

# RADIO AND TELEVISION

# ELECTRON WEEK

NEW YORK, WEDNESDAY, AUGUST 6, 1947



You're in the lead with RCA...*here's why*



## Support... RCA backs you up with the best in sales aids

"Sally Service," the high-powered little saleslady up there on the desk, is typical of the dynamic promotional support you get with time-tested RCA sales aids.

This new full-color cutout and a whole new group of eye-catching posters and displays, apply powerful display techniques to the job of stopping, reminding *and* selling prospects. They are designed by merchandising experts to give your store more *sell* and more profit.

Ask your RCA Distributor to give you the new RCA Sales Aids Booklet. It describes all of the business boosters that are available to you.

The point-of-sale support of RCA sales aids, is one more powerful reason why *you're in the lead with RCA*. So, push RCA tubes and watch your business grow!

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA



TUBE DEPARTMENT

**RADIO CORPORATION of AMERICA**

HARRISON, N. J.



**Lily Pons says:**

... star of Columbia Records appearing in the United Artists' release 'CARNEGIE HALL'.

*"The most perfect record reproduction I've ever heard"*

Lily Pons made the above statement to Paul L. Chamberlain, Manager of Sales, Receiver Division, after hearing G-E Model 417A in her own home.

**Your customers will agree with Lily Pons when they hear G-E Model 417A!**

**D**EMONSTRATE! That's the easy way to sell G-E Model 417A. Let prospects hear how much better favorite records sound when touched by the magic of the G-E Electronic Reproducer. They listen, and they're ready for the dotted line.

Model 417A is loaded with other sales points, too. It has genuine FM (both bands), two short-wave spread bands,

and push-button tuning of standard broadcasts. The beautiful 18th Century period cabinet, veneered in genuine Honduran mahogany, has generous storage space for approximately 120 records. For full information write today to your General Electric radio distributor or General Electric Company, Electronics Park, Syracuse, New York.

This powerful endorsement by Lily Pons will be featured during September in smashing full pages in...

**POST • LIFE  
LOOK • COLLIER'S  
COUNTRY GENTLEMAN  
FARM JOURNAL  
PROGRESSIVE FARMER**

LEADER IN RADIO, TELEVISION AND ELECTRONICS

**GENERAL  ELECTRIC**

175-F8

PORTABLES • TABLE MODELS • CONSOLES • FARM SETS • AUTOMATIC PHONOGRAPH COMBINATIONS • TELEVISION

## Retailers Seeking Better Approach With the Jobbers

**"NERA" GROUPS SPONSORS More Than Fifty Local Chapters of Association to Discuss Problems of Trade With Appliance Distributors This Month.**

WASHINGTON, D. C., Friday — More than fifty local Chapters in all sections of the country will meet with their distributors during the second week in August to discuss ways and means of eliminating various existing inequalities in the electrical retailing industry, C. C. Simpson, managing director of the National Electrical Retailers' Association, stated today.

Mr. Simpson stated that this is the first activity in the association's new Chapter servicing program, and added that the chapter meetings with distributors will project to a local level the same problems discussed with manufacturers by the association's national manufacturers distributors relations committee at a recent meeting in Chicago.

The NERA chapter servicing being inaugurated this month he said, will provide for local participation in the NERA program to promote, protect

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## Trav-Ler Shows 14 Radio Models To Distributors

**IN LOW-PRICE BRACKETS National Convention Is Staged at French Lick, Ind. — Total Production This Year Expected to Exceed 500,000 Radio Units.**

FRENCH LICK, IND., Monday — Trav-Ler Radio Corp. plans for the coming season were outlined to the company's national distributing organization and to major dealers at a convention just concluded in this city. Joe Friedman, president of Trav-Ler, and Is Edelman, vice president, served as hosts and conducted the business sessions. The new Trav-Ler models were presented.

Opening gun in the four-day meeting was staged at the Covenant Club, Chicago, where a cocktail party and dinner was staged last Wednesday evening. Two hundred members of the trade attended.

At 9:30 A. M. the big party was

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## INCREASED COSTS MAY FORCE HAND OF RADIO SET MAKERS

**RISES ARE EXPECTED TO FOLLOW HIGHER COSTS Skyrocketing of Labor and Material Prices Seen as Making Higher Lists of Radio Sets and Appliances Necessary—Expected to Follow Trend in Coal, Steel, Auto Fields.**

The announcement over the week-end by General Motors Corp. of increases in the price of its automobiles and labor trouble being experienced at the Ford plant has led leaders in other industries—including radio—to consider the far-reaching effects of the overall price picture as it stands at present. Most of them predict early price rises.

## \$540,000 PROFIT FOR STROMBERG

**REPORTS FOR HALF YEAR Billings for Six Months Amount to \$15,668,966 — Big Demand Reported for FM Radio Receivers — Corporate Debt Reduced.**

ROCHESTER, N. Y., Monday—The Stromberg-Carlson Co., this city, netted for the first six months of this year a profit of \$540,000, Dr. Ray H. Manson, president, and Edwin C. Roworth, corporate secretary, reported today in a letter to stockholders. Company billings during this period amounted to \$15,668,966.

Reduction of inventories has enabled the firm to reduce its bank debt by approximately \$500,000 since the first of the year and to conserve sufficient cash resources to finance increased production and the completion of new broadcasting facilities for Stations WHAM and WHFM, the letter reports.

The demand for Stromberg-Carlson home radio receiver sets is far from satisfied, according to the company officials, and the erection of many new FM stations is constantly enlarging that demand. Although the company

(Continued on Page 30)

## PLAN MEETINGS BY BENDIX RADIO

BALTIMORE, MD., Monday—The Bendix Radio Division, Bendix Aviation Corp. will stage distributor meetings in this city later this month. Both sessions will be similar in nature with different groups in attendance.

The first meeting is scheduled for August 21-22 and the second on August 25-26. W. P. Killiard, general manager of the Bendix Radio Division; J. T. Dalton, general sales manager of radio receivers, and Earl L. Hadley, advertising manager, will be among the speakers.

Members of the radio trade, as well as appliance industry leaders, have consistently pointed out that increased cost of labor and materials has forced prices of their end equipment up, despite their efforts to lower lists. A number of steel producers has already announced substantial price increases as a result of the wage concessions made to the coal miners and the higher cost of coal. Oil prices have also been increased as of August 1.

Several major refrigerator manufacturers have been forced to lift their prices and others are expected to follow suit. In the past, the coal, steel and automobile industries have set a pattern for wages and prices.

Although Chrysler, Ford or the independent auto manufacturers have not as yet indicated whether they will follow General Motors in lifting their prices, many industry leaders appear almost certain that they will.

Independent and government economists are making every effort to arrive at some idea as to the extent of this latest inflationary spurt. The business news of the last month has been featured by a change from widespread expectations of recessions in the second

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## Retail Sales Up For Radio Trade

WASHINGTON, D. C., Friday—Independent radio and musical instrument dealers reported for June sales averaging 15 per cent better than during the same month in 1946, according to the monthly summary of retail trade just issued by the Bureau of the Census, Department of Commerce. For the first six months of this year, these dealers reported a 53 per cent increase in volume over the corresponding period of last year. However, June sales were 7 per cent under those of May of this year.

Household appliance dealers reported a 47 per cent increase in volume in June against June, 1946 and a 60 per cent gain in business for the first half of this year, compared with the first six months of 1946. June sales this year were 4 per cent better than May of this year, the report revealed.

## 3 Vice Elected McDonald

**TO EMBRACE ALL J. E. Anderson, Willy Dumke, Orrin E. Wolf Are Chicago Radio Manufacturers All Are Trade Veterans.**

CHICAGO, ILL., Friday—Election of three new vice presidents of the Zenith Radio Corp., this city, was announced today by Commander E. F. McDonald, Jr., president.

They are: J. E. Anderson, general purchasing agent, who has been named vice president in charge of purchasing; Willy Dumke, who has been elected vice president in charge of production of speakers, transformers and hearing aids, and Orrin E. Wolf, vice president in charge of the hearing aid division.

Mr. Anderson joined the Zenith organization in 1942 as purchasing agent after ten years at RCA. He joined that company as a buyer at Camden, N. J., and subsequently became senior buyer for the automotive and household radio division. He then moved to the RCA plant at Bloomington, Ind., as purchasing agent and member of the senior management committee.

Prior experience in purchasing has given Mr. Anderson a total of twenty-five years in this field, most of which has been spent in the radio industry.

The first association of Mr. Dumke with the radio trade was in 1920 when he joined the Howard Radio Co. as a mechanical engineer. In 1926 he went to the Buckingham Radio Corp. as vice president and general manager in

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## RCA REVEALS GAIN IN SALES, INCOME

The Radio Corp. of America and its subsidiaries had a net income for the first six months of this year of \$8,925,912, after taxes and all charges, it was reported last week by Brig. Gen David Sarnoff, president and chairman of the board.

The result was equivalent, after preferred dividend payments, to 52 cents a share of common stock. The net income for the initial half of last year was \$5,666,299, or 29 cents a common share.

Gross income amounted to \$154,333,872, an increase of \$53,023,787 over the \$101,310,085 shown in the first half of 1946.

Net income for the June quarter, after \$2,804,000 provision for taxes, was \$4,145,917, or 24 cents each on 13,881,016 common shares, compared with \$2,506,075, or 12 cents a share, for the second quarter of 1946, when \$1,080,600 was provided for taxes.

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**Youth Market**

The interest of teen-age girls in music and their importance as purchasers of radio sets, phonographs and records was recently determined in a survey conducted by Seventeen Magazine.

Through a detailed questionnaire, 2,000 members of the magazine's consumer panel gave their preference in music and musical equipment. The survey showed that 95 per cent of the girls have radios or radio-phonographs of their own; 92 per cent buy their own records (61 per cent paying for them out of their allowances).

Almost half of the girls hope to have a new radio or combination this year and expressed definite ideas on the type they prefer. Also, 45 per cent say they want the new instrument to be a console type; 71 per cent want it to have FM, and half of them want it to have television. The influence of teenagers on the purchase of the family's musical instrument is evident since 51 per cent of them urged the purchase of the set now in their homes and more than 7 per cent actually paid part or all of its cost.

According to results of the survey, teenage girls have personal music libraries averaging about seventy-two 10-inch discs, nineteen 12-inch records and nine albums each. Record programs, musical programs and the movies also equally influence their purchase of specific records. These vary from single vocal records, symphonic albums and orchestral music in the classical field to the hit selections from shows and movies, vocals and sweet music in the popular field. More than

three-fourths of the girls give and receive records as gifts and almost one-third state that they play records rather than depend on the radio for their party entertainment.

In stating their preference for styles of music, more than half of the girls chose "popular" as their favorite; 44 per cent preferred semi-classical. Although the music tastes of parents differed from their daughter's in more than half of the cases, almost all of the girls questioned are permitted to hear music they themselves prefer. Confirming the well-known contention, nearly three-fourths of the girls admit that they play the radio or phonograph while doing their homework.

Many brands of radio, combinations and record players were named by the girls as units they either own or would like to own.

Favorite male vocalists in the popular field included Bing Crosby, Perry Como, Dick Haymes and Frank Sinatra. Lauritz Melchior, Nelson Eddy and James Melton led in the classical field. Among female vocalists, Dinah Shore and Jo Stafford took the lead, while Lily Pons, Rise Stevens, Patrice Munsel and Jeannette MacDonald took the honors in the classical group. The teen-agers named Tommy Dorsey, Harry James and Tex Beneke as leaders in the popular band line-up and the Boston Pops, Andre Kostalanetz and the New York Philharmonic for their classical orchestra favorites.

Survey results can either be considered seriously in the preparation of sales and merchandising plans or they can be disregarded. But the fact remains that very often surveys provide a pretty accurate idea of what consumers would like to purchase or how they might act under certain conditions.

In this particular case, manufacturers would do well to consider both the desires and needs of teen-age girls in the planning of their radio and combination lines and also in the development of their advertising and sales promotional plans. Likewise, radio and record dealers who have neglected the teen-age girl as a prospect for a radio set, phonograph or records should readjust their thinking along these lines and appeal to the girls who play such an important role in influencing purchases and who make hundreds of thousands of purchases themselves.

**Sales Increases**

Members of the radio industry can look to the balance of this year with confidence, since sales in general are expected to be higher than in the corresponding period of 1946.

This is in line with the statement just issued by the National Industrial Conference Board, which has just completed a study of manufacturers in various fields on the general outlook of business. More than 50 per cent of the manufacturers believe sales will increase during the second half. The median average sales gain for all companies forecasting gains in the last half, compared with

July-December, 1946, was 25 per cent. About one-third of the concerns expect an increase as compared with the first half of this year, with the median average about 15 per cent.

The expected increase in sales over last year was attributed in part to price increases and to reduced activity last year because of labor difficulties.

The principal problem facing producers today is the unbalanced state of inventories and many reported that their inventory policy is being reviewed carefully as a first step toward eliminating possible excesses. The inventory situation is still troublesome for a number of organizations in the radio industry, but even this irksome problem is righting itself. For materials gradually becoming more abundant, manufacturers are reinstating normal or peacetime inventory controls and are constantly checking to cut forward buying to a minimum.

Much of the caution evident in replies to the questionnaire submitted in the process of compiling the survey stems from the fear of inventory losses which could result should prices recede suddenly from their current high levels.

**Price Problems**

One by one the steel manufacturers are announcing increases in the price of steel.

This situation has been anticipated for several weeks as a result of wage increase granted the coal miners. With prices of steel following coal and with other basic commodities expected to follow the lead of these two industries, a new pricing formula appears in the making. In other words, it means that prices are going up again—prices of radios, appliances, and most everything else.

Doubt was expressed last week by Walter M. Schwartz, Jr., president of the Proctor Electric Co., as to whether prices in general have reached their peak. In his opinion, business men and economists "had underestimated the true weight of wartime inflation on the post-war business picture."

Pointing out that prices on most commodities are high now due to basic costs and the prevailing high labor rate in most industries, Mr. Schwartz declared that there could be no severe recession as long as large segments of the country such as farmers and workers remain prosperous. "We recognize that prices eventually probably will go too high, and when they drop back they will be accompanied by some sort of recession," Mr. Schwartz added. "On the other hand, we very much doubt whether they have reached their peak yet."

He predicted that for the next few years industry in general will be operating in an atmosphere of general prosperity.

Most leaders in the radio industry—those with vision and those who contribute something worthwhile to this business—fortunately hold similar views for the long-range radio picture.

## Strong, Carlisle & Hammond Firm Opens Modern Distributing Plant in Cleveland



New Home of Cleveland Concern

CLEVELAND, OHIO, Saturday — Cleveland can point with pride to one of the nation's outstanding electrical distributor set-ups, the Appliance Division of the Strong, Carlisle & Hammond Co., whose \$80,000 remodeling program has just been completed.

Alterations at the new site, 2871 St. Clair avenue, have been going on since the division moved out from its downtown location at 1394 W. Third street, and during that one year business has quadrupled.

Homer Frank, manager of the division, lays this increase to several factors including an ample parking lot which has doubled business in the replacement parts department; vastly increased floor space which enabled the firm to add several new lines; co-ordi-

nation of the order, shipping and sales department so that orders are filled in half the usual time; a super-market, self-service system in the replacement parts department saving considerable of the customer's time; handsome display rooms, auditorium for sales training and a model kitchen which attracts dealers and moves merchandise quickly; modern and well-lighted offices, and pleasant working conditions which attract efficient employees.

In addition, the new location is on a freight siding which has eliminated railroad-to-warehouse housing and reduced freight costs by 20 per cent. Four trucks and two railroad cars can be accommodated and unloaded simultaneously. The firm distributes leading radio and appliance products.

## Gerber Sales Co. Named Lyman Representative For New England Area

SPRINGFIELD, MASS., Friday — John R. Lyman, general manager of the Lyman Electric Corp., of this city, has just announced the appointment of Gerber Sales Co., 739 Boylston street, Boston, as exclusive sales representative for the Lyman line of Callmaster inter-communication systems. The Gerber firm will cover the states of Massachusetts, Maine, Vermont, New Hampshire, Connecticut and Rhode Island.

Mr. Lyman reported that sales of intercom systems reached a new high for the month of July.

## Arthur J. Edwards Dies; Retired Westinghouse Man

EAST ORANGE, N. J., Thursday — Arthur J. M. Edwards, who was sales manager of the New York office of the Westinghouse Electric Corp. lamp division, at the time of his retirement in 1941, died this week at his home here after a long illness.

Before joining Westinghouse in 1917, Mr. Edwards had been active in several automobile concerns.

## Permoflux Gives Data On Speakers, Transformers

GLENDALE, CALIF., Friday — The Permoflux Corp., this city, announced today that it is issuing a four-page booklet covering complete data on the permanent and electro-magnet speakers and transformers manufactured by the company.

Fifty-two types of permanent magnet speakers, fifty-four types of Electro Magnet speakers, including public address and high-fidelity models in both PM and EM types, together with twenty types of transformers used by radio manufacturers and servicemen are covered in the pamphlet.

## A. R. Davega Celebrates 40th Year With Concern

Abram R. Davega, vice president of the Davega Stores Corp., New York, last week celebrated his fortieth anniversary with the radio and sporting goods chain which was founded by his late father, Isaac Davega, sixty-eight years ago.

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

## RCA VICTOR TELLS OF PLANS FOR MARKETING CUSTOM-BUILT RADIOS

FOLSOM REVEALS DETAILS

Initial Model Is Introduced at the Tanglewood Music Festival — Direct-to-Dealer Merchandising Plan to Be Started January 1.

TANGLEWOOD, LENOX, MASS., Thursday — Plans for merchandising a new line of custom-built high fidelity radio-phonographs known as the Festival Series, embracing the finest in technical equipment and designed as functional pieces of furniture were announced here on Tuesday by Frank M. Folsom, executive vice president of the Radio Corp. of America in charge of the RCA Victor Division.

The initial model of the Festival Series, "The Berkshire", was introduced to the public Tuesday for the first time during a special concert by the Boston Symphony Orchestra at the Berkshire Music Festival here. For the first time anywhere, the capabilities of a music reproducing instrument were tested against the tone range fidelity and volume of a full symphony orchestra. Preceding this, a special program of dramatic tableaux depicted the advance of music on records during the thirty-seven years of the Boston Orchestra's exclusive recordings for RCA Victor.

The first models of the series will be on display at the music festival for the next ten days.

Mr. Folsom, in announcing the entry of RCA Victor into the field of custom-built home instruments, disclosed the formation of the Consumer Custom Products Department to develop and market the new line. Miss Harriett H. Higginson, who has had more than fifteen years experience as an advertising, merchandising, and fashion executive with Marshall Field, Montgomery Ward, and others, has been named general manager of the department.

The RCA Victor Festival Series eventually will be distributed direct through selected dealers. This plan is scheduled to begin operating about January 1, 1948. A preliminary distribu-

(Continued on Page 25)

## New Models of Motorola To Be Shown in New York

Nat Cooper, president of Motorola-New York, Inc., announced yesterday that he expects to start displaying the new Fall line of Motorola home and automobile radios to dealers this week.

Included in the group are a table model FM set which will retail at \$49.95 and an FM-automatic phonograph console retailing at \$149.95. Mr. Cooper said that he believes these sets to be among the lowest priced units of their type available. The new line also includes a radio-automatic phonograph table model which will sell at \$69.95 and many other sets.

The... from t... distrib... Radio T... tric Produ... by C. W. S... ger. He will



Wm. M. Maguire

ty salesman in co-operation with Sylvania sales division managers and distributors in the eastern half of the United States.

Mr. Maguire joined the company in 1930, having previously been associated with the radio tube division of the Consolidated Lamp Works. Before the war, he specialized in the development of electrical equipment for vacuum tube manufacture in Sylvania's plants at Clifton, N. J., and at Salem, Mass. During the war he was active in proximity fuze tube production and he also served as a member of the test equipment standardizing committee.

A native of Peabody, Mass., Mr. Maguire has been an active radio amateur since 1924. He is a member of the A. R. R. L. and the Institute of Radio Engineers.

## Howard Barsotti Named To Texas Appliance Post

SAN ANTONIO, TEXAS, Thursday — The A. C. Toudouze Co., of this city, announced today that Howard Barsotti has joined the store's staff as manager of the appliance department. Mr. Barsotti was previously connected with the San Antonio Music Co.

## Harry C. May Resigns At Electronic Laboratories

INDIANAPOLIS, IND., Thursday — Electronic Laboratories, Inc., this city, announced this week the resignation of Harry C. May, manufacturing vice president of the firm. Effective this month, Mr. May becomes executive administrative officer of "Encyclopaedia Britannica."

## THE TRAVELER

In New York for Garod Radio Corp.'s convention of distributors was Sam Levine, factory representative for Garod throughout the Middle Atlantic States, and James H. Hayes, factory representative for the New England and upper New York State territory.

After a vacation at Southampton, L. I., William A. Boeger, Jr., sales and advertising manager of the Duotone Co., of New York, needle and phonograph products manufacturer, is expected back at work next week.

L. L. Suritz, president of Majestic Brands, Inc., of New York, distributor, will return this week from a trip to the Majestic Radio & Television Corp., Elgin, Ill., where he attended a conference on Fall sales plans.

Herbert Weisburgh, president of Radio & Television, Inc., Brunswick radio manufacturer, is returning this week from a tour of the West and Southwest, where he visited Brunswick sales representatives. David E. Kahn, Brunswick board chairman, visited Thomasville, N. C., last week.

Jules J. Bressler, manufacturers' representative for the Stanwyck Wind-ing Co., Newburgh, N. Y., coil manufacturer, spent the weekend at the Stanwyck plant.

Ed May, sales manager of Sentinel Radio Corp., Evanston, Ill., was a visitor in New York last week. While here he conferred with officials of Sanford Electronics Corp., local distributor.

