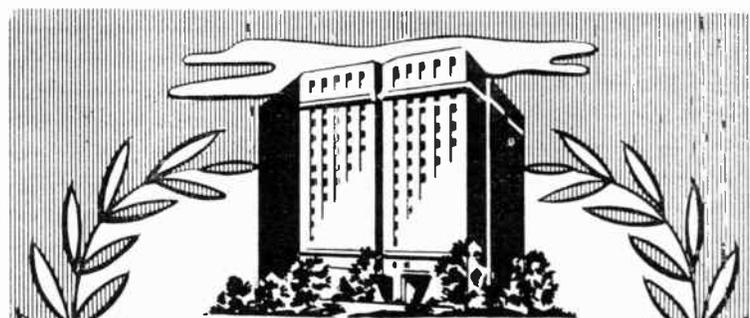


Small, inconspicuous in a product's design, EL-MENCO Capacitors contribute heavily to successful performance and long life wherever they are installed. Manufacturers whose aim is to make customers rather than sales choose EL-MENCO because their record for superior performance has been definitely established.

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

SEND FOR YOUR COPY  
OF THE LATEST CATALOG

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



## DETROIT'S "FIRST"

IN CONVENIENCE • COMFORT • QUALITY

In the heart of the downtown, office, theater, and shopping area. Friendly, courteous service to make your stay in Detroit a pleasant memory. The Tuller Coffee Shop or Cafeteria for excellent Food modestly priced. The Hotel Tuller, Detroit's largest, is the place to stay.

VISIT OUR *Cocktail Lounge*  
ONE OF DETROIT'S FINEST

800 ROOMS WITH BATH FROM \$2<sup>75</sup>

# Hotel Tuller

FACING GRAND CIRCUS PARK

HARRY F. O'BRIEN, Manager

## IGOE BROS. CONDUCTS RADIO PRESENTATION FOR JERSEY DEALERS

400 SEE MAJESTIC MODELS

W. T. Hunt Reports Retailers Are Enthusiastic Over Line — Includes Wire Recorder Combination Instrument.

NEWARK, N. J., Thursday — Some 400 radio dealers from northern New Jersey attended a two-day showing of the new Majestic radio line staged by Igoe Brothers, Inc., 35 Halsey street, this city, distributing organization yesterday and Tuesday. William T. Hunt, manager of the Igoe Brothers appliance division, served as host, assisted by Loyd Dopkins, radio sales manager of Majestic Radio & Television Corp., Elgin, Ill., and Arthur Kissner, eastern district sales manager.

One of the instruments which attracted the attention of the dealers was the new Majestic table radio, phonograph and wire recorder, listing at \$165. This set can play an hour of continuous music on a roll of wire and the recording can be erased from the wire at will. It can pick up programs from the air, from records and music or speech from a microphone.

Featured model in the radio line is an attractive console combination housed in a period cabinet and providing AM and FM. It lists at \$229, and incorporates an automatic record changer. Another console combination model with similar features, including AM and FM reception, lists at \$199, while a straight AM combination with automatic record changer is priced at \$179.95.

Dealers were enthusiastic over a novel chairside combination set with automatic changer, priced at \$99.95. This instrument, known as the Commander, is a step-down model.

In the high priced field, Majestic offers a twelve-tube console combination, featuring AM and FM, with push buttons and an intermix changer and cut-off at \$395. One of the novel sets in the line is an ensemble combination at \$189, including two record cabinets. A console television set with a 10-inch cathode ray tube, was also presented.

Mr. Dopkins and Mr. Kissner will attend Majestic showings Monday, Tuesday and Wednesday of next week in Philadelphia, under the auspices of J. J. Pocock, distributor; in Boston, June 2 to 4 at the Statler Hotel, under the auspices of the Major Appliance Corp.; in New York City, June 10 to 12, under the sponsorship of Majestic Brands; Albany, June 16 to 18, by Rein-Freeman Co.; Baltimore, June 23-24 by the J. B. Mitchell Co.

George P. Lohman, president, and John G. Zitis, manager of the radio and appliance department, Haynes-Griffin, New York City retail firm, will fly to Chicago for the National Association of Music Merchants Show to be held at the Palmer House, June 2-5. They will arrive Sunday afternoon in time for a national meeting of Scott radio dealers.

## Hoffman Radio Income Is \$45,000 for March Quarter

LOS ANGELES, CALIF., Monday—The Hoffman Radio Corp. here announced that its net income for the March quarter was \$45,000 or 18 cents a share, contrasted with a net loss of \$437 last year. Sales totaled \$1,091,856 compared with \$519,355 for the same

period last year, an announcement by the company disclosed.

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

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# LEONARD ASHBACH COMPANY STEALS THE SHOW WITH THE WORLD'S GREATEST RADIO TUBE SALE!

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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	\$.59	2100	—6K7	\$.48	2000	—7C6	\$.55	6000	—12BA6	\$.40
2000	—1N5GT	.59	5000	—6SA7GT	.49	5800	—7B6	.49	5000	—35W4	.29
2000	—1H5GT	.49	6000	—6SQ7GT	.40	6200	—7Q7	.49	5000	—50B5	.48
1200	—1L4	.30	3000	—LSC7	.55	8000	—7N7	.49	5000	—35Z5	.35
4000	—1LA6	.90	1500	—6L6	.90	3000	—7E5	.49	10000	—35L6	.44
500	—1LD5	.75	2900	—6L6GA	.80	2000	—7Y4	.49	3000	—50L6	.44
3300	—1LC6	.85	800	—6SD7	.35	3000	—7F7	.55	1700	—50A5	.55
5000	—1LN5	.75	12000	—6SH7	.30	1800	—12SR7	.45	1400	—35Y4	.39
7000	—1R5	.45	2300	—6SL7	.60	2000	—12SL7GT	.55	3000	—14Q7	.45
4000	—1T4	.40	2000	—6V6GT	.49	5000	—12SQ7GT	.40	3300	—14A7	.48
400	—3Q5	.65	2000	—6J5GT	.39	8000	—12SK7GT	.40	2000	—14B6	.45
1600	—3A4	.35	2000	—6K6GT	.45	4000	—12SA7GT	.50	700	—46	.48
2900	—5U4G	.45	4000	—6SK7	.40	12000	—12SN7	.30	8000	—9003	.25
8000	—5Y3GT	.33	1900	—6J5	.39	3000	—12C8	.30	1350	—955	.45
4100	—6AG5	.50	4000	—6SJ7	.48	8000	—12A6	.40	7000	—SP30	.30
3000	—6AL5	.25	8000	—7A7	.49	3000	—12H6	.30	6000	—SP45	.40
4000	—6H6	.39	500	—7A8	.65	2000	—12J5GT	.39	5000	—OY4	.38
1900	—6C5	.45	4000	—7B4	.49	6000	—12BE6	.40	1000	—77	.45
20000	—6J6	.30	2000	—7C5	.49	6000	—12AT6	.40	2000	—27	.40

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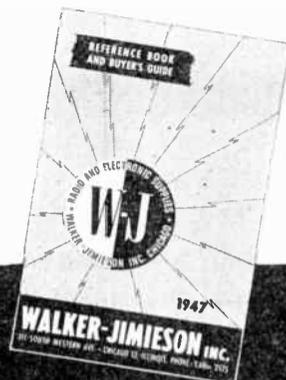
CHICAGO, ILLINOIS



## HAVE YOU SEEN OUR NEW BUYER'S GUIDE?

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

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



## WALKER-JIMIESON, INC.

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

## WESTERN MERCHANDISE MART WILL OPEN ITS NEW SECTION DURING MARKET WEEK IN AUG.

(Continued from Page 12)

dio-phonograph combination is being offered. This model has the new type peanut tubes, five of which equal the performance of seven regular tubes. This Monitor radio-record combination has an intermixed (ten-and twelve-inch records may be alternated) fully automatic record changer; will take fourteen ten-inch records at a time, and turns off automatically after all records are played. This Monitor table model of radio-phonograph combination comes in a hand rubbed walnut case and retails at \$99.50. Monitor consoles are expected within sixty days.

A completely new electric refrigera-

tor program is to be announced in the near future by Monitor. Three new models will be introduced, respectively of 6-8½-10½ cubic feet.

In June, deliveries will start of frozen food cabinets of eight cubic feet, while August will see the introduction of new electric ranges. Monitor vacuum cleaners, of both the tank and upright type are being delivered right along.

Mrs. Anne M. Lapkin, wife of Henry E. Lapkin, owner of Coast Radio Supply Co., died last Sunday. Last rites were held Wednesday. Mrs. Lapkin was widely known in philanthropic work and club circles. She was past president of the National Home for Jewish Children and was active in the Council of Jewish Women, the B'nai B'rith and Hadas-

sah. Mrs. Lapkin was fifty-three years old. She is survived by her husband and two children, Mrs. Natalie Myers and Henry E. Lapkin, Jr.

—GISELA NEY.

## EXECUTIVES APPOINTED BY TRACY-WELLS FIRM

COLUMBUS, OHIO, Friday — William P. Tracy, president of the Tracy-Wells Co., distributor here, announced yesterday the following appointments, made at a recent meeting of the firm's board of directors:

Robert Hager continues as executive vice president, while the former treasurer, Charles O. Tracy, is to serve as vice president and manager of the Appliance Distributing Co., a division of Tracy-Wells. John P. Castner has been appointed vice president and will continue as merchandise manager. John E. Howell will be secretary and Erwin H. Obrock will be treasurer.

In addition to the Appliance Distributing Co., here, Tracy - Wells operates another major distributing branch in Cleveland, the Arnold Wholesale Corp.

## REMLER ADDS MIDGET RADIO-PHONOGRAPH SET

SAN FRANCISCO, CALIF., Monday—The 1948 model Remler "Scottie" convertible, called "the world's smallest radio-phonograph" by its manufacturer, is now being released to dealers, H. C. Gray, president of the Remler Co., Ltd., of San Francisco, announced recently.

The convertible measures 6¼ x 7 x 10 inches. It is designed to meet demand for a moderate-price radio-phonograph combining good performance with the convenience of small size, Mr. Gray declared. It is adapted to use on bedside tables, desks and in college rooms. A zipper carrying case also is provided.

Three watts of output in both phonograph and radio are said to assure ample reserve volume, making the combination useful for dancing. It contains five tubes, not including a selenium rectifier.

The case is ivory and ebony colored plastic. The list price for the standard model is \$64.95, and for the deluxe model, equipped with silent tone arm, \$69.50.

## John A. King Shifted To Harrison by RCA

LANCASTER, PA., Friday—John A. King, Jr., manager of the Lancaster tube plant of the RCA Victor Division, Radio Corp. of America since its opening in 1942, is being transferred to the Harrison, N. J. factory to take charge of the factory there, it was learned this week.

A native of Brooklyn, N. Y., Mr. King received his electrical engineering degree at Stevens Institute. He joined the General Electric Co. in 1917 in the manufacture of incandescent lamps, and entered the tube manufacturing business with GE in 1925.

## Sidney Kaplan Recovering

Sidney Kaplan, president of the Liberty Sales Co., New York, well known in the radio trade, is now convalescing at home after returning from the hospital, where he underwent an operation.

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Write for New 1947 Spring Bulletin

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

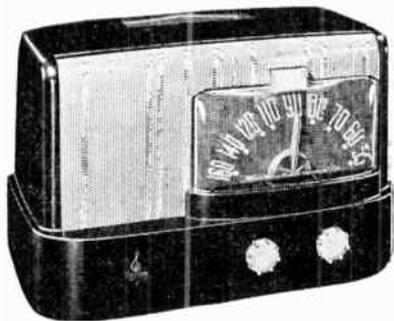
- Speakers
- Sockets
- Knobs
- Switches
- Auto Radio Parts
- Vibrators
- Spaghetti
- Telegraph Keys
- Test Leads
- Permeability Tuners
- Noise Filters
- Punched Chassis
- Dial Pointers
- Dial Drives

Exclusive National Suppliers of Seaboard Products  
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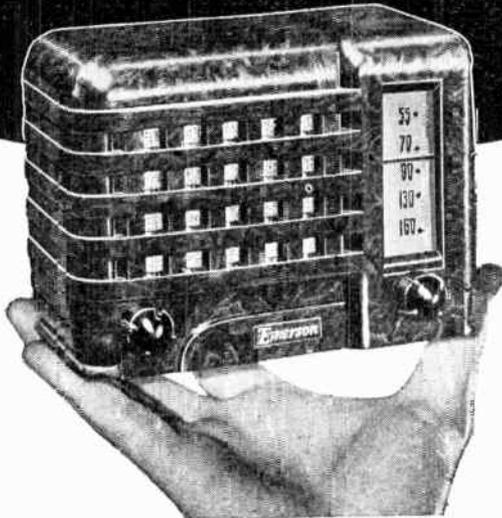
## Seaboard Ronley Corp.

