

# RADIO AND TELEVISION

ELECTRONIC NEWS

# WEEKLY

NEW YORK, WEDNESDAY, AUGUST 20, 1947

Some Stars are Born... Others are Built by

## GAROD

And the brightest one for 1948  
is the NEW



*"Starlet"*

**3½ POUNDS  
OF GLAMOROUS  
PERSONAL RADIO**



Enterprising radio merchandisers will hitch their "Sales" to the GAROD "Starlet". It's a tiny triumph of design that is a "natural" sales booster. Weighs only 3½ pounds with batteries. Packs in traveling bags, sits on end tables... it's tiny enough to slip into a coat pocket. . . . .

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

**GAROD ALONE BUILDS THE "Starlet"**



- ★ Ideal personalized gift.
- ★ Plays instantly when opened.
- ★ Shuts off automatically when lid is closed.
- ★ Finished in Metal and Plastic 2-tone color combinations.

PHONE YOUR DISTRIBUTOR OR WRITE US DIRECTLY FOR FREE DETAILS.



*"Ensign"*

A full-size AC-DC Garod, outstanding in the field. Heavy Alnico speaker. Handsome walnut plastic cabinet.

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

*"Luxury Portable"*

3-way AC-DC Battery. Weighs only 6½ pounds with batteries. Featuring full 5" Speaker.

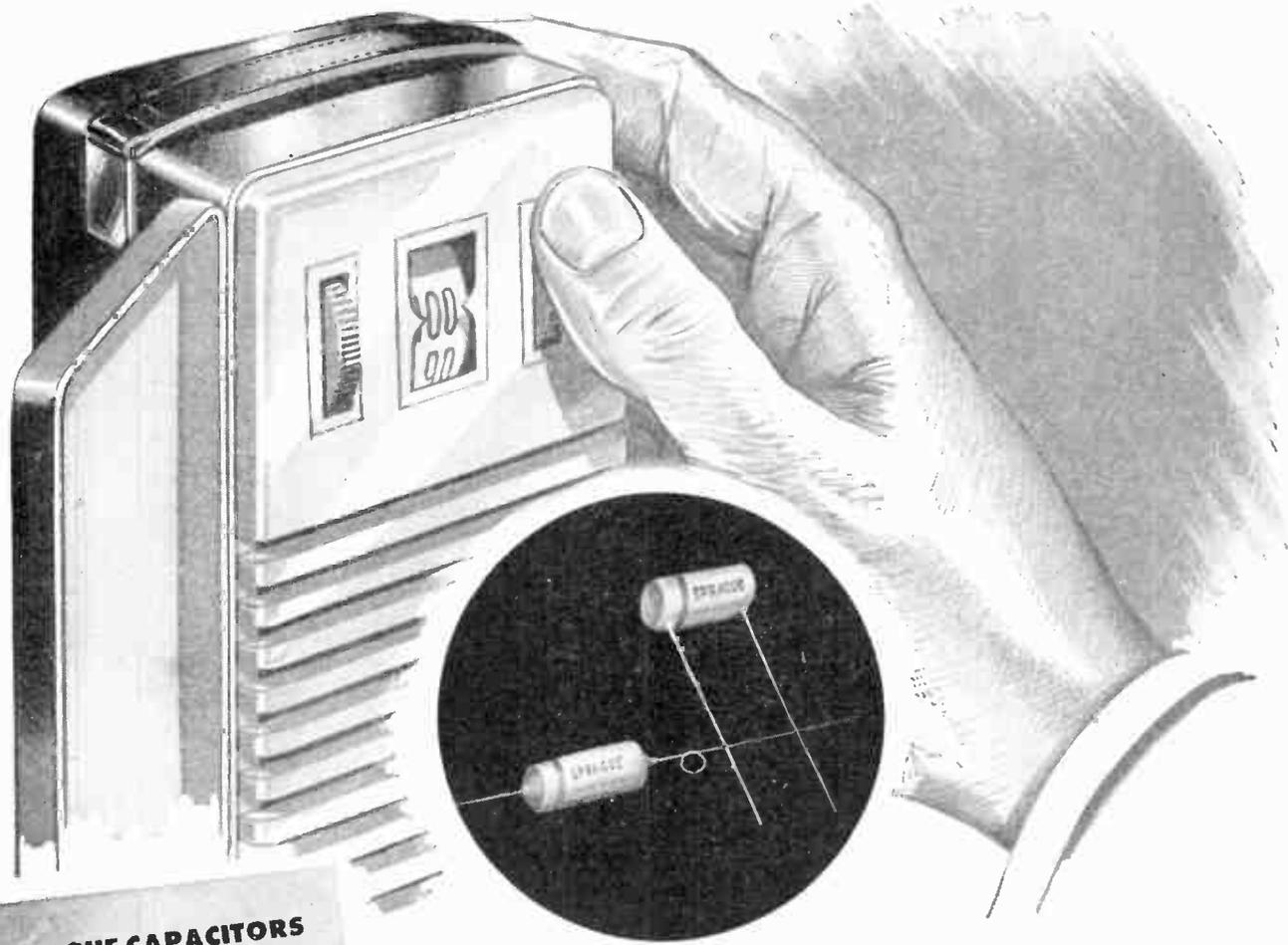
**\$39<sup>95</sup>** Less Batteries



GAROD RADIO



GAROD RADIO CORPORATION • 70 WASHINGTON STREET • BROOKLYN 1, N. Y.



**SPRAGUE CAPACITORS**  
 Dry Electrolytic  
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Sprague \*Midget Capacitors are the first small size paper dielectric tubulars to operate dependably at 85°C., to have adequate humidity protection, and to be priced for widespread use in small radios and other electronic equipment. Made by new processes and of new materials, they are a direct result of Sprague experience in engineering reliable capacitors for the proximity fuse and other small wartime electronic assemblies. Write for Sprague Data Bulletin 202. Samples gladly submitted to your specifications.

**SPRAGUE ELECTRIC COMPANY, NORTH ADAMS, MASS.**

**SPRAGUE**

PIONEERS OF ELECTRIC AND ELECTRONIC PROGRESS

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## Philco Corp. Sales And Earnings Up In Second Quarter

VOLUME HITS \$57 MILLION

John Ballantyne Reports Television Set Sales Campaign Meeting With Success in New York and Philadelphia Markets.

PHILADELPHIA, PA., Friday — John Ballantyne, president of the Philco Corp., this city, reported net income from operations of the corporation in the second quarter of 1947 at \$1,625,974, after all taxes and charges, including an inventory reserve of \$1,200,000, and reserve for future research expenditures.

This was equivalent, after preferred dividends, to \$1.12 per share of common stock. In addition, there was net non-recurring income of \$798,147 after taxes, or 58 cents a common share, so that total earnings for the quarter amounted to \$2,425,121 or \$1.70 a share after preferred dividends.

In the first quarter of 1947, net income totaled \$1,609,754 after taxes and charges including an inventory reserve of \$1,300,000, and was equivalent to \$1.10 per share of common stock after allowing for preferred dividends.

In the second quarter of 1946, when operations were just beginning to recover from reconversion difficulties, net income amounted to \$14,787.

Net income in the first six months of 1947 amounted to \$4,034,874 and is equivalent to \$2.80 per share of Philco common stock, after allowing for preferred dividends, as compared with a net loss of \$54,684 in the first half of 1946.

Sales (including excise taxes) of Philco Corp. in the second quarter of 1947 amounted to \$57,754,000 as compared with \$50,187,000 in the first quarter of this year, and \$22,861,000 in the second quarter of 1946.

"Sales of Philco radios, radio-phonographs, refrigerators and freezers continue at record high levels, and our total volume is being substantially increased by the commercial introduction of Philco television receivers in the

(Continued on Page 26)

## Postpone Session Of Radio Leaders

WASHINGTON, D. C., Monday—The meeting of leaders of the Radio Manufacturers Association and National Association of Broadcasters scheduled for this city on August 26 has been postponed due to inability of several key members of the joint liaison committee to be present. A new date is expected to be set for an early Fall meeting.

The radio tradesmen were expected to discuss problems of interest to both groups, including FM and television developments.

## RADIO INDUSTRY RENEWS FIGHT FOR CUT IN 10% EXCISE TAXES

WILL SEEK THE REPEAL OR REDUCTION OF LEVY

Joseph Gerl, Re-appointed Chairman of RMA Excise Tax Committee With George M. Gardner as Vice Chairman—Group Enlarged by M. F. Balcom, Association President—Heavy Taxes Called a Burden to Industry.

WASHINGTON, D. C., Monday—Renewal of its fight for repeal or reduction of the 10 per cent excise tax was announced here today by the Radio Manufacturers' Association. At the same time, Max F. Balcom, vice president of Sylvania Electric Products, Inc., and head of the RMA, announced the reappointment of Joseph Gerl, president of Sonora Radio & Television Corp., Chicago, as chairman of the special committee in charge of the tax drive.

The RMA excise tax committee which this year made an appearance before the House Ways and Means Committee, is being enlarged and strengthened in anticipation of the renewed campaign.

George M. Gardner, president of Wells-Gardner & Co., Chicago, has been named vice chairman of the committee.

The RMA has insisted that the 10 per cent tax is a hardship to the industry and that it retards the development of radio sales by increasing the price to the consumer. Furthermore, the manufacturers point out, that a radio receiver is not a luxury item and consequently should not be taxed as though it were a luxury.

Following is the full membership of the RMA excise tax committee:

Joseph Gerl, chairman, Sonora Radio

& Television Corp.; G. M. Gardner, vice chairman, Wells-Gardner & Co.; Benjamin Abrams, Emerson Radio & Phonograph Corp.; A. A. Brandt, General Electric Co.; R. E. Carlson, Tung-Sol Lamp Works, Inc.; R. C. Cosgrove, Crosley Division, Avco Mfg. Corp.; A. M. Freeman, RCA Victor Division; Paul V. Galvin, Motorola, Inc.; H. M. Huecke, RCA Victor Division; C. E. Maas, Western Electric Co., Inc.; Dr. Ray H. Manson, Stromberg-Carlson Co.; Arthur L. Milk, Sylvania Electric Products, Inc.; E. A. Nicholas, Farnsworth Television & Radio Corp.; Richard A. O'Connor, Magnavox Co.; Maurice G. Paul, Jr., Philco Corp.; Percy L. Schoenen, Olympic Radio & Television, Inc. and Thos. A. White, Jensen Manufacturing Co.

## Leonard Ashbach Acquires 100% of Garod Radio Stock

Leonard Ashbach, veteran Chicago radio tradesman, has acquired control of the Garod Radio Corp. of Brooklyn, it was announced in New York yesterday.

Mr. Ashbach, who is president of the Leonard Ashbach Co. in Chicago, has purchased 100 per cent of the stock of the Garod organization. Garod has been manufacturing radio sets since 1922.

The plant will continue operating without interruption at its present location, 70 Washington street, Brooklyn.

Max W. Weintraub, who has headed the Garod organization for a number of years, will hereafter devote all of his activities to the operation of the Belle Electronics Co., metropolitan New York distributor for Garod radio sets. Bernard S. Trott, formerly secretary and treasurer, has been retained as chief engineer on a long-term contract. The Belle Electronics Co. also completed a long-term contract for the distribution of Garod products. Lou Silver, who has been sales manager of Garod for the past eight years, will continue in that post, Mr. Ashbach announced.

In announcing plans for an expanded merchandising policy, Mr. Ashbach also revealed that a greatly increased advertising appropriation will be forthcoming to introduce the 1948 line, which

was presented recently in New York to the company's national distributing organization. A series of shows will be staged shortly in all key cities for dealers.

The Chicago show has already been set for September 12 at the Knickerbocker Hotel in that city.

Mr. Ashbach has had a varied experience in the radio business, most of it in the retail end of the trade. "From my years of experience, I have a thorough knowledge of the retailers' requirements, and I will make every effort to meet this requirement as a manufacturer," he declared. Mr. Ashbach has also had considerable experience in the furniture business and consequently possesses a knowledge of styling and what the public wants in radio designs. He has also been a large buyer of radios for many years.

Mr. Ashbach was accompanied to New York by his attorney, I. Harvey Levinson, of Chicago and Washington, who handled the negotiations for the Garod purchase.

As this issue of RADIO and Television WEEKLY went to press, conferences were still under way at the Hotel Waldorf-Astoria, where the announcement was being released.

## Crosley Appoints N.C. MacDonald as Director of Sales

FOUR OTHERS ADVANCED

Sydney D. Mahan, Bert Cole, Corley Kirby and Lee Stratton Are Named to New Executive Posts With the Crosley Organization.