Viriden Scranton, New York representative for Motorola, Inc., returned to Gotham this week following a visit to the Chicago headquarters of the company.

A visitor at the Garod Radio Corp.'s showing, held at New York's Park Central Hotel last week, was Leonard Ashbach, head of the Leonard Ashbach Co., Chicago distributor.

### Carbonneau Industries Will Market Speaker Line for Jobber Trade

GRAND RAPIDS, MICH., Friday—Carbonneau Industries, of this city, has announced a complete line of replacement speakers to be sold through jobbers nationally. Gordon Carbonneau, head of the company, stated today that the types will start at 3½ inches and will be made in 4, 5, 6, 8, 10 and twelve inch sizes in both electro dynamic and P.M. types. The factory, located at 21 Ionia avenue, this city, is now in production on the new line.

Representatives in key territories are being appointed to promote the line. In the metropolitan New York market, Samuel Shaw, 1123 Broadway, is the firm's representative.

## AIR KING INTRODUCES NEW LOW-PRICED SET

Several new low-priced radio models have just been introduced by the Air King Products Co., Inc., Brooklyn, N. Y., including, the "Minstrel," a four-tube superhet listing at \$13.95.

Officials of the Air King organization feel confident that this set will



Air King "Minstrel"

stimulate consumer buying today. It is said to have remarkable power for a radio of this type, and rich tone. Features include automatic volume control, Alnico V PM speaker, AC-DC operation. At \$13.95 this set comes in an ebony cabinet. Prices are slightly higher in a walnut or ivory cabinet.

Dimensions of the "Minstrel" are 7" long, 5½" high and 4½" wide.

Another new Air King set is the "Prince", a five-tube instrument, priced at \$19.95 in a walnut cabinet and \$21.95 in ivory. This instrument features a precision, die-cut antenna, illuminated airplane type dial, Alnico V PM speaker, two-gang rubber mounted tuning condenser.

## ADMIRAL DISTRIBUTOR APPOINTS TOM CAREY

CHICAGO, ILL., Monday—Appointment of Thomas C. Carey as sales manager of Appliance Distributors, Chicago distributor for the products of the Admiral Corp. also of this city, was confirmed by Clarence S. Tay, branch manager of the distributing concern.

Mr. Carey was formerly district sales manager for Philco in the Missouri region and prior to that served with the Philco organization in Chicago. A graduate of the University of Chicago, Mr. Carey has spent many years in the radio and appliance industry.

## Bankruptcy Petition Filed

A petition in bankruptcy was filed last week against George Arthur Fury, formerly trading as Quality Hardware which was formerly known as G. C. Quality Radio Service, 41-27 162nd street, Flushing, L. I. Liabilities were listed at \$3,514.65 and assets at \$2,521.61.

J. Wolfe Chassen, 66-58 Fresh Pond road, Ridgewood, N. Y., has been appointed receiver.

## EMERSON RADIO OF PA. CONDUCTING SERIES OF MEETINGS FOR TRADE

PHILADELPHIA, PA., Monday — Emerson Radio of Pennsylvania, Inc., 223 North Broad street, this city, distributor of Emerson radio products in this territory, is at present conducting a series of dealer meetings throughout its territory at which the new 1948 Emerson sets are being exhibited.

The initial showing was staged in Allentown for dealers in the Lehigh Valley. According to Ben Neutra, sales manager of Emerson of Pennsylvania, dealers booked with the distributing concern the largest orders for this area ever placed for Emerson sets. Today and tomorrow, Emerson is staging a showing in Harrisburg to be followed Wednesday and Thursday with a Lancaster presentation. Next week sessions will be held in Scranton and Wilkes Barre, then Reading, Williamsport, Hazelton, South Jersey and Wilmington, Del.

An extensive cooperative advertising campaign will be launched to support the line, Mr. Neutra revealed. Assisting him in these presentations are the following members of the sales staff of Emerson Radio of Pennsylvania; Bob Brody, Northampton County representative; Robert L. Tatem, Harrisburg, York and Lancaster; Louis Lepofsky, Bucks and Montgomery; Harry Karp, Wilmington, Del. and Delaware County; E. Carson Heimbach, Scranton, Wilkes-Barre and Hazelton area; S. Husick, South New York, and Ed Maucher, of the territory sales promotion and display division.

## CONSUMER RELATIONS DIVISION ORGANIZED BY U. S. TELEVISION

Hamilton Hoge, president of the United States Television Mfg. Corp., New York, has announced the appointment of Thomas L. Jefferson as chief of the UST installation and maintenance division. He was formerly a lieutenant commander in the Electronics Division of the Navy Bureau of Ships.

The new service approach of UST is to train technicians in the service division to apply sales techniques in contacts with consumers, Mr. Hoge stated. Besides installing and servicing, technicians will inform consumers as to what is being done to provide the best possible television reception for them. It is felt that the consumer will best be served by getting as complete a picture of what is involved in servicing television as is possible. The idea is to introduce the sales slant that "the customer is always right" to the service group.

Mr. Jefferson attended Yale University and the School of Business Administration of Columbia University.

The new work in consumer relations will be extended to cover all the areas where UST now has sales and service representation.

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...e Effective  
...erm Agree-

Weekly")

Monday—Peter L. Jensen Industries, ...lay announced that agreement has been nego-



Oden F. Jester

...tiated with Oden F. Jester to handle all sales and advertising of Jensen phonograph needles. Mr. Jester will assume his new position on September 1 and will market the Jensen needle line through jobbers, distributors and dealers.

Mr. Jester has resigned his position as vice president in charge of sales of Maguire Industries and will leave that organization on September 1 to take up his new duties.

Oden Jester is well known throughout the radio and phonograph industry and is one of the veteran sales executives in the business. He was formerly sales manager of Stewart Warner Corp. and held a similar position with Utah Radio Products Co. before joining Maguire Industries.

## Petition in Bankruptcy Vs. Electronics Labs.

INDIANAPOLIS, IND., Thursday —A petition in bankruptcy was filed in Federal Court, here, during the past week against Electronics Laboratories, Inc., this city, manufacturer of radio instruments and parts. The petition claims that the company owes \$300,000 and that it is insolvent.

A company official admitted delinquency in payment of the debts, but denied the insolvency charge.

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

## SICKINGER TO MANAGE RECEIVER ADVERTISING FOR STEWART-WARNER

CHICAGO, ILL., Saturday—Kenneth W. Sickinger, formerly a department manager with Oakes & Co., Chicago, has been placed in charge of ad-



Kenneth W. Sickinger

vertising for the Radio Division of Stewart-Warner Corp., it was announced here today by Fred Cross, advertising director of the corporation.

Mr. Sickinger, prior to his connection with Oakes & Co., was assistant general sales and advertising manager of the Belmont Radio Corp., this city. Before that, in Racine, Wis., he was associated with Rainfair, Inc., the Western Advertising Agency and the Racine Journal-Times.

A resident of Glenview, Ill., Mr. Sickinger attended Northwestern University.

## Crown Woodcraft Names Jules Bressler as "Rep"

Appointment of Jules J. Bressler, 341 Madison avenue, New York, as factory representative for Crown Woodcraft, Inc., Corona, Long Island manufacturer of credenza, and radio and television cabinets, was announced today.

Mr. Bressler will cover Northern New Jersey, Westchester County, New York City and Long Island.

## Bendix Raises Prices On Home Laundry Units

SOUTH BEND, IND., Monday—Bendix Home Appliances, Inc., has announced increases in the list prices of its automatic home laundry units, effective today. The price rise has been made necessary because of steadily increasing costs of materials, it was stated.

The assets of Daniels Electric, Inc., bankrupt appliance organization, will be sold at 11 A. M. today (Wednesday) at a sale to be conducted at 22 Fifth avenue, Brooklyn, N. Y.

## INDUSTRY-WIDE DRIVE PLANNED IN CHICAGO TO STIMULATE SALES OF ELECTRIC APPLIANCES

CHICAGO, ILL., Friday—Plans for an industry-wide promotion sponsored by the Electric Association to stimulate sales of electric appliances and electrical supplies this Fall in Chicago and suburbs were announced today by Felix Van Cleef, president of the organization. Spearheading the program will be a \$60,000 advertising campaign.

The activity will be known as the "Fall Salute to Electrical Living" and nearly 400 appliance dealers will participate. Electrical manufacturers, distributors, jobbers, contractors and utilities are cooperating to make the event a success.

The "Fall Salute" has three principal objectives: (1) To create store

traffic and prestige for member dealers of the Electric Association; (2) to develop sales prospects, and (3) to stimulate public thinking on the desirability of electric appliances for the home. It is being financed by members of the association.

Special demonstrations, window and interior displays will be featured by appliance dealers throughout the promotion. A series of classes in modern display methods will be held for them in September under the tutelage of Robert O. Johnson, display director of Commonwealth Edison Co.

General chairman of "Fall Salute" is Axel H. Kahn, district manager, General Electric Supply Corp.

## EMPORIUM IRE GROUP STAGES 8TH SEMINAR

EMPORIUM, PA., Saturday—The eighth Summer Seminar of the Emporium Section, Institutes of Radio Engineers was concluded here today with 175 engineers in attendance.

Technical sessions were held yesterday and today. Yesterday's speakers were: B. F. Wheeler, of RCA, who spoke on "Microwave Relaying;" and V. H. Wiley and M. G. Nicholson, both of the Colonial Radio Corp. R. Beardsley Graham, of Bendix Aviation Corp., and Dr. George R. Town, of Stromberg-Carlson, addressed today's technical session. Dr. Town's subject was "Television Today." A picnic at B. J. Erskine's Grove ended the two-day activity.

Section officers are: Norman J. Reitz, chairman; Dr. A. H. Waynick, vice chairman, and A. W. Peterson, secretary-treasurer. Dr. Waynick is associated with Penn State College and the others are with Sylvania Electric Products, Inc., here.

Members of the Seminar committee are the following members of the Sylvania organization: Harold D. Johnson, general chairman; Wm. Dickinson, program; Geo. V. Brunner, publicity; T. M. Woodward, Jr., ticket sales; W. H. Ottmiller, food and beverages; Roger Slinkman, entertainment; Howard P. Mayberry, guests; Robert Roberts, grounds, and James C. Robinson, transportation.

## Two New Salesmen Are Named by Motorola, N. Y.

Fred Kuhne, sales manager of Motorola, New York, Inc., announced this week that two new salesmen will cover territories in the Metropolitan area.

The men are: Phil Urison, formerly of the Pilot Radio Corp., who will cover part of Brooklyn, and Edward Lehrer, formerly of the Crosley and Majestic New York distributing firms, whose territory includes all of Manhattan from Forty-second street to Spuyten Duyvil Creek.

## CONFERENCE IS HELD BY ARVIN-SALMANSON ON FALL SALES PLANS

NEW MODEL IS ANNOUNCED

Gordon Ritter, Noblitt-Sparks Radio Sales Head, Talks to Salmanson Men from New York, Boston and Baltimore.

Gordon Ritter, radio and appliance sales manager of Noblitt-Sparks Industries, Inc., Columbus, Ind., presided over an all-day conference on Fall sales plans held last week at the offices of Arvin-Salmanson Co. of New York, Inc. Executives and salesmen from the Arvin-Salmanson Companies in Boston and Baltimore also attended the meeting.

Mr. Ritter announced that deliveries to wholesalers will be made in September on a new Arvin AM-FM table model. Not yet priced, the new set contains eight tubes plus rectifier. He also stated that there will be no price reductions on Arvin models where such reductions would reduce dealer discounts or make necessary the production of inferior sets.

Bob Smith, eastern factory representative for Noblitt-Sparks also attended the meeting. Sam Salmanson, president of the three Arvin-Salmanson companies; Harold Hollander, vice president; David F. Goldman, general manager, and Sam Schneider, assistant to the general manager, were present. Henry Wilson, manager of Arvin-Salmanson Baltimore, and Kenneth Waite, manager of Arvin-Salmanson of New England, represented their firms.

It was announced at a meeting that John E. Gelfuso has been appointed a salesman to cover Rhode Island and part of Connecticut for the New England company.

Mr. Gelfuso has had many years experience with New England radio distributors.

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

SCH...  
A new...  
section to...  
tube-making...  
ers has be...



Joseph W. Whiteside

Division of General Electric Co.'s Electronics Department here.

Joseph W. Whiteside, a G-E employe since 1929, has been appointed sales manager of the new section with headquarters at Schenectady, according to E. H. Fritschel, manager of sales for the division.

Mr. Whiteside will continue to be responsible for all purchases, including subcontracting, for the Tube Division.

Born in Shanghai, China, he is a graduate of Park College at Parkville, Missouri.

## Members Selected For NAMM Executive Board

CHICAGO, ILL., Friday—Louis G. LaMair, president of the National Association of Music Merchants, Inc., and head of the Lyon & Healy, Inc., chain of radio-music stores in this city, has announced the appointment of four NAMM members to serve on the executive committee of the association.

They are: Arthur E. Godfrey, Williams Piano Co. Sioux Falls, S. D.; Paul Jenkins, Jenkins Music Co., Kansas City, Mo.; Jerome Murphy, M. Steinert & Sons, Boston, Mass., and Emory Penny, Penny-Osley Music Co., Los Angeles, Calif. Mr. LaMair will serve as ex officio members of the committee, which is expected to hold its first meeting here early in the Fall.

## Cannon Opens Branch

CHARLESTON, S. C., Saturday—The Cannon Distributing Co. will open a new branch at 917 Huger street, in Columbia, S. C., next Wednesday, August 6.

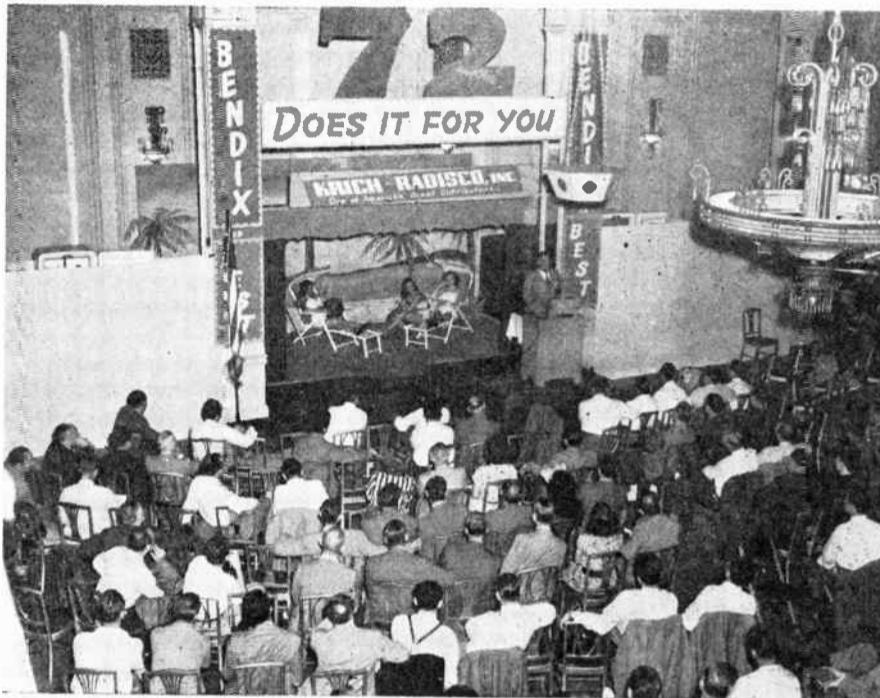
## Krich-Radisco Stages Celebration Party For Jersey Dealers on Bendix Washers

PLANS ARE OUTLINED FOR SALES FOR BALANCE OF YEAR

Paul R. Krich, Andrew K. Leach, Curt Logan and Lynn Eaton Address Retailers — Dealers Will Be Taken on Trip to Miami — "72 Will Do It For You" Is Slogan of Campaign for the Coming Season.

NEWARK, N. J., Thursday—Sales plans in behalf of products of Bendix Home Appliances, Inc., for the balance of the year were outlined at a special celebration party staged recently by

and other factors unfavorable to full production. He added, however, that Bendix Home Appliances is in a very fortunate position and expected for the last half of 1947 to still further step-



Jersey Dealers Hear Bendix Plans

Krich-Radisco, Inc., distributing organization, for dealers in Northern New Jersey.

Curt Logan, Bendix sales manager for Krich-Radisco, opened the meeting and outlined the twelve principal selling points which every dealer should use in selling Bendix washers. These points are:

(1) Proper installation of your display is a key to success. (2) A complete set of demonstration materials make your sales talks "live". (3) Use the "benefit chart" to "make" your selling points.

(4) Identify yourself through store and window displays. (5) Train your salesmen to be "selling" men. (6) Use outside salesmen to develop leads. (7) Group demonstrations pay off in volume sales. (8) Newspaper advertising keeps sales moving.

(9) Use direct mail campaign to resell your best customers. (10) Telephone campaigns will build prospect lists. (11) Special promotions bring in new customers. (12) Your best advertisement is a satisfied customer—"Use the users".

Paul R. Krich, executive vice president of the company, welcomed the 300 dealers in attendance and complimented them on the outstanding sales job they had done in the northern New Jersey territory. The next speaker was Lynn Eaton, eastern sales manager for Bendix Home Appliances, Inc., who explained some of the problems which face a manufacturer today—such as strikes, shortages of important parts

up its production to meet the tremendous demand for this "first" automatic home laundry.

Andrew K. Leach, general sales manager for Krich-Radisco, Inc., explained the phrase with which dealers had been bombarded for the preceding ten days—"72 will do it for you." After some brief introductory remarks, Mr. Leach said, "72 will do it for you means that every Krich-Radisco, Inc., Bendix dealer who purchases a total of 72 standard or deluxe models between July 15 and December 15 will be given an all-expense ten days vacation in Miami."

Mr. Leach explained that "we haven't forgotten your retail salesmen; they too will have an opportunity to share in this celebration."

Paul Krich closed the meeting by telling the dealers of new cooperative advertising plans, and a special program of spot announcements to be heard at the rate of 100 per week over radio station WNEW.

## Sylvania in New Offices In Los Angeles, Calif.

LOS ANGELES, CALIF., Friday—The Sylvania Electric Products, Inc., offices in this city have been moved from 555 South Flower street to 210 West Seventh street. F. E. Gilbert, Jr., is manager of the Radio Division in California.

## TONE PRODUCTS CORP. APPOINTS JOBBERS IN TWENTY-SIX STATES

Tone Products Corp., of America, New York, has expanded distribution of its Merry-Go-Sound line of phonographs and children's records to include fifty-three distributors in twenty-six states, it was announced by Howard A. Jacobs, sales manager.

Distributors named include Alabama Appliance Co., of North Birmingham, Ala.; All-State Distributing Co., of Newark, N. J.; American Upholstery Co., Omaha, Neb.; Bell-Clark & Co., Allentown, Pa.; Norman Brown, Memphis, Tenn.; Bomar Appliance Co., of Knoxville, Tenn.; Dale Connecticut, New Haven, Conn.; Dale Distributing, New York City; Dobbs-Skinner, Inc., Dallas, Tex.; Electric Supply Co., Inc., Tampa, Fla.; Edwards-Harris Co., of Atlanta, Ga.; Enterprise Wholesale Inc., Kansas City, Mo.; Everybody's Supply Corp., Phila., Pa.; The M & M Co., Cleveland and Columbus, Ohio; Mass. Dist., Boston, Mass.; Mills Distributing Inc., Charlotte, N. C.; Moore Equipment Co., Dayton Ohio.

Mutual Appliance Dist., of Buffalo, N. Y.; Radio & Appliance Corp., Nashville, Tenn.; Radio & Motor Service Co., Altoona, Pa.; Radio Service Laboratory, Bangor, Me., Portland, Me., Manchester, N. H.; David Rosen, Inc., Philadelphia, Pa.; George Rosen Co., Baltimore, Md.; Shepher Sales Co., of Richmond Hill, L. I.; Southern Hardware & Bicycle, Jacksonville, Fla.; Southwest Merchandise Mart, Wichita, Kan.; Sultan Dist. Detroit, Mich.; Superior Dist., Pittsburgh, Pa.; Taylor-Lowenstein & Co., Mobile, Ala.; Chambers Radio Supply Co., of Cincinnati, Ohio; Union Supply Co., Burlington, Ia.; Krisch-Delavan Co., San Antonio, Tex.; Nash-Steele-Warren, Inc., of Raleigh, N. C.; Moore Bros. Co., Inc., Houston, Tex.; Penton-Shepard Tire Co., Miami, Fla.; Giffard-Brown, Des Moines, Ia.; Cedar Rapids, Ia.; Brason Associates, Chicago.

Whaken-Whipple Inc., Chicago, Ill.; Commercial Music Co., St. Louis, Mo.; Leo Maxwell Co., Okla. City, Okla.; Jewel Dist. Co., New Orleans, La.; Foster Dist. Co., Louisville, Ky.; Appliance Dist. Inc., Indianapolis, Ind.; Kemp Equip., Rochester, N. Y.; Specialty Mfg. Co., Hollywood, Cal.; La Paper Co. Ltd., Shreveport, La.; Dynamic Int'l., Cinematograph Int'l., Inc. and Ben Hur Trading Co., all of New York City, were named distributors for export only.

## Electrolux Corp. Reports Profit Rise for Half Year

The Electrolux Corp. announced last week a net profit of \$2,095,649 for the first half of this year, after taxes and all other charges. The profit is equivalent to \$1.70 per share on 1,230,500 shares of common stock, which compares with a profit of \$1,336,815, or \$1.07 each on 1,237,500 shares outstanding in the corresponding period of last year.

## UN To Probe Restrictions Against Radio Ownership

LAKE SUCCESS, L. I., Thursday—An investigation into restrictions by various world governments against private citizens owning or operating radio sets of their own selections will be proposed to the UN Economic and Social Council as part of the agenda for the 1948 international conference on freedom of information.