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

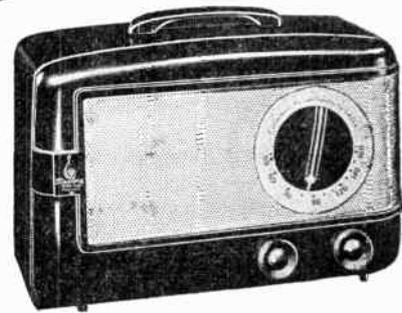
*Not a Mere Claim but a FACT!*  
**Emerson Radio**  
 IS THE INDUSTRY'S BIGGEST SELLING LINE



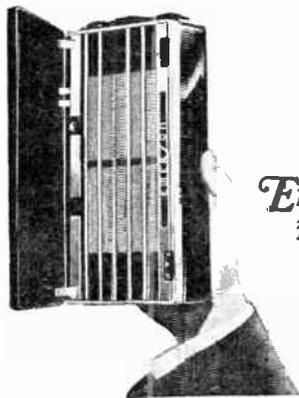
**Emerson Radio "Moderne" Model 517.** AC-DC superheterodyne. Choice of Ivory or Maroon plastic cabinet . . . . . **\$29.95**



**Emerson Radio Model 540.** World's Smallest AC-DC superheterodyne. Choice of Walnut, Ivory, Red, Green plastic cabinets. *In walnut finish.* . . . . . **\$19.95**



**Emerson Radio Model 543.** AC-DC superheterodyne. Ebony or ivory plastic cabinet. Gold colored grille. Carrying handle. **\$24.95**  
*In Ivory \$27.95*



**Emerson Radio Portable Pocket Model 508.** Self-contained in Tenite case. *Less batteries.* . . . . **\$34.95**



**Emerson 3-Way Portable Model 536.** (AC-DC and battery operation.) Ideal traveling companion—all new features. *Less batteries.* **\$39.95**



**Emerson Phonoradio Model 525.** With automatic record changer for 10-inch and 12-inch records. **\$89.95**

These are the down-to-earth facts which get to the core of the merchandising situation. Emerson Radio models and price range—Emerson Radio retail sales volume and dealer profit—are absolute TOPS in the radio business today.

Emerson Radio—backed by widespread, hard-hitting constructive promotion—is the "INDISPENSABLE LINE"—the outstanding window and store feature—in every retail operation. CAPITALIZE it.

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



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## EASTERN ELECTRICAL ENTHUSIASTIC OVER NEW SENTINEL SETS

**A. BELLER LAUDS THE 286-P  
Newark Distributor Also Pleased  
Over Acceptance of Model 284-  
GA, Phono - Radio Combination  
Key N. J. Dealers Handle Line.**

NEWARK, N. J., Friday—Virtually every key dealer in northern New Jersey, as far as Trenton, is handling the new Sentinel Radio Model 286-P, a three-way miniature portable, which has taken the industry by storm, officials of the Eastern Electrical Supply Co., 287 Halsey street, this city, revealed this week. This set, which lists at \$44.95, including batteries, is available in red, black and gold, in all black and in tan and gold. Eastern is the distributor in this territory for the Sentinel Radio Corp., Evanston, Ill.

A. Beller, president of Eastern Electrical Supply, declared that most dealers are already submitting repeat orders for this model. He termed the 286-P "the hottest number ever handled by his firm," and Eastern has been active in radio since the early days of the industry. "Our only problem is keep our

dealers supplied," Mr. Beller added.

This set should be a year-round seller, he believes, since it is ideal for the Spring and Summer outdoor seasons, for football games and as a Christmas gift. Its tone compares favorably with that of large radios, Mr. Beller said.

Sam Katz, assistant to Mr. Beller, returned last week from the Sentinel factory in Evanston and saw the 286-P in production. Factory officials report that this set has been accepted favorably throughout the country.

Another "hot" number in the Sentinel line is the 284-GA, a table radio phonograph combination. The phonograph on this set plays automatically merely by putting a record on the turntable and closing the lid. When the lid is lifted, it stops playing. This instrument features the exclusive Sentinel automatic tone arm and plays 7", 10" and 12" records. It lists at \$69.95, and is said to be so simple to operate that a child of four or five can play it.

Ray Powell, who has been associated with Eastern for nineteen years, is sales manager of the concern.

## BALLAST TUBE MANUAL NOW OFFERED BY JFD

A new sixty-eight page ballast tube manual is now being offered by the JFD Manufacturing Co., 4117 Ft. Hamilton parkway, Brooklyn, N. Y., to all radio servicemen and dealers.

Since some ten million radios now in use employ plug-in ballasts, servicemen will be enabled with this handy manual to eliminate guesswork in replacing these ballasts. It lists among other things:

- 1—More than 3,000 radio ballasts.
- 2—AC-DC ballasts for fluorescent lights and electrical appliances.
- 3—Step-down ballasts, 220 to 110 volts.

## Jefferson-Travis Signs 4 Radio-Marine Distributors

Robert C. Berner, president of Jefferson-Travis, Inc., has announced the signing of four distributors for the company's line of marine radio equipment, including radio-telephones and marine portable receivers.

They are: Woodward, Wight & Co., Ltd., New Orleans; Edgar A. Brown, Inc., Cleveland; Emerson - New York, Inc., and Emerson - New Jersey, Inc.

## FM ASS'N WILL MEET IN CINCINNATI, O., FOR DISCUSSION SESSION

CINCINNATI, OHIO, Monday—Advance registrations indicate that a big attendance of broadcasters and manufacturers will be present at the organizational meeting of Region No. 2 of the FM Association, to be held here on Wednesday, David Taft, co-chairman of the meeting, announced today.

C. M. Jansky, Jr., of the Washington radio engineering firm of Jansky & Bailey, and Everett Dillard, president of Commercial Radio Equipment Co., of Washington, FM broadcasters, will address the meeting on the technical and practical aspects of operating regional FM networks.

Mr. Dillard pioneered in this type of network and organized the Continental FM network which is now operating in six states with fifteen stations linked together. Both men are members of the board of directors of the FM Association and are widely known in the field.

Ira A. Hirschman, New York, president of Metropolitan Television Corp., which operates FM station WABF in New York, will speak on programming of FM stations and give suggestions on how they should be promoted in their localities.

Sales promotion and production developments in the FM field will be outlined in a talk by J. N. Bailey, executive director of the FM association. Roy Hofheinz, head of Texas Star Broadcasting Co., Houston, and president of the association, also will be a speaker. Set problems will be discussed by Ted Leitzel, of the Zenith Corp.

Mr. Taft, manager of Station WCTS here, and Paul Wagner, manager of Station WCSI, Columbus, Ind., are co-chairmen of the meeting.

## TURNTABLE and MOTOR PARTS

Complete dies and tools for manufacturing electric turntables with motors. Inventory consists of 7000 stamped turntables, laminations, etc.

For Sale at One-half Cost

Box 556  
Kansas City, Mo.

## A. F. Wild Will Manage Video Equipment Sales For General Electric

SYRAUSE, N. Y., Thursday—A. F. Wild has been appointed sales manager of television equipment in the General Electric transmitter division here, it has been announced by P. G. Caldwell, manager of the division's sales.

A native of Medford, Mass., Mr. Wild has been employed in engineering and sales work in the company since 1937 when he was graduated from Tufts College with a B. S. degree in electrical engineering.

Prior to his new appointment, Mr. Wild was employed in the sale of aviation electronic equipment for the transmitter division.

## D. W. Tyrrell President Of Ray-O-Vac Company

MADISON, WIS., Friday—The Ray-O-Vac Co. announced here, after the annual meeting of its board of directors, that D. W. Tyrrell has been advanced from vice president and general manager to president of the firm. Mr. Tyrrell succeeds W. W. Cargill, who becomes chairman of the board of directors.

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Radio  
Point-of-Sale  
DISPLAYS  
FOR FADA DEALERS



**Hit the Bull's Eye!**

Neon Clocks, Signs, Streamers,  
Display Stands

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## SUGGESTS PRODUCERS PRICE RADIO RECEIVERS RIGHT AT THE OUTSET

TELE-TONE OFFICIAL TALKS

S. W. Gross Addresses Company's Sales Organization During Conference — Condemns Spasmodic Markdowns on Over - Priced Items as Slowing Sales.

Price reductions by scattered retailers in the United States are only aggravating the danger of recession and depression which is threatening American business today, declared S. W. Gross, president of Tele-tone Radio Corp., New York at a recent sales conference held by the company last week at its West Fifty-first street plant. He asserted that finance and industry must find its solution in producing goods "priced right" at the outset instead of subjecting the public to the discouraging process of repeated slashes of overpriced merchandise.

"Spasmodic marking down of high or overpriced items is seriously undermining the public's confidence and is encouraging stiff consumer resistance and the postponement of purchasing," Mr. Gross stated. He also said this reluctance to buy was even beginning to affect still scarce commodities.

"Such a 'hold-out' attitude on the part of the public tends to feed on itself, and continues to operate even when prices hit rock bottom," he declared, "and therein lies one of the greatest perils to our present business structure, for it leads straight to business failure and general economic collapse.

"We have been playing cat-and-mouse with the consumer through eyewash measures like the Newburyport Plan which are doomed to eventual failure because they merely scratch the surface of the whole price-wage and cost of living problem," Mr. Gross said.

"Certainly, there is a tremendous grassroots rebellion right now against retail prices," he continued, "but any manufacturer or supplier who thinks this is merely a retailers problems is indulging himself in an airy fantasy. Substantial and lasting price reductions cannot be effected unless all of these

groups seek and determine what the fair price levels should be."

Urging that immediate corrective action be taken particularly by suppliers and manufacturers, Mr. Gross affirmed that they must cooperate within the framework of the law to insure that goods are produced and sold to retail outlets at fairly reckoned prices. He urged that both groups do considerable "slicing off" of excessive profit margins in order to effect attractive prices.

"Instead of coming out with a highly marked-up item and then slashing repeatedly, manufacturers must bring their products out 'priced right' at the start," he said.

The Tele-tone Company, according to Mr. Gross, has already taken this type of action to check a threatening decline in radio sales. Rather than produce sets at currently high prices and reduce them shortly thereafter, Tele-tone he pointed out, has adopted a system of "engineering for cost" so that sets can emerge from the factory at prices far below present inflationary levels.

By concentrating on mass production of a few models at a time, Tele-tone, according to Mr. Gross, cuts down the cost of each unit to the lowest possible point. "Specialization and efficient mass-production are the open secret of manufacturing more goods for more people at the price they can afford to pay.

He announced to the sales staff that the firm expects to produce an FM model and a television set tailored to the purse of the mass consumer. The first of these sets will come off the production line by the end of the year.

## Don McClure New Head Of Television Society

Don McClure, of N. W. Ayer & Son, Inc., was elected president of the American Television Society at the annual election of officers and directors, held recently in the Advertising Club, Park avenue and Thirty-fifth street, in New York City.

Other new officers are Bert Taylor, Jr., of Dumont Television, vice president; Miss Diana Dincin, of Pictorial Research, Inc., secretary, and Archibald U. Braunfeld, of the accounting firm of Braunfeld, Platto and Wolman, treasurer. All officers serve for one year.

Named to the board of directors were George Shupert, the retiring president; Charles A. Alicoate, Charles J. Durban, Jack Levine, Edward Sobol and Edward Stasheff.

## Apollo Makes Changes At Two Branch Offices

Apollo Records, Inc., New York, announced last week that it is completely reorganizing its New Orleans distributing office, and that George W. Waguespack has been appointed branch manager. This post was previously held by Al Young.

It was also announced that Apollo is moving its branch in Baltimore to 730 Ninth street, N. W., Washington, D. C., on June 1. John F. Delaney will head this branch, assuming the duties handled by Jack Berman in Baltimore.

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RADIO TUBES

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*Better than ever*

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

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DIVISION OF GENERAL ELECTRIC COMPANY  
SCHENECTADY, NEW YORK

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## Service Schools Are Held For Westinghouse Dealers

SUNBURY, PA., Friday — W. H. McKnew, service department manager for the Westinghouse Home Radio Division, announced here yesterday that the series of one-day service schools sponsored by the concern's distributors throughout the nation has been very well received. Meetings in Philadelphia, Boston, Los Angeles and Atlanta had an average attendance of 150 men.

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

## Concern in India Seeks U. S. Radio, Allied Lines

The RADIO and Television WEEKLY has just received a communication from Radio Syndicate, at 178 Nagdevi street, Bombay 3, India, and is seeking to make contact with the United States manufacturers of radio and television sets, tubes, other radio components, refrigerators, other appliances, and allied products. This firm is seeking to represent American manufacturers in the Indian market, preferably on an exclusive bases for the whole of India.