CINCINNATI, O., Thursday—Norman C. MacDonald, vice president and general manager of the Crosley Distributing Corp. branch in New York, has been appointed general sales manager of the Crosley Division, Avco Manufacturing Corp., this city, effective on September 2, it was announced here today by R. C. Cosgrove, vice president and general manager of the Crosley Division.

Four other executive advancements were also announced by Mr. Cosgrove. Sydney D. Mahan, who has served as general sales and advertising manager of the Crosley organization, has been named to direct an expanded advertising, sales promotion and public relations department; Bert Cole, who has served as general sales manager of the Crosley Distributing Corp. of New York, has been appointed to succeed Mr. MacDonald as general manager of the branch; Corley W. Kirby has been made domestic sales manager of the Crosley Division, and Lee Stratton has been placed in charge of a new section on home freezers.

Mr. MacDonald has served as vice president and general manager of the Crosley Distributing branch in New York for nearly two years. Before that, he was for many years Eastern regional sales manager for Crosley and has twenty years of experience in the radio and appliance industry. Before

(Continued on Page 26)

## Bendix Meetings Start Tomorrow

BALTIMORE, MD., Monday—The first of two distributor meetings to be staged in this city by the Bendix Radio Division, Bendix Aviation Corp., will be conducted Thursday and Friday, August 21 and 22 at the Belvedere Hotel.

New Bendix radio models will be introduced and plans outlined for the coming season by top officials of the organization. The second session will be staged August 25 and 26 for another group of distributors.

The meetings will be guided by J. T. Dalton, general sales manager for radio and television of the Bendix Radio Division. Malcolm P. Ferguson, president of the Bendix Aviation Corp., and W. P. Hilliard, general manager of the radio division, will address the meetings.

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## Replenishing Stocks

Burdensome inventories, which have been a major headache in the radio industry and in other fields for some months are being whittled down and buyers are once again on the lookout for saleable merchandise.

Department store stocks have been reduced considerably during the late Spring and Summer months, so much so that they are seeking radios and allied products.

A Federal Reserve Board survey of 296 department stores reveals that department store outstanding orders jumped from \$348,000,000 in May to \$471,000,000 in June, and these figures confirm retail trends noticed by observers several weeks back.

This, incidentally, is the first reversal of a downward movement that, except for a short break immediately after Christmas, had continued since outstanding orders peaked at \$1,073,000,000 in July, 1946. As for the overall picture, this reversal suggests a new confidence in the business outlook among department store merchants who were the first to start getting out from under top-heavy inventories. At the same time, it coincides with a marked rise in department store sales during the last Spring and early Summer.

Seasonally adjusted sales jumped from 276 in April to 291 in May, and slipped only three points to 288 in June. The previous high in sales had been reached last August when the Federal Reserve Board's index rose to 290. The heavy sales volume con-

lined with curtailed buying pulled department store stocks down sharply.

Stocks and outstanding orders for these 296 stores were only four times sales in June. In July, 1946, they had been almost seven and a half times as large as sales. Except for December when orders dropped and sales went up, the ratio of stocks and outstanding orders to sales hit bottom in May when they were three and a half times sales.

Meanwhile, except for the post-Christmas month of January, new orders in June were higher than deliveries for the first time in a year. Computed at \$386,000,000 they were \$123,000,000 above deliveries.

As for the business outlook, no signs are evident in the nation's economic horizon now indicating a grave recession or depression in the foreseeable future, Carroll E. French, director of the industrial relations department of the National Association of Manufacturers, asserted last week.

"All planning by business today is in the direction of high level employment for the next year," Mr. French declared.

Members of the radio trade should be heartened over these reports since the radio industry has suffered considerably from excessive inventories at all levels—retailers, distributors and manufacturers. The liquidation of these high inventories will once again pave the way for large-scale buying by all factors.

A good part of the off brand merchandise that had cluttered up retail shops and department store shelves in recent months has been liquidated, and this too will open the way for shipments of better known lines.

The trouble with much of our business during the past few months has been that most everybody was prepared for and had anticipated a general recession, which, fortunately, never occurred.

## Modernization

Progressive merchandisers of radio products and other goods as well are constantly on the alert for new methods of increasing store traffic and thereby lifting sales volume. One of the most effective means yet devised is an attractive store—an establishment that is inviting to prospective customers and one that will make the task of shopping easy for the customer.

Store modernizations have been going on at a rapid pace throughout the country among radio retailers and radio sections of department stores. These merchants had been hit with the sales decline in radio during the past few months, but they have faith in the radio industry of the future. To them a few slow months following an era of record-breaking sales doesn't mean that the radio business is all washed up.

There is nothing wrong with this industry. A number of manufacturers and merchants who never belonged in this business

have been forced to throw up the sponge. More of this type will follow suit, after which most of the junk palmed off as radio receivers, will be eliminated from the market. From then on, the remaining firms will be on their mettle for markets.

Some of the largest department stores throughout the country have recently modernized and enlarged their radio departments in anticipation of increased sales. These merchants are sound business folk and they have all the confidence in the world in the future of this industry.

Any business that can boast of such merchandise as radio-phonograph combinations, FM receivers and television sets is endowed with sufficient sales ammunition for many years to come. Coupled with these products are constant refinements and improvements by ingenious engineers and an army of trained research experts ever on the lookout for something new that will catch the eye of the consuming public.

## 70th Anniversary

Seventy years ago last week—August 15, 1877 to be exact—three men huddled expectantly over a machine.

There was a scratching noise and then the voice of Thomas A. Edison was heard reciting "Mary Had a Little Lamb". Mr. Edison's associates shook his hand because the first test of the phonograph was a success.

The inventor first conceived the idea for a phonograph while working with a machine for recording dot and dash signals at Menlo Park, N. J.

Ever since the phonograph first was introduced to the public, it has enjoyed a hectic career. It became the principal source of home entertainment in the world; then with the advent of radio, the phonograph was virtually abandoned and was relegated to the scrap heap by millions of owners in this country and elsewhere.

Its revival was launched in the middle 1930s and in the intervening years, it has grown in constant popularity, until today it is a virtual "must" as an adjunct to a fine radio receiver. A survey conducted recently by the Admiral Corp. indicated that demand for radio-phonograph combinations will soon reach three to four times the pre-war levels, and that there probably will be 18,000,000 radio-phonographs in use within three years.

Not only has the phonograph enjoyed greater popularity than ever before during the past few years, but the demand for record-playing instruments has lifted record sales to a new all-time industry level.

The crude development by Mr. Edison and his associates seventy years ago has created a world-wide industry which employs hundreds of thousands of persons and brings entertainment to tens of millions in every part of the globe.

## Macy's Opens Enlarged Music Center; Radios, Television, Records Featured

The R. H. Macy & Co. department store in New York opened its new and enlarged Music Center on the fifth floor of its establishment on Monday.

An elaborate radio department will feature radio receivers, television sets, phonographs, combination and records, and comprises a large section of the Center. The Center covers 14,500 sq. ft. of modern, spacious selling space with everything from a six-cent violin string to a \$4,964 organ. Each square foot of the Music Center is planned with the customer's shopping convenience in mind. New selling devices, new service features are all geared "to make it easy to buy music at Macy's".

Radio consoles and television sets, shown in appropriate and attractive room backgrounds, are designed to tie in with home decoration. Most of the popular standard - brand lines are handled by Macy's as are a number of television lines, including Philco, RCA and U. S. Television.

David Davis, corporate radio buyer for the Macy organization, is the overall head of the Macy radio department.

Over a 1,000 different titles in single records and 700 different albums are ingeniously placed on open display for easy browsing. In addition to separate sound-proof listening booths for classical records and thirteen other record

players, an unusual automatic record listening device further adds to shopping convenience. This Record Bar—said to be the only one of its kind in the world—Macy-designed and Macy-built—offers ten "Hit Parade" numbers, plus others by request, which are selected at will by the listener, by a mere push of a button.

For the customer who is just beginning a record collection, basic home record libraries have been assembled at \$25, \$50, and \$100. A large selection of classical, semi-classical, and popular sheet music, in addition to instruction manuals, completes the assortment of music, instruments, and accessories in Macy's Music Centre.

An experienced music consultant, Ruth Manning, will be on hand at all times in the music centre to help customers with any questions in the musical field—from the correct pronunciation of a composer's name to the development of musical programs in women's clubs. Miss Manning will help in the selection of properly balanced record libraries, the purchase of appropriate music for children—she'll have an up-to-date schedule of musical events in the New York area. Also ready to serve throughout the Centre will be an experienced sales force, all members of which have musical backgrounds.

## SEES BRIGHT OUTLOOK FOR LOW-COST FM SETS

CHICAGO, ILL., Thursday—At a ceremony held this week and attended by Mayor Kennelly of Chicago and Governor Green of Illinois, Joseph Gerl, president of Sonora Radio & Television Corp., presented these officials with the first two AM-FM table model radios to come off the Sonora line. These sets contain eight tubes and retail at \$59.95.

"The advent of FM broadcasting," Mr. Gerl told the assembled group, "means the reversal of a long-time trend. During the 1930's, as the quality of radio broadcasting went up, the quality of radio receivers went down. Manufacturers found that building a radio sets which had sparkling-clear reception meant expensive speakers, many tubes and larger cabinets, all of which hoisted the price of a good radio beyond the income of the average family.

"With FM, however, the industry can now build now-priced receivers which will permit the average family with a modest budget to buy AM-FM receivers with clear as a bell reception."

## Wisconsin Radio Meeting

MILWAUKEE, WIS., Friday—A luncheon meeting of the Wisconsin Radio, Refrigeration & Appliance Association was held here this week at the Hotel Knickerbocker. The meeting was devoted to a round-table discussion of current trade problems.

## MARYLAND RETAILERS SEE RCA VIDEO LINE

BALTIMORE, MD., Saturday—More than 200 dealers from this territory attended the initial presentation at the Lord Baltimore, here, yesterday, of the RCA Victor line of television receivers. The meeting was held under the joint sponsorship of the RCA Victor Division and the D. & H. Distributing Co., this city, wholesaler of RCA Victor products.

Speakers included Joseph B. Elliott, vice president of RCA Victor in charge of the Home Instrument Division; Henry G. Baker, general sales manager; Dan Halpin, television receiver sales manager; M. F. Blakeslee, factory regional manager; J. M. Williams, advertising manager and J. C. Marden, sales promotion manager. Officials of the distributing concern also spoke.

A banquet in the evening topped the proceedings.

## New Television Station On Air in Philadelphia

PHILADELPHIA, PA., Thursday—Television Station WFIL-TV, newest transmitter to go on the air, inaugurated its service last week with a test pattern. These will be aired daily. Announcement of the inauguration of regular program service on WFIL-TV will come shortly. The station is owned by the Philadelphia Inquirer.

## SAMUEL SURREY NAMED RADIO DIVISION HEAD OF COLEN - GRUHN CO.

M. H. Gruhn, president of Colen-Gruhn Co., Inc., New York distributing organization, has announced the appointment of Samuel Surrey as manager of the company's radio division. Mr. Surrey was formerly vice president of Telicon Corp., in charge of production and sales. During the war he served as regional procurement chief for the Smaller War Plants Corp. He has been associated with the radio and appliance industries for more than twenty years.

The Colen-Gruhn Co. has plans with wide expansion this Fall. The concern distributes - Launderall washing machines and recently added the Hallcrafters home radio line.

## Favorite Distributing Meck and Regal Radios

Charles Kronenberger, president of the Favorite Mfg. Co., New York, announced last week that his firm has been appointed distributor for John Meck Industries, Inc., Plymouth, Ind., and for the Regal Electronics Corp., New York.

Shipments of a Meck home recorder that retails at \$129.50 and a radio-phonograph table model that sells for \$79.95 have recently arrived, he said. Deliveries on a new Meck FM model are expected soon. He has also received shipments of a Regal three-way portable which sells at \$29.95.

## Three New Men Appointed By Grand Home Appliance

CLEVELAND, OHIO, Friday—S. G. Bernhardt, vice president of the Grand Home Appliance Co., this city, announced today the appointment of three new men to the company's sales force. The men are Sterling L. Beck, George S. Headford and Richard E. Anderson.

Before joining Home Grand Appliance, Mr. Beck, a native of Cleveland, was production control manager with the S. H. Thomson Mfg. Co., Dayton. Mr. Headford, also a native of Cleveland, has had varied experience, having been a partner in a stoker distributing business and also an assistant patent attorney with Jack and Heintz. Mr. Anderson, a native of Boston, has had several years experience in the field of sales consulting and market research.

## "Tailored Tip" Needle Introduced By Columbia

BRIDGEPORT, CONN., Monday—Columbia Records, Inc., this city, now has available to the trade its new "Tailored Tip" sapphire needle.

A Columbia spokesman said that this needle offers high fidelity, minimum wear and economy of price. The "Tailored Tip" retails at \$1.50.