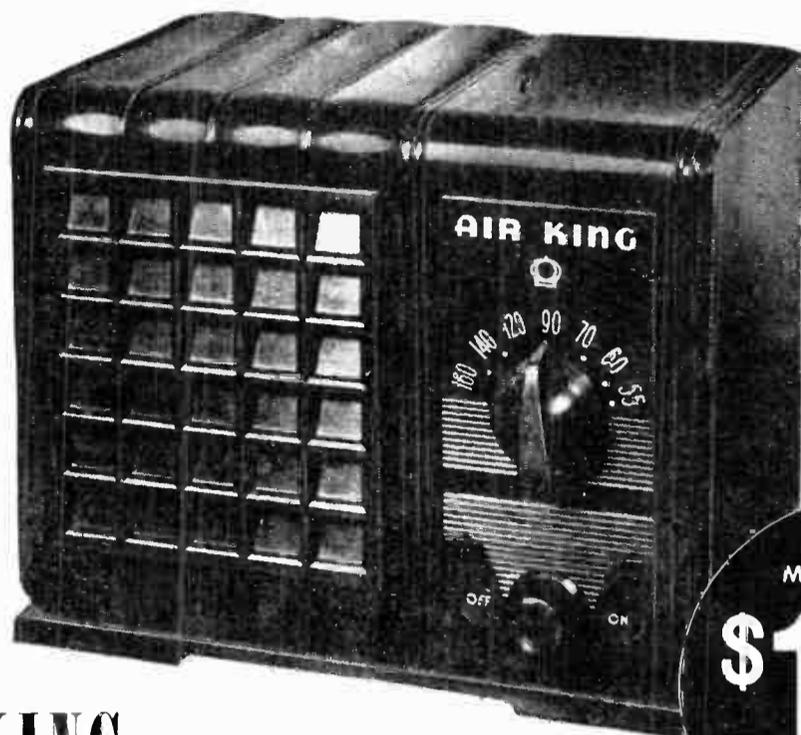
Archibald R. K. MacKenzie, British deputy on the Economic and Social council announced yesterday that he would make the proposal.

## Promoted by Proctor

PHILADELPHIA, PA., Tuesday—The promotion of C. Roger Turner from assistant to director of research of the Proctor Electric Co., this city, has been announced by Joseph W. Myers, vice president in charge of research.

### TO GATHER THE NEWS FOR YOU—

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



MODEL A-400  
**\$13.95**  
SLIGHTLY HIGHER  
WEST OF ROCKIES

# AIR KING *Minstrel...* ...designed for selling!

Here is a new, compact quality radio at a price that is sure to stimulate consumer buying today! The Air King Minstrel "has everything"—amazing power—rich tone—quality construction—and a price that will overcome consumer resistance.

### FEATURES THAT YOU CAN SELL!

Four tubes (including rectifier) superheterodyne • Automatic volume control • Exclusive Air King Circuit • Alnico V PM Speaker • AC-DC • Size: 7" long x 5½" high x 4½" deep  
Model A-400 Ebony \$13.95. Available in three colors.

# Another AIR KING spectacular value!

Perfection in plastic cabinet design plus superb tone, extreme sensitivity and precision engineering make the Air King Prince the outstanding radio value of the year—one of the best buys in the entire industry.

### CHECK THESE FEATURES:

Precision die-cut antenna • Modern, illuminated airplane type dial  
Five tubes (including rectifier) superheterodyne • Latest Air King circuit design • Alnico V PM Speaker • 2 Gang rubber mounted tuning condenser • Beam power pentode audio system • AC-DC  
Size: 9¼" long x 6" high x 5½" deep • Available in Walnut (model A-511) and Ivory (model A-512; \$21.95).

*The Royalty of Radio Since 1920*

# AIR KING RADIO

Division of HYTRON RADIO & ELECTRONICS CORP.



IN WALNUT  
**\$19.95**  
SLIGHTLY HIGHER  
WEST OF ROCKIES

★ We Have a Limited Number of Distributor and Dealer Territories Open ★

Write or wire (New Address): Air King Products Co., Inc., 170 53rd Street, Brooklyn 32, N. Y. • Export Address: Air King International, 75 West Street, New York 6, N. Y.

## ASSOCIATION OF BIRMINGHAM TO WIRE WIRING IN FALL CAMPAIGN

TRADE ORGANIZED FOR CO-OPERATION

Holds Series of Sales Training Meetings — Steel City Starts Crosley Promotion — Birmingham Electric to Launch Campaign on Bendix Washers.

BIRMINGHAM, Ala., Monday—A campaign for adequate wiring of new houses is the first activity of the Birmingham Electrical Association, organized by the Birmingham Electrical Association.

To localize the project of adequate wiring of new houses, the Birmingham Electrical Association has organized a "Wiring Bureau," headed by E. G. Walker, chairman of the Birmingham Electrical Association. "First we will launch an adequate wiring drive and then hope to put in effect a certification system with certificates issued for all new houses conforming with minimum adequate wiring standards."

The first step has been to organize every branch of the Electrical Association of Birmingham into a working unit. Meetings are being held by each group to select chairmen. To head the entire Adequate Wiring Committee S. L. Maenza, electric contractor, of Acme Electric Co., has been chosen. Bennie Weil, of Mayer Electric Co., was elected from the distributor group; Ray Hitchcock, Birmingham Electric Co., utilities, and Walter Kelly, National Electric Products Corp., manufacturers. A chairman for the dealer group has not yet been chosen.

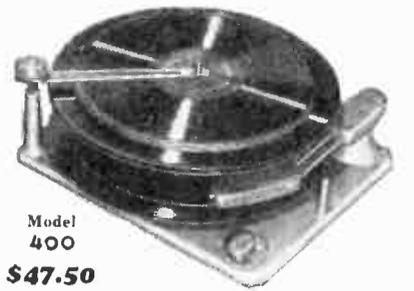
A first series of sales training meetings, featuring the Hotpoint range, has been held in a number of towns and cities throughout the state, according to E. G. Walker, manager Graybar Electric Co. There are to be similar meetings later with attention centering on refrigerators and home laundry equipment. Mr. Walker stated. "We believe that in introducing a new line small group meetings are to be preferred to large," he stated.

A promotion of Crosley radios is being conducted by Steel City Supply Co., reports J. W. Hamilton, Jr., secretary-treasurer, advertising being featured in both Birmingham and Montgomery papers. "We are getting good results on the FM console combination and the FM table model, both of which are medium priced," he stated. "Quantity deliveries are expected shortly on Crosley Frostmaster which holds a two-weeks' supply of frozen foods and is designed to fit an average kitchen."

The Norge line of home appliances, including refrigerators, gas and electric ranges, oil space heaters and home freezers units, is being featured at

## SELLS ITSELF

You'll be amazed when you see how quickly prospects become customers when you demonstrate this remarkable, fully automatic record changer. Appearance, quality, and convenience make it an unbeatable value in the moderate price range. Every music lover in the country will want this amazing new changer. Factory sealed adjustments, simple mechanism eliminate "nuisance" service calls.



Model  
400  
\$47.50

### Features . . .

- Positive Intermix
- Automatic Shut-Off
- Single Knob Control
- Simple Design
- Records Lowered—Not Dropped On Spindle Shelf

**VM CORPORATION**  
BENTON HARBOR • MICHIGAN

Ask for Bulletin RT-1

## PRICE INCREASES MAY FORCE HAND OF RADIO SET MANUFACTURERS

(Continued from Page 3)

half of this year, to concern over whether inflationary forces again are assuming control.

A number of radio set manufacturers have introduced new instruments at prices approaching pre-war levels. However, these sets do not represent reductions in prices, but they are new models, with less tubes than former higher priced sets and with other features of larger models eliminated. These have been added, in most cases, as "leaders" designed to spur sales of other instruments in their respective lines.

Radio set manufacturers are still plagued with cost-of-labor increases and with other increasing costs. On the other hand, appliance manufacturers—especially major appliance makers—will be obliged to pay considerably more for steel, one of the most important components in this industry.

On the basis of these facts, even those radio manufacturers who most desire lower prices may be forced to jump their lists if their costs continue to soar, in the opinion of industry spokesmen.

Now on vacation, Herbert H. Borchardt, executive vice president of the Recoton Corp., New York needle manufacture, is expected to return to his office by the end of August.

## WANTED RADIO SALESMAN

Major Accounts, New York  
Distributor of major brand radio receivers wants experienced radio salesman for large accounts. Salary, expenses, bonus.

Write experience and knowledge of accounts

Box 926

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

### Hard to Get RADIO PARTS

**HUNDREDS OF ITEMS IN STOCK**  
Write for New 1947 Spring Bulletin

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

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

Exclusive National Suppliers of Seaboard Products  
Supplying Jobbers Exclusively

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

Pizilz department store during the month of August and is tied-in with a window display.

As preliminary to launching the national Bendix washer campaign a dinner meeting attended by 300 Alabama dealers was held July 29, by the Birmingham Electric Battery Co., at the Thomas Jefferson Hotel. Details of the campaign, lasting from August 1 to December 15, in which more than a million dollars in bonuses will be awarded dealers and salesmen, was outlined.

The doubled space of the remodeled radio and appliance department at Loveman, Joseph and Loeb has required two additional sales people, W. E. Krechel, manager, states. In addition to Westinghouse, two new kitchen units have been installed—G-E and American Central. A decided advantage has been obtained in the change in location of the record department which is now in full view of the elevator. Oil heaters are beginning to move well, Mr. Krechel reports.

A magnet for visitors was the display of "Aluminum Living" by the Aluminum Co., of America which was exhibited in the appliance department of Sears, Roebuck & Co., from July 28 to August 9. There was continuous showing of the technicolor sound movie, "Unfinished Rainbow", starring Alan Ladd, displays depicting the history of aluminum from mine to finished metal and its uses in architecture, paint, travel, recreation, industry, insulation and the home. In charge of the exhibit, which goes from here to Miami and Tampa, is E. W. Wozmel.

Radio Station WBRC entertained recently at Avondale Villa with its first "shut-in party" which it proposes to make an annual event. Some eighty old folks were transported to the Villa by ambulances, buses and taxi companies who gave their services while soft drink, ice cream, and bakeries donated the refreshments and department stores, a gift to each one of the guests. The party was broadcast over the sponsoring station at 3 P. M. The idea of a "shut-in party" was originated by WBRC's radio chaplain, the Rev. Homer Bryan.

—S. A. MAXWELL

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

**A BETTER VALUE ...**  
**FEATURE FOR FEATURE ...**  
**DOLLAR FOR DOLLAR**

**STEWART-WARNER**



## Strobo-Sonic Tone



Value is once more the real test of any radio. That's why Stewart-Warner sets keep on being *easier to sell* to people who demand their full money's worth. They're built right and *priced right* for today's market.

**THE MUSIDORA** Strobo-Sonic tone at its finest! For records and radio, FM and AM, with full-cycle AC tonal range . . . so important for symphonic reproduction. Improved FM circuit. Two built-in Radair Antennae; 2 tuners operated by one knob; AM push-button tuning; 8 tubes plus rectifier tube. Automatic record changer. Everlastingly beautiful Sheraton design in old-world mahogany.

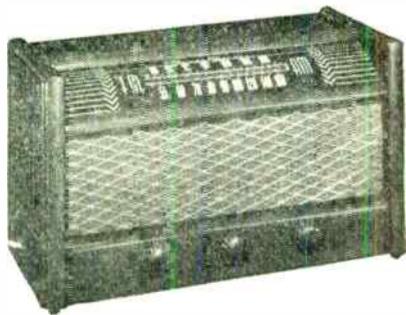
Musidora De Luxe—intermix record changer and 2 roomy album compartments. A great value!

Musidora Master—standard automatic record changer, single compartment. Most for the money!



**THE BALLADEER** Today's finest value in FM-AM table radio! AC-DC, 7 tubes *plus* selenium-type dry rectifier, 2-gang AM condenser, 3-gang FM condenser with tuned RF stage. High-impedance AM loop with inverse feedback. FM dynamic speaker. Out in front . . . in styling and fine engineering! Fine wood cabinets, desert tan or walnut.

A Model for Every Purpose—a Radio for Every Room



# Stewart-Warner

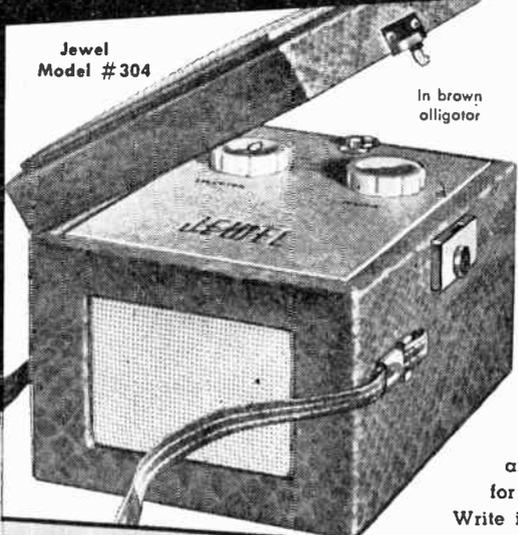
**FM** Radios **AM** Radio-phonographs *Television*

CHICAGO 14  ILLINOIS



**JEWEL**  
**Pixie**  
the **REMARKABLE**  
**PORTABLE**  
battery radio

*What Features!  
What Style!  
What Performance!*



Jewel  
Model #304

In brown  
alligator

PLAYS WITH  
LID OPEN  
OR CLOSED

4-TUBE  
SUPERHET  
CIRCUIT

BUILT-IN  
LOOP  
ANTENNA

6½" HIGH  
4¾" WIDE  
4½" DEEP

A few  
territories  
are available  
for distributors.  
Write immediately.

**SELLS FOR ONLY \$19.95\***  
LESS BATTERIES  
\*5% higher west  
of Rockies

What a selling sensation! It plays with lid open or closed—weighs only 3½ lbs. with batteries—has "Deep Voice" sound chamber, 3½" Alnico 5 PM speaker—covers broadcast band; 540 to 1600 KC—adjustable shoulder strap or hand strap—in brown alligator leatherette—and it's priced REALLY LOW! Uses standard, easy-to-get, low-priced batteries. "PIXIE" is a truly REMARKABLE PORTABLE.

**JEWEL RADIO CORPORATION**  
583 Ave. of Americas, New York 11, N. Y.

## CHICAGO RADIO AND ELECTRONICS INDUSTRIES ARE PLANNING SEVERAL MID-SUMMER OUTINGS

SPECIAL OUTDOOR EVENTS WILL BE STAGED NEXT MONTH  
Two Golf Contests Arranged — Carson Pirie Scott & Co. Has a New Plan of Presenting Records for Children of School Age — Jensen Markets New Phonograph Needle — Merit Has New Transformer.

CHICAGO, ILL., Monday—The Summer season is bringing to the fore the outdoor activities of members of the radio and electronic industries in Chicago. Determined to get at least one crack at the great, wide-open spaces before the frost hits, the Chicagoland chapter of the "Reps" has a big party planned for August 18 at Irv Aaron's place, Airy Acres, Wis. Royal Higgins is chairman in charge of publicity and entertainment for this party, hence its success is guaranteed.

Earlier on the outdoor schedule will be a day of golf participated in by the radio industries generally. This will come on August 12, and will be held at the Elmhurst Country Club, west of Chicago.

On August 29 will occur the second annual inter-association golf outing, also at the Elmhurst Country Club. This will be participated in by local members of the National Electronic Distributors Association, the Association of Electronic Parts and Equipment Manufacturers, and the "Reps."

Acting for their members in making preparations for the day are the respective executive secretaries of the three organizations, Lou Calamaras, Kenneth Prince and Royal Higgins.

A distinct innovation in the presentation of phonograph records for children of school age will be featured by the record department of Carson Pirie Scott & Co.'s big Loop store early this Fall. A special section, with accompanying display facilities, will be set aside in the Record Shop for a starting list of sixty records for children between the ages of four and fifteen.

These records have been approved by the Chicago Board of Education, as well as by leading child psychologists throughout the nation. They will include folk tales, ballads, nursery rhymes and similar recordings appropriate for juveniles.

In explaining the timeliness of this move, Mrs. Patricia Newman, record buyer for Carson's, said: "Oftentimes a child comes home from school and tells his mother that he has heard a wonderful record at school that day, and would like the mother to buy it. Up to now she has not known where to turn for such records, and it is our intention to co-operate in the schools' use of them by offering them for sale in our store."

Another source of inspiration for the children's record section came from Carson's radio program, "Hobby Horse Show," for the store's book shop, on the air each Saturday morning at 8:45 over WMAQ under the direction of Mrs. Ruth Harshaw. Mrs. Harshaw quoted material contained on some of the juvenile records, and they proved so popular with listeners that sale of the records themselves was a natural step. Other discs of the same nature will be added from time to time to the original list of sixty.

Bearing the name, "Jensen's Sweet," and advertised with the slogan, "The Sweet Is Reet—It's Super," Jensen Industries of Chicago has just brought out a new phonograph needle moderately priced for special appeal to the younger class of record addicts. Retailing at 75 cents, the needle was priced to sell under a dollar, according to Phil M. Spink, general manager of Jensen, and to give the retailer a better profit than cheaper needles on the market.

Mr. Spink said that the new needle is equipped with a precious metal long-life point on a par with more expensive needles. It is designed for use on electric record players, with a fine adjustment that tunes automatically to each record to produce a minimum amount of record wear. Sales have been very pleasing to Jensen officials, who say

(Continued on Page 22)

## Majestic Wire Recorder Unit on Sale in New York

Deliveries of the new Majestic wire recorder and radio-phonograph combination instrument have been made to Majestic Brands, Inc., New York distributor, and the unit is now being advertised in metropolitan papers, L. L. Suritz, president of the distributing firm, announced last week. Built in a wooden table cabinet, the wire recorder and radio-phonograph instrument retails at \$165.

Other models also being pushed this

month by Majestic Brands include a twelve-tube FM-radio-phonograph console with a shortwave band which retails at \$395 in a blond walnut or mahogany cabinet and an eight-tube FM-phonograph console set which retails at \$229. The concern has also received deliveries on an eight-tube FM table model which retails at \$99.50.

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

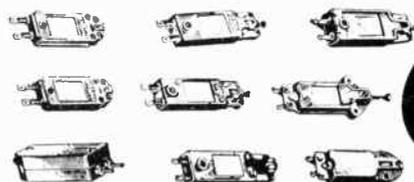


**Be Sure to  
Use a "Patch"  
That Matches**

**M**OST CUSTOMERS just don't like substitutions. A good tailor will never resort to making repairs with materials that "almost" match. Neither will a capable, experienced service man gamble with results by making cartridge replacements in phonograph pickup arms with cartridges that "might work."

There is only one safe and sure way to make cartridge replacements and that is duplication of the original. The pickup cartridge is the most vital component of any phonograph circuit. To change this circuit with the introduction of an unknown quantity is very apt to result in entirely unsatisfactory performance.

Astatic's many types of cartridges are necessary to satisfy the great variety of electrical and mechanical specifications demanded by set manufacturers and to supply service men with the proper parts for perfect replacements.



## GAROD RADIO SHOWS NEW VIDEO RECEIVER AT DISTRIBUTOR MEET

### FIRM'S PROGRAM OUTLINED

Distributors View Latest in Television, FM, Portable and Table Models at Park Central Hotel.

Unveiling of the Garod Radio Corp.'s latest developments in the field of AM-FM and television took place at New York's Park Central Hotel during Garod's national distributor convention last week.

Max W. Weintraub, president, and Lou Silver, national sales manager, introduced the new television console with a direct viewing 10-inch projection tube, including AM-FM, shortwave reception and an automatic record changer. This model, available for September delivery, will retail at \$695, Mr. Silver revealed. Mr. Silver stated that all servicing and installations will be handled by the RCA Victor Service Co.

Other models shown at the meeting included the new Garod "Starlet" personal portable radio weighing only 3½ pounds, to retail at \$29.95 less batteries; the "Radalarm," a table model clock-radio housed in a two-tone plastic cabinet and designed to wake the owner from his slumber with music. The "Radalarm" will retail at \$39.95.

A chaiside console combination set with standard broadcast and shortwave bands, listing at \$149.95, was shown. Three AM-FM console sets, the "Sherwood" with a shortwave band and an automatic record changer, listing at \$249.50; the "Hardwick," a three-band console combination which features a "duo-sonic" speaker system, retailing at \$285.00, and the "Chesterfield" with dual speaker system, listing at \$350.00, were shown.

Mr. Silver pointed out Garod's 1946 production as the greatest for unit sales in its twenty-five year history, and production for the first half of 1947 almost equalled production for the entire year of 1946.

A national campaign in advertising to include copy in several mass consumer magazines and local newspapers, plus an increased effort to expand its dealer co-operative program, was outlined by Joseph G. DeVico, advertising manager.

this June in comparison to \$3,118,316.83 for June 1946. Taxes on phonograph records totaled \$869,755.92 compared with \$597,085.28.

The total for refrigerators, air conditioners and similar products was \$3,444,953 compared with \$1,049,029.54; for electric gas and oil appliances, \$5,830,245.82 compared with \$3,005,554.57, and for musical instruments, \$1,051,980.47 compared with \$602,951.63.

## Elizabeth Madigan Named To Post at G-E Appliances

BLOOMFIELD, N. J., Friday—Mrs. Elizabeth Madigan, formerly a staff member of the General Electric Consumers' Institute, of Bridgeport, Conn., has been named home service supervisor for the North Jersey branch of General Electric Appliances, Inc., J. C.

Saur, branch manager, announced today.

Mrs. Madigan, who has had long experience in modern home-making techniques and research, has lectured extensively throughout the nation before women's groups and also has conducted several training courses for appliance dealers and salesmen.

She is considered an authority on matters pertaining to home service.