**TUBES**  
60% Off List Price

In Original Factory Cartons  
Minimum order accepted—10 tubes  
assorted—Nationally-known brands  
—not Govt. Surplus or off Brands.

1S4	6L6GA	12J5GT
5U4	6SK7GT	12Q7GT
6A7	6SJ7GT	12SF5GT
6B8	6SD7GT	14C7
6C6	6SN7GT	41
6D6	6SH7GT	53
6A7/1852	6SQ7GT	76
6C5GT	6V6GT	77
6J5GT	7A7	80

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RADIO & Television WEEKLY  
99 Hudson St., New York 13, N. Y.

**It's Signal** FOR SALES FOR FINE PORTABLES

It's the Signal EMPRESS!  
Handsome—fast-selling, 3-way lightweight portable—AC, DC and battery! Features the SIGNAL LOOP—picks up weakest stations with least amount of noise.

- Powerful 5" Alnico No. 5—1.47 Oz. Speaker
- Uses 5 Flashlight Cells and 67½ V. Batteries
- 1 Tubes. Plus Selenium Rectifier
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- Full Vision Slide Rule Dial
- Weighs Only 5½ lbs. . . . With Batteries that will last an average of 100 Hours
- Size 10"x3½"x5¾"
- Handsome Covered Carrying Case—Looks Like Fine Leather
- Finger-Tip Lift Carrying Handle & Fine Shoulder Strap

\$29.95  
List Price  
Less Batteries

See Our Other New Portables For SIGNAL Sales!  
**Signal Electronics, Inc.** SIGNAL SALES CORP.  
114 E. 16th St., New York 3, N. Y.

# for a **STEADY** resource stick to **STEELMAN**

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

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

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

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this coupon  
**TODAY!**

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RADIO CORPORATION

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Store: \_\_\_\_\_ (please print)

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City: \_\_\_\_\_ Zone: \_\_\_\_\_ State: \_\_\_\_\_

My regular jobber is: \_\_\_\_\_

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



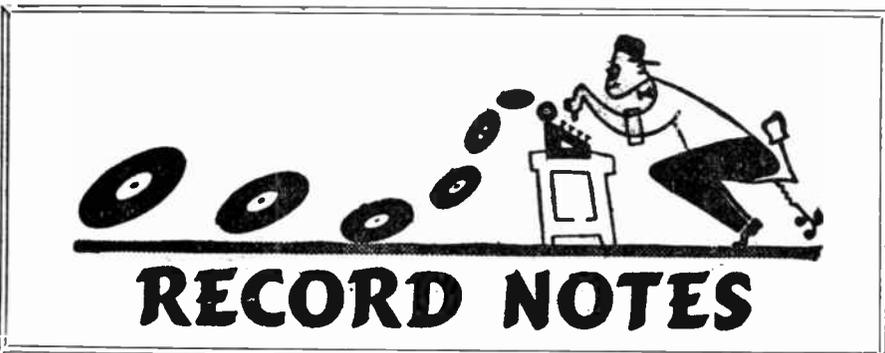
Model 200  
Retails for \$2995

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



Model 303  
Retails for \$3995

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



## CHEVALIER AND SABLON SIGN WITH RCA VICTOR

CAMDEN, N. J., Friday — Maurice Chevalier and Jean Sablon, famous French singers, have signed exclusive RCA recording contracts, J. W. Murray, vice president in charge of record activities, announced this week.

Both French favorites are credited with being instrumental in the postwar revival of public interest in foreign entertainers. Chevalier has just completed sold-out engagements of his one-man show in New York, Philadelphia and Boston. He will later go to Hollywood to make a film, Mr. Murray said.

Sablon has just finished a successful series of night club engagements. He also has a Saturday night radio program on CBS.

Chevalier's first release, to go on sale this month, will be the well-known "Louise," coupled with "Just a Bum," the hit of his present show. "Vous Qui Passez Sans Me Voir," which has become popularly identified with Sablon, and "Roses in the Rain" will be the latter's first release, scheduled for national distribution in June.

Opera Singers Marilyn Cotlow, coloratura soprano, and Thomas Hayward, Metropolitan Opera tenor, have also been signed to exclusive RCA Victor contracts, Mr. Murray said.

## London at NAMM Show

The London Gramophone Corp., New York City, will exhibit its complete line of phonographs at the Chicago NAMM show. Gilbert McKean, vice president, and James H. O'Brien, sales manager will manage the exhibit which will be in Room 820 of the Palmer House.

## COLUMBIA IS PUSHING CHILDREN'S RECORDS

BRIDGEPORT, CONN., Monday — Jeff Wilson, merchandise manager of Columbia Records, Inc., this city, announced this week that the company is planning an extensive promotion campaign for children's records which will coincide with the closing of schools in June.

Columbia is now distributing a quarter million booklets to dealers, listing all of the firm's children's records and featuring 36 J-sets of the last year.

Three-colored display posters are at present available and also three mats of fifty, 100 and 300 lines for co-operative advertising, he said. The J-sets include many new pieces.

Some of the titles are: "Music Fairy Tales," sung by Yvonne Ravell; "The Pied Piper of Hamelin" and "Peter Rabbit," narrated by Gene Kelly with orchestral background, and "Herman, the Littlest Locomotive," from the Vernon Crane story book.

## Disc Co. Features Folk

### Music for Women's Week

In conjunction with the "Tribute to Women Week" celebration, the Disc Co. of America, of New York, is featuring records from two of its albums inspired by women who will be honored during the week-long observance.

The recordings are: "Amelia Earhart's Last Flight," from America's Favorite Songs Album, Vol. 2, by Cornelius Greenway's Smokey Mountaineers, and "Nancy Hanks," from American Legends Album, recorded by the American Ballad Singers.

## Musicraft Will Exhibit At Chicago Music Show

Musicraft Records, Inc., New York, announced yesterday that the concern's entire line, including popular, classical, children's and folk music albums, will be featured at the NAMM show to be held in Chicago during the week of June 2 to 5.

Pictures of Musicraft recording artists, including Duke Ellington, Artie Shaw, Sarah Vaughan and others, will be used as background for the albums in the display, an announcement by the company disclosed.

## DUOTONE WILL HAVE FULL LINE AT SHOW

Stephen Nester, president, and William A. Boeger, Jr., sales manager of Duotone Co., Inc., 799 Broadway, New York, will head the Duotone delegation to the Music Show at the Palmer House, Chicago, next week. Duotone will have its exhibit in Booth 73.

Duotone will exhibit its complete line of phonograph needles, cutting needles, recording blanks and accessories. The company also presented its line at the recent Radio Parts Show at the Stevens Hotel, Chicago.

• see us at the

# MUSIC SHOW

. . . for the very latest in Records, Phonographs and Record Supplies, Melody HAS 'em.

• palmer house

The Melody Booths are 4 and 5, the dates are June 1st to 5th. You are cordially invited. Morty Kline Will be Your Host.

• Melody Record Supply, Inc.

314 West 52nd Street

New York 19, N. Y.

## INTERNATIONAL MERIT ANTICIPATES INCREASE IN NEEDLE SHIPMENTS

The consistently increasing demand for Meritone phonograph needles will soon be met more favorably, according to information the International Merit Products Corp., New York, exclusive importer of Meritone needles, received from the Laubscher Brothers factory in Switzerland. New types of automatic machines, specially designed and developed in Laubscher's engineering department for precision turning of phonograph needles, have been completed and their higher production capacity will result in increased deliveries, it was pointed out.

After 100 years of highly specialized experience in turning precision parts, Laubscher Brothers are recognized as one of the outstanding leaders in the high precision field throughout the entire world. About forty years ago, Laubscher Brothers applied this experience also to the production of turned phonograph needles and originated the tapered needle which has since been copied so often. Until recently, these needles were marketed for many years under another name, but are now merchandised under the name Meritone. They are made of fine Swedish steel and have perfectly rounded, uniform points which match the shape of a record's grooves. The high polish is perfected

by a special and secret process which has yet to be duplicated, it is claimed. "The tonal quality of Meritone needles, their brilliance, frequency response and high fidelity, is the result of the design, material, unique method of manufacturing and finish," said Edward M. Bieber, Meritone's general manager, "and as far as we know, has not been equalled or surpassed by even more expensive needles."

International Merit Products Corp. will feature the Meritone needle line and Laubscher's precision turned parts at the National Association of Music Merchants Show, Chicago, in Booth No. 103, the Palmer House, June 2 to 5.

## ESQUIRE FIRM WILL EXPORT JEWEL RADIO

Appointment of the Esquire Radio Corp., New York City as sole export agency for Jewel and Esquire radios was confirmed here last week by A. "Bob" Lieberman, head of the Esquire firm.

Features of the Esquire line, which this firm will merchandise both here and abroad, is a hand tailored personal radio with a snakeskin handstitched covering.

Mr. Lieberman is a veteran in the radio field. For sixteen years he was associated with Air King Radio. His brother is Jack Lieberman former president of Air King.

## Wagner-Nichols Recorder Makes Hit at Radio Show

MADISON, N. J., Friday—John G. Ruckelshaus, president of the John G. Ruckelshaus Co., 78 Main street, this city, reports that his new Wagner-Nichols recorder met with unusual acceptance by the trade at the recent Radio Parts Show in Chicago. He received orders for more than \$300,000 worth of records, Mr. Ruckelshaus revealed.

Both distributors and representatives expressed interest in the product, he stated. The Wagner-Nichols recorder is a new type of product for home and office use. It is said to give true high fidelity instantaneous recording, not only of voice but also of full-range musical reproduction. It permits a full fifteen-minute recording on a 3 3/4-inch disc.

## Continental Records Ups Dealer Return Privilege

Donald H. Gabor, president of Continental Records, New York, announced recently that the firm has increased its semi-annual return privilege from the customary five to six per cent. This return privilege is based on a customer's gross purchases during a period of six months.

Also, in order to further increase cooperation between the dealers and distributors, Continental has instituted a new practice of allowing a quarterly breakage privilege to circumvent any breakage handicap.

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

**Exclusive Wholesale Distributor  
of DYNAVOX  
for the Metropolitan New York Area**  
including the counties of New York, Bronx, Kings, Queens, Richmond and Nassau and Suffolk counties in Long Island.

**SANFORD ELECTRONICS CORPORATION**  
WHOLESALE DISTRIBUTORS

136 LIBERTY ST. Tel.: BArcley 7-2242 NEW YORK 6, N. Y.

## CONTINUED GAIN SEEN FOR SALE OF RECORDS

Dealers commented favorably on the record business, and indications point to increased sales for at least a period of five years, Jack Karns, national sales representative of the Recoton Co., needle manufacturer, reported this week after returning from a survey of distributors and dealers across the nation.

Mr. Karns' survey indicated that accessories sales should also benefit from the increased record buying trend.

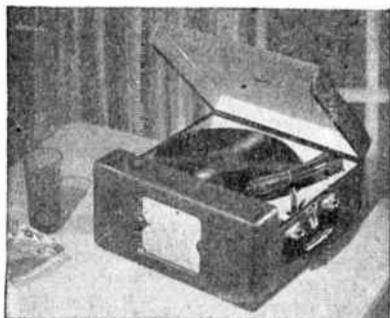
Dealers were pleased with the effectiveness of Recoton's "jewel case" display in promoting sales of jewel-tipped needles, he said.

This display case is based on a new principle of needle merchandising and

operates along the lines of a cigarette vending machine. The entire line of Recoton needles is displayed on a jeweler's type tray, protected by a transparent, plastic hood, enabling the customer to see and select the needles they desire. The vender is being distributed free with orders for one dozen Recoton needles.

## De Luxe Records Names Louisiana Distributor

LINDEN, N. J., Friday—De Luxe Record Co., Inc., this city, announced yesterday that the Nola Distributing Co., 1734 South Rampart street, New Orleans, will handle De Luxe records in the Louisiana territory. A. E. Young is president of the Nola company.



**ULTRATONE  
PHONOGRAPHS**

DISTRIBUTED IN  
**DES MOINES  
Area**

BY  
**H. E. SORENSON CO.**  
Des Moines 9, Iowa

MANUFACTURED BY  
*Audio INDUSTRIES*  
MICHIGAN CITY, INDIANA

THE FINEST NAME IN AMPLIFIED PHONOGRAPHS

# Dynavox

**The SWINGMASTER**

Outstanding for low-priced entertainment . . . Compact, 2 tubes, 110V AC, 60 cycles . . . High-fidelity crystal pickup . . . 5" Alnico V Speaker . . . Console quality tone . . . Hand-somely designed 2-tone solid wood cabinet . . . Truly an achievement in popular phonographs.