## RADIO GROUPS UNITE IN "LISTENING" DRIVE; WILL AID SET SALES

RMA AND NAB COOPERATE

To Encourage Multiple Ownership of Radio Receivers—Presidents of Major Trade Groups Pledge Cooperation in the Exchange of Letters.

WASHINGTON, D. C., Thursday—Organized broadcasters and radio manufacturers will cooperate in two campaigns designed to increase radio listening by encouraging multiple ownership of radio receivers.

In an exchange of letters with RMA, President Max F. Balcom, of Sylvania Electric Products, Inc., and NAB President Justin Miller pledged the cooperation of broadcasters in the RMA year-round "Radio-in-Every Room" campaign as well as in the joint observance of National Radio Week, October 26-November 1.

"A Radio-in-Every Room" and 'A-Radio-for-Every-Purpose' eventually means more listening hours by more individuals to our program offerings and, of course, these are goals toward which the members of our industry constantly strive," Mr. Miller said.

Referring to National Radio Week, the NAB president wrote: "I do want to assure you that no effort will be spared by NAB to make Radio Week in 1947 happy and successful undertaking for both of our industries."

RMA President Balcom, in his letter to Mr. Miller, pointed out that the RMA "Radio-in-Every-Room" campaign will benefit broadcasters as well as radio manufacturers.

"The campaign stresses the need for more radios so that every member of the family may enjoy more fully the wide variety of programs presented by the broadcasters," he added.

"We believe that if we can think in terms of selling radios as a medium of entertainment and enlightenment for all members of the family, we will not only further our own objectives, but increase the service rendered by radio broadcasters."

## Dwarf-Size Radio Set Made on West Coast

LOS ANGELES, CALIF., Friday—Announcement has been made by the Modernair Corp., 925 S. Grand avenue, this city, of a dwarf-size radio that fits in the palm of a hand and is priced at \$5.98, less batteries. It is a plastic miniature of larger sets complete to dial tuning and full band selection, and operates on standard midget type batteries with earphone reception. The set can receive programs within a 100-mile area, according to Modernair officials.

A specially designed condenser is said to enable the radio to give full broadcast reception despite its small size. No house current is required and battery costs are said to average less than one cent an hour.

## INCREASE BRILLIANCE 300 PER CENT ON UST PROJECTION MODELS

### DEVELOPMENTS REVEALED

**Hamilton Hoge, Head of Television Firm, Announces Improvements Made by Antony Wright, Chief Engineer.**

A development which has resulted in a 300 per cent increase in the brilliance of television pictures obtained on projection sets made by the United States Television Mfg. Corp., New York, was announced last week by Hamilton Hoge, president of UST. The improvement was developed by Antony Wright, UST chief engineer, who was formerly for many years associated with RCA.

Not only has the picture received been made brighter but it is accompanied by an increase in contrast, Mr. Hoge said. In addition, improvements have been made by advanced applications of automatic frequency control synchronizing circuits which have the effect of improving the picture register and suppressing electrical interference.

The developments are the results of extensive experimental work which is constantly maintained at the UST laboratories, it was pointed out. The improved picture makes it possible to view the screen satisfactorily under the strongest house lights. In tests, 300 watt lamps were directed at the picture and the additional light made very little difference in the sharpness of the images on the screen.

The improvement requires only a slight modification in the present UST receiver. The previous pictures on the big-screen projection UST sets have been seen clearly and distinctly by large crowds, some running as high as 800 people at one time. The 475 square inch screen, 19 inches by 25 inches, is claimed to be the largest on any set in mass production today. Service crews are now employed in making the change on receivers that are already in service.

## RCA Television Caravan Stops at Louisiana Store

LAKE CHARLES, LA., Monday — The television caravan, sponsored by the Radio Corp. of America and the Allied Stores Corp., which is now touring the country, stopped at Muller's department store here last week.

The purpose of the caravan is to test the value of television as an advertising and sales aid medium when broadcast from a special transmitter to receivers within a store. During the three-day stop of the caravan, it was estimated that Muller's had from 90 to 92 per cent of all the customers' traffic in the city's four department stores.

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

## Webster Recorder Try-Out . . .



**MUSICAL COMEDY STARS** are shown trying out the new Webster-Chicago wire recorder during the national association of Visual Education Dealers Convention held recently at the Sherman Hotel, Chicago. S. T. Seaman and A. S. Johnson, of Webster-Chicago are shown above with Ann Crowley and Eric Mattson, stars of the current musical hit, *Carousel*. The company last week reported much interest in this recorder which is now going on sale throughout the country.

## Paul Davidson Visiting Gotham Trade This Week

Paul M. Davidson, of Hedco Distributors, Inc., of Chicago, is expected in New York on Wednesday and plans to spend the balance of the week here. He will be accompanied by C. T. Read of Montgomery Ward & Co. Mr. Read plans to visit the Hedco factory in the East where several record player models are being made for the big mail order organization.

While in New York, Mr. Davidson will make his headquarters at the St. Moritz Hotel. He looks forward to seeing many of his Gotham friends during his eastern visit.

## Sloan Named Manager Of Westinghouse Radio

SUNBURY, PA., Wednesday — Appointment of F. M. (Todd) Sloan as manager of the Westinghouse Electric Corp. Home Radio Division was announced here today. He succeeds Harold B. Donley, who resigned several months ago.

Mr. Sloan has been associated with Westinghouse radio activities for some fifteen years and was formerly assistant general manager of WRS, Inc. He has been interested in radio since his undergraduate days at the University of Missouri.

## Bendix Home Appliances To Conduct Convention

SOUTH BEND, IND., Friday — Bendix Home Appliances, Inc., this city, announced today that its distributors from the United States, Canada, Mexico and the Hawaiian Islands will meet here for a four-day convention from August 21 to 24.

## School Record Player Is Marketed by Zenith Corp.

CHICAGO, ILL., Friday — A record player to meet the specific needs of the classroom was recently marketed by the Zenith Radio Corp., this city, H. C. Bonfig, vice president and director of sales, announced today. Hundreds of requests have come to Zenith from schools throughout the country to purchase the machine, called the "Record Demonstrator" which is now used in record dealers listening booths, he said.

Equipped with Zenith's Cobra Tone Arm, the "Demonstrator" is said to deliver full-tone, high-fidelity sound. It can be easily moved from one classroom to another without danger of damage.

## Ben W. Fink Dies; Former Executive in Radio Field

Ben W. Fink, active for many years in the radio manufacturing field before joining the FR Corp., New York chemical manufacturer, died last week at his home in New York. At the time of his recent retirement from the FR Corp., Mr. Fink was vice president and general sales manager of the firm.

## Selman Resigns Appliance Post At Abraham & Straus

Abraham & Straus, Brooklyn department store, last week announced the resignation of Edward Selman, buyer of major appliances, furniture and housewares for the store's basement department.

Effective September 3, Mr. Selman will take on new duties as buyer of furniture and bedding for the basement store of Bamberger's Newark.

## THE TRAVELER

E. A. Nicholas, president of Farnsworth Television & Radio Corp., Ft. Wayne, Ind., was a visitor in New York last week. He was accompanied by Hamilton Wright of the headquarters organization.

Joe Gerl, president of Sonora Radio & Television Corp., Chicago, Ill., spent several days in New York last week and while here conferred with Milton Benjamin, general manager of the firm's record division.

Rene Jacobs, vice president, and Bob Howard, vice president in charge of sales, of the Dale Distributing Co., Inc., New York, which handles Admiral radios, were both back at their offices last week after a vacation.

Pat Toal, standard set sales manager of General Electric Co.'s radio division, was a visitor in New York last week and made his headquarters at the General Electric offices while here.

John E. Conover, formerly New York City sales manager, has been appointed manager of the new Brooklyn branch of the Westinghouse Electric Supply Co.

Ben Golden, of the Golden Electric Co., Newark, N. J. distributing organization, is vacationing in New England and Canada and expects to be back at his post in two weeks.

Max G. Goldberg, head of the Servwel Products Co., New York, maker of drive shaft assemblies, aluminum pulleys and other radio set components, was a visitor last week in Connecticut.

Miss Fay Winters, purchasing agent of the Newark Electric Co., New York, is spending her vacation in Spofford, New Hampshire.

Alex Mogull, head of the radio parts wholesale firm bearing his name, is expected back in New York this week following a three week vacation with Mrs. Mogull visiting friends in Beverly Hills, California.

## SERVWEL PRODUCTS CO. STOCKING RADIO KNOBS

The Servwel Products Co., 270 Lafayette street, New York, N. Y., announced last week that it is now carrying in stock a line of radio knobs for one-quarter inch drive shafts. These are spring and set screw types and are available in three different types in walnut, black and ivory.

The Servwel concern is a pioneer in the manufacture of radio components for receiver manufacturers, and is headed by Max G. Goldberg. The company specializes in drive shaft assemblies and aluminum pulleys as well as screw machine products.

## APPLIANCE PRODUCERS WARNED AGAINST BIG EXPORT SALES QUOTAS

A warning to major appliance manufacturers against exporting on too large a scale, was sounded last week by Brig. Gen. E. F. Jeffe, vice president in charge of sales for the Consolidated Edison Co., New York. He claimed that many producers are "racing dwindling dollar credits" to make sales in the export market while paying too little attention to the needs of American consumers.

"I am certain that assets accrued during the war by Latin-American countries and now being used on a stupendous scale to pay for American goods may soon be depleted. This may be to such an extent that the export market will dry up to a great degree, or be confined to the dollar limits derived from current exports of those countries," General Jeffe explained.

"This may have an over-all effect of manufacturing catching up with demand at an accelerated rate, and then we will have these essential appliances for our own domestic requirements—if the economy holds. But there is a grave danger here, for production may exceed demand and when that happens there will be trouble. Unless prices come down to attract replacement purchasing, production will be curtailed, and the buying ability of the American customers will be curtailed through unemployment."

Saying that it was difficult for Consolidated Edison "to explain to our customers why they cannot buy necessities while sizable quantities of these necessities are being exported," General Jeffe added; "Our customers also are unable to understand the legitimacy of price increases on the domestic market which reflect more than cost increases." These price increases came about through shortages, and the shortages have been made more acute by exports, he said.

The domestic price situation is further aggravated by the fact that manufacturers allow distributors and retailers percentage markups on appliances where there have been price increases by the producer because of increased costs. "Why, for instance, should a distributor get another \$2 a unit for handling a product and the retailer another \$3 when neither is called upon to perform a single additional function," General Jeffe declared.

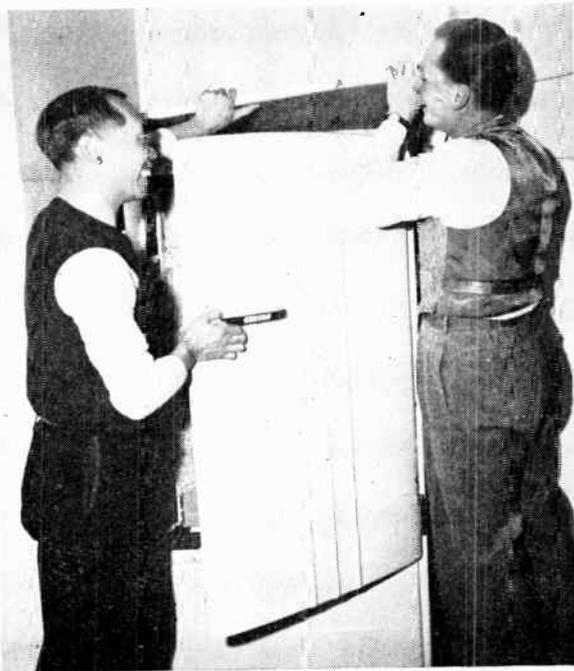
## R. G. Herzog Named By Universal General Corp.

Theodore Apstein, president of the Universal General Corp., New York, distributor of radio and electronic parts and supplies, announced last week that Robert G. Herzog has been appointed vice president in charge of engineering. During the war, Mr. Herzog developed and supervised the production of electronic devices for use by the armed forces.

## Gibson Refrigerator a Bargain At \$3,378,000 (Chinese Money)

Delivered in Shanghai, the Gibson refrigerator shown here being uncrated by Walter Rundle, United press representative in China cost \$3,378,000, but he thought it was a bargain at that price—The transaction was completed in Chinese money. By carefully shopping around, he was able to obtain 9,000 Chinese dollars for every American dollar he put up so that, actually, he paid out only about \$375. However, Mr. Rundle's problems did not end there, he had to wait many months before he received delivery. Shipped to the West Coast from the Gibson factory, in Greenville, Mich., the refrigerator was held up for months at the docks because of a shortage of shipping facilities. Chinese import regulations caused a further delay of three months.