## Radio, Appliance Sales For June Higher Than '46

WASHINGTON, D. C., Monday—Internal revenue collections made during June by the Treasury Department in the radio, phonograph record, musical instrument and appliance field indicates a steep increase in sales over June, 1946, according to figures released this week.

Internal revenue taxes collected on radios, components, phonographs and similar products totaled \$6,239,185.41

For Quality Tubes that give Peak Performance see your RAYTHEON DISTRIBUTOR.

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

**RAYTHEON**  
*Excellence in Electronics*  
RADIO RECEIVING TUBES  
SPECIAL PURPOSE TUBES  
TRANSMITTING TUBES  
HEARING AID TUBES



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

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

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



**WALKER-JIMIESON, INC.**  
311 SOUTH WESTERN AVENUE, CHICAGO 12, ILLINOIS • CANAL 2525

## NEW TELEVISION SET INTRODUCED BY UST A COMPACT RECEIVER

Specially designed for compactness, the new United States Television 1948 Tele-Symphonic console receivers fill the need for a 10-inch television set which will fit neatly and attractively



UST MODEL T-502

into the modern home, according to Hamilton Hoge, president. Designated as Model T-502 by Mr. Hoge, the sets have automatic frequency control as well as automatic picture lock-in and are said to be one-third more compact than earlier television consoles.

No larger than the ordinary radio-phonograph console, the new UST models are a complete source of television-radio-phonograph entertainment. Besides the 54 square inch television picture, high fidelity FM, AM and short-wave radio reception are obtainable through these sets. Also, the new models have a choice of automatic record changing Seeburg, Webster or Garrard phonograph units which handle ten 12-inch records or twelve 10-inch records.

The cabinets come in either authentic Georgian design of dark mahogany with selected genuine matched crotch veneers or a modern bleached mahogany style.

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

**Keene Jackson Company**  
MANUFACTURERS REPRESENTATIVES

1500 SECURITY BUILDING  
GLENDALE, CALIFORNIA  
OSBORN 5-3000

KEENE JACKSON      GEORGE S. JACKSON

## TRANSVISION EXHIBIT DRAWS HUGE CROWDS

An estimated attendance of about 15,000 people, including radio executives, dealers, servicemen and the general public, was recorded for the three-day Transvision, Inc., show of television kits, FM kits and other products which was held last week in New York at the Waldorf-Astoria Hotel.

The principal attraction to visitors was the new Transvision twelve-inch television kit, displayed for the first time at the show. Capable of producing a picture of seventy-five square inches, the kit contains all the necessary components, including antenna and lead-in cable. A seven-inch tube television kit was also displayed at the show. The twelve-inch kit retails for \$289.50 and the seven-inch kit, \$159.50.

Another feature was a television screen enlarging lens which increases the picture on a seven-inch screen to the equivalent of a twelve-inch screen. The lens, which is made of ground and polished plastic, is rectangular in shape and retails at \$44.95. H. D. Suesholtz, general manager of Transvision, Inc., of New Rochelle, N. Y., said that the lens provides 50 per cent greater light transmission than an equivalent glass lens while weighing only one-third as much as does a glass lens of similar magnification.

Transvision also displayed an FM kit, and television and FM components for "Ham" builders at the show.

## CROSLY, NEW YORK, SPONSORS BROADCAST

The Crosley Distributing Corp., New York, is now sponsoring a radio program titled "Baseball Roundup" which is broadcast over station WINS three times weekly for fifteen minutes prior and fifteen minutes after New York Yankee baseball games, Bert Cole, general sales manager announced Monday.

The program which began Sunday under Crosley sponsorship is provided as a free service to Crosley dealers and carries no obligation on their part,

5000 KEN-RAD  
**12SQ7 28c ea. net**  
Manufacturers Pack      In Lots of 100  
**PETER JACKSON CO.**  
5040 RAVENSWOOD AVE.  
CHICAGO 40, ILL.      LON. 4431

Mr. Cole added. It is said to have one of the largest listening audiences in Metropolitan New York. Besides the radio program, Crosley, New York, promotion activities include a series of full-page ads in metropolitan papers on television and full-page ads for radio.

## New Proctor Products Shown at Convention

SHAWNEE ON THE DELAWARE, PA., Monday—During its national convention held here this week, the Proct-

or Electric Co., Philadelphia, announced that it is marketing a new electric toaster with several special features.

A poll conducted in department stores throughout the country was used to determine customer preference in designing the new toaster. Oval in shape and designed in two-tone chromium, it contains a sliding tray to catch crumbs.

Gordon Ritter, radio sales manager of Noblitt-Sparks Industries, Inc., Columbus, Ind., was in New York last Saturday.

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

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

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

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

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

<ul style="list-style-type: none"> <li>* 2180—135 Ohms</li> <li>* 2181—160 Ohms</li> <li>* 2182—180 Ohms</li> <li>* 2183—200 Ohms</li> <li>* 2184—220 Ohms</li> </ul>	<ul style="list-style-type: none"> <li>2185—250 Ohms</li> <li>2186—290 Ohms</li> <li>2187—300 Ohms</li> <li>2188—330 Ohms</li> <li>2189—350 Ohms</li> </ul>
---	---

\* 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, Detrola, Crosley, Garod, and others.

<ul style="list-style-type: none"> <li>No. 2176—160 ohms tapped at 24 ohms</li> <li>No. 2195—165 ohms tapped at 30 ohms</li> <li>No. 2177—180 ohms tapped at 25 ohms</li> <li>No. 2178—200 ohms tapped at 40 ohms</li> <li>No. 2179—200 ohms tapped at 40 ohms</li> <li>No. 2174—280 ohms tapped at 80 ohms</li> <li>No. 2164—360 ohms tapped at 80 ohms</li> <li>No. 2166—430 ohms tapped at 80 ohms</li> <li>No. 2156—510 ohms tapped at 80 ohms</li> <li>No. 2196—560 ohms tapped at 80 ohms</li> <li>No. 2158—960 ohms tapped at 80 ohms</li> <li>No. 2165—1950 ohms tapped at 360 ohms</li> </ul>
--

**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 ohms resistance, and is used wherever 45Z3 rectifier tube is employed. (For pocket type radios, such as: Admiral, Fada, Sentinel, Sonora, Motorola, Detrola, Farnsworth, etc.) Individually packaged.

**JFD Replacement LINE CORD FOR MOTOROLA SETS**

2198—6 ft. cord containing 2 resistance elements—1100 and 280 ohms. Has 4 terminals. Essential replacement for all Motorola portables. Nos. 41D, 51D, 52D, 41H.

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

<ul style="list-style-type: none"> <li>No. 2191 Stepdown 300 ohms, Amer. Plug.</li> <li>No. 2192 Stepdown 560 ohms, Amer. Plug.</li> <li>No. 2193 Stepdown 300 ohms, Continental plug.</li> <li>No. 2194 Stepdown 560 ohms, Continental plug.</li> </ul>
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**J.F.D. MANUFACTURING CO.**  
4109-4123 FORT HAMILTON PARKWAY, BROOKLYN 19, N. Y.



The RCA Metal Detector "blows the whistle" on any particle of metal that may have crept into the package.

***RCA Electronic Metal Detector—***

***arrests "stowaways" in packaged products!***

It stands guard over everything from breakfast cereals to after-dinner mints, from cigarettes to cough drops . . . eliminating the chance that a bit of foreign metal might slip by. It helps American industry—that employs every precaution to assure product purity—to protect automatically the foods you buy.

High-frequency radio waves form an invisible wall—sound the alarm, if any metal is accidentally present. Even tiny metallic flakes with a diameter of 70-thousandths of an inch instantly cause rejection by this amazing RCA achievement.

The RCA Metal Detector was developed by RCA engineers in co-operation with RCA Laboratories—

a world center of radio and electronic research. The same pioneering, research and accumulative experience that produced this Metal Detector keep *all* RCA products at the top in their fields.

So when you buy anything bearing the RCA emblem—an RCA Victor radio, a television receiver, Victrola radio-phonograph, phonograph record or radio tube, you get one of the finest instruments of its kind science has achieved.

"Victrola" T. M. Reg. U. S. Pat. Off.

When you're in New York, don't miss seeing the radio and electronic wonders at RCA Exhibition Hall, 36 West 49th St., across from Radio City. Free admission. *Radio Corporation of America, RCA Building, Radio City, New York 20.*



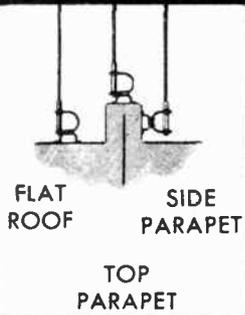
The RCA Metal Detector operates automatically (with a rejection device or by stopping the conveyor belt) or manually (by giving an alarm or signal). Besides protecting packaged products, the RCA Metal Detector also saves expensive processing machinery from costly damage by "tramp" metal. For further information, write to RCA, Victor Division, Engineering Products Dept., Camden, N. J.



**RADIO CORPORATION of AMERICA**

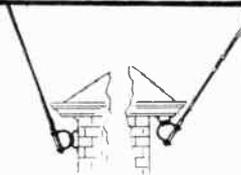
FAST TURNOVER • MORE PROFIT

# ALL — PURPOSE Home ANTENNA

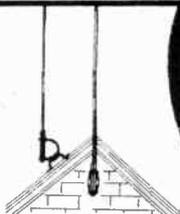


FLAT ROOF  
SIDE PARAPET

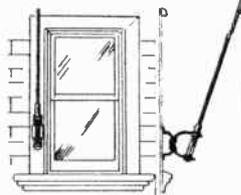
TOP PARAPET



WALL AND  
UNDER EAVES



ANGLE  
ROOF



WINDOW  
FRONT AND SIDE

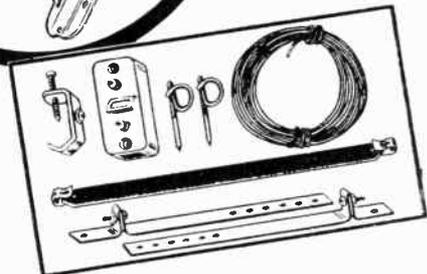
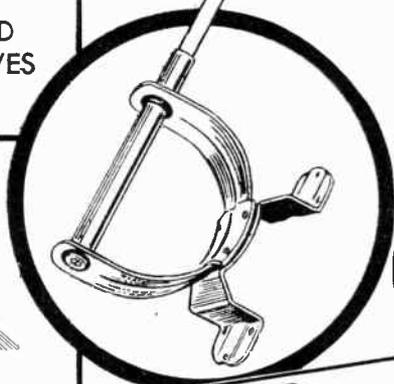


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FITS  
ANY TYPE  
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CONSTRUCTION



### Look at These Big FEATURES:

- 4 sections extend to 12 feet
- Heavy-duty cadmium plated mast
- All-purpose angular adjustable bracket
- Kit includes 65' lead-in cable. Lightning-arrestor, window-strip, ground clamp, insulated drive rings and vent pipe straps.

**MODEL HM-4**  
COMPLETE WITH  
ACCESSORY KIT **8.95** LIST PRICE

SEND FOR OUR NEW ILLUSTRATED CATALOG.

MANUFACTURERS . . . . . START TO FINISH

# SNYDER

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P H I L A D E L P H I A 4 0 . U S A

EXPORT DIVISION: ROBURN AGENCIES, INC., NEW YORK 7, N. Y.  
METROPOLITAN NEW YORK DISTRIBUTOR: H. L. DALIS, INC.

## Provincetown Firm Enjoys Steady Year Round Radio Trade

PROVINCETOWN, MASS., Monday — This tiny hamlet on the tip of Cape Cod offers a challenge to astute radio merchandisers to make money in Summer and to keep going during the Winter. Arnold's, I think, has the answer.

Arnold Dwyer is the owner. He started the store ten years ago at the age of nineteen. The building was once a schoolhouse at Long Point. A few

*Dr. Ralph L. Powers, Los Angeles radio counsellor, is journeying via motor and will contribute notes on radio shops. More will follow in RADIO and Television WEEKLY.*

decades ago it was floated over to Provincetown on logs and for years was a general store. Mr. Dwyer uses the ground floor for the store and the second for apartments. The belfry still roosts atop the structure. The address is at 327 Commercial street, right near where the Boston boats dock and on the main street. In fact, there are only two main streets, each one-way. You come in town on one street and leave via the other.

Arnold's does a thriving vacation trade in renting Emerson electric receivers at \$1 a day or \$5 for the week. It reports a call for battery portables but says the shop cannot get delivery. The Emerson's are for people in holiday mood who room on the Cape. The battery set demand comes largely from people who rent bicycles from Arnold's and go on a picnic at Race Point or to the main beach on a day's picnic.

Arnold's Radio and Cycle Shop stocks a bit of furniture, linoleum and so forth, and is agent for home bottled gas. It has a ready sale for Wilcox-Gay recorders, Webster record changers, Crosley record changers and receivers in the smaller size, Emerson phonographs, Grunow, Zenith and Bendix.

The record department handles Columbia, Decca, Capitol, Majestic and Victor and though a tiny new store has just opened nearby for disc selling, Arnold's has by far the bulk of trade and the larger assortment and a more varied record line.

Other pertinent radio data includes the fact that the Motorola personal model has made a big hit on the Cape; Farnsworth, Fada and the Birch portable phonograph are in stock.

There is a steady demand for batteries. . . for sets and other users. . . but so far the demand is way ahead of the supply, says the staff. The service department is an all-year 'round deal and of course forms the bulk of the Winter activity. Two local men are also in competition for service business and work out of their homes but Arnold's has about all it can handle.

The local pleasure craft (fishing cruisers and sailing sloops are not radio equipped, but the commercial fleet is completely outfitted with ship-to-shore and ship-to-ship radio facilities including seiners, trawlers, draggers

and other craft. Provincetown boats, as well as those with New Bedford or Gloucester as home ports, apparently get their installations and service from New Bedford.

The year 'round Provincetown population in largely composed of Portuguese descendants. Lopes, Cabras, these are but two clans comprising groups that have sent their sons to all wars and who are now fisherman. They usually buy big receivers and at good prices for their earnings fishing in recent years have been enormous. They buy all makes of receivers from Arnold. And also a goodly portion have traveled to New Bedford or Boston to get Hallicrafters because of their interest in short wave, principally so they can hear the fishing boats.

Arnold's handles Norge refrigerators and gas stoves; some ironers, clocks, lighting fixtures and a few accessories. It reports difficulty in securing plastic radio cabinets, though this is evidently a local situation, inasmuch as the rest of the country is pretty well flooded with this type of sets. Not much interest in FM or television is shown at Provincetown.

Cape Codders are thrifty, industrious and more friendly than Block Islanders, or so I found out. I took a day to make the Block Island trip and another day via boat to Provincetown. Then I returned to Provincetown via car for nearly a week. The policemen's and the firemen's balls in July brought out huge crowds. But of course in August the Beach-comer's artists circus and ball will be tops in the season entertainment field. Besides the natives and Summer visitors, the art and the Summer theatre colonies always swell the Summer population. Come Winter and things quiet down, the Boston boats stop, and buses and private cars provide Winter transportation. The five volunteer fire companies breathe easier.

And Arnold's radio sales slump while the service department's activity takes an upward jump all through the months of storms, sleet and snow. And the firm prepares the Emerson rental stock for another season in 1948.

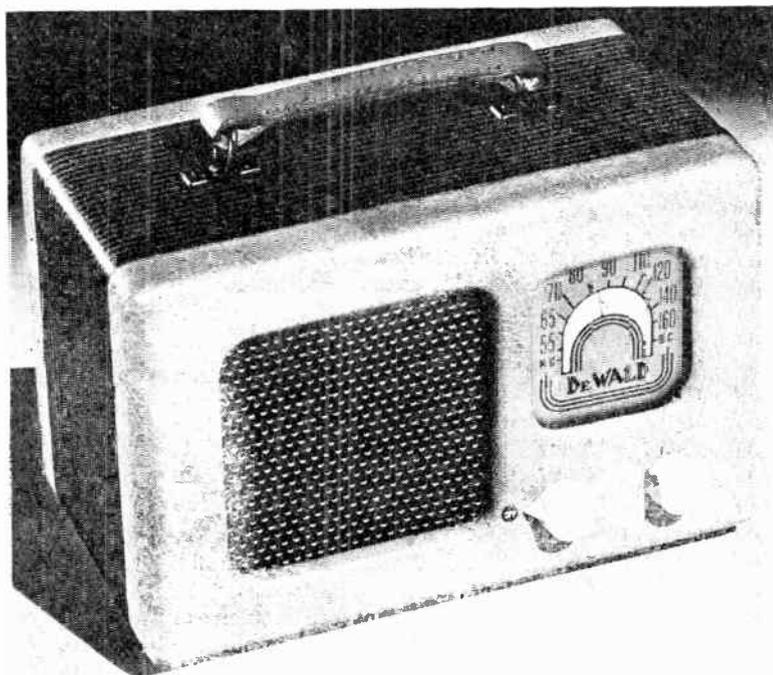
## Emerson RADIO

Headquarters for  
Northern Illinois

For Details of the  
Emerson Dealer Franchise  
Consult

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

*A Quarter-Century of Proven Quality*



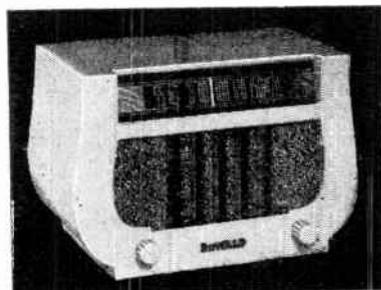
**DEWALD B400 "Companionette"**

**New Miniature  
Personalized  
Portable Radio**

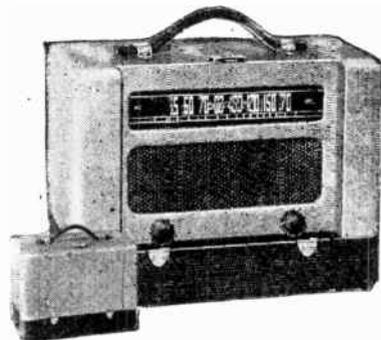
**\$20.95**  
Less  
Batteries

This battery-operated miniature portable features amazing performance. It is the ideal companion for home, bungalow, auto, yacht, canoe . . . perfect reception everywhere.

Here is a timely promotional number for volume selling. It meets the demand of today's market and features the same quality and value for which DeWald has always been known. Remember DeWald is the line for volume . . . for turnover . . . for repeat business. It's the line for YOU.



DeWALD A-501 "Lyre"



DeWALD 507



DeWALD 503R



DeWALD 605R



**JOBBERs: Some Choice Territories  
NOW AVAILABLE**

**DEWALD RADIO MANUFACTURING CORP.**  
35-17 37th AVENUE, LONG ISLAND CITY 1, N. Y.  
Chicago Office: BERNAT SALES CO., 624 So. Michigan Avenue

**DEWALD** A FAMOUS NAME IN **RADIO**  
SINCE 1921



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RADIOS

AUTOMATIC ELECTRIC IRONS

RADIANT and FAN-FORCED HEATERS

"ELECTRIC COOK"  
COMBINATION GRILL and WAFFLE BAKER

## First Dealer Showing of Television Sets In Cleveland Received With Enthusiasm

GENERAL ELECTRIC SUPPLY FIRM IS HOST TO RETAILERS

Various Models Shown and Many Orders Taken for Video Receivers —  
Broadcasting From Forest City Station Several Months Ahead;  
First Scheduled for Thanksgiving — G-E Officials Are Speakers.

CLEVELAND, OHIO, Monday—Although television is still several months away for Cleveland, the initial dealer showing of television sets was held here last week when General Electric Supply Corp. invited all of its dealers within a 35-mile radius to a preview at the Hotel Allerton ballroom.

Walter Haas, who heads radio sales for G. E. Supply and who acted as the chairman of the meeting, reported that he had not seen such enthusiasm for a product since the early days of radio when the first sets were being introduced.

One television receiver (Model 801) was on display, a console set retailing at \$625 plus installation, and a gratifyingly large number of orders for the sets were taken for immediate delivery.

Other sets announced for later delivery included Model 802, a similar cabinet but including FM and phonograph as well as AM and television, priced at \$750, with delivery promised for August; a deluxe projection type receiver (Model 901) with 18 by 24 inch screen selling for \$2250, for September delivery; and a table model receiver (No. 803), with television, AM, and FM, which will probably sell for

around \$465, with samples expected by October.

"Local Broadcasting Plans," as told by J. Harrison Hartley, director of the new television station at Cleveland, WEWS, was of exceptional interest to dealers. He predicted regular television broadcasts by Thanksgiving, with test programs coming along somewhat earlier; broadcasting of local sporting events by mid-Winter; and chain programs for Cleveland by mid-1948. He told the 425 dealers that WEWS would have the largest television studio in the country.

Other speakers were R. P. VanZile, of Cleveland, district manager for the electronics department of the General Electric Co., who explained the purpose of the meeting; Paul L. Chamberlain, Bridgeport, Conn., sales manager of the receiver division of the electronics department of G. E., who covered the production story and the firm's background in television research; R. E. North, Cleveland district representative for receiver sales, electronics department of G. E., who discussed "Immediate Sales Prospects"; W. L. Parkinson, Syracuse, N. Y., supervisor of the technical service section of the receiver division, who went into the subject of installation and service, and John Lawton, manager of the G. E. Credit Corp., who explained the financing plan for wholesale and retail sales.

Mr. Haas explained the franchising program, encouraged dealers to put a sample on the floor, and pointed out the tremendous volume of sales at hand in the tavern trade alone.

He also announced a series of television service schools starting early in September for training dealer service personnel, under W. L. Parkinson.

Mr. Haas was present at a similar meeting in Cincinnati on July 10, put on by the G. E. Supply Corp. of that city. Cincinnati expects its television station to be on the air about thirty days ahead of Cleveland.