**SMASH SURE-FIRE HITS FOR 1947 . . . Superior Style, Tone, Quality and Value are embodied in these outstanding Electric Amplified Phonographs.**

**The BOLERO . . . Model AP-514**

Acclaimed for Performance! A beautiful Phonograph, rich in quality, tone, and design . . . Plays 12-10" or 10-12" records . . . 3 tubes . . . 110V AC, 60 cycles . . . Milwaukee foolproof automatic record changer . . . 6 1/2" Alnico V Speaker.

Housed in a deluxe portable case with automatic stay hinges. Covered with lustrous DuPont simulated leather.

**Dynavox CORPORATION**  
40-05 21 ST., LONG ISLAND CITY I, N. Y.

A few territories still available. Write for particulars.

SOLD THROUGH AUTHORIZED DISTRIBUTORS

## RESISTANCE TO PRICES TEMPORARY IN RADIO, JOE GERL INDICATES

ADDRESSES BUFFALO UNIT

Sonora President Optimistic Over  
Long-Range Prospects for FM,  
Television and Wire Recording.

BUFFALO, N. Y., Thursday — The present consumer resistance to prices of radios was said to be "a temporary occurrence of little importance in the light of the expanding radio and television market." The speaker was Joseph Gerl, president of Sonora Radio & Television Corp., New York addressing the Greater Buffalo Advertising Club in the ballroom of the Hotel Statler, here, yesterday.

"Within the last twelve months," said Mr. Gerl, "the radio industry has produced about 12 million receivers. Considering the fact that there are about 35 million families in this country, and keeping in mind that many families have bought two radios for their homes, it is therefore obvious that about 70 per cent of America's families are still potential customers for new and better radios. This tremendous market is still with us.

"Also, the radio industry has scarcely scratched the surface of FM produc-

tion. By the end of this year we will see as many as 700 FM stations on the air, and each of the territories covered by these stations will clamor for FM receivers. This is another large market which today is scarcely touched because of production problems and because of transmitter shortages. These, however, are quickly being eliminated.

"Then looking at television, that market has been promising for a good number of years. But it is only in the last few months that we have seen new television stations beginning their initial operations, and we have seen television sets coming into the market. Here too, the sales possibilities are overwhelming and as we overcome the production difficulties and get into volume production there is every reason to believe that prices can be brought down to the point at which every average family can afford and will buy a television set.

"Added to these prospects, there is a tremendous market for wire recorders, home recorders and other products manufactured by the radio industry.

"The radio industry is no longer a radio industry but has grown into an electronics industry with products of such wide variety and significance that the temporary decrease in the rate of sales should be regarded only as an occurrence of minor significance."

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

## Gibson Refrigerator Officials



IN LAST WEEK'S ISSUE of RADIO and Television WEEKLY, a photograph of J. L. Johnson, sales manager of the Gibson Refrigerator Co., Greenville, Mich., was inadvertently captioned J. L. Gibson. Mr. Johnson is widely known throughout the appliance industry, but just for the record, we are re-running the photograph. Mr. Johnson can be seen at the left with John L. Stephens, sales promotion manager for the Gibson organization pictured at the right.

### Krich-Radisco Stages Eureka Dealer Meeting

NEWARK, N. J., Thursday—One of the most successful appliance meetings ever staged with dealers in this section was conducted last week by Krich-Radisco, Inc., 422 Elizabeth avenue, in this city, distributing organization. The session was held in the Krich Auditorium and featured the Eureka vacuum cleaner line and the new Eureka cordless electric iron.

Dealers acclaimed these products the finest in the field, according to Paul R. Krich, executive vice president of the distributing concern. Krich-Radisco officials who addressed the retailers were Andrew K. Leach, general sales manager; Arthur Hirsch, merchandise manager, and Jack Kath, sales manager of the specialty products division.

### Signal Electronics, Inc., Names Shaw Associates

Signal Electronics, Inc., New York, manufacturer of three-way and battery portables, AM, FM and television sets, has appointed Shaw Associates to handle its advertising.

Now under the new management of Herman H. Weissberger, formerly head of the Minerva Corp. of America, Signal Electronics, Inc., is the seventh electronic firm in recent months to retain Shaw Associates. All seven accounts are serviced by Marvin Taub, formerly advertising manager of Radio Receptor Co., Inc.

### Rivett Given Field Post For Gibson Refrigerator

GREENVILLE, MICH., Monday — W. D. Krauter, national service manager of the Gibson Refrigerator Co., here, announced today the appointment of Robert W. Rivett as field service representative. Mr. Rivett, a Navy veteran, recently completed extensive service training at the Gibson factory.

### PHONOGRAPH RECORDS WILL HOLD THEIR LEAD, MANUFACTURER SAYS

MILWAUKEE, WIS., Tuesday — Avery Fisher, New York, manufacturer of custom built radio-phonographs was a visitor last week at the Flanner-Hafsoos Music House, 721 North Broadway. The local firm is the Wisconsin agency for Fisher machines.

Mr. Fisher expressed the opinion that the phonograph record is not likely to be supplanted by wire or tape recordings in the foreseeable future. He pointed out that although wire and tape recordings have certain virtues in moderate price ranges, they cannot offer the same fidelity available in discs recordings, and disc records have the practical advantage of faster and cheaper reproduction.

New Wisconsin corporations include: The Atter-Pingel Music Store, Inc., Eau Claire, with 100 shares of stock at \$100 a share. Incorporators are John A. Atter, John T. Pingel, and George Y. King.

The Belleville Hardware Co., Belleville, with 300 shares at \$100 a share. Incorporators are Donald L. O'Connor, Eugene W. O'Connor, and James G. Clark.

The Yellow Cab Co., at Madison, is the latest Wisconsin tax fleet to install radio equipment for more efficient dispatching of cabs. The system is expected to be in operation by June 15.

—BERT REICHERT.

### Sampson Co. Position For Richard Rutledge

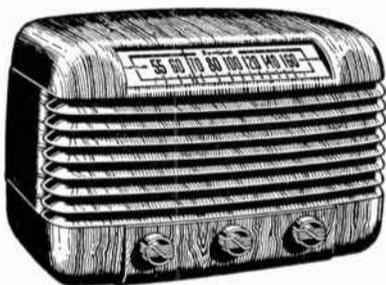
CHICAGO, ILL., Friday — Richard C. Rutledge, formerly national retail advertising manager of Spiegels, Inc., of this city, has been appointed sales promotion and advertising manager of the Sampson Co., this city, distributor of Norge appliances, Bendix radio sets, Columbia records and other lines.

New Jersey  NEWARK  
DISTRIBUTOR

## Sentinel SELLS!

and

## EASTERN SELLS SENTINEL!



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

EASTERN  SUPPLY CO.

287 Halsey Street

348 Washington Street

Newark, N. J.

## PRICE CUTTING WAVE IN BOSTON SUBSIDES

### MERCHANTS ARE PLEASED

Say There Is a Ready Market for Standard Goods That Are Sold at Established Price.

BOSTON, MASS., Monday—The wave of patriotic price cutting here has about subsided. The paper window signs with the incredible slogans are being taken down. Markdowns, whether they be 10 per cent or 30 per cent are ineffectual on shoddy, poorly designed, poorly styled merchandise. Most dealers, however, are pleased with the results for several reasons. They now know the price levels that people will pay for different classes and styles of radios and appliances, and have fresh funds with which to buy new goods at such levels.

Without any big fanfare or across the board markdowns, most of the big name manufacturers have made many models which are fairly priced and expertly engineered and dealers are buying them liberally and turning them over promptly at regular prices, despite the fact that they are giving cuts or trade-in allowances on the white elephants remaining.

This year promises to be a big one for portables. Most dealers have fair stocks from most all big-name factories and at prices people want to pay. Some of the smaller post-war makers have miniature battery-electric portables at the \$30 level which many dealers find ready sellers. Battery replacements are going well too.

Westinghouse is beginning to ship dealers the "Duo" table model radio phonographs which have the unique feature of a removable radio section, giving the buyer in effect, two radios at the price of one. The price, under \$100 is said to be a "natural" and demand exceeds supply by a wide margin.

Demambro Distributors, Inc. announces receipt of two carloads of the new Stewart-Warner nine tube phonoradio console combinations which are priced well under \$300. These have both AM and FM bands and are well styled in substantially built cabinets. Dealers are already making big inroads into this shipment, says Joe Demambro. The Demambro Radio Supply Co. at 1111 Commonwealth avenue is always a busy spot with Frank Demambro and Bill Dean missing no bets in getting in new and timely radio parts and supplies and the latest in ham-type receivers. Joe, Frank and Bill have just returned from the Chicago Radio Parts Show.

The General Home Equipment Co. at 1117 Commonwealth avenue is retailer of General Electric, Stewart-Warner and Motorola radios, and features GE traffic and major appliances, having most of the current models on display in their spacious store.

J. J. Golumbe & Co. at 1119 Commonwealth avenue has recently opened its well appointed showroom and offices. It represents the Rockola Mfg. Co., maker of coin-controlled automatic phonographs. The record changer is a marvel of mechanical ingenuity and the cabinets are fine. There is one model in a

sober wooden console suitable for home use for those who want the fine tone that comes from a high-powered public address type amplifier and speaker.

At 1121 Commonwealth avenue, L. F. Carton, Inc. is about to open as an authorized sales and service depot for replacement parts used in Frigidaire electric refrigerators and other appliances.

On May 28, the Eastern Co. will hold another session of the new series of meetings of the RCA Victor Institute at the company auditorium building on

Memorial drive, Cambridge. The meeting will get under way about 7 P.M. Dealers are said to be very enthusiastic about the merchandising ideas gleaned from the experts who spoke at the last meeting. —FRANK PRAY.

### New Store to Be Opened By Barmark in E. Orange

EAST ORANGE, N. J., Monday—A new radio, television and appliance store

will be opened here shortly at 567 Central avenue, under the name of Barmark. The new outlet will be ready for business upon the completion of store alterations. Kitchen installations will also be featured by Barmark.

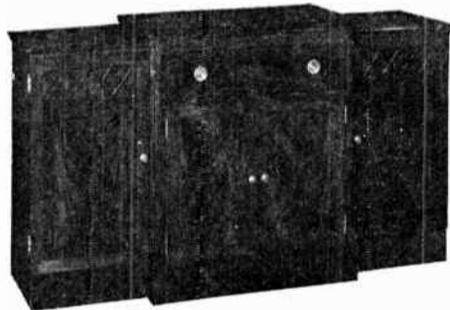
### Firm Changes Its Name

ATHENS, GREECE, Friday—Radio Hellenic & Electric Co., at 9 Pararigopoulo street, Athens, has changed its name to General Industrial Electric Co.

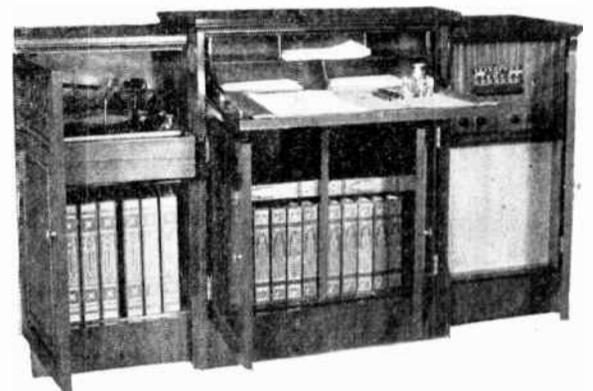
## Designed for Profit!

Dealers! Here's a handsome, functional  
**RADIO-PHONOGRAPH CREDENZA\* and DESK**  
that will bring you *high profits*.

These easy to sell quality pieces of furniture are handsome mahogany veneer throughout, and feature the new CROWN DESK. Just slide out the center compartment and you have a highly useful writing desk with space for stationery, correspondence and writing utensils. Yes, the CROWN line is a perfect combination of beauty and utility. Quality-built from richly-grained mahogany veneers, hand-rubbed to a satin-like finish.



Model RF



### — FEATURES —

1. Center compartment that slides out and becomes desk. (Center compartment also available as utility drawer instead of desk as featured in recent advertisement in "Retailing".)
2. Space for radio chassis up to 15½ inches. 13-inch depth.
3. Sliding compartment suitable for any standard size or deluxe record changer.
4. Three compartments for album storage will accommodate 10" and 12" albums.
5. Speaker section can accommodate up to 12-inch speaker.
- \*6. This model is available as cabinet or as complete unit with FM-AM and an automatic phonograph combination. Inquire about television.

### Manufacturers

We are soliciting quality set manufacturers interested in fine console or credenza cabinets.

During the NAMM SHOW in Chicago (June 2-5)  
**See Our Models on Display**  
By Federal Household Industries  
At the Furniture Mart, 666 No. Lake Shore Drive.

### Dealers

Get this profit maker in your radio department today. Write, wire, phone.

## CROWN WOODCRAFT, Inc.

Designers and Manufacturers of Radio Consoles — Credenzas — Fireplaces — Mirror Frames — Wood Novelties  
42-05 97th Place      NEwtown 9-0790-0526      Corona, Queens, N. Y.