When Mr. Rundle finally saw his purchase, he was presented with a bill which included these charges: cost of refrigerator and shipping charges to



Uncrating New Gibson Refrigerator

Shanghai, \$2,160,000; lighterage charges, Shanghai, \$720,000; storage pending customs clearance, \$270,000; drayage and customs brokerage charges \$198,000; Cumshaw (tips) given to the handlers, \$30,000. It certainly amounted to a tidy sum.

## CLARION MARKETING NEW 3-WAY PORTABLE

CHICAGO, ILL., Friday—The Warwick Mfg. Co., this city, manufacturer of Clarion radios, announced today that production is under way and deliveries starting on a new three-way personal portable, the Clarion "Chum" model which is said to have an extremely powerful selenium rectifier circuit, making possible greater economy in battery life.

Called the "all weather", the set is completely housed in light-weight aluminum finished in baked-on enamel. Front and back covers are of Polystyrene plastic. Use of these materials makes it possible to carry the set in rain or snow without damage, it was announced. It can be obtained in a number of colors.

Reau Kemp, Clarion sales manager, advised that the set will be offered to dealers in combination with a special shadow-box display for counter or windows. "The appeal of the personal set is not seasonal", he said. "We plan promotions for it throughout the year as a gift item for "back to school", Christmas, Mother's day, graduation and other occasions".

Clarion also announced production is under way of its new Console Combination—"The Masterpiece", with 10 tube chassis having FM and AM bands. This same cabinet style will also be available in an additional model at a lower price, featuring AM and Short Wave bands. A table model FM-AM set is also in production now.

## Davis Concern To Move To New Tulsa Location

TULSA, OKLA., Friday—Announcement is made by Leon Davis, co-owner of the Davis Hardware & Supply Co., that his firm will move from 109 East Third street to more spacious quarters at 14 East Third.

Mr. Davis says the new location will provide twice as much floor space as that now available. He added that the appliance department, on the second floor, will be enlarged to handle Zenith, RCA, Bendix and Admiral radios; Admiral and Gibson refrigerators, and complete lines of small appliances made by Westinghouse, General Electric, Proctor and others.

Associated with Mr. Davis in the operation of the Davis Hardware & Supply Co. is his brother, Elliott Davis. Both are former Army officers. L. J. Barth is store manager. —B.

## Southern Friction Adds Garod and Tone Products

CHARLOTTE, N. C., Monday—Howard Snow, president, the Southern Friction Materials Co., distributor here, announced today that his firm has been appointed distributor for the Garod Radio Corp. in North and South Carolina and for the Tone Products Corp. phonographs and children's records.

These two franchises were formerly held by Mill Distributors, Inc., also of this city, which recently decided to leave the radio and appliance distributing field, he said.

## BANDOLI-McINTYRE CO. EXPANDS OPERATIONS; STAGES CONVENTION

LOS ANGELES, CALIF., Friday — The continued expansion of sales volume, organization personnel, office and display room facilities, warehousing service and scope of lines represented were mirrored in the two-day mid-year convention of Bandoli-McIntyre Co. held recently in the firm's headquarters in this city.

The two days were crowded with intensive reviews of activities to date, studies of future potentialities of the many lines distributed and a comprehensive analysis of the lines for which distribution has been recently acquired. These include the Ingersoll utility unit, Haylo and Southernaire gas heaters.

Newcomers to the growing organization were introduced by Marvin S. Bandoli, president. They included William (Bill) Tyner, former Los Angeles district manufacturer's representative who will now serve as downtown district manager for the Bandoli-McIntyre Co.; Jack Quinn, office manager; the following new district managers, Charles Volz, Long Beach; Walter Block, Pasadena; Allen Murphy, Glendale and O. M. Friedman, Santa Barbara and the manager of the newly constituted Builders Division, Leo Wolins.

Those in attendance at the convention in addition to those mentioned above were V. J. McIntyre, Arnt Olson, Edward F. Hamilton, George Chikar, W. Paul Martin, Chet Crank and two manufacturer's representatives, H. E. Caygill of Southernaire gas heaters and C. H. Hobbs of Haylo gas heaters.

## Employee Suggestion Plan At Stromberg in 40th Year

ROCHESTER, N. Y., Friday — The Stromberg-Carlson Co. employee suggestion system, one of the oldest in the country, entered its fourth decade of existence last week with a record of hundreds of thousands of dollars saved through employee ingenuity in advancing original ideas for improving company production and safety methods.

Much of the success of the system is attributed to the policy of rewarding not only the employee whose ideas is adopted, but also the foreman under whom the employee works, Lee McCanne, vice president and general manager of Stromberg-Carlson, said. The liberality of the system is also a big incentive, he added. Last year the average suggestion award paid to employees was \$93.41. Six workers received \$1,500 apiece.

## New Jackson Concern

JACKSON, MISS., Friday — Cash Hardware & Appliance Company, handling ABC washers, Crosley radios, General Electric appliances, etc., has opened its third store in Jackson at 3237 West Capitol street. Other stores are located at 139 East Amite and 1726 Bailey avenue. —B.

## DR. ZWORYKIN, OF RCA, SAILS FOR MEETINGS IN EUROPEAN CAPITALS

Dr. V. K. Zworykin, vice president and technical consultant of the RCA Laboratories, Princeton, N. J., left New York last Saturday morning aboard the Queen Elizabeth to attend important engineering conferences in Belgium, France and Italy. In addition, he plans to visit technical laboratories in England, Holland and Switzerland before returning to the United States this Fall.

Recognized internationally as an authority on television and electron microscopy, Dr. Zworykin is scheduled to deliver three papers during his European trip. He will represent the National Academy of Sciences at the Liege (Belgium) Congress, September 8, on the occasion of the centennial of the Association of Engineering Graduates of the University of Liege.

During the week of September 11 to 18, Dr. Zworykin will address a conference of the French Society of Electrical Engineers at the Sorbonne, Paris, France, on the subject of "Progress in Television".

As representative of the National Academy of Sciences, the Institute of Physics, and Radio Corp. of America, Dr. Zworykin will attend an international conference of radio engineers at Rome, Italy, organized for the fiftieth anniversary of the invention of radio by Marconi. His address there also will deal with television, covering its latest advances.

## Rochester Meeting Dates Announced

The 1947 Rochester Fall meeting of members of the Institute of Radio Engineers and of the Radio Manufacturers Association Engineering Department will be held again this year at the Sheraton Hotel, Rochester, N. Y., November 17, 18 and 19 according to an announcement last week by Virgil M. Graham, chairman of the Rochester Fall meeting committee and director of technical relations for Sylvania Electric Products Inc.

The meeting will be sponsored by the Rochester Fall meeting committee as usual. Other officers of this committee are Howard A. Brown, vice chairman and H. J. Klumb, treasurer, both with the Rochester Gas and Electric Corp. O. L. Angevine of the Rochester Engineering Society is secretary.

### TRADE ITEM

CLEVELAND, OHIO, Friday—The White Sewing Machine Corp. and Subsidiaries, this city, yesterday announced a net profit of \$382,649 or 79 cents a share of common stock, for the first six months of 1947, contrasting with a net loss of \$28,687 for the same period last year.

## CHICAGO SPEAKER SAYS U. S. A. CAN SUPPLY ALL WAR-TORN AREAS AND THIS COUNTRY WITH RADIOS

WM. J. HALLIGAN, HEAD OF HALLICRAFTERS PREDICTS  
Points to Great Expansion in Facilities Since End of the War—New  
Flash Bulb Announced—Columbia Products, New Windy City  
Distributor—Radio Craftsmen to Show New Products in N. Y.

CHICAGO, ILL., Monday—American industry alone can produce enough radio sets within the next two years to meet the needs of all the war-devastated countries, and still take care of this country's needs, William J. Halligan, president of Hallicrafters Co., said last Tuesday at a luncheon honoring Nelson P. Case, the company's chief engineer, on the eve of Mr. Case's departure for Paris, where he will represent the world's radio set manufacturers at a forthcoming conference of the United Nations Educational, Scientific and Cultural Organizations.

"The radio industry in this country has expanded its production facilities since the war to a point where production is sufficient to take care of all this country's current needs and still produce a tremendous volume for export," Mr. Halligan said. Mr. Case will analyze the survey of the war-devastated areas now being made by UNESCO with their workers in twelve European countries, the Philippines and the Far East, to determine what shortages exist.

"Aside from the need for more materials, equipment and technical personnel in the war-devastated countries," Mr. Case said, "the need for radio sets is something which should concern everyone interested in world peace. Radio, the great universal medium for dissemination of good will and mutual understanding, could be a tremendous factor in reconstruction."

"I am hopeful that UNESCO can find ways and means of providing radios to enough peoples throughout all those nations where wars have festered for centuries. Maybe universal enlightenment that can accompany free

and unfettered use of radio can be the determining factor in preventing future wars."

A boon to photographers, both amateur and professional, are the electronic flash units now making their appearance on the market. They replace flash bulbs, which are usable only once. A series of condensers for one of them—the Reliance "Bantam" portable electronic speed flash—is being manufactured by the Chicago Condenser Corp., 3255 West Armitage avenue, according to Paul Phillips, vice president of the firm.

Mr. Phillips stated that this line of condensers supersedes all others hitherto made, and they contribute toward making a flash unit that is more compact, lighter in weight and smaller in size than anything else yet produced. The flash tube, good for at least 10,000 flashes, and accompanying power unit weigh less than seven pounds, he said. His firm is receiving orders from other flash unit manufacturers for its condensers, and the "Bantam" will soon be on sale in the sixty-four Eastman Kodak stores around the country.

A new distributing firm in Chicago is the Columbian Products Co., 321 W. Division street. Composed of F. R. Merkin and W. K. Fox, this firm is the Midwest distributor for the Olympic Radio & Television Corp. of Long Island, N. Y., and Brunswick Radio of New York. It is the national distributor for coin-operated radios made by the Rod Radio & Mfg. Co. of Chicago.

Columbian Products was formed last June by Messrs. Merkin and Fox, both formerly with the Rulodph Wurlitzer

(Continued on Page 17)

## Import Ban Costing U. S. Radio, Appliance Firms \$10,000,000 Per Year

MEXICO CITY, MEXICO, Friday—The recent import ban imposed by Mexico will cost United States exporters some \$132,000,000 in annual sales, if the ban is continued over a twelve-month period. Mexico last month slapped a flat prohibition on many imports in an effort to conserve her dwindling dollar supply.

Radio sets, phonographs, refrigerators, washing machines, automobiles, trucks and other products are on the list which may no longer be brought into this country.

From the United States, this year's imports of radios and phonographs were expected to total \$10,000,000; refrigerator imports were due to reach \$5,400,000; washer imports \$1,900,000 and auto and truck imports \$92,000,000.

## Cornell-Dubilier Reports Dividends for Two Stocks

PLAINFIELD, N. J., Thursday—The directors of the Cornell-Dubilier Electric Corp. here this week declared a dividend of twenty cents per share on common stock, payable September 10 to stockholders on record as of August 28.

The Fourteenth regularly quarterly dividend of \$1.31¼ per share was also declared on the company's \$5.25 cumulative preferred stock, series A, payable October 15, to stockholders on record as of September 25.

## Assigns Assets

Bertha Kantor, trading as Rutland Radio Repairs, 999 Rutland road, Brooklyn, N. Y. has assigned assets to Louis Markowitz, 164 Linden boulevard.

## RECORD BUSINESS IN FIRST SIX MONTHS IS REPORTED BY CHAINS

WASHINGTON, D. C., Monday—Chain store and mail-order houses maintained record sales levels throughout the first half of this year, the Department of Commerce announced today.

The dollar volume for June was estimated at \$1,966,000,000, about 19 per cent above June last year. This brought the total for the first six months of 1947 to \$11,479,000,000, a gain of 22 per cent over the corresponding period of 1946.

The department's seasonally adjusted composite index of chain store and mail-order sales was 270 for June, as compared with 269 for both May and April (1935-39—100). For June, 1946, the index was 219.

The maximum variation of the seasonally adjusted index from the average for the six-month period this year was 2 per cent. This occurred in January, while variations for the succeeding five months were 1 per cent or less.

The unprecedented level of chain grocery store sales was a major factor contributing to the over-all expansion during the first half of 1947 as compared with a year earlier. These stores increased their sales over the comparable 1946 period at twice the rate recorded for the composite of all chain stores and have held a relatively stable level since January of this year.

## RCA VICTOR PREPARES WALL CHART DISPLAYS

CAMDEN, N. J., Friday—To assist dealers in giving prospects a quick review of RCA Victor's current line of radios, the company's Home Instrument Department has prepared two wall charts, 2½x3½ feet in size, according to an announcement this week by Jack M. Williams, RCA Victor Home Instrument Advertising Manager. The charts show large illustrations of selected merchandise and give brief descriptions of each receiver.