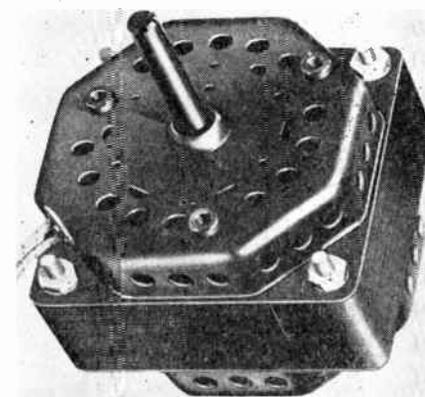
Cleveland Radioelectric Co. is beginning a series of educational programs early in August for the purpose of training dealer personnel in all phases of the line—RCA products, Easy laundry equipment, Coolerator refrigerators and freezers, and Electromaster ranges and water heaters.

A three-day session will be held in each of the following key points in the territory: Cleveland, Akron, Canton, Mansfield, Lorain, Sandusky, Warren, Ashtabula and Youngstown.

—EVELYN BAILING.

## ALLIANCE ANNOUNCES NEW MODEL B MOTOR

ALLIANCE, OHIO, Friday—R. F. Doyle, president of the Alliance Mfg. Co., this city, has announced a new Alliance Model B small motor. This represents an addition to the expand-



Model B Powr-Pakt Motor

ing line of Powr-Pakt motors and will be used as a power source for driving fan blades, magnetic tape disc and wire recorders, and similar devices.

The motor, as represented by the photograph shown above, is rated as 1/70th h. p. at 1600 rpm when operated on 115 volts at 60 cycle frequency. When used as shown, it is good for continuous duty operation without additional external cooling.

Model B is a semi-enclosed four-pole, shaded pole induction motor. One advantage is unusual compactness. It measures 3 3/8 inches square and has a length of 2 7/8 inches over the main portion of the end bracket and about 3 1/4 inches over the bearing housing. The shaft diameter is 5/16th of an inch and the construction is simple but rugged throughout. Larger or smaller h. p. ratings than the above may be obtained by varying the lamination stack thickness. The starting torque is approximately 40 per cent of the torque at the full load rating.

Other advantages are quiet, cool-running characteristics, with an extremely low induced hum and a low magnetic field. Economical to operate, this new Model B Alliance Powr-Pakt motor lends itself to mass production with design changes to meet special load requirements, Mr. Doyle stated.

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

## LIKE ATTRACTS LIKE

Manufacturers and distributing agencies who have certain clearly defined policies pointing to the ultimate in consumer satisfaction, quite naturally gravitate toward each other. Dealers recognize this uniformity of effort and line up with such groups. In Northeastern's eastern Massachusetts and southern New Hampshire territory, the following "leaders in their line" clearly point to the fact that "like attracts like:"

ZENITH ● THOR ● GIBSON  
 GRAND GAS RANGES  
 M-G-M RECORDS ● QUAKER HEATERS  
 SCOTT-ATWATER OUTBOARD MOTORS  
 NATIONAL SEWING MACHINES  
 BRUSH SOUNDMIRROR  
 NU-ENAMEL ● PABCO  
 CALCINATOR ● G.E. Traffic Appliances  
 ELGIN KITCHEN CABINETS  
 SANI-WAY Electric Garbage Eliminators  
 LEWYT CLEANERS

## NORTHEASTERN DISTRIBUTORS, Inc.

588 COMMONWEALTH AVE.  
BOSTON 15, MASS.

Phone COM. 3455

# NEDA ORGANIZES NEW SOUTHERN CHAPTER AT GREENSBORO MEETING

## UNIT OFFICERS ELECTED

### Credit Information Plan Which Will Enable Member Firms to Exchange Data About Bad Accounts Is Adopted.

GREENSBORO, N. C., Friday—At a meeting here recently under the sponsorship of the Middle-Atlantic States Chapter of the National Electronic Distributors' Association, a new chapter of the NEDA for this area was formed.

Louis B. Calamaras, executive secretary of the NEDA, who presided at the meeting, announced that twelve distributors doing business in the Carolinas and eastern Tennessee were admitted as members. They were joined by five members of the Middle-Atlantic States Chapter to form the new chapter, which will be given a name at another meeting scheduled for late this month.

Officers of the new chapter were elected. They are: President, B. W. Krell, of Dixie Radio Supply Co., Columbia, S. C.; treasurer, Al Rothstein, of the Southeastern Radio Supply Co., Raleigh, N. C.; director, A. W. Greeson, Jr., of Johannesen Electric Co., this city, and secretary, F. E. Beaudry, of Lambeth Electric Supply Co., Winston-Salem, N. C.

In a talk before the members of the new group, Mr. Calamaras said that he felt the greatest contribution made by the NEDA in the field of distribution was the bringing of competitive concerns into closely knit local organizations such as the NEDA chapters.

Arrangements also were made at the meeting for credit exchange information. Each member will mail to the national office a list of his delinquent accounts which will be copied on a master sheet and sent to each member of the chapter.

The meeting took place at the Sedgefield Inn, a resort hotel here. Many of the members brought along their wives and children for a week-end vacation. Those in attendance were as follows:

H. W. Hunt, Jr., and C. W. Fields, of the Johannesen Elec. Co., this city; C. Lee Clarke, of Womack Elec. & Supply Co., Danville, Va.; L. B. Thompson, of Radio Parts Dist. Co., Norfolk, Va.; T. T. Freck, of Freck Radio Supply Co., Asheville, N. C.; Jack Farmer, of the Long Distributing Co., Asheville, N. C.; W. K. Stoner, of the Eastern Radio Supply Co., of Fayetteville, N. C.; B. W. Krice, of the Dixie Radio Supply Co., Columbia, S. C.; L. Julian Long, of the Long Distributing Co., Asheville, N. C.; A. L. Hege, of the Dalton Hege Radio Supply Co., of Winston-Salem, N. C.; L. M. Vick, of Noland Co., Inc., Winston-Salem, N. C.

H. L. Dalton, of Dalton-Hege Radio Supply Co., of Winston-Salem, N. C.; H. M. Sherard, Jr., of the Signal Radio Supply Co., Goldsboro, N. C.; F. E. Beaudry, of Lambeth Elec. Supply Co., Winston-Salem, N. C.; A. W. Greeson,

Jr., of Johannesen Electric Co., Greensboro, N. C.; Leslie Rucker, of Rucker Wholesalers, of Washington, D. C.; Al Rothstein and R. J. Rothstein, of Southeastern Radio, Raleigh, N. C.; Alfred B. Geer, of the H. C. Baker Sales Co., Roanoke, Va.; J. Gasser, of Johnston-Gasser Co., Richmond, Va.; R. M. Johannesen, of the Johannesen Elec. Co., Greensboro, N. C.

James Leonard, of the Leonard Electronic Supply Co., Roanoke, Va.; H. B.

Grice, of Radiotronic Dist., Inc., Charlotte, N. C.; Gordon C. Hoffman, of the Dixie Radio Supply Co., of Columbia, S. C.; J. A. Gettman, of Chemcity Radio & Electric Co., Knoxville, Tenn.; W. G. Ashman, of Ashman Dist. Co., Norfolk, Va.; H. B. Bennett and W. D. Jenkins, of Radio Supply Co., Norfolk, Va., and C. W. Ferguson, L. T. McCollum, W. R. Murray and F. C. Mitchell, of the Dixie Radio Supply Co., Greenville, S. C.

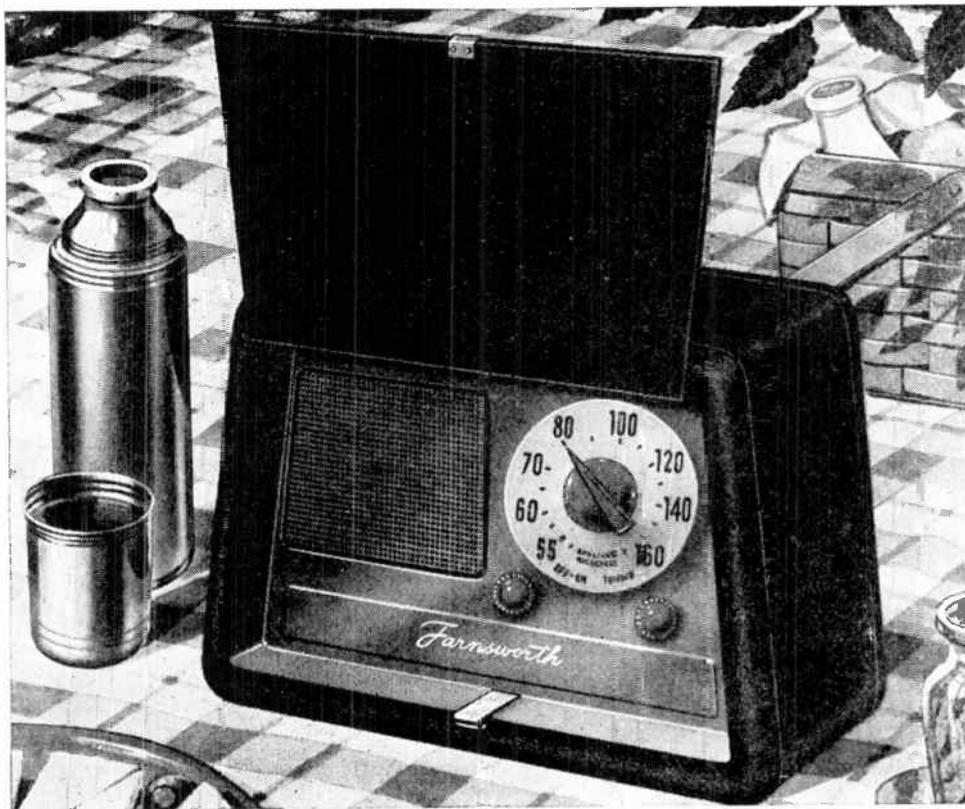
# Harwell Dyer Appointed As Distributor for Disc

Appointment of the Harwell Dyer Electrical Supply Co., of 2119 Venice boulevard, in Los Angeles, as exclusive distributor for Disc records in Los Angeles, was announced here this week by Moe Asch, president of the Disc Co. of America, New York.

# Designed for Giving

## THE FARNSWORTH TRIPLE PLAY

Model GP-350



It's a tuneful, colorful personal portable that looks and carries like a smart vanity case. In rich, brown leatherette. Contrasting, easy-to-read dial. Plays like a dream—at home or on the go. Remarkably-clear tone. Battery, AC or DC operation. And when your customers see the name, Farnsworth, they'll know it's dependable. They'll buy it for gifts—they'll buy it for their very own.

Customers count on Farnsworth for fidelity, for performance, for style, for superb engineering. They know that every Farnsworth

model—phonograph-radio, teleset, portable or table model—is built to exacting standards of quality. Each reflects traditional Farnsworth craftsmanship. There's a Farnsworth radio for everyone—proving that excellence need not be expensive . . . combining quality with modest cost in every price range.

With protected prices, proper margins and "room to sell," the Farnsworth dealer finds his franchise more valuable every day. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

# Farnsworth

Television • Radio • Phonograph-Radio

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



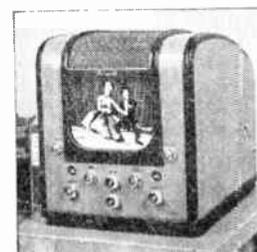
A Farnsworth Table Model



Farnsworth Chairside



Farnsworth Combination



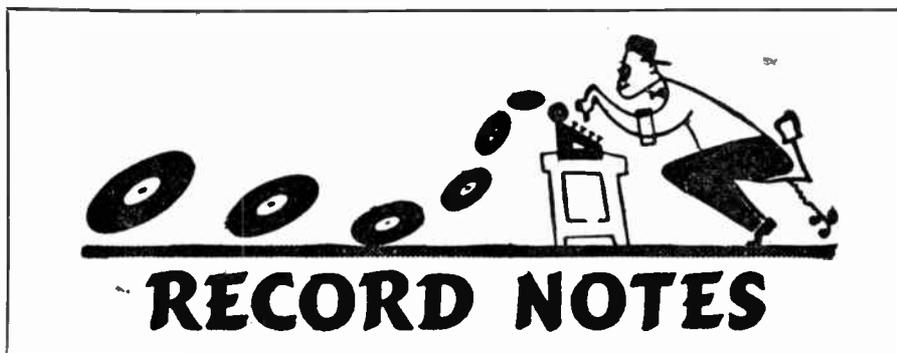
Farnsworth Television Table Model



Farnsworth Heppelwhite



Farnsworth Chippendale



## RECORDING ADVANCES DEMONSTRATED DURING TANGLEWOOD FESTIVAL

CAMDEN, N. J., Monday—Advances made in the recording field were shown through a unique demonstration given by Serge Koussevitzky and the Boston Symphony Orchestra last week at the Tanglewood Music Shed, Lenox, Mass.

Seven thousand lovers of music listened to the Boston Symphony Orchestra, under the direction of Dr. Koussevitzky, give an actual performance followed by recordings that this organization has made during its thirty-two year recording period. The discs were played on phonographs of their periods. Beethoven's "Egmont" overture was played on RCA Victor's new custom-made instrument, the "Berkshire," which was named in honor of the Tanglewood festivals.

RCA Victor officials have revealed

that sales of the "Berkshire" will be for the benefit of the Berkshire Music Center.

## Wheeler, Cook Advanced By Columbia Record Firm

BRIDGEPORT, CONN., Tuesday—New appointments at Columbia Records, Inc., of this city, were reported here this week. William A. Wheeler has been appointed to the post of manager of the Transcription Department, in Hollywood, and W. Fischer Cook has assumed the position of head of Shipping and Finished Stores.

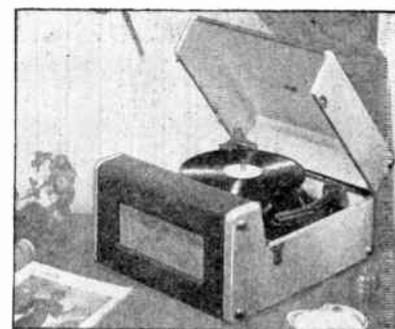
Mr. Wheeler, prior to joining the Columbia concern two years ago, was associated with the U. S. Office of Education, the Domestic Radio Bureau and the World Broadcasting System, Inc.

Mr. Cook served with Montgomery Ward & Co. for twenty-five years in the shipping and receiving department.

## Six Distributors Added By Savoy Record Concern

NEWARK, N. J., Monday—Six distributors have been named by Savoy Record Co., Inc., this city. They are:

William B. Allen Dist. Co., of New Orleans; All-State Distributing Co., of Newark, N. J.; Crowe Martin Distributors, of Houston, Texas; General Distributing Co., Baltimore; Millner Sales Co., of St. Louis; Robert E. Myers, of Piedmont, Calif.; Record Sales Co., of Atlanta, Ga., and Seminole Record Distributors, of Miami, Fla.



DISTRIBUTED IN  
**OMAHA**  
Area

BY  
**GENERAL APPLIANCE CO.**  
Omaha 8, Nebraska



## Singing Comedy Team Signed by RCA Victor

CAMDEN, N. J., Monday—Lonzo and Oscar, the popular singing comedy team, have signed a recording contract with RCA Victor Records, it was announced here today.

The first recording under their new contract is "Ole Buttermilk Sky" and "Take Them Cold Feet Out of My Back."

## Children's Album Pressed By Adventure Records

Lanny and Ginger have recorded their first album for Adventure Records, New York City, it was announced.

This kiddie album entitled "Hi Diddle Diddle" features nursery rhymes adapted to modern style and wording. For instance "Row, Row, Row Your Boat" becomes, "Drink, Drink, Drink Your Milk". This is a vinylite set.

## New Keynote Publicity

A program of match-cover and streamer point-of-sale dealer aids that will be available to the record dealers in October has been initiated by Keynote Records, Inc., New York.

Each month dealers will be supplied with match covers that contain reproductions of two new Keynote album releases and contain on the inside of each cover one letter from the word "Keynote."

## Nash-Kelvinator Netted \$4,194,801 June Quarter

DETROIT, MICH., Thursday—Net earnings of \$4,194,801 after all charges, taxes included, were reported by the Nash-Kelvinator Corp., this city, for the quarter ended on June 30. This is equal to 96 cents per share.

Earnings for this quarter were \$127,707 less than the amount reported for the March quarter despite the fact that the corporation showed a 10 per cent increase in dollar sales.

**TEMPO**  
CUSTOM  
MADE  
RECORDS

**FOR AUGUST RELEASE**

## 5 Truly Great Records!

**BEN LIGHT, EXALTED "PROFIT" OF THE PIANO,**  
gives you two of his best platters to date:

TR572—The Carioca  
—The Best Things  
in Life Are Free

TR574—My Gal Sal  
—On the Sunny Side  
of the Street

**KERN & SLOOP AT THE HAMMOND & NOVACHORD**  
offer three really outstanding recordings:

TR1024—Sleepytime Gal  
—Lullaby Medley  
(with Vibrachord)

TR1026—Old Soft Shoe  
—Limehouse Blues  
(with Vibrachord and Drums)

TR1034—When You Were Sweet Sixteen  
—It's the Same Old Shillelah

Hundreds of  
standard tunes  
available

**TEMPO**  
CUSTOM  
MADE  
RECORDS

Write for  
complete new  
Tempo Catalog

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

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

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

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

**WEBSTER CHICAGO**  
5610 Bloomingdale Avenue Chicago 39, Illinois

## GREAT PREPARATIONS MADE FOR OPENING OF WESTERN MART WEEK

BY SAN FRANCISCO TRADE

Many Handsome and Varied Exhibits Seen — California Electric Holds Sales Meet.

SAN FRANCISCO, CALIF., Saturday—Hub of activities is the Western Merchandise Mart, where everyone is getting ready for Market Week and the formal opening of the new wing. In order to have the addition completed by August 4, for the last several weeks, work has been placed on a 24-hour, 7-day week basis.

One of the handsomest showrooms will be that of Schuyler-Wilson. Bruce A. Wilson revealed that his firm has just been awarded the exclusive Sentinel franchise for northern California and western Nevada. For Market Week the entire Sentinel line will be shown in a specially built booth.

Another attraction of the Schuyler-Wilson exhibit will be a \$5000 Hallicrafters display model. According to Mr. Wilson, Hallicrafters research engineers have developed the model to show what can be accomplished in electronics. The model combines such features as radio, phonograph, AM-FM reception, television, wire recorder and short wave. Providing another highlight will be the chassis of a standard model of Hallicrafters under which a mirror will be placed, enabling dealers to see how the mechanism works.

Other Schuyler-Wilson exhibits will include sub-zero electric refrigerators, Tropic-Aire air conditioner, Waste-King Pulverator, garbage disposer, and Knapp Monarch traffic appliances.

California Electric Supply Co., Crosley distributor, will show among other Crosley products a large radio-phonograph-television console and a straight table model television set.

California Electric Supply Co. held a six-hour sales meeting for its sales staff at the firm's headquarters, Folsom and Twelfth. The first speaker was Ray Gelinas, West Coast representative of Knapp Monarch Co., who made

the presentation of several new traffic appliances, and also outlined an outstanding package deal consisting of highly desirable items which are still on an allocation basis.

The next speaker was Ed J. Rising, manager of California Electric Supply Co.'s radio and appliance division, who gave an inspiring sales talk. He said: "Now is the time when we must strike the spark of selling with dealers." Ed then described the latest advertising campaign launched by Crosley Corp., and urged that salesmen enlist dealers' support to help promote the interests of Crosley radios. He gave further pep-talks on Crosley Frostmaster and Crosley Shelvador, which, he suggested, should be sold in conjunction because the two really complement each other.

John E. Amberg, advertising manager, discussed the advantages to dealers in belonging to the Crosley Sales Promotion Institute.

The final speaker was N. B. Dinkel, western regional manager of Crosley Corp., who discussed the new Crosley Model 87CQ, which is an eight-tube radio-phonograph combination having AM-FM and shortwave bands, and retails for \$259.95.

Leo J. Meyberg Co., 70 Tenth street, held a dealer meeting in the auditorium of the Mart, in the interest of the Bendix automatic home laundries.

Wilson Co., headed by J. C. Wilson, has been appointed factory representative for the three West Coast states for Mertland electric hot water heaters, made by M. M. Hedges Manufacturing Co., Inc. Another line for which Wilson Co. was appointed manufacturers' representative is Wastemaster, a waste eliminator. Wilson Co. represents Wastemaster in eleven western states. Wastemaster, product of Lockley Machine Co., will have its premier showing during Market Week. Mr. Wilson stated that there is already much interest in both appliances and he is receiving lots of inquiries.

There are favorable comments on the colorful, table-top heaters. Besides its efficiency in garbage disposal, what appeal to dealers is that Wastemaster is priced to retail for \$99.95. J. C. Wilson Co. is located in Space 468 at the Mart.

Ed Halliday, formerly sales manager with Kaemper-Barrett, has been ap-

# KEN-RAD

## RADIO TUBES



Better than ever

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

KEN-RAD *Radio Tubes*

PRODUCT OF GENERAL ELECTRIC COMPANY  
Schenectady 5, New York

178 FIA-8850

pointed northern California representative of B. S. Tucker Associates, California district merchandisers of Sparton radios. Featured during Market Week will be the Sparton Challengers. These handsome new console models combine such features as radio-phonograph combinations, AM-FM reception and Eterna-Gem Ruby Needle, which is guaranteed for ever. The Sparton Challenger is available in three art cabinets and is priced at \$239.95.

—GISELA NEY.

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

### Arcturus Radio Account For Corbin Advertising

NEWARK, N. J., Friday—James S. Donahue, president of Arcturus Radio & Television Corp., this city, has announced the appointment of Corbin Advertising Agency, New York City, as its advertising agent to prepare its advertising, sales promotion and publicity material. A comprehensive program to exploit Arcturus products is being planned. Harold Metzendorf, president of the Corbin Advertising Agency, is the account executive.