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

# hallicrafters

The Radio Man's Radio

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

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



## HIGH PRICES AND CONSUMER RESISTANCE WERE MOST IMPORTANT TOPICS AT NEWA CONVENTION

ATLANTIC CITY, N. J., Friday — The danger presented by current high prices and resulting consumer resistance was emphasized by various speakers at the 38th Annual Convention of the National Electrical Wholesalers Association held recently at the Hotel Traymore here.

In his opening address, John I. Busey, president of the General Electric Supply Corp., Bridgeport, Conn., and retiring president of the NEWA, warned that wholesalers must again learn how to sell. He viewed the economic situation as highly confused and placed special emphasis on the need for a logical reduction of inventories and careful control to keep them safely in line with requirements.

Charles G. Pyle, managing director, declared in his report that "the challenging fact in business today is that most goods and services have been pushed, booted and inflated out of reach of our one single objective—the buyer's pocketbook.

"Fortunately, some producers have begun to lower prices, and the facts of our economic life, of our interdependence with consumers, are beginning to be publicized in speeches and paid advertisements. I sincerely hope that our electrical industry will be out in front in this fight on inflation," he said.

In an address titled "Your Opportunity in the Coming Electrical Age," George E. Whitwell, vice president of the Philadelphia Electric Co., quoted statistics showing that the overwhelming majority of America's 142 million people have had no previous adult experience with a free market for appliances or, in other words, with peacetime economy prior to 1929.

"The great majority of our customers

do not understand the facts of life economically," he said. "They simply do not know what made this country great. Something must be done to correct that."

Moving pictures and a playlet on scientific personnel selection and sales training were presented by the Sales Promotion and Training Committee of which George F. Kindley, vice president of the Edgar Morris Sales Co., Washington, D. C., is chairman.

Another dramatic presentation, "Lighting America at Home and at Work," was given by the General Electric Co., Lamp Dept., Nela Park, N. J., and introduced by W. H. Robinson, Jr., advertising manager, assisted by H. H. Green. It depicted the business possibilities of new lighting developments.

R. Stafford Edwards, president of the National Electric Manufacturers Association, stressed the fact that America is now in urgent need for all kinds of electrical products and will be for some time. Everything from wiring equipment to refrigerators is needed for 4,000,000 new homes that must be built within five years and for 2,300,000 homes that need electrical modernization, he said.

E. B. Ingraham, president of the Times Appliance Co., New York, and newly-elected president of the NEWA declared that the NEWA is actively engaged in speeding the trend towards lower prices through mass distribution. Complete list of new officers appeared in a recent issue of RADIO and Television WEEKLY.

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

## TWIN STATES ERECTING NEW \$100,000 BUILDING

CHARLOTTE, N. C., Tuesday—Construction started here recently on a new warehouse and office building, expected to cost \$100,000, for the Twin States Distributing Co., distributor of Farnsworth radios in North Carolina and part of South Carolina.

The new structure, located at 515 West Palmer street, is scheduled to be completed early in July, according to Harvey H. Stewart and Harold D. Albright, owners of the Twin States firm.

## Job Prospects in FM Field Are Good, J. N. Bailey Says

COLUMBUS, O., Monday—FM will provide thousands of jobs for properly trained university graduates in the next few years, J. N. Bailey, executive director of the FM Association, Washington, D. C., declared in a speech here recently.

Addressing the Annual Institute for Education by Radio, Mr. Bailey called upon universities and colleges properly to equip students for entering the FM field. He criticized schools which emphasize dramatics and fail to teach salesmanship, promotion and business.

## In New Quarters

COLUMBIA, S. C., Friday — Announcement is made by the State Radio & Appliance Co. that it has occupied new quarters at 1228 Assembly street. —B.

## GOOD HOUSE STORES TO OPEN NEW OUTLET

PHILADELPHIA, PA., Monday — Good House Stores, appliance and radio chain in Philadelphia, announced today that another new store that will be opened the week of May 26.

Harry Boyd Brown, president of the chain, in announcing the opening, said, "This newest Good House Store is to be located in the northeast section of Philadelphia at 3131 Kensington avenue. It will be managed by Leonard Lassin."

The Philadelphia retail executive said that the new store, like others in the chain, will feature merchandise from a wide number of leading manufacturers, and he listed television, radios, major appliances and kitchen equipment as the products that will be sold.

The store will occupy two floors with a total of 5,000 square feet of floor space. The building is now being made ready for the opening, renovations have been completed, and special lighting is being installed.

## T. P. Magee to Hard Lines Dept. at Aldens, Chicago

CHICAGO, ILL., Monday — Aldens, Inc., here, announced recently that Thomas P. Magee has joined the firm as department manager in charge of hard lines. Mr. Magee, who was formerly a major appliance buyer for Montgomery Ward & Co., will supervise housewares, electrical appliances and stoves.

**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.

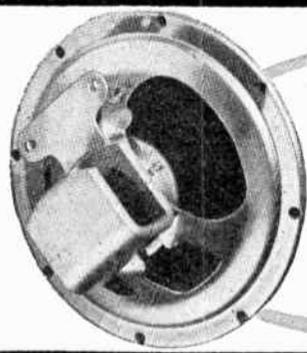
**BEAUCAIRE Inc.**

114 MONROE AVENUE      ROCHESTER 7, N. Y.

Distributor of

<p><b>PHILCO</b> Radios - Refrigerators - Freezers</p> <p><b>SPEED QUEEN</b> Washers - Ironers</p> <p><b>CLARK</b> Electric Water Heaters</p> <p><b>GRAND</b> Gas Ranges</p>	<p><b>BENDIX</b> Washers - Ironers - Driers</p> <p><b>AMERICAN CENTRAL</b> Kitchens</p> <p><b>EUREKA</b> Vacuum Cleaners - Cordless Irons</p> <p><b>PROCTOR</b> Small Appliances</p>
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**QUAM Adjust-a-Cone SPEAKERS**



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

WRITE FOR FREE CATALOG

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

**MILO** *Your "Q" for Quality*  
 Selling to: INDUSTRIAL FIRMS, SCHOOLS, AMATEURS, SERVICEMEN, ETC.  
**MILO** Radio and Electronics Corp. 200 GREENWICH STREET, NEW YORK 7, N. Y., BEekman 3-2980  
 NATIONAL DISTRIBUTORS of RADIO and ELECTRONIC EQUIPMENT

## HALLICRAFTERS' PRESIDENT TO BE HONORED BY CEREMONY AT TUFTS COLLEGE IN BOSTON

WM. J. HALLIGAN WILL BE AWARDED HONORARY DEGREE

Son, a Graduate of West Point, Will Be Wed — Wilder Mfg. Co. Announces Additions to Its Lines — Radionic Products Announces Production of Permeability Tuners — Concord Radio to Exhibit.

CHICAGO, ILL., Friday—William J. Halligan, president of the Hallicrafters Co., is flying East the fore part of June for two rather special events, both of which are scheduled for Boston. First will be the marriage of his son, Robert, on June 14 to Miss Marylin Boland, daughter of Dr. and Mrs. John Boland of Chicago. Young Halligan is a cadet at West Point Military Academy and will be graduated the week prior to his wedding, when he will receive a commission as a lieutenant in the Army Air Forces.

The second event will occur the following day, June 15, when Hallicrafters' widely-known president is to be awarded an honorary degree of Bachelor of Science Extraordinary at Tufts College, Boston. Mr. Halligan attended Tufts for one year and was then appointed to the U. S. Military Academy at West Point.

Charles Shapiro, of Schuyler-Wilson & Co., Hallicrafters Pacific coast dis-

tributor, was in Chicago last week. He reported a highly successful dinner and meeting in San Francisco, at which the new Hallicrafters custom-built console was presented.

A radio program that has amused and entertained Chicagoans who stay up late came to a successful conclusion on last Monday when a gift was awarded that wasn't a bit hard to take -- a \$500 RCA Crestwood radio-phonograph. The combination went to a comely young Chicago miss, Patricia Knight of 9900 South Seeley avenue, with the compliments of Hudson-Ross, Inc., operator of three Loop radio, record and appliance stores.

Presentation of the radio-phonograph was made to Miss Knight at the Hudson-Ross store at 141 S. Wabash avenue last Monday afternoon by "Dick" Hirsch, president of Hudson-Ross, to the accompaniment of photographers' popping flashbulbs, a corsage of orchids, and a red rubber mouse that found its way on the scene. The crowd outside on the walk divided its attention between a ball game being shown on a television receiver in the window and ceremonies going on inside the store.

The addition of 10- and 12-inch P. M. models to its line of speakers was announced last week by the Wilder Mfg. Corp., 3569 W. Fullerton, through Bob Underwood, sales manager. Samples have gone to manufacturers, he stated, and have met with heartening reception. Tooling up for the new models will soon be completed, and production will be in full swing within sixty days.

The Wilder firm is one of a group of three companies, all in Chicago, operating separately but under the same ownership, the others being Radionic Controls, Inc., and Radionic Products, Inc. Mr. Underwood stated that a joint product of the Wilder and Radionic Controls firms recently offered to the trade, and meeting with much success, is a "package item" consisting of a 3½-inch speaker by the former and a ¼x¼ output transformer by the latter

company. These are gaining wide acceptance, chiefly in small battery portables, where conservation of space is sought, as in "personal" radios.

Radionic Products, Inc., newest of the three firms in this group, has gone into the production of permeability tuners, and is now making two-band tuners for small table model receivers, and combination AM-FM "slug" tuners. Mr. Underwood said that his group of firms looks forward to the future with optimism, and believes that any recession in business will be only temporary.

The new retail salon of Concord Radio Corp. at 229 W. Madison street, Chicago, has been selected for the showing of the outstanding news pictures of the year taken by the various Chicago dailies and picture services. Each newspaper and picture service will display 30 pictures for a period of two weeks, starting next week.

Stromberg-Carlson Co. will exhibit at the NAMM show at the Palmer House, Chicago, beginning June 2, it was announced by James A. Frye, radio manager of that firm's Chicago office. Mr. Frye stated that the same large, air-conditioned quarters utilized last year on the club dinnig room floor, just above the main exhibition hall, will again be the scene of the Stromberg-Carlson exhibit this year. The feature will be the first public showing in this section of the firm's television receiver, together with the 1947 radio receiver and wire recorder line.

The Ira L. Arkin Co., factory representative organization, is now located in its new quarters at 412-420 No. Orleans street. The layout is one of the outstanding features, with the various executives of the firm having private offices with ample display room. In addition, extensive warehouse space adjoins the business offices. The entire quarters are located on the ground floor off the street level which affords trucks to drive into the warehouse for loading to the radio and electrical manufacturing trade.

Ira Arkin, head of the company, now has his son, Norman, and his son-in-law, Sheldon Weinstein, associated with him. The company specializes in catering to the radio and electrical trade.

Waters Conley Co. has opened new offices at 224 South Michigan with D. L. Torchin in charge. Mr. Torchin has been associated with the company for many years and is well known to the firm's distributors in all parts of the country. Mr. Torchin plans to have the

complete Phonola line on display and feels that his new quarters will be visited by representatives of the company's outlets frequently.

—W. D. MORRIS.

## DANIEL CREATO NAMED GENERAL ATTORNEY FOR RCA VICTOR DIVISION

CAMDEN, N. J., Thursday—Daniel R. Creato has been appointed general attorney of the RCA Victor Division, Radio Corp. of America, it was announced today by Joseph H. McConnell, vice president in charge of law and finance of the division. Mr. Creato was formerly assistant general counsel, a position he had occupied since 1943.

Mr. Creato attended Camden schools and after his graduation from Camden High School attended Penn State College for three years. He was graduated from Temple Law School in 1930, after which he was associated with the Camden law firm of Bleakly, Stockwell & Burling for over three years. After two years of private practice, Mr. Creato became associated with the legal department of the RCA Manufacturing Co. in March, 1935.

A resident of Haddonfield, N. J., Mr. Creato is a member of the Camden County Bar Association.

## 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.

## Emerson RADIO

Headquarters for Northern Illinois

For Details of the Emerson Dealer Franchise Consult

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



## AMERICAN CONDENSER COMPANY

4410 RAVENSWOOD AVE., CHICAGO 40, ILLINOIS

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



## ELABORATE DISPLAY WILL BE OPENED BY GENERAL ELECTRIC

AT MERCHANDISE MARKET

Permanent Chicago Exhibit Will Feature All Products of the Receiver Division, Fred A. Parnell Says — Ready for Music Show.

CHICAGO, ILL., Monday—The Electronics Department, General Electric Co., which moved its Chicago offices recently into the Merchandise Mart, will incorporate into its new headquarters one of the most complete radio display rooms in the country for its full line of radios and television receivers, according to Fred A. Parnell, advertising and sales promotion manager of the Receiver Division.