"Charts of this sort are tools of great value to the retailer," Mr. Williams said. "They help him to assist customers in choosing products best fitting their needs and tastes. We have designed these charts to be in effect, catalogs on the dealers' walls and in store windows."

One of the charts is devoted to Victrola radio-phonograph consoles. It describes the RCA Victor Crestwood Series, three other major consoles and the principal features of the RCA Victor line. The second chart covers smaller units including standard broadcast and AM-FM table models, the four portable receivers currently being offered, record players and record player attachments and the popular 65U, table-top combination radio-phonograph with automatic record changer.

*171 miles of*  
**OXFORD SPEAKERS**

OXFORD Speakers: 171 miles

V-2 Rocket: 102 miles

Meteor: 90 miles

Maximum Weather Balloon: 18 miles

National Geographic Balloon: 14 miles

Airplane: 9 miles

Mt. Everest: 5 miles

IF all the OXFORD SPEAKERS sold to radio firms for their 1946-1947 sets to date were laid end to end, they would extend beyond the meteors—over 171 miles into space! and by the year's end, 515 miles!

THE OXFORD SPEAKER has been marketed for over 14 years, and is justifiably famous for its performance and stamina. When the war was over, the worn-out tools and dies were scrapped and replaced with an entirely new set embodying the very latest engineering innovations. The better Jobber who stocks the OXFORD SPEAKERS is therefore sure that he is selling a superlative product and needs no special speaker to meet unusual specifications. He knows that OXFORD SPEAKERS afford the "Maximum Customer Coverage" with only the average Jobber stockpile. This means increased profits because of rapid turnover. That is why he endorses the statement that OXFORD SPEAKERS are the ALL JOBBERS' CHOICE!

**OS/AJC\***

**\* OXFORD SPEAKERS / ALL JOBBERS' CHOICE**

**OXFORD ELECTRIC CORPORATION**

**3911 SOUTH MICHIGAN AVE., CHICAGO**



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## ANNUAL RADIO SHOW IN BOSTON PROVIDES INTEREST FOR TRADE LARGE CROWD IS PRESENT

Many Firms Exhibit Newest Models and Report Abundance of Orders — Spotlight Portables.

BOSTON, MASS., Monday—According to Thomas J. McCue, sales manager of Allied Appliance Co. in an interview at the Bendix Radio booth at the annual Radio Show at the Horticultural Hall last week, said there were approximately 1500 radio dealers registered at the door. The show, according to all of the exhibitors, was a huge success, despite the sweltering weather. It was sponsored by the Radio Wholesalers Division of the Electric Institute of Boston. The general chairman of the committee was William H. Kaiser. Co-chairmen were John F. Burke, George I. Cohen, and Charles A. Stone. Ralph S. Cron, Hollis B. Vaughn and John Dunn made up the General Committee. The Show Arrangement and Rules Committee was headed by Mr. Vaughn, with Emmett D. Ryan and A. S. Hunt. The Publicity Committee was headed by Mr. Stone with Harold V. Jacobson and Carwin R. Savage.

Probably the most unique booth was that of the J. H. Burke Co., Philco distributor as it did not exhibit any radios,

having just recently put on its own showing. Instead was featured the new multi-million Philco advertising promotion. Area papers show Philco advertisements on the new 1948 line over the names of the many Philco dealers in this area. The second concentration of selling effort was on August 13.

Except for those distributors concentrating on small sets or technical electronic units many showed FM radios, and at least a dozen showed actual models or illustrations of Television sets. The average price for a full-fledged TV console was \$700. Technicians were intrigued by General Electric's new "guillotine-blade" tuner unit as used on the ultra-high frequency bands. Another GE highlight was the new No. 140 battery-electric popular priced portable.

Speaking of portables, pencils and order pads were busy booking orders for the new \$20 portable by Emerson at the Emerson Radio booth headed by M. Breckwith and M. W. Rosenfeld.

This season, a very satisfactory portion of top-name radio makers have popularly priced portables, in adequate quantities for all, all of which work unusually well under somewhat tough conditions.

Another new portable was shown by Garod at its booth sponsored by Merchant's Distributors, Inc. headed by Max Katz and A. H. Kessler. Garod's factory representative, James H. Hayes pointed out principal features notably good reception in the difficult mountainous areas of northern New Eng-

land. Like most new Garod models shown, the new portable is very well styled and of actual pocket-size dimensions. Skillful co-ordination with plastics molders by Garod is bound to keep them apace with competition. Walker Electric Supply Co. of Worcester is the new Garod distributor for western Massachusetts, and Twin-State Electric Supply Co. of White River Junction, Vermont sells Garod in Vermont and upper New Hampshire.

A roster of radio manufacturers and distributors having booths at the show includes:— Arvedon Electric Supply Co. (Meck); Bigelow & Dowse Co. (Farnsworth and Wilcox-Gay); William H. Burkhardt (Sparton); Demambro Distributors, Inc. (Stewart-Warner); John Dunn, Inc. (Clarion); The Eastern Co. (RCA Victor); Hunt-Marquardt, Inc. (Lear); Major Appliance Corp. (Mapestic); Massachusetts Gas & Electric Lt. Supply Co. (Fada); Metro Distributors, Inc. (Motorola); Milhender Distributors, Inc. (Sonora); Northeastern Distributors, Inc. (Zenith); Northern Distributors, Inc. (Webster and Hallcrafters); Signal Distributors, Inc. (Automatic); United Distributors Inc. (Admiral); Wahn Distributors (Crosley), and Westinghouse Electric Supply Co. (Westinghouse).

A more thorough outline of the new products shown by the Show exhibitors will be made later. —FRANK PRAY.

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

## W. C. Erbacher Manager Of New Goodrich Store

SCHENECTADY, N. Y., Thursday—The new B. F. Goodrich Co. store at 138-120 Brandywine avenue, here, will be managed by W. C. Erbacher, a member of the Albany district staff of the B. F. Goodrich Co. and a resident of this city for more than 30 years, it was learned here this week.

A complete line of radios for car and home, phonographs, Admiral refrigerators and Thor washing machines will be carried by the store which also has a tire and auto supply and a sporting goods department.

## LaSalle & Koch Names Poling To Tiffin Post

TOLEDO, OHIO, Friday—The management of the new store of LaSalle & Koch in Tiffin, scheduled to open this month, announced this week that Wilson Poling has been appointed manager of appliances, floor coverings and furniture.

## Opens New Store

ST. LOUIS, MO., Friday—Marshall H. Vacil has just opened the Appliance Arcade in Hampton Village, here. This new retail outlet features radios and appliances. Mr. Vacil was formerly with the appliance department of the Stix, Baer & Fuller department store.



A Quiet  
Fellow  
NOW GOING  
PLACES!

BECAUSE OF his build, character and quiet performance, Astatic's Mr. "Q.T." Pickup Cartridge has earned the confidence of many leading radio-phonograph engineers and manufacturers, and is now "going places" as a vital unit in the newest, high quality-type record players. This is true because the "QT" Cartridge is equipped with a MATCHED Needle, possessing all the qualities of a permanent needle yet having the advantage of being REPLACEABLE. This provides assurance that the original quality of reproduction shall be maintained throughout the life of the cartridge regardless of the number of times the needle is replaced. "QT" Needles are available with precious metal or jewel tip, and may be easily inserted or removed when replacement is necessary. Special literature is available.



BUY DIRECT FROM THE FACTORY



1 Tube & Rectifier

POWERFUL AMPLIFIED PHONOGRAPH

- 5" ALNICO SPEAKER
- ALLIANCE QUALITY MOTOR
- HIGH FIDELITY PICK-UP
- 2 TONE WASHABLE LEATHERETTE CABINET

DEALERS  
NET  
PRICE!

Lots of 12 . . . \$9.95

Lots of 6 . . . \$10.45 Lots of 3 . . . \$10.75

F.O.B. Factory Net—10 days to rated accounts—others—check with order

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PHONE!

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2999 Third Ave.

New York 55, N.Y.

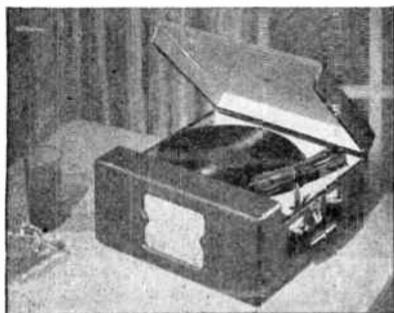
## DISTRIBUTOR SHIFT AND CHANGES IN PERSONNEL MADE IN DETROIT AREA

DETROIT, MICH., Monday—Several changes in distribution and of personnel were the order of the day in Detroit as August ushered in the hottest weather of the year.

Major change in distribution was the switch made by Columbia Records from Philco Distributors to Buhl Sons Co., one of the largest appliance distributors in the Detroit area, and was local jobber for RCA-Victor some years ago. Buhl is at present distributing Bendix automatic washers, Crosley Shelvador and Crosley radios as well as smaller type appliances of all kinds. All appliance sales have been headed by Jack Morey who has been associated with radio and appliance sales for many years.

The new record set-up will be managed by C. R. Armstrong and a competent staff of salesmen recruited from experienced salesmen well known to the trade. In a bulletin issued by Philco Detroit, John Hawkins, local general manager, stated that it was the hope that dealers would offer the same support to Buhl that Philco had enjoyed during the years it was Columbia record distributor.

Another major change was announce-



**ULTRATONE**  
PHONOGRAPHS

DISTRIBUTED IN  
**NEWARK**

Area  
BY

**E. B. LATHAM & CO.**  
Newark 2, New Jersey

MANUFACTURED BY

*Audio INDUSTRIES*  
MICHIGAN CITY, INDIANA

ed recently when Charles Strawn, manager of the local RCA-Victor Distributing Co., announced his resignation from the company. Mr. Strawn is probably the best known figure in radio in Detroit circles and has been associated with various distributors in this territory for over twenty years.

Replacing Mr. Strawn, is Lawrence Kanaga, who comes to Detroit with a great deal of managerial experience, gained from his former employment with Montgomery Ward in Chicago.

Other changes made recently were as follows: Charles Petzold former Detroit manager for Capitol Record Distributors has been transferred to the Chicago office and will manage the Chicago branch for Capitol. He was replaced by Hugh McKinley. Walter Ruthenberg sales promotion manager for RCA-Victor Distributing Co.'s local office, has resigned to accept the position of national sales manager for the Bonot Co. manufacturers of the Rubyat needle. Mr. Ruthenberg will take up residence in the East as soon as all arrangements are completed.

—LON ALLISON

## C. E. DEANE JOINS EASTERN AMPLIFIER

C. E. Deane has joined the Eastern Amplifier Corp., New York as a sales engineer according to an announcement made here yesterday by Gerson Lewis, Eastern's sales manager.

Mr. Deane, a veteran in the broadcasting, wired music, and sound engineering fields, formerly was associated with the Western Electric, David Bogen, Amertran and Regal Electronics organizations.

Mr. Lewis also reported that Terwilliger Sales, manufacturers' representative of 3527 Broadway, Kansas City, Mo., had been appointed to cover the States of Iowa, Nebraska, Colorado, Wyoming and Utah.

## RCA's Tube Department Issues Sales Aid Folder

HARRISON, N. J., Thursday—A new sales aid folder, illustrating and describing the complete line of promotional pieces and displays, prepared for the radio dealer and serviceman, was announced this week by the RCA tube department.

Described as a catalog from which the radio dealer and serviceman can select store display material or mailing pieces, or otherwise plan a complete business-getting program, the new folder describes thirty-two separate items ranging from counter and window displays to mats for advertising.

The Graybar Electric Co. has appointed merchandise managers for all Hotpoint branches. Manager of the Allentown division will be A. C. Brydler, while C. S. Coleman will handle Harrisburg business. L. O. Crocker will be in charge of merchandising for the Williamstown sector.

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

# 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-8050

## M. Dorhoffer, Injured; Cosmic Sales Manager

Murray Dorhoffer, sales manager of the Cosmic Radio Corp., New York condenser manufacturer, while visiting the trade in Baltimore, recently, fell down a flight of stairs and was injured. He is now up and around after a short period of convalescence.

Nat Hyman, president of the Cosmic firm reported that "Billy," well-known trade personality, will again be answering the phone at the Cosmic firm. "Billy" who left the Cosmic firm five

years ago is once again a part of the organization.

## Additional Distributors Named by Seeco Records

Sidney Siegal, of Seeco Records, Inc., New York today announced the addition of two distributors to market his line of Latin recordings.

In New York, the Broadway Distributing Corp., 313 West Fifty-seventh street, and for Pennsylvania, Delaware, and Maryland the Kayler Distributing firm of Philadelphia, have been named.