One of America's  
Great Distributors



## KRICH-RADISCO

INCORPORATED

RCA VICTOR · BENDIX · NORGE · AMERICAN · EUREKA  
VORNADOFAN · NEW HOME · KNAPP MONARCH  
PRESTO · SETH THOMAS · WESTCLOX

422-432 ELIZABETH AVENUE · NEWARK 8, N. J. · BIGELOW 8-7400

Serving New Jersey Dealers for More than Forty Years.

*Finest Name in Radio Phonographs*

# Brunswick RADIO PANATROPE

IN PERIOD FURNITURE REPRODUCED FROM MUSEUM PIECES

**RADIO AND TELEVISION INC.**

244 Madison Avenue, New York 16, N. Y.

*"The Tuscany"*



## BENDIX DEALERS OF MINNESOTA TOLD OF COMPANY AD PLANS

MINNEAPOLIS, MINN., Monday—Bendix Home Appliances, Inc., is producing 55,000 Bendix washers monthly and is still unable to fill the demand, W. A. Becker, mid-western regional sales manager for the firm, stated in Minneapolis this week while here to outline details of the first post-war sales contest staged by Bendix.

Mr. Becker addressed more than 250 Bendix dealers from the Northwestern territory at a dinner-meeting Tuesday evening at the Nicollet Hotel, this city, sponsored by Motor Power Equipment Co. of St. Paul, Bendix distributor in this territory.

Mr. Becker outlined the sales contest for records achieved between August 1 and December 13. C. K. Katter, Bendix sales manager for Motor Power, was master of ceremonies.

Mr. Becker declared that only the "terrific volume" of current production keeps prices of washers as "low as they are." He emphasized that the future of the industry depends in large measure on high production. When the supply starts meeting the demand, vol-

ume sales will be more dependent upon salesmanship, he told the dealers.

An interesting demonstration of television and its possibilities in the future were presented to visiting mayors of Minnesota and surrounding areas by radio station KSTP.

The demonstration was at the annual Mayor's Day meeting on Wednesday at the Nicollet Hotel, sponsored by the Minneapolis Aquatennial Association, which is now in the midst of its yearly city-wide festival.

The new building to be constructed by the Roycraft Co., Philco distributor, adjoining its present quarters on Hennepin avenue and as a vantage point for dozens of spectators on Wednesday night who climbed to the roof of the new structure and viewed the night parade of the Minneapolis Aquatennial. The Roycraft Co. also made its office quarters available to members of its staff who remained downtown to view the parade which went right by the building. —JACK WEINBERG.

## Edwin Flato Co. Opens Branch in San Antonio

SAN ANTONIO, TEXAS, Tuesday — Edwin Flato Co., south Texas distributor of home appliances, announces the opening of a San Antonio branch at 315 West Josephine street.

Manager A. R. Parks says the San Antonio branch will serve as the distributor for Chambers ranges, Stewart-Warner radio sets, Haag washing machines, and other household appliances.

Franklin, Frederick and Robert Flato are partners in the Edwin Flato Co. —B.

## CHICAGO RADIO AND ELECTRONICS INDUSTRIES ARE PLANNING SEVERAL MID-SUMMER OUTINGS

SPECIAL OUTDOOR EVENTS WILL BE STAGED NEXT MONTH

Two Golf Contests Arranged — Carson Pirie Scott & Co. Has a New Plan of Presenting Records for Children of School Age — Jensen Markets New Phonograph Needle — Merit Has New Transformer.

(Continued from Page 12)

that the new product is the equal of any needle on the market.

Something new in the transformer field has been unveiled by Merit Coil & Transformer Corp., 4427 North Clark street, Chicago. It is a line of four different transformer kits, containing transformers capable of being used in any speaker in the average radio receiver. The primary winding on the transformers will range from 1500 to 25,000 ohms, with a 3.2 voice coil.

John Crockett, sales manager of Merit, stated that shipments of these kits started moving to dealers the last week in July. They are boxed eight kits to the package, giving the service man an adequate supply of various transformers to replace the universal output type hitherto used, with consequent improvement in tone of the speaker. They vary in type, depending on the section of the country in which they are used, as for instance in the South, where so many battery radios are popular.

The Merit firm is staging a special

drive on these kits by holding a promotion drive among its thirteen representatives throughout the country, lasting from August 11 to October 13. Awards for the best sales records will be made.

A new phonograph, model 44, goes into production August 1 at the plant of the Musitron Co., 223 West Erie street. This latest addition to the line, according to Jerry Rissman, sales manager of Musitron, lists at \$9.95, and is equally appealing to children and adults. It has a molded fibre case, finished in washable Hamarloid, and has a contrasting tone arm with an excellent reproducer head. It is powered with an AC motor, has an acoustical reproducer arm, and will play single records of 10 or 12-inch size.

An addition to the staff of the Chicago office of the Stromberg-Carlson Co. was announced by James A. Frye, manager of the radio and appliances division here. The newcomer is Ralph Caravet, formerly with Bendix. He will be a field representative for Stromberg-Carlson in this territory, reporting to Mr. Frye.

W. D. MORRIS

### TO GATHER THE NEWS FOR YOU—

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

**Permoflux SPEAKERS**

*An OLD name in Speakers a NEW high in Performance\**

**ANNOUNCES . . . a COMPLETE JOBBER LINE** of standard replacement and hi-fidelity de luxe loud speakers with both permanent and electro-magnet fields. These quality speakers embody the same skillfully engineered features used in the units that PERMOFLUX now supplies to major set manufacturers.

\* Sound room laboratory tests prove greater uniformity in frequency response, than other comparable makes.

TWO COMPLETE FACTORIES TO SERVE YOU **PERMOFLUX** WRITE FOR FREE BULLETIN

PIONEER MANUFACTURERS OF PERMANENT MAGNET DYNAMIC TRANSDUCERS

**PERMOFLUX CORPORATION**  
4900 WEST GRAND AVE., CHICAGO 39, ILLINOIS  
236 SOUTH VERDUGO ROAD, GLENDALE 5, CALIFORNIA

## 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 SIGNALLOOP—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
- 4 Tubes, Plus Selenium Rectifier
- No Warm-up Time—Plays Immediately (no rectifier tube to heat up)
- 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!  
Some Territory Still Open

**Signal Electronics, Inc.** SIGNAL SALES CORP.  
114 E. 16th St., New York 3, N. Y.

## BOSTON TRADE SEES NEW RADIO MODELS AND TELEVISION SETS

WESTINGHOUSE HAS MEET  
Presentation of New Models Follows Dinner — Demambro Has Stewart-Warner Video Sets.

BOSTON, MASS., Monday — Last Thursday Westinghouse was host to an impressive gathering of distributors key men and officials of the Westinghouse company, as well as invited guests which included members of the press. A. P. L'Hommedieu, eastern district manager of the Westinghouse Home Radio Division sat at the press table during the dinner after which the Westinghouse men went to an auditorium where factory sales officials outlined in telling and dramatic detail, by means of colored picture projections on a large screen and large charts the complete story of the 1948 Westinghouse radios—their technical features translated into the actualities of consumer appeal and retailers appreciation.

The subject of potential markets, subdivided into group percentages indicated that Westinghouse will concentrate on quality models. It's significant to note that all but the currently popular "Jewell" AC/DC compact table model and the "Duo" table and con-

solette phono-radio which will be included in the 1948 line, included an FM band. Superb cabinetry and master styling featured the entire line.

Other features were "Plenti-Power", a Westinghouse designed audio system, the intermixing, fast acting record changer; the "Feather-touch" pick-up arm that reproduces laterally giving minimum surface noise, high fidelity and long record life ear-level speaker positioning; full cabinet width record album storage space, and a generously designed AM/FM tuner section to take full credit from the precisely engineered Frequency Modulation stations that are already in full swing here, with six stations between here and Springfield and regular schedules from 3 P. M. to 10 P. M.

While all Westinghouse radios have inbuilt FM antennas, there is also an external di-pole antenna mast, antenna array and 75 ft. of double lead-in wire. Its price, under \$10, was a surprise to everyone. Here, Westinghouse marketing foresight makes certain that dealers will be equipped to insure complete customer satisfaction, even in difficult or remote locations. FM broadcasters are already using 10 and 20 KW in two locations while the others are equipped with newly engineered and highly efficient 1 KW units.

C. R. Savage, New England Radio Sales Manager of Westinghouse Electric Supply Co., and his sales and engineering staff will have a booth at the forthcoming Radio Show at Horticultural Hall on August 13 and 14, showing the entire new 1948 Westinghouse Radio line, and outline to the visiting radio dealers, their features, and the sales promotional plans for the coming season. The "Hall" is on the corner of Huntington and Massachusetts avenue, opposite Symphony Hall.

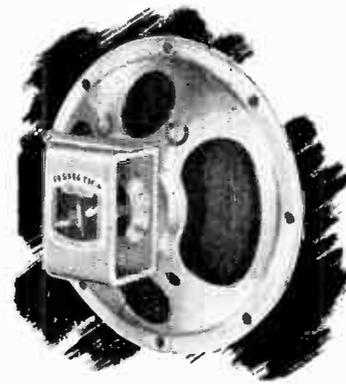
Westinghouse manufacturing, merchandising and broadcasting men, as well as other FM pioneers and boosters, have "put the cart before the horse" in investing huge sums in preparing for full-fledged public acceptance of Frequency Modulation before receiving any worth-while revenue from the sale of receivers or broadcast advertising contracts. It is the wise radio dealer who will "play-along" with the pioneers, and proceed cautiously with low priced "corner-cut" FM radios that are bound to appear eventually from the "me-too" makers.

In regards to Television, Westinghouse factory and broadcasting men said that they will have an adequate and up-to-the-minute television radio at the proper time, which is now expected to be late 1947 or early 1948.

Joe Demambro, president of Demambro Distributors, Inc. of Brighton avenue reports that he has just received two of the new Stewart-Warner television receivers which are on display here.

Captain Gardner Hanson, of the Demambro supply organization took a group of Lawrence area dealers on a fishing cruise last week in the Demambro yacht "Patricia" and they got an ample catch of cod and mackerel. This week, Captain Hanson will entertain a group of Worcester area dealers.

On July 12, Mr. and Mrs. Adolph Ullman opened their beautiful farm "Northeastern" to the employees of the



MODEL 52 B (5")

Magnet Weight: 1.0 oz.  
V. C. Impedance: 3.2 ohms

## PERFECTION Permanent Magnet Alnico 5 SPEAKERS

For Lasting Satisfaction

- Long-life Alnico 5 permanent magnets
- Rugged construction, fully dust-proofed
- Individually tested for top-quality performance

Write

for descriptive circular!

**PERFECTION ELECTRIC COMPANY**  
829 SOUTH STATE STREET CHICAGO 5, ILLINOIS



Northeastern Distributors, Inc. for a series of picnics. Harry Berg was master of ceremonies with activities such as potato and sack races, baseball, blueberry picking and barn dancing, highlighted with a hay-ride and a picnic-lunch served on the spacious lawns of the Ullman's farm.

Northeastern is now distributing the new Taylor Junior washer. Selling for under \$40, it has many technical and sales features found in much higher priced machines. —FRANK PRAY

### New Music Machine Firm

ASHEVILLE, N. C., Thursday — Phone-O-Matic Corp., of this city, has

just received a charter from the Secretary of State to deal in automatic music machines. Authorized capital stock is \$50,000.

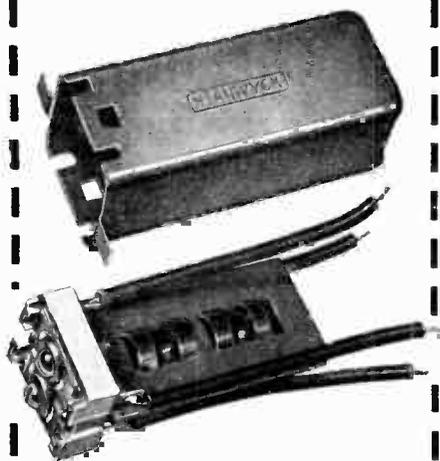
Incorporators are: John J. Geel, Asheville; O. L. Crabtree and W. H. Richardson, both of Raleigh.

—B.

### Premier Vacuum Meeting

John Buckley, manager, and Paul Conrad, sales manager, of the Premier Vacuum Division of the General Electric Co., Cleveland, attended a conference of Fall promotion plans held last week at Gross, Distributors, Inc., New York, which handles the Premier line.

## The STANWYCK Midget I.F. TRANSFORMER



Tiny in Size —  
Giant in Performance

No. SM-107 Standard iron core 455 kc Midget I.F. Transformer, compression tuned. For general replacement and new set construction. Exceptionally high gain due to specially designed powdered iron cores. Particularly suitable for the new very small receivers and portables. In cans 3/8" sq. x 1 1/2" long.

## STANWYCK WINDING CO.

102 SOUTH LANDERS ST. NEWBURGH, N. Y.  
Manufacturers of Quality  
COILS and TRANSFORMERS  
R.F. OSCILLATOR I.F.  
ANTENNA TELEVISION  
WAVE TRAPS FM CHOKES

## A Message to Dealers— Dealers—You Can Make More Money Sell Gramavox Phonographs—The Line That Means More Money in Your Pocket



Gramavox 5 tube phonographs Sell Easily—Keep Customers Satisfied—and Build Repeat Business for you—because they have So Many Outstanding Features, the Greatest being the 5 tube High-Fidelity Push-Pull Amplifier with Heavy Duty 6 1/2 Inch Speaker.

Gramavox means Larger Profits To You because You Buy Direct at the Lowest Price.

Gramavox dealers earn extra profits by receiving the beautiful Color Display of Gramavox Super Range Permanent Needles, retail value \$37.50, FREE WITH THEIR FIRST ORDER.

Gramavox dealers make more money by selling Gramavox Super Power Phonographs with many Custom Features—at Competitive Prices, enjoy Franchised Territories, receive Beautiful Selling Catalogues and OTHER SALES HELPS.

Gramavox cooperates all the way—  
Write immediately for all details on this Great New Sales Plan—the Plan that means Prosperity for You—New Markets—MORE MONEY.  
Attach coupon to your letter or business card. Join up today with Gramavox.

Very truly yours,

GRAMAVOX RADIO & PHONOGRAPH CO.  
Nate Colbert

Gramavox Radio & Phonograph Co.  
799 Broadway, New York 3, N. Y.

Dear Mr. Colbert:  
Of course, I want full details on your NEW SALES PLAN AND FREE GIFT OFFER. Please rush details to me at once.

Name .....  
Address .....  
No obligation, of course. W6



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

# hallicrafters

The Radio Man's Radio

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

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



## SEATTLE RADIO SALES SHOW GAIN FOLLOWING EARLY SUMMER SLUMP

### HEAVY FALL DEMAND SEEN

#### Trade Leaders Say Public Is Now Convinced That There Will Be No Reduction in Prices Soon.

SEATTLE, WASH., Friday—Sherman, Clay & Co., is doing a good radio merchandising job here. Virtually all the well-known makes of radios are carried in stock and, according to Merwin Johnson, manager of the appliance department, there is a decided upswing in trading.

"The public must have decided that prices are not going down. For a while there is no denying the fact that there was a slump in buying. The whole thing took a toboggan. Then in the past few weeks there has been a gradual resumption of interest. Now the radio business is around normal and every indication points to a zooming fall demand.

"It is a case of the public having decided while steel prices are on the up trend and while labor prices remain in a condition of status quo, at least that there will be no reduction in prices. You know how buyers react when there is any publicity about a decline in prices. I believe that when President Truman asked industry to drop prices, he inadvertently created the slow-up in the radio business. But, things are on the up grade here now," Mr. Johnson said.

The merchandising methods of Sherman, Clay Co. are unique. The firm has three display windows of which one is constantly used for the appliance department, which is located on the second floor of the store.

The first floor is devoted to the record, small goods and music departments. Those sections handle a big in and out traffic which is obliged to observe an appliance display which is maintained on the first floor as well as in the window. "We feel that the traffic is a valuable asset to our displays and are well satisfied with the second-floor operation that our department maintains.

"The seven display rooms feature our merchandise mainly by price class. Portables are a counter display item. Then we have a room for table models. Another room is devoted to table model combinations. Still another features the low price console groups, another a medium price and then we have those displays of merchandise in the \$600 price class and up.

"There is a good demand here for good merchandise. Perhaps it is peculiar to our operation. Anybody can buy a small set anywhere and little concern is given to the purchase of comparatively cheap merchandise.

"We find that when it comes to the purchase of one of the better sets, however, that the family is often involved. It is nothing for a husband, wife and a teen-ager to come in and make the decision together. And it is safe to hazard the guess for publication that half of our volume is in the better field of radio merchandising," Mr. Johnson said.

The Sherman Clay firm has always featured a service department. It has been a leader in the record field for years. And now it is stressing other

## ELECTRICAL LEAGUE OF MILWAUKEE HOLDS GOLF MATCH, DINNER

MILWAUKEE, WIS., Tuesday—The Electrical League of Milwaukee was scheduled to hold its annual golf tournament and dinner party at the Merrill Hills Country Club August 6. Members of the Wisconsin Radio, Refrigeration & Appliance Association and the Electrical Maintenance Engineers of Milwaukee were invited to attend.

The League's golf and entertainment committee in charge of the event consisted of Ted Markworth, general chairman; Lee Pittenger, golf chairman; John Staff, Jr., Frank Price, Len Lesenich, Les Schull, Bill Lisch and Nels

home appliances in a big way. Half of its second floor is devoted to a display of freezers, refrigerators, washers, kitchen cabinets, water heaters and sinks, to say nothing about small appliances.

—DUD BROWN

Christopherson. Mr. Christopherson is secretary of the League.

Harold C. Weishaar, manager of the Milwaukee branch territory of the Thor Corp. for the past two years, has been manager of the firm's Detroit branch.

Ralph W. Cooke, formerly associated with the Westinghouse Electric Supply Co., here, has been promoted to central district manager for Schick electric shavers, after serving as sales supervisor in Chicago for that firm.

Radio dealers in the Madison area now have the facilities to demonstrate FM sets under almost ideal conditions. Radio Stations WHA and WHA—FM, both state owned, carry the same program simultaneously during daylight hours, which enables dealers to demonstrate effectively the greater fidelity in tone reproductions obtained with FM sets.

—BERT REICHERT

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

TRAVEL WITH  
**TRAV-LER**

## RADIO

### Headquarters for FLORIDA

For Details of the  
TRAV-LER LINE  
CONSULT

ELECTRONIC DISTRIBUTING CO.

186 N.W. 25th STREET  
MIAMI, FLORIDA

## BEUCAIRE Inc.

114 MONROE AVENUE

ROCHESTER 7, N. Y.

Distributor of

**PHILCO**  
Radios - Refrigerators - Freezers

**SPEED QUEEN**  
Washers - Ironers

**CLARK**  
Electric Water Heaters

**GRAND**  
Gas Ranges

**SETH THOMAS**  
Clocks

**BENDIX**  
Washers - Ironers - Driers  
**AMERICAN CENTRAL**  
Kitchens

**EUREKA**  
Vacuum Cleaners - Cordless Irons

**PROCTOR**  
Small Appliances

New Jersey  NEWARK  
DISTRIBUTOR

## REMINGTON REGISTERS!

More and More Sales for You!



There's no doubt about it—Remington Rand engineers have crashed through with a line of electric shavers that is sweeping the market—backed by a powerful national advertising campaign. There's the new, post-war REMINGTON FOUR-SOME with the "Blue" Streak twin shaving head and the REMINGTONTHREE-SOME. Get them! Stock up NOW!

In Jersey

## Eastern Sells Remington

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

# P I L O T      R A D I O

YOUR BEACON TO A BETTER BUSINESS IN BETTER RADIOS



## RCA VICTOR TELLS OF PLANS FOR MARKETING CUSTOM-BUILT RADIOS

(Continued from Page 5)

tion plan, however, will be effective until the permanent plan goes into effect. Under this plan, RCA Victor will sell direct to the consumer, with an over-ride of 10 per cent to any regularly franchised RCA Victor dealer whom the customer may designate.

The price range of the "Berkshire" models is from approximately \$1,800 to about \$4,000.

As part of the company's arrangement with the Boston Symphony Orchestra, a contribution will be made to the Berkshire Music Center Scholarship Fund on sales for which the Tanglewood program is responsible.

The Consumer Custom Products Department will be concerned with two types of merchandise:

(1) Special equipment manufactured to the customer's order.

(2) A line of custom radios, phonographs and television instruments designated "The Festival Series", offering the very highest quality and fidelity available for the home.

Present plans call for the production of limited quantities of at least four Festival models during 1947, two radio-

phonographs and two radio-phonographs with television, with the other models to be named after other great music festivals such as the "Ravinia" in Chicago and the "Glyndebourne" in England. Deliveries on the "Berkshire" models are expected to start in September.

One of the salient features of the Festival Series is that each model—whether traditional, transitional modern, or extreme modern—will take its place as a functional piece of furniture in the most exacting room of period design.

Technical equipment in the RCA Victor Festival Series consists of a Victrola phonograph, a radio receiver for FM and AM broadcast and short wave, incorporating a motor-driven electric tuning mechanism with 10 station-selection push buttons; and, in certain models, a large-screen RCA Victor projection television receiver.

In designing the chassis, the engineers were given a free hand, with no instructions other than to obtain the best performance possible. There have been no restrictions as to cost, no "short cuts," no combining of circuits where, in the opinion of engineers, superior performance could be obtained by their separation. Component parts, or systems, have been chosen with the utmost care.

The variety of cabinet styles, both traditional and modern, will suit many different tastes. The units reflect the artistry of such renowned designers as T. Robsjohn-Gibbings, John Vassos and Lester Beall, all of New York, and William Millington, an associate of Baker Furniture, Inc., Grand Rapids.