The offices and showrooms will be under the supervision of George S. Peterson, Electronics Department district manager for the G-E Central District.

Total area of the new headquarters will approximate 4,300 square feet on the eleventh floor. Showrooms will occupy about 1,400 square feet. Necessary construction and decorations are expected to be completed in time for the opening of the annual convention of the National Association of Music Merchants here on June 2.

The display will be maintained permanently, Mr. Parnell said, and will exhibit all models of General Electric

portables, table sets, battery radios, radio-phonograph combinations, Musaphonic AM-FM-short-wave radio-phonograph combinations and television receivers. During the N.A.M.M. convention, the exhibit will be used to introduce to dealers two new standard line radios and a television receiver.

Decorated and furnished to resemble contemporary living rooms, the exhibit shows the instruments in gracious home settings.

## W. H. HOGE TO BE WED; HEADS U. S. TELEVISION

W. Hamilton Hoge, president of the United States Television Mfg. Corp., New York, and son of Mrs. Huber Hoge of 1165 Fifth avenue, this city, will be married today in the Brick Presbyterian Church to Miss Sarah Collins, of Brunswick, Ga.

Mr. Hoge was graduated from Williams College and served as a major in the Marine Corps. He is also head of the Zetka Laboratories and is a member of the Huber Hoge & Sons advertising agency.

The bride-elect attended Glynn Academy in Brunswick. After a wedding trip to Bermuda, the couple will reside in New York.

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

## WILLIAMS MADE RCA AD CHIEF FOR SETS

(Continued from Page 3)

Department, in which position he developed the largest national advertising program in the history of the industry. He initiated many new techniques of record advertising and sales promotion, including a series of movie and radio tie-ins which have set the pattern for many promotional activities in the record industry.

He took a prominent role in the now-famous "Billionth Record" promotion conducted by RCA Victor, celebrating the pressing of the company's billionth platter in nation-wide hookups, window displays, extensive advertising and promotional activity. He also had a leading part in the promotion of the Red Seal "deluxe" non-breakable plastic record, and established a series of record publications directed to both dealers and record buyers.

In the course of his work with records, Mr. Williams traveled some 50,000 miles in tours across the country, meeting dealers and distributors and presenting the RCA Victor Record Institute Schools, designed to teach record merchandising and promotion. Background for this promotional work came from Mr. Williams' work with the Victor Record Society which created a mass record audience by offering a record player and \$9 worth of records for \$14.95 before the war.

Mr. Williams joined RCA in 1926 as a payroll clerk. Later he served, in turn, as a guide for visitors to the plant, as a staff member of the sound and electrical transcription department, and later as assistant to the advertising manager of the Record Department, before his promotion to advertising manager in 1938.

## ZENITH PLANT VISITED BY MANY DISTRIBUTORS

CHICAGO, ILL., Monday—A number of distributors and sales representatives were recent visitors at the Zenith Radio Corp. plant here.

They include Jim McKee, and Ben S. Gambill, Braid Electrical Co., Nashville, Tenn.; George Cohen, Northeastern Distributors, Inc., Boston; L. Collins, Morley-Murphy Co., Milwaukee, Wis.; V. J. Hillstrom, Reinhard Bros., Fargo, N. D.; H. C. Hoffman, Reinhard manager in Aberdeen, N. D.; Ronald Ries, Midland Implement Co., Billings,

Byron Orr, Rodefeld Co., Indianapolis, Ind.; Leon Maxwell, of the Leo Maxwell Co., Oklahoma City, Okla.; Willard Wood, Jr., Automatic Distributing Co., Houston, Tex.; C. Hyde and William Reinhardt, Griffith Distributing Corp., Cincinnati, Ohio, and J. L. Stanton and B. C. Karcher, of the Southern Equipment Co., San Antonio.

Harry Wines, general manager, Zenith Radio Corp., of New York, and W. W. Boyne, district sales manager of Zenith Radio, also visited the plant recently.

## DUMONT TO INTRODUCE LOW-PRICED TELESSETS AT MUSIC TRADE SHOW

(Continued from Page 7)

pleting the design problems attendant to the production of a lower priced console model providing television, AM and FM radio, shortwave and a record player changer. The initial sample of this model will also be exhibited for the first time at the Chicago Music Show. This instrument will be priced in the neighborhood of \$795.

DuMont will continue its present line of video instruments almost in its entirety, it was pointed out by Victor E. Olson, television receiver sales manager. "We are very proud that we have been able to maintain our price structure and our dealer set-up," Mr. Olson declared. "DuMont telesets will continue to be distributed in the few better shops in each area."

Discussing the company's plans, Mr. Olson added that "DuMont feels that this show gives us an opportunity to demonstrate the fact that we are leaders in the television field. We feel further that this show gives television the opportunity it has long since needed—that of appearing before the world as a mateur, well-founded business that bids well to become the backbone of the entertainment world. DuMont has thus far demonstrated its ability to produce an instrument which is the envy of the entire industry, both in an engineering and electronic sense as well as in cabinet design. What's more, we've been able to produce when the dealer most needed that production. We are now ready to expand that line—to show new models and continue in the forefront of television progress."

The DuMont delegation at the Music Show will include, in addition to Mr. Olson, Dr. Allen B. DuMont, president; Ernest A. Marx, general manager in charge of receiver activities; M. J. Alexander, advertising manager; John S. Hunt, Jr., David Gross and Norman M. Markwell.

## TERRY CUNNINGHAM NAMED AD HEAD FOR SYLVANIA ELECTRIC

(Continued from Page 3)

Division for the past two and one-half year. Mr. Cunningham is particularly well qualified to handle his new duties as he held the position for Mr. Johnson while the latter served with the Navy in the South Pacific.

Including a period of seven years in which he managed his own advertising agency in Chicago, Ill., Mr. Cunningham has had twenty-one years of experience with Chicago and Milwaukee advertising agencies. During this period he prepared advertising material for three of the major radio set manufacturers as well as manufacturers in other lines who sold through distributors and retailers.

## TRAV-LER Radio Distributors

Connecticut, New Jersey and  
Metropolitan New York Territory

LARGE SHIPMENTS OF TRAV-LER PORTABLES\*  
RUSHED BY AIRPLANE FOR OUR DEALERS



We Offer IMMEDIATE DELIVERY on the  
FASTEST-SELLING, LOWEST PRICED PORTABLE

**\$19.95** less batteries

\*See inside front cover of this issue

Write for catalog and details of complete Trav-Ler Line

**PARK RADIO SERVICE, Inc.**

Harry Antin, President

130 Cedar Street

COrtlandt 7-9070-1

New York, N. Y.

## HARRY ANTIN ORDERS PLANE DELIVERIES ON TRAV-LER PORTABLES

Harry Antin, president of Park Radio Service, Inc., 130 Cedar street, New York, distributor for Trav-Ler radios and phonographs, stated last week that the "hottest" set on the market today is the Trav-Ler personal portable battery model. The set lists at \$19.95 less batteries and is about six inches high, seven inches wide and less than four inches deep. It weighs about four pounds with batteries.

In commenting on the sale of the portable, Mr. Antin stated, "It is without doubt the fastest-selling set on the market today. In order to supply our dealers in Connecticut, New Jersey and the greater metropolitan area, we are forced to supplement our regular shipments with airplane deliveries. We are going to this additional expense to enable our dealers to get immediate delivery and thus not miss business during the big portable season. They are clamoring for merchandise and we are not sparing any expense to give them the merchandise when they want it. The sale of this personal portable is also boosting volume on the other radio and phonograph models in the Trav-Ler line," Mr. Antin said.

## FM RADIO PRODUCTION UP 47% DURING APRIL

(Continued from Page 3)

his discharge from the Navy he served fed as follows: 3,971 radio table models, 2,242 direct viewing radio consoles, 87 projection consoles, 686 direct viewing radio-phonograph combinations, 40 projection radio-phonograph combinations, and 860 converters.

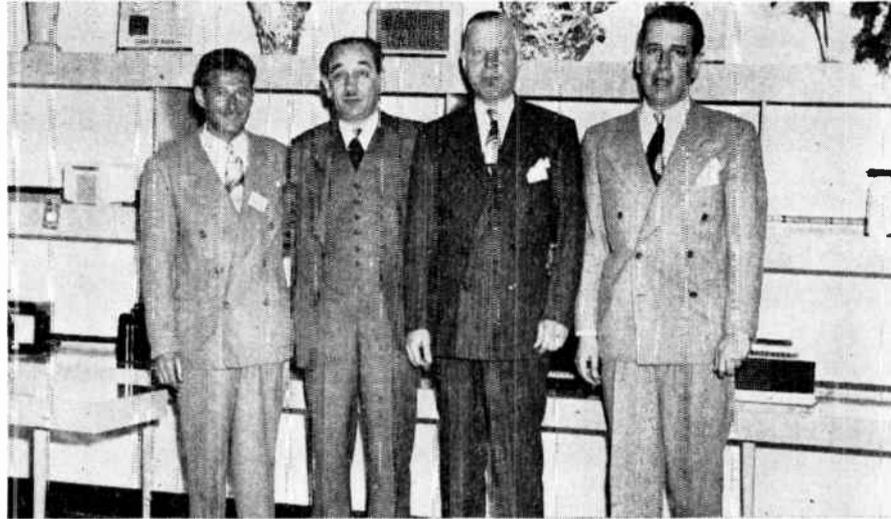
The April figure brings the total television receiver output for 1947 to 26,205 as of May 2, while FM-AM sets produced during the same four-month period totalled 284,432.

Following is the monthly breakdown on FM, television, and all set production for the year:

	FM-AM	Television	All Sets
January (five weeks)	51,318	5,437	1,564,171
February	53,594	6,243	1,379,966
March	67,264	6,639	1,377,269
April (five weeks)	112,256	7,886	1,759,723

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

## Garod Distributing Organization Opens Its Modern Showrooms In Boston, Mass.



Max W. Weintraub, president of Garod Radio Corp.; Max Katz, president of Merchants Distributors, Inc.; and James H. Hayes and Paul B. Rodfield, of Garod, above left to right, are shown at the opening.

BOSTON, MASS., Saturday—Merchants Distributors, Inc., of this city, recently entertained Garod Radio Corp. officials and factory representatives of other lines distributed by the firm at opening ceremonies for the Merchants company's new building at 1310 Boylston street.

Max Katz, president of the firm, announced that more than a thousand attended, including Max Weintraub, Garod president; James H. Hayes, New England representative, and Paul B.

Rodfield, assistant sales manager for Garod.

The new building is an addition to the original warehouse and distributing center. It includes approximately 6,000 square feet of floor space and is used for showrooms, a service department, and offices. More display space is provided for the radios, radio-phonographs and other products distributed by the firm. Also expanded facilities are now available in the new service department.

## AEROPOINT LOCATES RARE OSMIUM SUPPLY

CHICAGO, ILL., Friday—Officials of the Aero Needle Co., 619 North Michigan avenue, this city, today revealed that they have been fortunate in locating and securing one of the very few sources of supply of osmium in the world today. Osmium is used in manufacturing long-life phonograph needles.

Officials of the firm, which manufactures Aeropoint needles, stated that they were sure this news will be of particular importance to both retailers of records and needles as well as coin box men who appreciate the value of long-playing quality needles.

## Heads Radio Department

NIAGARA FALLS, N. Y., Monday—The appointment of Joseph Dowe as manager of the radio department of the Levy Brothers furniture store in Niagara Falls has just been announced.

## W. W. Cone To Address Queens Village Rotary

W. W. Cone, district manager for RCA Victor Home Instruments in the metropolitan New York and northern New Jersey territory, will address the Queens Village Rotary Club tomorrow (Thursday) in Queens Village, New York. His subject will be "Opportunities in Television."

## Allen With Signature

Herbert Allen has been named vice president in charge of sales for Signature Recording Corp., New York. He was formerly connected with RCA Victor.

## CHICAGO ALBUM LINE DISPLAYED AT SHOW

CHICAGO, ILL., Friday—The Chicago Album & Specialty Co., 503 South Jefferson street, this city, will exhibit its new line of record albums in Booth 26 at the N.A.M.M. Show at the Palmer House starting June 2. A variety of albums will be exhibited in many finishes. Shown for the first time will be the firm's latest creation with artistic cover designs suggesting the contents of the album. One has a violin for standard-classical music, another the saxophone for jazz, swing, boogie-woogie, while a third has a drum design for popular music.

All albums are made with twelve pockets, according to Adolph Willinger, head of the company. Mr. Willinger is a veteran of the album industry and his company has been active over a period of many years.