MODEL 63C  
Magnet weight 1.47 oz.  
V.C. Impedance 3.2 ohms

## PERFECTION

### Permanent Magnet Alnico 5 SPEAKERS

The Quality Line for High Fidelity

- For radios, inter-com, or P.A. systems
- Large capacity, compact proportions
- Ruggedly built for long service

Write

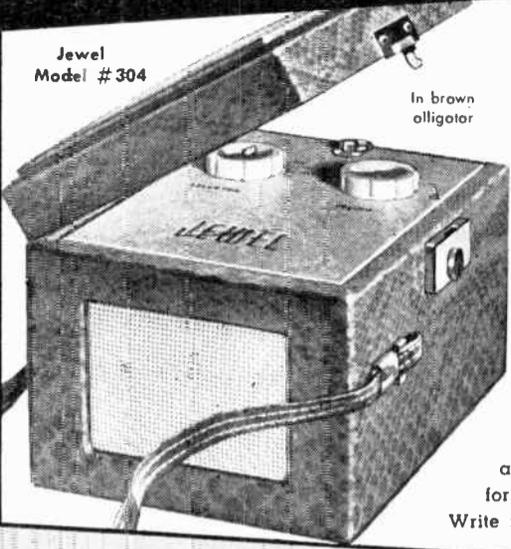
for catalog and specifications!

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



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

*What Features!  
What Style!  
What Performance!*



- 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 LCW!** 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.

**NEW STORE AND SERVICE CENTER OPENED BY DELANEY'S ALABAMA RADIO, APPLIANCE CHAIN**

MOBILE, ALA., Friday—The addition of a new retail showroom and service center by Delaney's, Inc., a radio, appliance and auto supply chain which now operates six stores in this city, was recently announced by E. E. Delaney, president.

Erected at the cost of a quarter of a million dollars at the corner of Broad and Dolphin streets, the new store is

completely air-conditioned and has a 250-foot, ground level plate glass window extending along its entire frontage, it was said. It is equipped for "live demonstrations of radios, washing machines, ranges, dish washing machines and home freezer chests. All products sold by the store are installed and serviced by Delaney's maintenance and repair department.

Besides the stores in Mobile, Delaney's Inc., has branches in Birmingham and Montgomery. The chain was started in 1942 by Mr. Delaney who had been an appliance salesman in this area since 1927.

A heavy advertising campaign to publicize the new store was started a month before the opening date. All three local radio stations, two local newspapers and outdoor billboards were used in the campaign. Fifteen thousand visitors were entertained at the recent opening ceremonies, all receiving one-half dozen water tumblers as free gifts. A Maytag washer was awarded as part of the ceremonies.

Total sales at all stores equaled \$2,000,000 in 1946. A \$3,000,000 gross is expected this year, firm officials state.

Terming the recently opened outlet as, "only the beginning of our expansion program," Mr. Delaney declared that the chain now has a staff of 200 highly trained sales people and service personnel, all of whom are potentially capable of starting and operating other stores as soon as opportunities arise.

Besides several leading radio lines, the stores carry Kelvinator refrigerators, Maytag washing machines, Bendix Home Laundries, "Home Freezer" chests and a full line of electric and gas appliances.

**End of Installment Buying Controls Hailed by Trade**

NEW BRITAIN, CONN., Friday—The ending of price controls on installment buying effective November 1, will be acclaimed by the vacuum cleaner industry as "an effective factor in continuing record sales levels," Bret C. Neece, president of the Vacuum Cleaner Manufacturers' Association and vice president of Landers, Frary & Clark, declared here today.

"This is basically a time-payment business and the industry was developed in prewar days largely through the wide use of credit installments," he said. "The increased volume made possible in this way led naturally to plus values for consumers."

**Solar Omits Dividend**

Paul Hetenyi, president of the Solar Mfg. Corp., announced last week that the company has omitted the regular quarterly dividend of 13¼ cents a share on the outstanding series A convertible preferred stock.

**Sperti Firm Acquires Faraday Electric Corp.**

CINCINNATI, O., Friday—William H. Albers, chairman of the board of directors of Sperti, Inc., this city, today announced the second major acquisition by that corporation within a week, in the purchase of the Faraday Electric Corp., a nationally known manufacturer of electric products located at Adrian, Mich.

The actual purchase price of the Faraday firm was not disclosed but reliable sources estimate the assets of that company at \$1,500,000.

Eugene Olson, Michigan capitalist and president of the Sterns Manufacturing Co., of Adrian, and Rensselaer Clark, automobile body manufacturer, have joined the new Sperti subsidiary and will take an active part in its management.

**Emerson RADIO**

Headquarters for Northern Illinois

For Details of the Emerson Dealer Franchise Consult

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

*New Jersey* **NEWARK** DISTRIBUTOR

**Sentinel SELLS!**



and **EASTERN SELLS SENTINEL!**

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

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

# Leadership Since 1916

**R**ADIO and Television WEEKLY is often called by leading members of the trade "The Bible of the Industry." We are very proud of this description. Ever since our first edition—back in 1916—we have striven to maintain this position. It is, therefore, no wonder that copies of "The Trade's Only Weekly" can be found either on the desks of radio executives or close at hand.

Wide-awake manufacturers, distributors, retailers and other members of the radio and electronic trade, who are constantly aware of the importance of keeping abreast of trade news, years ago formed a habit of awaiting arrival of the WEEKLY.

News is always interesting. That is why we strive to fill every issue of RADIO and Television WEEKLY chock full of news. Way back in 1916, RADIO and Television WEEKLY was the only weekly newspaper in the talking machine industry and as that business was gradually merged with the infant industry that became known as Radio, the WEEKLY kept pace with the developments in this field. RADIO and Television WEEKLY carried on all through both World Wars and "The Trade's Only Weekly" continues to be the most potent force in the distribution of "trade news right when it happens."

Since it is the **ONLY** weekly newspaper in the field, and by far the most closely read by outstanding men in the industry, it is no wonder that it is recognized as the No. 1 advertising medium in the industry today.

## For Timely or Spot Announcements

Manufacturers—There is only one medium that can reach the trade just when you want to announce new models, release a distributor appointment, inform the trade of delivery dates . . . and dozens of other important vital matters pertaining to your business.

Check with us for details of this "last-minute" service.

# RADIO and Television WEEKLY

99 Hudson Street

New York 13, N. Y.



**Distributed Exclusively by**

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

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

**ARVIN-SALMANSON CO., INC.**  
 2126-30 EDMONDSON AVE., BALTIMORE 23, MD.      WASHINGTON, D. C.  
 GILmore 7552      959 Selim Road, Silver Spring, Md.  
Maryland, District of Columbia, Lower Delaware and Adjacent Virginia and West Virginia Counties



## PIONEER ELECTRICAL STORE IN DENVER IS MARKING ANNIVERSARY

IN BUSINESS FIFTY YEARS

"Jack's" Turns Back Profits to Customers During Celebration —Appliance Sales are Heavy.

DENVER, COLO., Monday—"Jack's Jubilee Days," month-long celebration of fifty years in business for Jake Hayutin, proved to be one of the most successful events in the history of Mr. Hayutin's group of stores.

Keynote of the celebration was the turning back of profits to customers during the Jubilee Days in an endeavor to help bring the country's price struc-

ture into balance. As one of the first merchants in the region to sell goods at cost and below in compliance with the President's plea for lower prices at that time, "Jack's Jubilee Days" was given much local and national publicity.

During the celebration, Mr. Hayutin personally visited his many enterprises, which sell radios, refrigerators and all types of electrical appliances, sporting goods and wheel goods and furniture. They include Jack's of Denver; Jack's of Los Angeles; Jack's Wilshire; Jack's of Catalina Island; Jack's of Cheyenne; Summit Supply Co.; Mork-Summit Supply Co.; Lito's Furniture, in Denver, and Jake's Bicycles in Denver.

The Parker Co. announces August 24 as the opening date for putting the Majestic new Wire Recorder on the market and will spread out from this point. The company will have various launching dates over its territory later. Along with this the dealers will have

the new models of the 1948 Majestic line of radios.

R. E. Williams, manager appliance division of the company, said, "We have every reason to believe that the entire Majestic line will create a sensation in the radio field before the year of 1947 has come to a close. This Majestic has the new St. George wire recorder, it has a radio, record player and can record both the radio and the recordings on the wire as well as voice over the microphone, being five features.

Deliveries of refrigerators, washers and electric ranges, Mr. Williams said, were still critical, although it looks as though it is possible that before the year is out, Universal as well as Coolerator will be making deliveries in much larger quantities than has previously been possible.

According to A. P. Grill, manager of the Montgomery Ward appliance division, it will be some time before the company is caught up on deliveries of washing machines, refrigerators and sewing machines. Radios, he said, have reached the saturation point and are now definitely in a competitive market. A carload of refrigerators, however, lasts about half a day, with no advertising or notifying of the trade.

There is a heavy country trade on electric stoves and other types of electrical appliances, with a growing demand as electricity becomes available to more and more localities.

The E. J. O'Connor & Co., wholesale distributor of McCray refrigerators, reports that equipment is coming in very satisfactorily now because of the new facilities for output at the factory, which has been gradually expanding. Mr. O'Connor said that during its fifty years in operation, the factory has maintained the same high quality. He said that the company is now putting out a new type of refrigerator counter which is entirely different from anything else on the market, and which he expects to meet with high favor here. Being operated by air instead of coils as formerly is a new feature which he believes will be popular.

Lito's Furniture & Radio Store reports a heavy demand for Philco and other popular brands of refrigerators, but is not able to get enough of them. Lito Gallegos, manager of the company, said they were the biggest sellers of two-tub Dexter washing machines in Denver.

Bruce H. Evans, manager of the Decca Distributing Co., reports that the company is catching up with the demand.

A new supply of carrying cases for

records is being featured. These are made of strong material in colors, have double handles for carrying and have sections for twenty-four records. Mr. Evans said these were good sellers at retail stores and he expects to sell quite a number this Fall as gifts. Members of the coin industry, he said were good customers for records. One of the most popular records at present is "Feudin' and Fightin'."

The W. T. Grant Co. is featuring Grantline radios in variety, Portable phonographs in leatherette cases are priced at \$41.60, in leatherette and plastic at \$32.90.

—FRANCES CONREY

## Southern Wholesalers In New Headquarters; L. W. Hollis Joins Firm

JACKSON, MISS., Friday—Southern Wholesalers, Inc., distributor of Crosley products and other appliance lines, celebrated its second anniversary recently by moving into new headquarters at 333 South Farish street, this city.

The new home is substantially larger than the former headquarters and provides facilities for a complete distributing operation. It is a modern building in every respect.

Louis W. Hollis, veteran in merchandising, has joined Southern Wholesalers as vice president, general manager and secretary. Syd D. Camper is president of the firm, with W. S. Renfrow as merchandising manager.

Mr. Hollis comes to Jackson from St. Petersburg, Fla., where he operated the Mercan Corp. of New York for three years. He was formerly for twenty-one years associated with the S. H. Kress & Co. variety stores.

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

## 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.

**NOW!** END WORRY... MESS... UNCERTAINTY OF STORAGE BATTERIES!

Enjoy

PERFECT Radio Reception When Servicing Car, Marine and Aircraft Radios!

New **Electro**  
ELECTRICAL AND RADIO EQUIPMENT

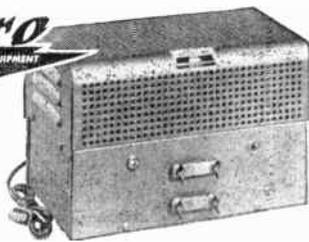
Model "A"  
**POWER SUPPLY**

DC Output

Operates latest type auto radios with solenoid tuning and tone controls . . . also 12 volt marine and aircraft radios.

Height, 7 $\frac{3}{4}$ "  
Width, 7 $\frac{3}{4}$ "

Length, 11 $\frac{1}{4}$ "  
Ship. Wt. 31 lbs.



Always dependable! Reserve power a-plenty! Big, heavy duty transformers and chokes — large capacity condensers, for exceptional voltage regulation — instantaneous power for solenoid operation. Two separately filtered DC output sources: in parallel supply 6V at 15 amps. series, 12V at 7 $\frac{1}{2}$  amps. Separately 6V at 7 $\frac{1}{2}$  amps.

Compact, Sturdy. 18-gauge steel construction. Handsome blue Hammerloid finish. Comes completely equipped including 6' rubber cord and plug. Vastly superior and costs no more than batteries for equal service.

Send for complete description of this up-to-the-minute power supply.

**ELECTRO PRODUCTS LABORATORIES**

Pioneer Manufacturers of Battery Eliminators

549 West Randolph Street

Chicago 6, Illinois

## EXCELLENT MARKET FOR APPLIANCES AND RADIOS "DOWN EAST"

EASTPORT, ME., Monday—This is the most eastern point of land in the United States. Burr's, 90 Water street, has a stranglehold on radio retailing here through the simple expedient of securing the agency for most of the nationally known receivers. They missed on one line, so there is another shop that handles that.