The cabinets themselves are true furniture, not "adaptations" to suit either mechanical or production line requirements. Each is a masterpiece in its own right, constructed with exquisite care in the very shops, and also by the same skilled craftsmen, which produce the most distinguished reproductions and the finest modern furniture obtainable today.

The special concert of the Boston Symphony Orchestra, with Serge Koussevitzky conducting, illustrated the developments of science—the phonograph and the radio—through which symphonic music has found a greatly widened public. The second part of the program, called "The March of Musical Fidelity," was devoted to a comparison of RCA Victor phonograph records and the Boston Symphony in actual performance. Each RCA Victor record was played on a phonograph of its own period.

## AIR-CONDITIONING DEMONSTRATION WELCOMED AS KANSAS CITY SWELTERS IN 100 DEGREES

KANSAS CITY, MO., Tuesday — Sweltering in the first 100-degree temperatures of the year, Kansas Citians welcomed representatives of the Air-temp division of the Chrysler Corp., who discussed air-conditioning equipment at a regional meeting held at the Hotel Muehlebach in this city, July 28.

"Year-round temperature control in the home, central heating in Winter and air-conditioning in the Summer, is coming to be regarded as an essential feature of a modern residence rather than a luxury item," D. W. Russell, president of the Air-temp division, told dealers assembled.

Mr. Russell, H. A. Malcolm, vice president and general sales manager, and Everett A. Ham, divisional manager, met with Air-temp distributors and dealers to discuss plans for a new dealer program on commercial and residential cooling equipment and on residential heating units. Dealers from Missouri, Kansas, Iowa, Nebraska, southern Illinois and scattered points in other mid-western states attended the conference.

Discussing the cost of air-conditioning, Mr. Russell emphasized the fact that prices on Airtemp cooling equipment rose only about 10 per cent during the war, although increases in labor and material costs has brought much larger increases in the costs of other types of machinery.

The heaviest demand for air-conditioning equipment continues to come

from business houses and offices, Mr. Russell said. "It is thought of as something that a business firm must have today," he added.

George T. O'Maley, Jr., Kansas City, district representative, said that air-conditioning is in strong demand in the local area. Mr. O'Maley's territory is now leading the northern division of Airtemp in sales.

John T. McLean has been appointed advertising manager of the Vendo Co., to succeed Alex Izard, who has been made manager of Vendo's new automatic coin changer department. Mr. McLean was formerly advertising manager of Hall Bros., Inc.

Mrs. Frances Wilder, New York, president of the Association of Women Broadcasters, will speak to members of the Association and local radio station managers at a luncheon meeting to be held August 2, at the Hotel President. Mrs. Wilder has been a consultant on daytime programs for the Columbia Broadcasting System for two years. She was formerly director of education for the Pacific network of Columbia.

Vac-Mart Sales, Inc., specializing in the sale of vacuum cleaners and the rebuilding of used sweepers, has leased storeroom space at 904 Main street. A new store will be opened soon.

—ELSIE WRIGHT

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

## EXPORT Opportunity

For Manufacturers of

- Radios
- Record Players
- Refrigerators
- Electrical Appliances

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

Let us Send You Details of our Unique Service.

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

### WHAT

*Adjust-a-Cone*

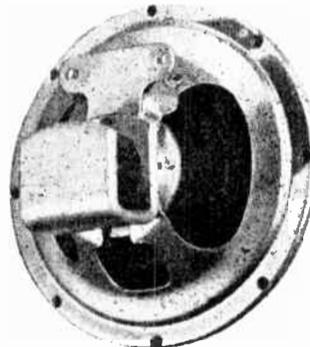
### MEANS TO YOU . . .

The Quam Adjust-a-Cone Speaker construction provides a method for precision centering of the voice coil in every Quam Speaker before it leaves the factory.

Rubbing voice coils, so frequent with speakers of conventional construction, are practically eliminated in Quam Speakers.

With ordinary speaker construction, such precision is almost impossible, even under the most ideal production methods, and, as a result, the slightest warping or expansion of the cone may produce a rubbing voice coil.

Always specify Quam Speakers for finest performance and long, trouble-free service.



LOOK FOR THE U-SHAPED COIL POT

Write for Catalog

## QUAM *Adjust-a-Cone* SPEAKERS

QUAM-NICHOLS COMPANY, 33rd Place at Cottage Grove, Chicago 16, 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.



MILO

Your "Q" for Quality

Selling to:  
 INDUSTRIAL FIRMS  
 SCHOOLS  
 AMATEURS  
 SERVICEMEN, ETC.

NATIONAL DISTRIBUTORS of  
 RADIO and ELECTRONIC  
 EQUIPMENT

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

## RADIO AND ELECTRONIC DEALERS' PARTS SHOW TO BE HELD IN ST. LOUIS ON OCTOBER 1 TO 3

**TWENTY-ONE MANUFACTURERS HAVE PURCHASED SPACE  
More Than Five Thousand Dealers From Surrounding States Expected  
to Attend Fall Event — Television Station to Be Inaugurated on  
August 7 — FM Broadcasting Being Widely Publicized in Section.**

ST. LOUIS, MO., Monday — Ed Roehr, who is handling publicity for the Radio and Electronic Dealers Association of this area, has announced that the Dealers' Parts Show and Conference will be held at the Hotel DeSoto on October 1-2-3. Five thousand are expected from Missouri and Illinois. Twenty-one manufacturers have already bought display space, and about a dozen distributors in this area are already planning to show their wares. This show promises to be one of the really important events on the future calendar of radio in St. Louis.

Television is in St. Louis to stay. Any doubts on the part of St. Louisans concerning the future of television were put to rest by developments at KSD-

TV, owned and operated by the St. Louis Post Dispatch. This station has been operating for some months but there has been a little skepticism as to the quality of transmission and of the programming. The new, 20,000 watt video-transmitter will be officially inaugurated into service by KSD-TV August 7.

Jack Balch, publicity director for KSD-TV, indicates that this new transmitter has a radius in sending power of at least fifty miles. There are reports from reliable sources that television broadcasts from this station have been received from as far away as Mt. Vernon, Ill., some eighty miles from the city. According to Mr. Balch, the station is televising about twenty

hours per week, the programs including broadcasts of sports events, films, newscasts, news reels, and a number of other programs which are planned and broadcast from the studios. Future plans of KSD-TV, whose studios at present are located in the Annex Building of the Post Dispatch, include the construction of new and permanent studios to house a full complement of staff and broadcasting facilities.

Television sets by all companies are selling at a better-than-expected rate. Television sets are already a necessary fixture in many taverns and restaurants and most radio stores and departments have sets located so that the public can see, believe, and be persuaded to buy.

The argument that television broadcasts would keep people home and away from theatres and sporting events was found to have little basis in fact. Despite intense heat during the past week, Sportsman's Park was filled to capacity for each game, and the turn-away crowds rushed to the television screens in their homes or in restaurants and bars throughout the city.

The movies likewise report no lessening of interest in their programs. From this vantage point it would seem that television offers one added medium of entertainment and enlightenment — television broadcasting supplements rather than supplants the other established media. Those closest to the scene feel certain that free competition among the various media of entertainment will result in a definite improvement in the quality of entertainment offered by all, and that, as in all competition in the free American economy, the best quality will win the race.

FM broadcasting, too, has received the additional boost and promotion required to inform the public from the introduction to St. Louis radio men of the "FactoMeter", a product of the Bendix Aviation Corp., Radio Division, represented in St. Louis by the Crest Corp. According to Tom Smith, advertising manager for the Crest Corp., the FactoMeter takes the guesswork out of FM installations by measuring precisely the signal strength and tone in an area even to the variations of performance within different parts of a single room. Technical details of this instrument were brought to the attention of the trade at a series of meetings for radio dealers, executives of the radio stations and representatives of the press, held recently at the Hotel Coronado. Mr. Smith reports that every FactoMeter available was sold immediately.

Crest also reports that one of its dealers had sold Bendix radios to the school system of Webster Groves, Mo., an important suburb of St. Louis. These radios are to be used, not only for the reception of programs at each of Webster Groves' schools, but also for classroom instruction in broadcasting tech-

niques. The selection of the Bendix line by this school system was made after a survey which included a study of the other sets on the market.

A quite natural consequence of the heat and vacation season has been the tremendous upsurge in sales of portable radio sets. J. R. Migneron, in charge of sales promotion at General Electric Supply Co., reports a complete sell-out before receipt of even one set of G-E's new model No. 140, the three-way personal portable which retails at \$49.95, including batteries. G-E is completely sold out also on its self-charging portable.

Dick Gould, at the Missouri Furniture Association, Inc., indicates that advance sales on Garod's new \$29.95 personal all-battery portables, which weighs about 4½ pounds, are at sell-out stage. Garod also has a three-way to retail at \$39.95, which weighs about 6½ pounds.

A. M. Goldstein and L. A. Goldstein, Missouri distributors for Trav-ler, have left for the Trav-ler distributors' meetings at French Lick, Ind., with the assurance that everyone of the just-received allotments of Bantam portables, the Trav-ler contribution to the stiff competition for the portable radio business, an all-battery set retailing at \$19.95, was already sold. The demand for this portable has far exceeded the supply in this area ever since its introduction to St. Louis several months ago.

—H. G. MELLMAN

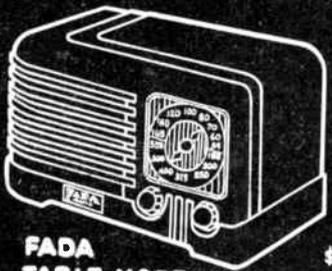
# FADA

## Radio

### THE LOW PRICED RADIO SENSATIONS OF 1947



**FADA 3 WAY PERSONAL PORTABLE P80** \$34<sup>95</sup>



**FADA TABLE MODEL 740** \$17<sup>95</sup>



**FADA TABLE MODEL 711** \$29<sup>95</sup>

*Metropolitan Distributors*

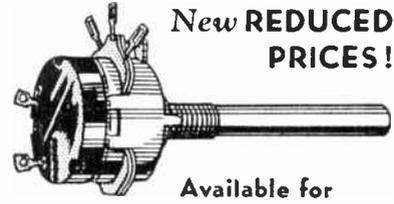
## FADA OF NEW YORK

928 BROADWAY NEW YORK 10, N.Y.

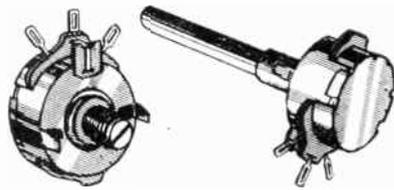
**Manufacturers—  
Jobbers—**

## VOLUME CONTROLS

New **REDUCED PRICES!**



Available for **IMMEDIATE DELIVERY**



### POTENTIOMETERS and Tone Controls

Specially designed for Television.  
All ohmmages.

Write for literature and quantity prices  
— or phone: COrtlandt 7-2919

AMERICAN VOLUME CONTROL CORP.

115 Liberty Street

New York 6, N.Y.

## TRAV-LER DISPLAYS FOURTEEN MODELS AT DISTRIBUTOR MEETING

(Continued from Page 3)

loaded on chartered buses and taken to the Monon station for the train trip to French Lick. A trip was conducted on Thursday to the Trav-Ler factory at Orleans, Ind., fifteen miles from here. The radio men made a tour of the modern plant, a block and a half long, where the Trav-Ler line is being turned out so efficiently.

On Friday morning a meeting of distributors was held followed by a general meeting of distributors and all guests at 2 P. M., and a cocktail party and dinner starting at 7:30 P. M. A golf tournament was conducted Saturday morning, followed by lunch at noon. The guests selected their own divertimento for the balance of Saturday and Sunday.

Mr. Friedman predicted that the demand for radios will continue at high levels for the balance of this year and well into 1948. "We are not only operating our plants at capacity, but will increase the number of employees", he added.

Fourteen new models were introduced to the distributors, ranging in price from \$14.95 to \$39.95. Four models from the 1947 line will be continued. Five models in the new line are priced at under \$20.

Mr. Friedman predicted another increase in the cost of labor and materials. He pointed out that Trav-Ler is in a good cash position and was able to buy components at advantageous prices during the Spring months. This, coupled with the general increase in labor efficiency, has made possible the prices of the new models.

The Trav-Ler president revealed that some 120,000 units of the company's \$19.95 personal portable set have already been sold. Total production of radios by the company this year is expected to exceed 50,000 units, Mr. Friedman asserted. For the first six months of this year, the company's production totaled 238,000 radios, compared with 113,000 units during the the first half of 1946.

Three of the newly-introduced Trav-Ler models are already in production, with the complete line expected to be ready for delivery prior to September 15.

## Easy Washer Announces \$2.34 Half-Year Dividend

SYRACUSE, N. Y., The Easy Washing Machine Corp. here announced last week a net income for the first six months of this year of \$1,170,074 which is equal to \$2.34 a share on combined outstanding class A and B shares, after a \$217,216 reserve for future advertising expenses and possible inventory price declines. No comparison with the 1946 period was available.

## Big Jump in Borg-Warner Profits for Half of 1947

CHICAGO, ILL., Monday—The Borg-Warner Corp., manufacturer of Norge

refrigerators and automotive, agricultural and aviation equipment, announced last week a net profit of \$9,999,606, for the first half of 1947, compared with a net profit of \$1,914,800 in the comparable six months of 1946.

## Wm. A. Mills III

CHICAGO, ILL., Saturday—William A. Mills, executive secretary of the National Association of Music Merchants, Inc., is ill at his home here.

**MANUFACTURERS! DISTRIBUTORS! WHOLESALERS!**

# LEONARD ASHBACH COMPANY

*America's Largest Tube Jobber*

## PRESENTS ITS GREATEST RADIO TUBE SALE!

Here We Offer Over One Million Nationally Famous Radio Tubes In Hundreds of Types. You Will Note That Many are the Hard to Get Criticals. Our Tremendous Buying Power Brings You This Gigantic Event and Priced in Two Categories. Some at Distributors' Cost—and Below Distributors' Cost.

**PHONE—WIRE—WRITE**

**ORDERS WILL BE FILLED IN  
ROTATION RECEIVED**

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

**CHECK THESE SENSATIONAL PRICES!!!**

Qua.	Type	Pr.	Qua.	Type	Pr.	Qua.	Type	Pr.	Qua.	Type	Pr.
2300	1A7GT	\$.59	14000	6J6	\$.30	2000	7C5	\$.49	6000	12BE6	\$.40
1700	1N5GT	.59	1650	6K7	.48	2000	7C6	.55	3000	35W4	.29
1400	1H5GT	.49	5000	6SA7GT	.49	5800	7B6	.49	2100	50B5	.48
2000	1LA6	.90	6000	6SQ7GT	.40	6200	7Q7	.49	1400	35Z5	.35
500	1LD5	.75	3000	6SC7	.55	8000	7N7	.49	8000	35L6	.44
1900	1LC6	.85	500	6SF7	.55	3000	7E5	.49	1800	50L6	.44
1400	1LN5	.75	4500	6L6	.87	2000	7Y4	.49	1200	50A5	.55
3700	1R5	.45	2900	6L6GA	.80	3000	7F7	.55	1400	35Y4	.39
1500	1S5	.40	800	6SD7	.35	1800	12SR7	.45	3000	14Q7	.45
1900	1T4	.40	800	6SN7	.48	2000	12SL7GT	.55	3300	14A7	.48
3700	3Q5	.65	12000	6SH7	.30	5000	12SQ7GT	.40	2000	14B6	.45
800	3A4	.35	2300	6SL7	.60	8000	12SK7GT	.40	700	46	.48
2600	5U4G	.45	2000	6V6GT	.49	4000	12SA7GT	.50	400	9003	.25
4000	5Y3GT	.33	2000	6J5GT	.39	12000	12SN7	.30	1350	955	.45
1700	6AG5	.50	2000	6K6GT	.45	3000	12C8	.30	4000	SP30	.30
1500	6AL5	.30	4000	6SK7	.40	8000	12A6	.40	3300	SP45	.40
1800	6H6	.39	1900	6J5	.39	3000	12H6	.30	2300	OY4	.38
23000	6C4	.38	4000	6SJ7	.48	2000	12AT6	.40	1000	77	.45
1400	6C5	.45	5000	7A7	.49	2000	12J5GT	.39	800	27	.40
1600	6K7GT	.48	2000	7B4	.49	3000	12BA6	.40			

And Hundreds of Other Types. Send us Your Requirements

# LEONARD ASHBACH COMPANY

152-54 W. HURON STREET

All Phones Whitehall 2065

CHICAGO, ILLINOIS

# AEROPoint "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.



## Philadelphia, Pa.

Campaign on Television Show New Sentinel Set Rosen to Hold Preview

PHILADELPHIA, PA., Saturday—Judson C. Burns is planning an intensive campaign to introduce the Crosley television models which will shortly be placed on the local market. Many of these sets have been sampled to dealers as part of an advance introduction program but intensive advertising and promotion on Crosley television have not yet been started.

The same company is sending a group of salesmen and dealers to visit the Crosley radio plant at Cincinnati, O., and the Crosley refrigerator factory in Richmond, Ind. The tour of inspection of the Crosley production plants has been arranged for the staff and sales organization to allow these men an opportunity to familiarize themselves with Crosley operations.

The General Electric Supply Co. has had the services of Miss Alice Wood, eastern region home economist of the Hotpoint manufacturer. Miss Wood recently completed a series of cooking demonstrations for the Hotpoint dealers in the Philadelphia district. G-E also held a recent series of special meetings for the sales personnel of various local department stores. During these meetings, special demonstrations of the features and outstanding sales points of G-E products were illustrated for the salesmen. George Sal-

mon, manager of appliance sales, gave a presentation of the history of the Hotpoint range. These meetings were attended by more than 150 dealer representatives over a two-week period.

Raymond Rosen & Co. will hold a special preview of the United Artists film, "Carnegie Hall" on Monday evening. This promotion was arranged by Larry Urban, record sales manager, who made arrangements for more than 100 dealers to see this picture which features a number of RCA Victor record stars in both the classical and popular field.

The RCA Victor distributor has presented each of the distributor salesmen with a television set for use in their own home. This presentation, which was announced by Raymond Rosen, head of the organization bearing his name, was made so that the salesmen could become better acquainted with the entire television field and have first hand knowledge of the set's operations and the wide coverage which television programming will provide.

Slap & Lasky, wholesale distributor, reports that sales of the Cinderella Portable washer have been excellent. This washer is made of stainless steel and retails at \$44.05. The same organization revealed that the recent promotion on Temple radio-phonograph combination was excellent. Sales results for the automatic record changer model, listing at \$139.95 cleared stocks in many stores and resulted in considerable re-orders from the distributor.

Harry Lasky and J. J. McCormick will leave Philadelphia on August 11 for a two-week trip through the South and West, during which they will contact many manufacturers for new lines

which are to be distributed by the Slap & Lasky sales force. They expect to make a number of important announcements concerning new additions, upon their return.

The new Sentinel Radio treasure, a 5½-pound portable radio which will operate on AC or DC, as well as battery, is being introduced by the Elliott-Lewis Co. This new Sentinel model is available in a number of colors and will retail for \$44.95.

A new record label has been introduced locally entitled Pasco. This new brand is being distributed by the David Rosen Co. and is manufactured by Sidney Pastner and Louis Collins.

—SOL SHERMAN

## Radio, Appliance Meeting Scheduled for Milwaukee

MILWAUKEE, WIS., Friday — A meeting of the Wisconsin Radio, Refrigeration and Appliance Association will be held Wednesday, August 13, in this city, H. L. Ashworth, secretary-manager, announced today.

## Joseph R. Woods Dies

ELIZABETH, N. J., Friday—Joseph R. Woods, of 308 Chelsea street, a radio dealer here, died last week after an illness of several months.

## WESTINGHOUSE SEEKS TO MAKE 5 PER CENT OF ALL RADIO SETS

The Westinghouse Electric Corp. Home Radio Division expects to produce between 600,000 and 800,000 radio sets during the next year, Edgar G. Herrmann, sales manager, declared last week during a regional distributor meeting held at the Waldorf-Astoria Hotel, New York. He estimated the retail value of these radios at \$48,000,000 to \$64,000,000. The company's goal is to produce 5 per cent of the entire industry's output of receivers.

The company's new line of radios was presented by J. H. Stickle, advertising and sales promotion manager, who also outlined the company's advertising and promotional plans. Twelve models are included, ranging from \$37 to \$600.

Mr. Herrmann revealed that the company is planning television receivers for the Fall and expects to make initial shipments around November 1. The first Westinghouse television receiver will be priced at around \$400.

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

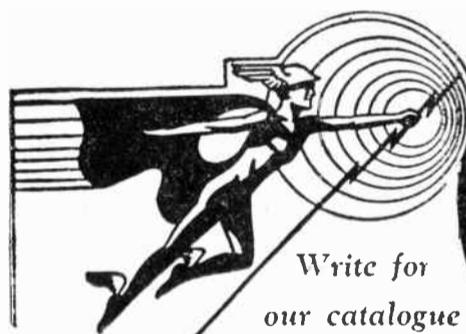
### IGOE BROTHERS, Inc.

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



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

- ZENITH Radios—Hearing Aids
- DEEFPREEZE The Original Home Freezer
- GAROD Lower Consumption 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

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

- Shelvador Refrigerators
- Frostmaster Frozen Food Cabinets

CROSLLEY

- AM-FM Radios
- Gas and Electric Ranges

**APOLLO DISTRIBUTING CO.** • Television Receivers Apollo Bldg. 15-17 Shipman St., Newark 2, N. J.

## FM HOLDS INTEREST OF RADIO TRADE AT LOS ANGELES SHOW

ITS VALUE DEMONSTRATED

Excellent Reception Is Recorded in Difficult Location — Brown, Saltman Shows New Cabinets.