## Windsor Luggage Line For Bernat Sales Co.

BOSTON, MASS., Thursday—Crown Products, of this city, manufacturer of luggage of all types, has appointed the Bernat Sales Co., 624 South Michigan avenue, Chicago, as exclusive sales representative on its line of portable cases for radio and phonograph manufacturers. Joseph Kosow, head of the company located at 53 Beverly street, this city, stated that the Bernat firm will be in a position to serve manufacturers with all types of covered cases ranging from tiny portable units to large cases for radio-phonograph combinations. The company, he stated, can produce units with any type of covering and at competitive prices.

The Crown firm has popularized the Windsor name throughout the luggage industry.

## Wilson DuMez Is Married; Joyner Corp. Executive

CHICAGO, ILL., Monday—Wilson V. DuMez, comptroller of the Joyner Corp., here, was married last week to Miss Barbara Joan Cady, of Leamington and Long Lake. Mr. DuMez has been associated with the Joyner Corp. since his discharge from the Navy where he served as flight lieutenant.

## BERNAT SALES CO.

Manufacturers' Sales Representatives

Serving the Jobber Trade in the Middle West With

- DeWALD Radio
- MICRO-LITE Flashlights
- ARNOLD Electric Clocks
- WINDSOR Luggage
- ECKENROTH Musagrاند Record Cabinets
- SONATA Phonographs
- CONVERSA FONE Inter-Coms

624 SO. MICHIGAN AVE. HARRISON 1844 CHICAGO, ILL.

## FOR SALE

## Entire Contents of Radio Plant

Including all components, hardware, fixtures, benches, riveting machines, Artos wire cutting machine, etc. All sales subject to prior sale.

Samples of Components Can Be Seen at

## ALLEN GRAY

330 East 23rd St. 5th Floor New York 10, N. Y.

Telephone: GRamercy 3-8410

*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.**

## PREVIEW CONDUCTED FOR RETAILER GROUP BY G-E SUPPLY CORP.

MEETING HELD IN ST. LOUIS

James V. C. Harter Joins Staff of  
F. C. Hayer Co. in Minneapolis  
— Eureka Williams Co. Holds a  
Dealer Meeting — Central Fur-  
niture Enlarging Quarters.

MINNEAPOLIS, MINN., Thursday—  
Appointment of James V. C. Harter as  
advertising and sales promotion man-  
ager has been announced here by F. C.  
Hayer, head of the F. C. Hayer Co., dis-  
tributor of RCA Victor products, Gib-  
son refrigerators and home appliances.

Mr. Harter formerly was with Jen-  
sen Printing Co. of Minneapolis, and be-  
fore coming to Minneapolis was a di-  
vision advertising manager with Butler  
Bros. in Chicago and with the mail or-  
der division of Montgomery Ward.

More than 500 dealers from four  
states attended the two-day major ap-  
pliance preview staged by General Elec-  
tric Supply Corp. earlier this week in  
Stem Hall of St. Paul auditorium. Deal-  
ers and salesmen from Minnesota, South  
Dakota, Michigan and Wisconsin at-  
tended the showing which had W. J.  
Moravec, sales promotion manager for  
G-E Supply, in charge. J. W. Dunbar,  
advertising manager from the home

offices GE Supply at Bridgeport, Conn.,  
headed up the list of speakers who ad-  
dressed the dealers and outlined plans  
of the company. Dealer interest in the  
G-E line of merchandise was reported  
as very high.

More than 1,600 refrigerator work-  
ers at the Seeger Refrigerator Co. in  
St. Paul have received a 15 cents per  
hour wage increase effective June 1.  
The company agreed to the raise in  
negotiations with Peter M. Mattson,  
vice president of Fabricated, Metal and  
Enamelware Workers, AFL, with which  
Refrigerator Local 20159 is affiliated.

The Seeger Co. has announced the  
appointment of R. E. (Rollie) Sundblad  
to its staff as assistant superintendent  
of manufacture, it was announced by N.  
H. Griebeneow, vice president and  
works manager. Graduate of the Uni-  
versity of Minnesota in 1934 from the  
Engineering school, Mr. Sundblad was  
plant and equipment engineer at North-  
west Airlines before assuming his new  
job. The Seeger firm has contracts for  
the manufacture of "freezers" for some  
of the largest refrigeration firms in the  
country, including Frigidaire.

Nearly 200 dealers of the Eureka  
Williams Co. in Minnesota and Western  
Wisconsin were guests of the company  
last week at a dinner in the Radisson  
hotel, Minneapolis. The dinner was in  
connection with the display to dealers  
of Eureka's home appliance line, includ-  
ing its new cordless electric iron. George  
E. Wagner of Chicago, divisional sales  
manager, outlined sales plans for 1947.  
Others who spoke were J. G. Fisher of

Chicago, regional sales manager, and E.  
B. Hoffman, manager of the company's  
district office at 135 S. Eleventh street.

Start of construction on a 200x175  
foot warehouse and annex for Central  
Furniture & Carpet Co., large North  
Minneapolis retail appliance outlet, has  
been started. With the site formerly  
occupied by several dwellings, the com-  
pany furnished the tenants temporary  
quarters until the houses were moved  
to new locations and reset on full base-  
ment foundations remodeled and redece-  
rated.

—JACK WEINBERG.

## NEW FREEZERS SHOWN AT ALABAMA MEETING

BIRMINGHAM, ALA., Monday —  
The Deep South Supply Co., distribu-  
tor of radios and electrical products  
here, recently sponsored a sales meet-  
ing in the Tutwiler Hotel to introduce  
the 1947 model of "Deepfreeze" home  
freezer models. More than 100 Ala-  
bama dealers attended.

A home economics demonstration on  
the preparation and storage of frozen  
food was made in connection with the  
showing of the new models. Displays  
and other sales aids for the freezer  
were also explained. Shipments on the  
"Deepfreeze" have already begun, but  
the demand still exceeds the supply, it  
was announced.

C. J. McDavid, president of the Deep  
South Supply, presided at the meeting.  
Representing the Deepfreeze company,  
of Chicago, were T. F. Elrod, region-  
al manager, and J. O. Strange, west-  
ern manager, from Texas. Mrs. Fay  
Swann, Bob McDavid, Hank Ellis and  
Jim Sutherland, of Deep South Supply,  
gave sales promotion talks on the new  
freezer models.

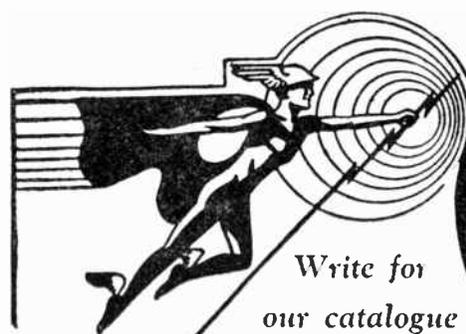
You won't miss a single important  
news item if you read RADIO and Tele-  
vision WEEKLY.

## Small Size Capacitors Produced By Solar Co.

The Solar Mfg. Corp., New York, re-  
cently announced the first of a series  
of extra small dry electrolytic capaci-  
tors developed to free circuit designers  
from the space limitations of conven-  
tional models.

The basis of the size reduction  
achieved in Solar LB capacitors is a new  
method of producing extremely high-  
gain and stable etched foil, the company  
said.

Intended for use when very high val-  
ues of capacitance are necessary for  
bypass, coupling and audio filter appli-  
cations, they are available in container  
ranges including  $\frac{1}{2}$ "x1 $\frac{1}{2}$ " and  $\frac{3}{4}$ "x1 $\frac{1}{2}$ ".



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

## 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

• ZENITH  
Radios—Hearing Aids

• DEEPFREEZE  
The Original Home Freezer

• GAROD  
Lower Connecticut Only

## STERN & COMPANY of HARTFORD, Conn.

Distributors of America's Leading Brands of Small Appliances

"STERN'S SELLING SLANTS" mailed on request.

**COLUMBIA and OKEH RECORDS**

"TODAY'S TOP FRANCHISE"

• THOR  
Home Laundry Equipment

• GIBSON  
Refrigerators—Ranges

• UNIVERSAL  
Vacuum Cleaners & Appliances  
Sole State Service Distributors

# AEROPPOINT "88"

The World's Finest Phonograph Needle\*

An impartial Consumers National Testing Laboratory has made tests on numerous phonograph needles and has proclaimed Aeropoint "88" as the best of those tested.

AERO NEEDLE COMPANY, 619 N. MICHIGAN AVE., CHICAGO 11, ILL.



PRICE \$1.50

\* Write for FREE sample.

## RCA TO DISPLAY NEW RADIO, TELEVISION SETS AND RECORD SALES AIDS AT MUSIC CONCLAVE

(Continued from Page 8)

the RCA Victor line will also be displayed.

The record portion of the display will be a general exhibit of services and features offered to dealers by RCA Victor. The literature, artist promotions, and display merchandisers offered to dealers by the company, will figure prominently in the exhibit. Among these will be an 88-record island cluster; a new children's music house; sets of models of the famous RCA Victor dog, Nipper, 36 and 12 inches in height; single de luxe counter merchandisers for 10 and 12 inch records; a mechanized revolving album unit holding 40 albums; a display in which the heads of various RCA Victor artists can be shown interchangeable; standing miniature figures of various leading artists, and a giant record about five feet tall. Various signs available to dealers will be presented at the convention and a feature-

of-the-month album record merchandiser will be shown.

Among company officials scheduled to attend the convention are Joseph B. Elliott, vice president in charge of Home Instruments; J. W. Murray, vice president, in charge of Records; W. M. Norton, director of distribution; Henry G. Baker, general sales manager of the Home Instruments Department; D. J. Finn, general sales manager of the Record Department; A. B. Mills, home instrument merchandise manager; F. G. Wright, home instrument field sales manager; J. M. Williams, home instrument advertising manager, R. M. Fielding, record advertising, and J. C. Marden, home instrument sales promotion manager.

Beryl Davis, RCA Victor artist, will be one of the featured entertainers at the NAMM banquet June 5.

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

## Larger Quarters Planned By St. Petersburg Firm

ST. PETERSBURG, FLA., Friday—The Millsap Appliance Co., currently located at 837 Central avenue, plans to occupy more spacious quarters at the corner of Sixth and Central avenues as soon as remodeling work is completed.

—B.

## J. V. C. Harter Appointed To Minneapolis Sales Post

MINNEAPOLIS, MINN., Thursday—The F. C. Hayer Co., upper Midwest distributor of RCA Victor products, Gibson refrigerators, and other home appliances, has announced the appointment of James V. C. Harter as advertising and sales promotion manager.

Mr. Harter was formerly a division advertising manager with Butler Bros., Chicago, and with the mail order division of Montgomery Ward. For the first year he has been associated with the Jensen Printing Co., here.

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

## Clarostat Shows Profit

The Clarostat Mfg. Co., of Brooklyn, and its wholly-owned subsidiaries, have announced a net profit of \$113,475 for 1946, equal to 33 cents each on 340,000 shares of capital stock. Net sales were \$2,255,488.

## 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":

- ZENITH • THOR • GIBSON
- GRAND RANGES
- M-G-M RECORDS • QUAKER HEATERS
- SCOTT-ATWATER OUTBOARD MOTORS
- ELGIN KITCHEN CABINETS
- NATIONAL SEWING MACHINES
- BRUSH "Mail-A-Voice" And Soundmirrors
- NU-ENAMEL • PABCO
- CALCINATOR • G.E. Traffic Appliances

## NORTHEASTERN DISTRIBUTORS, Inc.

588 COMMONWEALTH AVE.  
BOSTON 15, MASS.



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

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

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



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

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

- \* 2180—135 Ohms
- \* 2181—160 Ohms
- \* 2182—180 Ohms
- \* 2183—200 Ohms
- \* 2184—220 Ohms

- 2185—250 Ohms
- 2186—290 Ohms
- 2187—300 Ohms
- 2188—330 Ohms
- 2189—350 Ohms

\* Note: 135, 160, 180, and 200 ohm cords can also be used for single light 20 and 15 watt fluorescent fixtures.

**Tapped 4-Terminal AC-DC RESISTANCE LINE CORDS**

Pilot Light resistor shunt built into cord. Used on Emerson, Zenith, Sperton, RCA, General Electric, Wells-Gardner, Sears Roebuck, Fada, Admiral, Air King, Detroit, Crosley, Garod, and others.

- No. 2176—160 ohms tapped at 24 ohms
- No. 2195—165 ohms tapped at 30 ohms
- No. 2177—180 ohms tapped at 25 ohms
- No. 2178—200 ohms tapped at 25 ohms
- No. 2179—200 ohms tapped at 40 ohms
- No. 2174—280 ohms tapped at 40 ohms
- No. 2164—360 ohms tapped at 80 ohms
- No. 2166—430 ohms tapped at 80 ohms
- No. 2156—510 ohms tapped at 80 ohms
- No. 2196—560 ohms tapped at 80 ohms
- No. 2158—960 ohms tapped at 80 ohms
- No. 2165—1950 ohms tapped at 360 ohms

**JFD HIGH RESISTANCE LINE CORDS**



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

2157—For AC-DC Sets. This cord has 960 ohms resistance, and is used wherever 4523 rectifier tube is employed. (For pocket type radios, such as: Admiral, Fada, Sentinel, Sonora, Motorola, Detroit, Farnsworth, etc.) Individually packaged.