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

R. A. Burr owns a good many of the buildings in this block. He started with a jewelry shop forty-two years ago and switched to radio and electric some twenty-five years ago. Mr. Burr, Jr., is back in the store after three years with the 8th Air Force in England where

he married an English girl and brought her to the United States.

Agencies handled by Burr include Philco, RCA, Farnsworth, Zenith, GE, Emerson, Motorola, Stromberg and Westinghouse. It also sells the Naxon Beanery, made by the Naxon Utilities Corp., Chicago. Though Maine housewives still like to cook their own beans, and lumbermen cook them in the ground, a goodly number like this new electric method of baking or steaming.

Many Canadian fishermen from Grand Manan, Campobello and Deer Islands bring their catch to the Eastport canneries. Many of them buy American-made radio sets. There is practically no ship to shore equipment on the fishing fleet. But they do have a special radar device, developed in war days, that locates schools of fish, the depth and practically counts 'em too.

Local interest is high about the Quoddy Project. It is this week up for sale and then the Passamaguddy Project, Roosevelt brain-child, will be a thing of the past. The Down Easterners hope that it will be used for a school and bring in two or three thousand more people into the region.

Burr's also handles Easy and Thor

washers and ironers: Columbia and Roadmaster bicycles: Florence gas and oil combination stoves: GE vacuum cleaners, Coleman heaters, Remington guns and ammunition. Smithrafter (Chelsea, Mass.) fluorescent lighting fixtures, Sunbeam Mixmasters and Hamilton Beach electric mixers and lots of batteries and accessories.

The store is currently selling out its phonograph records in order to devote more space to radio. It stocks a limited amount of fishing tackle. There is no interest in FM or television. The nearest stations are one in Bangor, Me., and another in New Brunswick, Canada.

Summer portable battery sets are in good demand, falling off through the Winter months. The store farms out its service work because of space limitations. At the moment, table combinations far outsell other models. Second is the small table models including plastics, Houses "Down East" are solid and substantial and chockful of old-style furniture. However, the natives show no particular preference towards any particular kind of radio cabinet finish.

Burr's at Eastport is a typical "Down East" radio shop. It does a good year 'round business, with a decided upward trend in Summer months when vacationers arrive. There is no price cutting evident in the trade in this part of the country.

It has taken ten weeks to reach here. So now for the trip back to the West Coast. At Pembroke I stopped to see Bert Morang, who handles three or four nationally known radio brands in his locality. Then to West Pembroke to say hello to U.S. Senator H. Styles Bridges, one time governor of New Hampshire. It is his first trip here in nine years. He was born in the Bridges Manse, in West Pembroke, a couple of doors from the house where my grandfather lived and where my mother was born.

During the month in New England I spent two weeks on boats and visited a score or more of islands. But none of them have radio shops. The trade is handled from the mainland and is mostly a Summer deal.

### New Electrical Firm

MIAMI BEACH, FLA., Monday — Kool-O-Matic Corp., Miami Beach, has filed articles of incorporation with the Secretary of State. The new corporation, with capital stock of 500 shares, no par, will deal in air-conditioning equipment.

Harry Zukernick, Susan B. Zuckernick and Dorothy E. Sathre were listed as the incorporators.

### Sentell Opens New Store

KNOXVILLE, TENN., Monday — Sentell Bros. have opened a new hardware store at 3023 Sutherland avenue. The new firm will carry a complete stock of radios, fans, household items, small electric appliances, etc., it was stated. —B.

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

# Where Do Little Battery Plugs Come From?

**IMMEDIATE DELIVERY**



J.F.D. is today one of the foremost manufacturers of popular battery plugs in America. Huge production facilities enable us to make IMMEDIATE DELIVERIES on all of the popular type replacement and general purpose battery plugs now in use, in quantities LARGE or SMALL!

Our engineers are glad to help with special plug problems.

WRITE FOR DESCRIPTIVE LITERATURE

## Jobbers' Assortment

MODEL BP-2000

Contains 2000 battery plugs. All types, properly assorted according to demand. Housed in 2-drawer all-metal cabinet. All technical data, battery plug schematic diagrams, and "Locator Chart" included. Room for 3000 plugs in this cabinet!

Metal Cabinet is FREE

Model BP-2000 List Price Value \$235.85

## Famous Servicemen's Kit

MODEL PB-100-MC

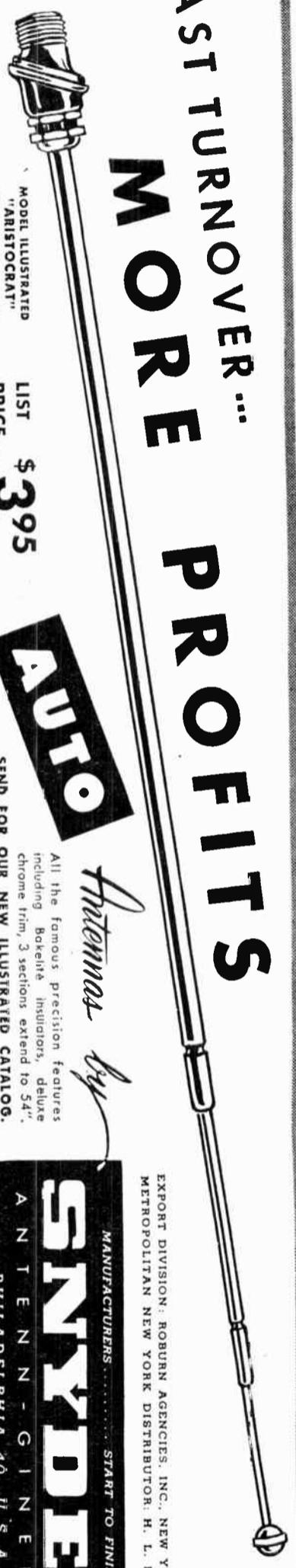
J.F.D.'s most popular kit with radio servicemen and dealers. Contains an assortment of 100 battery plugs, for practically every plug-in battery, including plugs with Fahnestock-type clips. Useful technical bulletin and plug schematic diagrams included. Housed in attractive metal box with hinged top. Can hold up to 300 plugs!

Metal Container

Model PB-100-MC List Price Value \$12.22

**J.F.D. MANUFACTURING CO.**  
4109-4123 FORT HAMILTON PARKWAY, BROOKLYN 19, N. Y.

# FAST TURNOVER... MORE PROFITS



MODEL ILLUSTRATED "ARISTOCRAT" TOP COWL TC-3

LIST PRICE... \$3.95

## AUTO Antennas by SNEYDER

SEND FOR OUR NEW ILLUSTRATED CATALOG.

MANUFACTURERS... START TO FINISH

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

ANTENNA ENGINEERS PHILADELPHIA 40 U.S.A.



### STRAVINSKY RECORDS FOR RCA VICTOR FIRM

CAMDEN, N. J., Wednesday—Signing of Igor Stravinsky, famous Russian-born composer and conductor to an exclusive RCA Victor recording contract was revealed here last week by James W. Murray, vice president in charge of RCA Victor Record Activities.

Under his contract, Mr. Stravinsky will conduct recordings of his own compositions with a specially assembled orchestra. An RCA Victor spokesman stated that he will make his initial recordings in Hollywood in September.

A further announcement confirmed the signing of Virginia MacWatters, young American coloratura soprano, to an exclusive RCA Victor Red Seal recording contract.

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

### Gordon MacRae, Vocalist, Signs Capitol Disc Pact

HOLLYWOOD, CALIF., Monday—Capitol Records, Inc., this city, last week announced the signing of Gordon MacRae, baritone vocalist, to a long term recording contract.

Capitol stated that MacRae's first recordings will be available to the dealers in the early Fall.

Latest rainbow Hit Album  
"Romeo Loves Juliet"

**RAINBOW RECORDS, Inc.**  
156 West 44th St., New York, N. Y.

### CAPITOL RECORDS HAS NEW SCHOOL PACKAGE

HOLLYWOOD, CALIF., Monday—In preparation for its Fall merchandising, Capitol Records, Inc., this city, has available for early September, releases to its dealers its "Back To School" package.

The package has two albums "Benny Rides Again" by Benny Goodman; Campus Classics" starring the King Cole Trio, Johnny Mercer, The Pied Pipers, Stan Kenton, Ella Mae Morse, Benny Goodman, Paul Weston, Matt Dennis and the Dinning Sisters.

The package also consists of a colorful window display based on the college and high school theme.

### APOLLO PAYS TRIBUTE TO LATE PRESIDENT

A documentary recording in tribute to the late Franklin D. Roosevelt by Josh White will be released during the month of August, it was reported by Apollo Records, Inc., New York.

Entitled "The Man Who Couldn't Walk Around," this single disc will be backed by a radio and publicity campaign. Proceeds from the sale of this record will be turned over to the Franklin Delano Roosevelt Memorial Fund for the National Foundation for Infantile Paralysis.

### Charles Spadone Named To Columbia Sales Post In Midwest Territory

Charles Spadone has been appointed to the sales department of Columbia Records, Inc. as manager of District No. 6, it was announced last week by E. P. Eldridge, director of personnel.

Mr. Spadone was formally in the advertising department where he was in charge of service to radio stations. Covering the Grand Rapids, Cleveland Toledo and Detroit territories, he has replaced F. E. Cross, who is no longer associated with the company.

Albert B. Earl, assistant advertising manager of Columbia records, is now in charge of all radio activities for the company.

### "ROMEO" SET CURRENT HIT OF RAINBOW FIRM

Rainbow Records, Inc., New York City, is currently merchandising its latest hit album "Romeo Loves Juliet" through thirty distributors from coast-to-coast according to an announcement made by Harry Fromkes, Rainbow president.

The album which had its D-Day on the disc jockey programs on July 18, has been reviewed and praised by over 300 disc jockeys. The promotion campaign launched on the 18th was supervised by Eddie Heller, vice president in charge of sales.

Mr. Fromkes added that Rainbow still was doing a big job on the "Tribute to Glenn Miller Album."

### EASTERN BRANCH IS OPENED BY EXCLUSIVE

HOLLYWOOD, CALIF., Wednesday—Opening of the Eastern Branch of Exclusive Record Distributors, Inc., at 541 Avenue of the Americas, New York, is currently being supervised by John Blackburn, West Coast manager and Lawrence Berk, auditor.

The branch opened for the purpose of giving better service to its Eastern distributors and dealers, becomes the third company-owned distributor. Exclusive also has its own outlets in Los Angeles and San Francisco.

### Duotone Making Needles For Varied Groove Widths

The Duotone Co., Inc., New York, is now manufacturing sapphire-tipped phonograph needles in the six sizes needed to fit records manufactured throughout the world, Stephen Nester, president announced last week.

Needles of different sizes are needed for records made prior to 1940 and for the European records which are now widely distributed in this country. Special needle sizes are also necessary for some American records produced during the war because there was a tendency on the part of American manufacturers to press more records than normal from the same stamper, thereby causing wider grooves.

A COMPANY IS KNOWN BY THE COMPANY IT KEEPS

**TEMPO** *Record Company of America*

**SALUTES ITS DISTRIBUTORS!**

A New Addition  
To Our Select Group of  
50 Distributors

We Are Proud To Announce

The Appointment of

## RAINBOW RECORDS

156 W. 44th STREET • NEW YORK 18, N. Y.

As Distributors In  
THE NEW YORK AREA

for

## TEMPO Custom Made Records

Offering  
The Finest  
In Recorded  
Entertainment



Direct  
Electronic  
Process of  
Recording

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

### HIT the MARKET WHILE IT'S NEW

This fully automatic record changer opens an entirely new market—limited only by the number of radios in service. The Model 401 comes complete, with base of harmonizing walnut and maple. Hook in the changer lead, plug the cord in at the nearest outlet, and get these six unmatched features . . .

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



Model  
**401**  
**\$52.50**

**VM CORPORATION**  
BENTON HARBOR • MICHIGAN

Ask for Bulletin RT-3

# CHICAGO SPEAKER SAYS U. S. A. CAN SUPPLY ALL WAR-TORN AREAS AND THIS COUNTRY WITH RADIOS

WM. J. HALLIGAN, HEAD OF HALLICRAFTERS PREDICTS

Points to Great Expansion in Facilities Since End of the War—New Flash Bulb Announced—Columbia Products, New Windy City Distributor—Radio Craftsmen to Show New Products in N. Y.

(Continued from Page 8)

Music Co. here. Mr. Fox was, prior to the formation of Columbian, assistant manager of the big Wurlitzer store on Wabash avenue, while Mr. Merkin had formerly been in the sales department.