LOS ANGELES, CALIF., Friday—The radio and television industry comes in for its due share of recognition at the Summer market being held this week at the Los Angeles Furniture Mart. Among the interesting exhibits devoted to radio and television are those of Sparton, Brown-Saltman, Modern Line, Inc., Craft Furniture Manufacturing Co. and Mario, Inc.

If further proof of the value of frequency modulation were necessary, the demonstration at the Furniture Mart would be sufficient. In this large steel structure where it is impossible to receive AM on any radio at all, it was a pleasure to listen to Sparton's eight-tube console bringing in FM without annoying static.

Sparton is to be congratulated on the latest additions to its 1948 line of consoles. The designs of the three new cabinets, the "Period", the "Modern" and the "Contemporary" are so simple and well-proportioned as to fit into practically any type of home decoration.

As soon as shipments are received in sufficient quantity to supply dealers adequately, B. S. "Tommy" Tucker, Sparton representative for this terri-

tory, expects to start a campaign of dealer advertising such as has proven so successful in other key cities.

This campaign consists of full-page ads offering a \$30 trade-in allowance on the Sparton console. The advertisement shows clearly the regular price of \$239.95, as advertised in the Saturday Evening Post, and the allowance of \$30 which brings the price to the consumer to \$209.95.

In the cities in which this method of dealer advertising has been tried, it is stated that business increased ten-fold the week the ad. appeared.

Brown-Saltman, of Southgate, pioneer of fine modern furniture on the West Coast, has on display a blond cabinet which houses the General Electric Musaphonic radio combination.

Given only the dimensions and the engineering specifications by the General Electric Co., the execution of this cabinet was left entirely to Brown-Saltman designers. The G. E. cabinet is carried out in the woven-wood pattern, in raised ash veneer, that is used throughout Brown-Saltman's complete dining-room, living and bedroom series as well as accessories.

Founded in 1924, the Brown-Saltman Co. in 1928 was converted entirely to the manufacture of modern furniture. After a 75-80 per cent conversion during the war years to contracts for naval construction and experimental work, the facilities of this factory are again being devoted entirely to the production of fine modern furniture.

The Brown-Saltman line is distributed from coast to coast in high-quality outlets.

Modern Line, Inc., Gardena, Calif., is showing "Musical (or Siamese-Twin)

Chairs." These are a definite innovation in home furnishings. Two very comfortable upholstered chairs form a slightly curved love-seat, with a blond or ebony-finished radio set into the triangle formed by the joining of the two square chairs. The radio has five tubes and the chairs may be upholstered in a variety of materials.

Craft Furniture Manufacturing Co., Inc., 1741 Berkeley street, Santa Monica, has a line of upholstered furniture designed for the comfortable viewing of television in homes. There are also tables designed for convenient placing of television table sets.

Mario, Inc., 527 East sixteenth street, here, features ultra-modern radio cabinets in its line of furniture, lamps, etc. all in the ultra-modern manner.

Shown at the market exhibit are two radio cabinets. The larger is made entirely of plastic and consists of two rectangular sections, one red and one black. These are placed one above the other and the upper decidedly to the right of the lower section.

The smaller model is made of blond wood with ebony black handles, constructed in the same juxtaposition of two cabinets and with a plastic control cabinet for the radio which is found inside the cabinet's doors.

—S. M. BOOKEE

## Charles A. Kelley Dies

PLAINFIELD, N. J., Saturday — Charles A. Kelley, appliance sales manager of the Public Service Electric & Gas Co., here, died this week of a heart ailment at Mühlenberg Hospital. Mr. Kelley had been connected with Public Service since 1917.

## G-E's Contribution to the War Effort Is Described

The vast contribution of the General Electric Co. to America's war effort in the second World War is described in a new book titled "Men and Volts at War," by John A. Miller, of the G-E staff, just published in New York.

The work involved in constructing monstrous turbines for battleships to making tiny electric bulbs for surgery, developing new plastics and contributing to the development of the atomic bomb is outlined in the book. Mr. Miller reveals that G-E turned out millions of small electric measuring devices for radar and radio, and built aircraft power turrets at the rate of thousands a week.

The foreword to the book is written by Charles E. Wilson, president of G-E.

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

## CLOSING OUT

our stock of

## LIBERTY CARILLONS

"The Voice of the Cathedrals"

AT DISTRIBUTOR COST

All Liberty Carillons are in original factory boxes. All brand new

## ELECTRICAL SUPPLY CO.

201 Magazine Street, New Orleans 8, La.

## SAM M. HARPER

Manufacturers' Representative

A cooperative sales organization traveling four men in the twelve north eastern states and producing results—in sales.

Representing; — John Meck Industries Inc., Audar Inc.,

Celebrating Our Sixteenth Anniversary

215 Fulton Street

WO 2-9779

New York 7, N. Y.

## BERNAT SALES CO.

Manufacturers' Sales Representatives

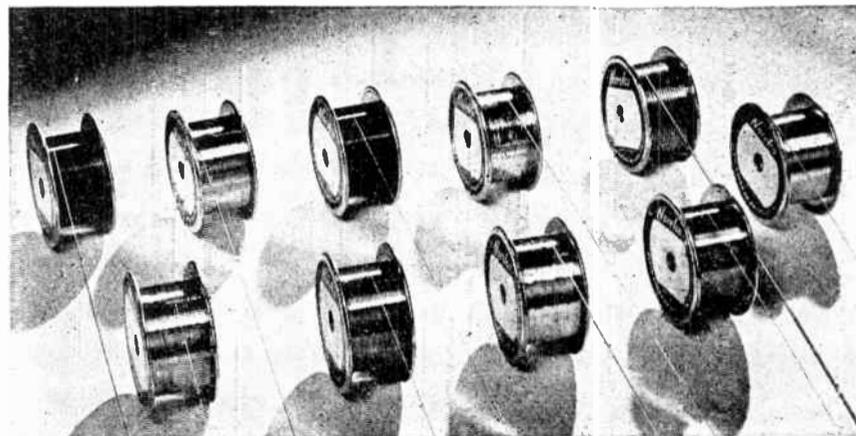
Serving the Jobber Trade in the Middle West With

- 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.



## FINE WIRE

... From Fine Wire Headquarters you can secure wire in many materials drawn to your own exacting specifications and to very close tolerances. When you have a question about fine wire just call upon Fine Wire Headquarters.



**Norelco**  
Reg. U.S. Pat. Off.

ELECTRONIC PRODUCTS

NORTH AMERICAN PHILIPS COMPANY, INC. Dept. RTW, 100 E. 42nd St. New York 17, N. Y.

## RETAILERS SEEKING SMOOTHER APPROACH WITH DISTRIBUTORS

(Continued from Page 3)

and improve the industry position of the electrical retailer.

"One month we may suggest that local NERA chapters confer with their distributors on matters such as over-franchising, tie-in sales or backdoor selling," he explained. "Another month we may send complete plans for a sales promotion for one certain major appliance, or a program designed to aid the dealer in increasing the efficiency of his business."

Mr. Simpson believes the whole program will not only provide local NERA chapters with plenty of good activities, but will also aid in advancing the NERA 1947 action program. He said the NERA "Business Builder" service that has been issued each month until July will be consolidated with the chapter servicing program.

"Local chapters will of course be free to discuss other things of special local interest at meetings held by the chapter. Wherever there is already an established local association of dealers, NERA will invite it to become the local point of contact in lieu of setting up a chapter," he explained.

## First Percy Faith Album Is Released by Majestic

ELGIN, ILL., Monday—Percy Faith, distinguished conductor has been signed to the recording roster of Majestic Records, Inc., this city.

His first album under the Majestic label titled "Percy Faith" is now available to the trade, it was reported.

## Reeves-Ely Net Rises

The Reeves-Ely Laboratories, Inc., a subsidiary of Claude Neon, Inc., announced last week estimated earnings of \$400,000 for the first half of 1947, contrasting with a net income of \$270,506 reported for all of 1946.

## SALES MANAGER

Thoroughly grounded in all phases of radio sales, both field and desk. Trade following includes personal acquaintanceship with every department store buyer and other retail outlets in Metropolitan New York. Presently employed. Seeking greater opportunity.

Box No. 921

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

## CLASSIFIED SECTION

— Advertisements in This Section Are Payable in Advance —

**ELECTRIC APPLIANCE LINES WANTED FOR WHOLESALE DISTRIBUTION**—Large radio and appliance distributor, operating in New England, Baltimore and Washington territories, desires one or two important major and traffic appliance lines. Present annual volume over two million dollars. Territories are covered thoroughly by personal sales contacts with leading department, furniture, hardware and appliance stores. Ample warehousing facilities available, also thoroughly organized service departments. Your proposition will be held strictly confidential. Reply immediately to Box No. 922, RADIO and Television WEEKLY.

**SALES ENGINEER:** age 33, married, 8 years' experience in broadcast construction, test engineer and sales to jobbers and manufacturers. Desires to call on electronic and electrical industry on drawing and commission basis. Box No. 920, RADIO and Television WEEKLY.

**SALESMEN WANTED** by Manufacturers and Originators of Record and Album Hassoaks. Also a complete line of Record Carrying Cases, Storage Albums and Accessories. Our line includes many hot items for the Phonograph and Radio Trade; also Department and Furniture Stores. Inquire: P. O. Box 406, Mt. Vernon, N. Y.

**MANUFACTURER'S REPRESENTATIVES** wanted in various sections by old-time manufacturer of portable sound cases, wall baffles and speaker baffles. Sold to jobbers and manufacturers only. Reply Box 925, RADIO and Television WEEKLY.

**THE FOLLOWING TERRITORIES** are now available for experienced and aggressive manufacturer's representatives for a nationally advertised line of Radio Chemicals which, due to its price structure and quality, has no competition. Illinois, Wisconsin, the West Central States, the Southwest and the West available. ELECTROPARTS, 228 W. 4th St., Los Angeles 13, Calif.

**FOR SALE**—Radio and Record Store, excellent location, large New Jersey town, reasonable. Excellent opportunity for right party. Write for further details. Box 924, RADIO and Television WEEKLY.

**WANTED** — CABINET MOULDS — We are looking for two cavity compression radio cabinet moulds. Rush samples and prints with all other details. Would consider purchase of chassis dies for the above cabinets. Box No. 923, 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.

### CLASSIFIED RATES

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

LINES	1 Time	3 Times	6 Times
2	1.20	3.12	5.76
4	1.60	4.16	7.68
5	2.00	5.20	9.60
6	2.40	6.24	11.52
7	2.80	7.28	13.44
8	3.20	8.32	15.36
9	3.60	9.36	17.28
10	4.00	10.40	19.20

DISPLAY: Sixty Cents Per Line

**LIQUIDATING STOCK** — Tubes, condensers, radio components; below manufacturers' cost. Send for list. Box No. 912, RADIO and Television WEEKLY.

**ST. LOUIS CORRESPONDENT**  
RADIO and Television WEEKLY is seeking a correspondent to write weekly news letters covering activities in the radio, phonograph record and major appliance industry. Write RADIO and Television WEEKLY, 99 Hudson St., New York 13, N. Y.

**RADIO MANAGER WANTED** — National distributor wants manager to cover 9 branches in Middle West on complete line of home radios. Write giving full details, experience and income desired. Box 917, RADIO and Television WEEKLY.

**MFRS. REPS. WANTED**  
**ALSO SALESMEN WANTED**  
By well-known N. Y. television receiver manufacturer. Expanding fast in every city with a television station. Box No. 897, RADIO and Television WEEKLY.

**WIRE AT MILL PRICES**  
Hearing Aid—Single and Twisted Pigtail 50 Strands .002  
Hookup—Vinyl and Rubber Insul.  
Send for List—Box 861  
RADIO and Television WEEKLY

**OFFERING TO DEALERS** — 5-tube Ivory Plastic Superhet Radios, \$12.95 net. Best buy in USA. Large stock tubes at low prices. Arvedon Electric Supply, 73 Portland St., Boston, Mass.

**WANTED** — Manufacturers' Representatives to sell 3-tube phonographs with automatic record changer to retail at \$39.95 on direct-to-dealer basis. Box 916, RADIO and Television WEEKLY.

## MANUFACTURER'S REPRESENTATIVES WANTED

Manufacturer of a quality line of radio components has several choice territories available to aggressive representatives who are thoroughly familiar with the radio jobber trade. Address Box 918, RADIO and Television WEEKLY, 99 Hudson St. New York 13, N. Y.

## 3 VICE PRESIDENTS ELECTED BY ZENITH, McDONALD REVEALS

(Continued from Page 3)

charge of engineering and production. Later he bought the controlling stock of the High Frequency Laboratory, which he sold in 1930 and joined the Utah Radio Corp. as vice president and plant manager. Later he was appointed vice president of the Carter Radio Division of Utah. He joined Zenith last year.

Mr. Wolf joined Zenith as marketing manager in 1941 after extensive sales experience in the automobile and appliance fields. He has been vice president and general manager of the Zenith Radio Corp. of Canada since 1944.

A native of Chicago, Mr. Wolf was graduated from the University of Chicago and served in World War I as a captain in the air service. He was associated for several years with Frigidaire distributors and spent several years with the Frigidaire Division of General Motors Corp.

## STROMBERG REPORTS \$540,000 NET PROFIT

(Continued from Page 3)

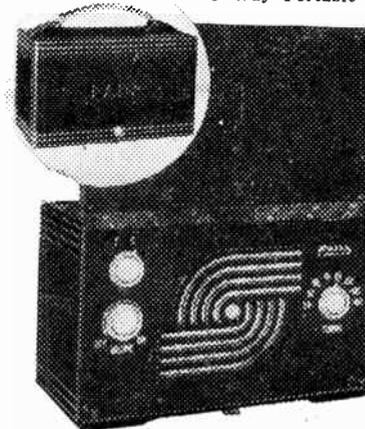
acknowledges that it is definitely in a buyers' market and is faced with rising labor and materials costs, Stromberg-Carlson is designing radio receivers of splendid performance built to sell at competitive market prices that should be profitable.

Telephone switchboards are being turned out at well above the normal rate, but special engineering for each board prevents unlimited expansion. Nevertheless it will take several years' production to meet the requirements of phone companies, the report continues.

DISTRIBUTORS OF THE FAMOUS

# FRADA Radio

Model P80 'Personal'  
3 Way Portable



Radio's most sensational low priced Personal Portable. Plays anywhere... Battery or AC-DC.  
DEALERS! Write for Catalog and Prices  
**STONE DISTRIBUTING CO.**  
713 Pine Street  
St. Louis 1, Mo.

# WHERE TO BUY . . . WHERE TO SELL

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

Where the Magnitude  
Of Selling Power  
Is Reflected

## RADIO AND TELEVISION WEEKLY

ESTABLISHED 1916

A Trade Directory Of  
Leading Firms In  
These Fields

### Radio-Television Manufacturers

Admiral Corp. . . . . Chicago, Ill.  
Air King Radio . . . . . Brooklyn, N. Y.  
Ansley Radio Corp. . . . . Trenton, N. J.  
Arc Radio Corp. . . . . Brooklyn, N. Y.  
Automatic Radio Mfg. Co. . . . . Boston, Mass.  
Aviola Radio Corp. . . . . Phoenix, Ariz.  
Belmont Radio Corp. . . . . Chicago, Ill.  
Bendix Radio Division . . . . . Baltimore, Md.  
Bowers Battery & Spark Plug Co. . . . . Reading, Pa.  
Brunswick Radio & Television Division of Radio & Television, Inc. . . . . New York, N. Y.  
Crosley Division—Aveco Mfg. Corp., 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 Laboratories, Inc. . . . . Indianapolis, Ind.  
Electro-Tone Corp. . . . . Hotoken, 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.  
Federal Tel. & Radio Corp. . . . . Newark, N. J.  
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.  
International Detrola Corp. . . . . Detroit, Mich.  
Jewel Radio Corp. . . . . New York 11, N. Y.  
Lear, Inc. . . . . Grand Rapids, Mich.  
Majestic Radio & Telev. Corp. . . . . St. Charles, Ill.  
Meck Industries, John . . . . . Plymouth, Ind.  
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.  
Remler Co. . . . . San Francisco, Calif.  
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 Division—Aveco Mfg. Corp., Cincinnati, Ohio  
Gibson Refrigerator Co. . . . . Greenville, Mich.  
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. . . . . Belleville, N. J.  
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.  
Duo-tone Co. . . . . New York, N. Y.  
Dynavox Corp. . . . . Long Island City, N. Y.  
Electronic Devices Co. . . . . New York 1, N. Y.  
Garrard Sales Corp. . . . . New York, N. Y.  
General Industries Co. . . . . Elvria, 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.  
Keynote Records, Inc. . . . . 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.  
Recoton Corp. . . . . New York, N. Y.  
Sonata Electronics Corp. . . . . Chicago 5, Ill.  
Sonora Radio & Television Corp. . . . . Chicago, Ill.  
Steelman Radio Corp. . . . . Bronx 57, N. Y.  
Sterling Records, Inc. . . . . New York, N. Y.  
L. H. Symons Associates . . . . . New York 14, N. Y.  
Talk-A-Phone Co. . . . . Chicago, Ill.  
Tempo Record Co. of America . . . . . Hollywood, Calif.  
E. Toman & Co. . . . . Chicago 8, Ill.  
Tone Products Corp. of America . . . . . New York, N. Y.  
Universal Microphone Co. . . . . Inglewood, Calif.  
V-M Corporation . . . . . Benton Harbor, Mich.  
Waters Conley Co. . . . . Rochester, Minn.  
Webster-Chicago Corp. . . . . Chicago, Ill.  
Wilcox-Gay Corp. . . . . Charlotte, Mich.

### Radio and Electronic Tubes

Emerson Radio & Phono. Corp. . . . . New York, N. Y.  
DuMont Labs., Inc., Allen B. . . . . Passaic, N. J.  
General Electric Co. . . . . Schenectady, N. Y.  
Hytron Radio & Electronics Corp. . . . . Salem, Mass.  
Ken-Rad Tubes . . . . . Owensboro, Ky.  
Machlett Labs., Inc. . . . . Springfield, 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 Arceturus 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.  
American Volume Control Corp. . . . . New York  
Astatic Corp. . . . . Conneaut, Ohio  
Cinaudagraph Speakers, Inc. . . . . Slater, Mo.  
Coronet Electric Co. . . . . Chicago, Ill.  
Cosmic Radio Corp. . . . . New York, N. Y.  
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.  
Federal Tel. & Radio Corp. . . . . Newark, N. J.  
General Electric Co. . . . . Schenectady, N. Y.  
General Instrument Corp. . . . . Elizabeth, N. J.  
Hillbarn Electronic Products Co., New York 13, N. Y.  
Illinois Condenser Co. . . . . Chicago 22, Ill.  
Insuline Corp. of America, Long Island City, N. Y.  
International Resistance Co. . . . . Philadelphia, Pa.  
JFD Manufacturing Co. . . . . Brooklyn, N. Y.  
Jensen Manufacturing Co. . . . . Chicago, Ill.  
Oxford Electric Corp. . . . . Chicago, Ill.  
Perfection Electric Co. . . . . Chicago, Ill.  
Permoflux 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.  
Soiar Mfg. Corp. . . . . New York, N. Y.  
Spring Products Co. . . . . New York, N. Y.  
Sprague Electric Co. . . . . No. Adams, Mass.  
Sylvania Elec. Products, Inc. . . . . Emporium, Pa.  
United Speakers, Inc. . . . . Los Angeles 23, Calif.  
Universal Microphone Co. . . . . Inglewood, Calif.  
V-M Corporation . . . . . Benton Harbor, Mich.  
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.  
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.  
Bernat Sales Co. . . . . 624 S. Michigan Ave., Chicago  
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. . . . . 142 Liberty St., New York, N. Y.  
Fada of New York, 928 Broadway, New York, N. Y.  
Grossman Radio & Elec. Co. . . . . New York 6, N. Y.  
Hedco Distributors, Inc. . . . . Chicago 40, Ill.  
Igoe Brothers, Inc. . . . . Newark, N. J.  
Krich-Radisco, Inc. . . . . Newark, N. J.  
Lake Shore Electronics . . . . . Chicago, Ill.  
Legri S Company . . . . . New York 25, N. Y.  
Milo Radio & Electronics Corp. . . . . New York, N. Y.  
Northeastern Distributors, Inc. . . . . Boston, Mass.  
Park Radio Service . . . . . 130 Cedar St., N. Y. C  
Peter Jackson Co. . . . . Chicago 40, Ill.  
Robbins Co., Chas. W. . . . . 853 Broadway, New York  
Sanford Electronics Corp. . . . . New York, N. Y.  
Schulman Co., S. E., 801 S. Wabash Ave., Chicago, Ill.  
Seaboard-Ronley Corp. . . . . New York, N. Y.  
Stern & Co. . . . . Hartford, Conn.  
Stone Distributing Co. . . . . St. Louis, 1, Mo  
Wakem & Whipple, Inc. . . . . Chicago, Ill.  
Walker-Jimieson, Inc. . . . . Chicago, Ill.  
Wolfe Radio Co., Ben . . . . . 14 W. 17th St., New York

# "Selling Days are Here Again!"



The one theme that was stressed in the Philco Convention at Atlantic City in June was "Back to Normal." At one point, the entire assembly of Philco distributors broke into song to hail the theme... "Selling Days are Here Again!"

It was the high spot of the presentation of Philco's advertising and promotional plans for 1947 and '48. It brought back memories of Philco's sales achievements when everybody said that "times were tough" in the radio business. Those were the days when Philco rose to leadership and showed the industry what it means to sell.

The buyer's market is coming back... but Philco isn't waiting. Official newspaper advertising figures for the first quarter of 1947 showed that Philco advertising lineage totalled more than 50% of the radio industry!

And that's only the beginning! Selling days are here again... and wise radio dealers know that those are the days when it pays in sound sales and profits to concentrate on Philco.

**For 17 years, America has said...**

**When there's a choice, it's a**

# PHILCO