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



- No. 2191 Stepdowm 300 ohms, Amer. Plug.
- No. 2192 Stepdowm 560 ohms, Amer. Plug.
- No. 2193 Stepdowm 300 ohms, Continental plug.
- No. 2194 Stepdowm 560 ohms, Continental plug.

**JFD REPLACEMENT LINE CORD FOR MOTOROLA SETS**



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

**J.F.D. MANUFACTURING CO.**  
4109-4123 FORT HAMILTON PARKWAY, BROOKLYN 19, 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 —

**MANAGER** of radio and major appliance store to take complete charge of one of the largest establishments on Long Island. Must be a go-getter and thoroughly experienced in selling, buying and merchandising. Excellent future for the right man as we are expanding, having two stores now and opening more. Income commensurate with background. State full qualifications, age, salary, etc. Replies held strictly confidential. Box 884, RADIO and Television WEEKLY

**AVAILABLE: PHILCO, MOPAR AND MOTOROLA AUTO RADIOS.** BOX 885, RADIO and Television WEEKLY

**RECORD ALBUMS**—Manufacturers' representative to contact dealers with beautiful line of record albums. All territories open except Baltimore, Chicago, Detroit, Philadelphia, New York City. Write immediately to International Album Co., 44 Court St., Brooklyn, N. Y.

**SALESMAN**—presently calling on radio dealers and music merchants to represent progressive distributor of phonographs and accessories in Long Island and Brooklyn. Must have good clientele. Carrying of kindred lines approved. Box No. 886, RADIO and Television WEEKLY.

**CLOSE OUT**, Electric Steam Irons, list \$14.95. \$5.00—\$4.00 in one hundred lots. Kemp, 57 Mt. Hope Ave., Rochester 7, N. Y.

**PHONOGRAPH MOTORS**—Spring wound, with turntables, speed regulators, etc., \$3.00 each. Write, wire. Box No. 878, RADIO and Television WEEKLY.

**LARGE RADIO** eastern distributing house having an excellent following abroad is interested in exporting receivers designed for foreign reception. Excellent results assured for quality product. Box 882, RADIO and Television WEEKLY.

**DISTRIBUTORS and JOBBERS** wanted on fine line radio cabinets. Write Box No. 880, RADIO and Television WEEKLY.

**RADIO MANUFACTURERS**—We have open time for all types of wooden cabinets including console. Write Box No. 881, RADIO and Television WEEKLY.

**PHONOGRAPHS**—Beautiful leatherette portable case, electric motor, acoustic reproducer. Immediate delivery. \$9.00 each. Write Box 879, RADIO and Television WEEKLY.

**RECORD SALES MANAGER.** One of the largest Eastern Distributors of a major record line seeks the services of a Record Sales Manager. Thorough knowledge of records and music business necessary. Excellent opportunity. Salary and bonus commensurate with ability. Send full resume. Box No. 883, RADIO and Television WEEKLY.

### 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.

**RADIO - PHONOGRAPH and TELEVISION CABINETS.** Small or large. The Acme Cabinets of Bridgeport, Conn. Made to your design. New York office: 58 Cortlandt St. Tel.: WOrth 2-8215. Mr. M. Klein.

**ATTENTION! ELECTRONICS AGENTS**—A new, high quality signal generator backed by a nationwide advertising campaign; territories available. Address Box No. 877, RADIO and Television WEEKLY.

**MFRS. REP.** with 22 years' engineering experience covering Metro. New York and Northern N. J. seeks jobber and industrial lines. Our factories aware of this ad. Box No. 861, RADIO and Television WEEKLY.

**MANUFACTURER** of table model electric phonographs retailing at \$22.95 and \$24.95 seeks distributors and factory reps. Write for further information. Choice territories now open. Box No. 871, RADIO and Television WEEKLY.

## MUSIC SHOW ON NEXT WEEK

(Continued from Page 3)

various types of musical merchandise. Included in this list will be eighteen manufacturers of radios and radio-phonographs; twenty-four record manufacturers; nine phonograph producers; ten needle concerns; two firms producing only television receivers, and at least fifteen firms making record albums, recorders, changers, cabinets and allied merchandise handled by music dealers.

The convention keynote luncheon will be staged on Monday, June 2 at the Palmer House. Store operation clinics on Tuesday, June 3 will be among the outstanding attractions for the visiting merchants. Sessions will be staged on the following subjects: "Costs of Doing Business;" "Sales Problems" and "Service Problems."

An address by Dr. Albert Haring, NAMM consultant, on "The Business Outlook" is expected to be especially interesting to dealers. J. W. Anderson, president of the American Fair Trade Council, will address a fair trade pricing luncheon also on Wednesday on the subject of "Fair Trade Pricing for the Music Business."

Highlighting the activities on Thursday, June 5 will be a series of three promotion clinics: one on "Promoting High-Bracket Merchandising;" another on "Records-Profits or Red Ink," and the third on "Store Promotion."

Merchandise exhibits will be staged in rooms, booths, parlor drawing rooms and the mezzanine. Exhibits will be staged on the sixth, seventh and eighth floor of the hotel, in the Exhibit Hall, Club floor and on the mezzanine.

Meetings will also be staged during the NAMM convention by affiliated music groups, including manufacturers and wholesalers of musical merchandise. Several manufacturers likewise will hold special meetings and dinners.

Exhibits will be opened each day at

### 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.

10 A. M., except Wednesday, June 4, when exhibits will remain closed until noon. By a two-to-one vote, exhibitors favored remaining open until 9 P. M. on Monday night only. Exhibits will close promptly at 6 P. M. on Tuesday and Wednesday and 9 P. M. on Monday night. This closing rule applies to room exhibits as well as those in the exhibit hall.

Those who choose to do so, may close their exhibits at 5 P. M. on Thursday afternoon, June 5, in order to prepare for the evening banquet. Exhibit hall displays must not be dismantled until 6 P. M. on Thursday.

In response to popular demand, the operation of phonographs will be permitted in the exhibit hall. Show officials point out that this privilege must not be abused, and phonographs will be operated with reduced volume.

## H. C. Handweg Advanced By Motorola Organization

CHICAGO, ILL., Friday — Howard C. Handweg, regional sales manager of the North Central region, has been appointed to the position of assistant sales manager for the Motorola home radio, car radio and car heater, it was announced today by W. H. Kelley, general sales manager. Mr. Handweg has been associated with Motorola, Inc., for seven years, and has served as a field salesman, territorial representative and regional sales manager. During the war he was in charge of crystal procurement and expediting.

### 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.

## APPLIANCE DEALERS

LOW PRICES  
FAST DELIVERY



We are in a position to supply you with everything you need in the electrical and radio fields. We can supply many hard-to-get products, such as Plugs, Switches, Sockets, Elements, etc. FREE—Send for our complete catalog showing Electrical Wiring Devices, Portable Electric Stoves, Fluorescent Equipment, etc.

TRUTONE PRODUCTS CO.

Dept. TA  
303 West 42nd Street  
New York 18, N. Y.

# WHERE TO BUY - - - WHERE TO SELL

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

Where the Magnitude  
Of Selling Power  
Is Reflected

## RADIO AND TELEVISION WEEKLY

ESTABLISHED 1918

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.  
Automatic Radio Mfg. Co. . . . . Boston, Mass.  
Aviela 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  
DeWald Radio Mfg. Corp. . . . . Long Island City, N. Y.  
Delco Radio Div. of G. M. . . . . Kokomo, Ind.  
DuMont Labs., Inc., Allen B. . . . . Passaic, N. J.  
Electromatic Mfg. Corp. . . . . New York, N. Y.  
Electronic Corp. of America . . . . . Brooklyn, N. Y.  
Electronic Devices Co. . . . . New York 1, N. Y.  
Electronic Laboratories, Inc. . . . . Indianapolis, Ind.  
Electro-Tone Corp. . . . . Hoboken, N. J.  
Emerson Radio & Phono. Corp. . . . . New York, N. Y.  
Espey Manufacturing Co. . . . . New York, N. Y.  
Fada Radio & Elec. Co. . . . . Belleville, N. J.  
Farnsworth Tel. & Radio Corp. . . . . Ft. Wayne, Ind.  
Freed Radio Corp. . . . . New York, N. Y.  
Garod Radio Corp. . . . . Brooklyn, N. Y.  
General Electric Co. . . . . Bridgeport, Conn.  
Globe Electronics Corp. . . . . New York, N. Y.  
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.  
Motorola, Inc. . . . . Chicago, Ill.  
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.  
Signal Electronics, Inc. . . . . New York, N. Y.  
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.  
Transvision, Inc. . . . . New Rochelle, N. Y.  
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.  
Duotone Co. . . . . New York, N. Y.  
Dynavox Corp. . . . . Long Island City, N. Y.  
Electronic Devices Co. . . . . New York 1, N. Y.  
Electro-Tone Corp. . . . . Hoboken, N. J.  
Garrard Sales Corp. . . . . New York, N. Y.  
General Industries Co. . . . . Elyria, Ohio  
Hamilton Associated Industries . . . . . Chicago, Ill.  
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.  
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.  
Portofonic Mfg. Corp. . . . . Brooklyn 32, N. Y.  
Presto Recording Corp. . . . . New York, N. Y.  
RCA Victor Division, RCA . . . . . Camden, N. J.  
Recordisc Corp. . . . . New York, N. Y.  
Recotone Corp. . . . . New York, N. Y.  
Sonata Electronics Corp. . . . . Chicago 5, Ill.  
Sonora Radio & Television Corp. . . . . Chicago, Ill.  
Sound Products Co. . . . . White Plains, N. Y.  
Stelman 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.  
Kan-Rad Tubes . . . . . Owensboro, Ky.  
Machlett Labs., Inc. . . . . Springdale, Conn.  
National Union Radio Corp. . . . . Orange, N. J.  
North American Philips Co. . . . . New York, N. Y.  
Philco Corp. . . . . Philadelphia, Pa.  
RCA Tube Division . . . . . Harrison, N. J.  
Raytheon Manufacturing Co. . . . . Newton, Mass.  
Standard Arcturus Corp. . . . . Newark, N. J.  
sylvania Elec. Products, Inc. . . . . Emporium, Pa.  
Tung-Sol Lamp Yorks, Inc. . . . . Newark, N. J.

### Radio Parts Manufacturers

Aermotive Equipment Corp. . . . . Kansas City, Mo.  
Aerovox Corp. . . . . New Bedford, Mass.  
American Condenser Co. . . . . Chicago, Ill.  
Astatic Corp. . . . . Conneaut, Ohio  
Cinaudagraph Speakers, Inc. . . . . Slater, Mo.  
Coronet Electric Co. . . . . Chicago, Ill.  
Dumont Electric Co. . . . . New York, N. Y.  
Electrical Reactance Corp. . . . . Franklinville, N. Y.  
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.  
Insulire 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.  
Pyramid Electric Co. . . . . Paterson, N. J.  
Quam-Nichols Co. . . . . Chicago, Ill.  
Raytheon Mfg. Co. . . . . Waltham, Mass.  
RCA Victor Division, RCA . . . . . Camden, N. J.  
Servwel Products Co. . . . . New York, N. Y.  
Snyder Mfg. Co. . . . . Philadelphia, Pa.  
Solar Mfg. Corp. . . . . New York, N. Y.  
Sound Products Co. . . . . White Plains, N. Y.  
Sprirling Products Co. . . . . New York, N. Y.  
Sprague Electric Co. . . . . No. Adams, Mass.  
sylvania Elec. Products, Inc. . . . . Emporium, Pa.  
Telematic Corp. . . . . Los Angeles 46, Calif.  
United Speakers, Inc. . . . . Los Angeles 23, Calif.  
Universal Microphone Co. . . . . Inglewood, Calif.  
Vitamite Co., The . . . . . New York 23, N. Y.  
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.  
Bruno-New York, Inc. . . . . 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.  
Krieh-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.  
Robbins Co., Chas. W. . . . . 853 Broadway, New York  
Sarford 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. . . . .  
Wolfe Radio Co., Ben. . . . . 34 W. 17th St., New York  
Wolfe Radio Co., Ben. . . . . 14 W. 17th St., New York

Answering the call for lower prices!

NOW you can offer your customers...

WALCO DIAMOND NEEDLE

...the greatest "buy" in NEEDLE HISTORY!

A genuine everlasting diamond point needle to retail at the spectacular price of only \$12.50



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