Stan Fremont, radio sales manager of the Sampson Co., Bendix distributor here, is elated over the way the Bendix step-table radio is moving. He is especially pleased over the promotion given this model by Carson Pirie Scott & Co. in its big Loop store, to the accompaniment of a continuous showing of the set in one of the store's windows, plus generous use of display space in the newspapers on the last two Sundays. Also moving well are three other Bendix receivers—the models 1518 and 1519 Regency "Swing-a-Door" sets, and the de luxe companion receivers in the same cabinet, with three bands and two electronic tone controls.

The hot weather that hit a good share of the nation, starting early in August, has been unquestionably responsible for a slowing down in business generally. However, it was good for a laugh in at least one respect, it being provided by Lynn Stewart, president of the Lynn Stewart Co. of Chicago, distributor of Arvin radios and an extensive line of appliances of various makes.

Speaking of electric fans, Mr. Stewart said: "Before this heat wave hit us I was afraid I was going to have to sleep all Winter with a big stock of fans. But the heat came, and in less than a week we sold over 3,000 of them, and have less than 300 on hand now, with orders rolling in. I'm afraid to take one home to keep myself cool, for fear one of our dealers will catch me holding out a fan on him."

Scheduled for their first showing at the Frequency Modulation Association

meeting in the Roosevelt Hotel, New York City, September 12 and 13, Radio Craftsmen, Inc., of Chicago have announced two new products of interest in the FM field.

One is the model TU6 AM-FM tuner. It is of eight-tube construction, utilizing all miniature tubes, and with on-and-off phonograph and television switches, band switch for AM-FM, and tuning control. Special features include an automatic frequency control, making the tuner free from the usual drift, and tuning like a standard broadcast receiver, with only one response point. It has a large edgelighted slide rule type dial, calibrated in megacycles on FM and in kilocycles on AM.

Specifications designate a tuned RF stage for FM, RF amplifier for AM, five-gang tuning condenser, frequency range for FM of 88-105 mc and for AM of 550-1600 kc. The chassis is of polished chrome. The tuner is built for 105-125 volt AC operation, has a built-in loop antenna on AM and a built-in dipole antenna for FM, and separate IF transformers for Both AM and FM.

A phonograph input is provided on the chassis for playing records, and a television input as well.

"This equipment", stated Byron L. Friend, vice president and general manager of Radio Craftsmen, "has been designed and engineered for people who wish custom installations and for music stores that wish to install in their own cabinets, to be sold under their own names. It is built for the listener who enjoys the finest in music. We will make deliveries on these tuners in September."

The other item announced by this firm is the model AK-20 high fidelity amplifier, for use with AM-FM tuners, record players, recording, television sound, etc. It has an edge lighted dial and cabinet escutcheon, and is intended for use in custom-built installations

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

where maximum performance and beauty are desired.

Special features include six tubes; 105-125 volt AC operation; two separate input channels, high impedance, with self-contained equalizing network for low frequency compensation, intended for use with a crystal type phonograph pickup or a crystal microphone and low impedance, intended primarily for AM-FM tuner input or for magnetic type phono pickup.

Output is twelve watts undistorted, twenty watts maximum; four, six, eight, fifteen and 500 ohm output taps available for feeding one or more

speakers. Output is also available for recorder, and uses two 6V6 type tubes in push-pull. Frequency response is flat plus-minus one db, from thirty cycles to fifteen kilocycles; overall gain, eighty db.

The controls, all continuously variable, are: off-on; volume; bass, boost and attenuate; treble, boost and attenuate. The chassis is polished chrome, and the amplifier has been engineered to bring out the true beauty and clarity of FM music and to faithfully reproduce the new vinylite recordings.

—W. D. MORRIS



*One of America's Great Distributors*

## KRICH-RADISCO

INCORPORATED

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

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 Darby"*



## CLEVELAND, OHIO

**E. A. Brown Gets Emerson  
Bendix Drive Launched  
Appointments Announced**

CLEVELAND, O., Monday — Edgar A. Brown, Inc., recently took over distributing of Emerson radios in the northern Ohio territory, according to Edgar Brown, head of the firm. Originally a distributor of automobile accessories, this firm entered the radio and appliance distributing field several years ago.

Kenneth M. Seymour is continuing as appliance sales manager, and two new men have been added to the sales staff, John T. Grentzer and Richard Chase.

Immediate deliveries are being made on all of the new 1947-48 line of radios, Mr. Brown said.

Northern Ohio Appliances, Inc., invited 500 of its dealers and sales personnel in to a buffet supper at Hotel Carter recently, to announce the beginning of a million dollar sales drive on Bendix laundry products. W. A. Becker, regional sales manager of Bendix Home Appliances Inc. at South Bend, Ind., was present at the meeting to explain how retail and wholesale salesmen can participate.

Northern Ohio Appliances, as a promotional project, broadcast Cleveland's annual "Soap Box Derby" announcing

it as a courtesy of Bendix dealers and gave a Bendix deluxe home laundry to the winner.

A new line, recently taken on by the firm, is the Mertland electric water heater, made by the V. M. Hedges Mfg. Co. of Chattanooga, Tenn.

Wylie M. Coe is the new sales manager of the Arnold Wholesale Corp., according to a recent announcement by Robert C. Hager, president. Mr. Coe, who has been engaged in sales work for the firm for the past year, will relieve vice president E. C. Forster of his sales responsibilities which he formerly handled along with his other activities.

Mr. Coe is familiar with both the wholesale and retail angles of home appliance selling. He was for ten years, a sales representative for Strong, Carlisle & Hammond Co. of this city, and previously was connected with large retail establishments in New York and Cleveland. Mr. Hager also announces the appointment of Arthur G. Kemp as the most recent addition to Arnold's sales staff.

Mr. Kemp has been engaged in the appliance and radio sales field for the past twenty-two years, having spent the past 12 years with the RCA Victor company.

Arnold distributes Zenith, Norge and Youngstown kitchens in northeastern Ohio.

Robert Sealand, owner and operator of the Sealand Radio and Appliance Service in Bay Village, died recently at his home. Mr. Sealand was born in Cleveland thirty-eight years ago, and for the past eleven years had resided

## ST. LOUIS, MO.

ST. LOUIS, MO., Saturday — The Jenkins Wholesale Division, an affiliate of the Jenkins Music Co., of Kansas City, Mo., announces the appointment of H. D. Applegate, as sales manager for the St. Louis office. Mr. Applegate who has most recently been assistant to the Jenkins' general manager, has a wide experience in the radio and appliance field, and was affiliated with the Stromberg-Carlson Co. for some twenty years before joining the Jenkins staff.

In his new position, Mr. Applegate will supervise the work of twelve salesmen in the distribution of radios and appliances in metropolitan St. Louis, southern Illinois, and eastern Missouri. Among the Jenkins lines are the Stromberg-Carlson and Clarion radios, Gibson ranges and refrigerators, Arlington Oil Heaters, Dixie Gas Stoves, and Automatic Washers.

Present plans, according to J. W. Plunkett, office manager, call for a number of alterations in the physical plant. The entire plant will be redecorated, offices will be moved to an upper floor, and the additional ground space thus gained will be turned over to additional displays and to the service department.

Sales, this year, according to Mr. Plunkett, more than justify improvements in the plant. All of the lines carried by Jenkins have sold well, and this year's stock of almost all of the Stromberg-Carlson models were completely sold out.

S. L. Magner, sales manager for the Stanley Distributing Co., St. Louis distributor for Farnsworth radios, Conlon washers, Coolerators, and a number of other major appliances, announces that supplementary Farnsworth models will be shown on August 18, 19, and 20. Dealers throughout eastern Missouri and southern Illinois have been invited to attend this first showing in the area of Farnsworth's first television set.

In view of the many requests from schools and parent-teacher groups for permission to purchase the Zenith Record Demonstrator, the set which in-

cludes the "Cobra Arm" and which is to be found in many record stores, the Zenith Corp. has decided to make this phonograph available for purchase for school purposes.

cludes the "Cobra Arm" and which is to be found in many record stores, the Zenith Corp. has decided to make this phonograph available for purchase for school purposes.

The schools, according to Allen R. Sloan, advertising manager for Hollander & Co., Inc., local Zenith distributor, have needed for a long time a simple, sturdy record player that could deliver full tone and high fidelity, and one which could be moved easily from one classroom to another without danger of damage to the set. Although the announcement concerning this development was made only recently by the Zenith Corp., school officials throughout the area have already made many inquiries concerning the phonograph which will sell to schools for less than \$75.

Mr. Sloan announced also the addition to his staff, as secretary to the advertising manager, of Miss Louise Reynolds, who comes to Hollander & Co. with a wide experience and a sound background in the field.

—H. G. MELLMAN.

## Files Bankrupt Schedule

A schedule in bankruptcy has been filed by the Acme Radio Corp., 3960 Third avenue, New York. Liabilities total \$6,250 with assets at \$8,039.

**DISTRIBUTORS OF THE FAMOUS**

**FADA**  
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.

*The Choice of Music Lovers*

MODEL 36

Selected by famous makers for use in their finest radio-phonograph combinations... honored by sincere praise from discriminating music lovers... Webster Record Changers give faithful reproduction — gain good will for you.

**WEBSTER CHICAGO**

5610 Bloomingdale Avenue CHICAGO 39, ILLINOIS

**If you want  
SOMETHING  
BETTER**

*Demand*

# DEWALD

A FAMOUS NAME IN **RADIO** SINCE 1921

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



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

A Quarter-Century of Proven Quality

## RADIOS, APPLIANCES IN ABUNDANCE SEEN AT SHOW ON COAST

HEAVY ORDERS REPORTED

Market Week Closes in Blaze of  
Glory—Hamilton Will Represent  
Chapman Home Freezers.

SAN FRANCISCO, CALIF., Monday—Last week's Western Summer Market at the Western Merchandise Mart was a truly outstanding trade event. For one thing it marked the official opening of the Mart's new \$2,000,000 wing. Most of the show rooms in both the main building and in the new wing were treated by expert decorators, and the whole place assumed a very festive air. And for the first time there was an almost bewildering array of new and highly desirable radios and appliances.

Registration was heavy, thousands of buyers having come from far and near who placed large orders and were delighted to hear that they can expect prompt deliveries. The Mart now houses over 400 permanent exhibitors who are showing products of over 2000 manufacturers. George A. L'Amoreaux, promotion manager of the Mart stated that for this Market more merchandise was assembled than ever before in the Mart's history.

C. G. Hamilton Co., factory representative for Freed-Eisemann radios, Blackstone washers, Chrome Craft products, has taken on the representation of Chapman upright home freezers. This new division is under the direction of Harry D. Bean, who is said to be a refrigeration expert and was until recently associated with Chapman Refrigerator Sales.

Other recently acquired lines of C. G. Hamilton Co. are: Space Master record storage chests, made by A. R. Olson Co., Worcester, Mass.; record cabinets, product of Eldon Sales, Philadelphia; International Albums of International Album Co., Brooklyn, and the portable Arc radios, a novelty item presenting the appearance of a hand-bag with shoulder straps.

The Hamilton staff has been considerably augmented. These are the new appointees: Ralph Linn, in charge of the Los Angeles territory; Charles Maguire, Jack Burt and Stanley Le-

nish for northern California; Ted Isaacson for the Northwest. Miss Belle Winer has been engaged in the capacity of home economist.

Bill Landes has been appointed Pacific Coast representative for Orthosonic radios, manufactured by Electronic Laboratories. Mr. Landes stated that Orthosonic radios will be sold only one store in each locality. He is currently showing at his display room at the Mart a combination console model which has ten tubes, two speakers, automatic record changer and is available in blond, walnut or mahogany cabinets.

John J. Lukanish, partner in C. G. Hadicke Co., Motorola distributor, spoke enthusiastically about the new Motorola line which embraces a variety of models from Brownie camera size portables to large console radio-phonograph combinations and also television sets. The cabinets have been developed to harmonize with any type of home interior. Currently shown at the Mart is the spinet model 77FM21, which has seven tubes, selenium rectifier, plus radar type tuner for FM. It has automatic record changer and roomy space for record albums. According to John Lukanish deliveries are expected by the end of August. This spinet model comes in a walnut cabinet and will retail at \$159.95. Featured also is a new Motorola table model encased in a plastic walnut colored cabinet. The chassis is engineered for AM-FM reception, has six tubes plus selenium rectifier, radar tuner, and its tone quality is that of a console which is unusual for a table model. It is priced to retail for \$49.95.

A recent visitor here, was Herbert L. Weisburgh, president of Radio & Television, Inc., manufacturer of Brunswick radios. Mr. Weisburgh spent a few days here, visiting with his factory representative Hal S. Ayers.

Vice-President Albert E. Kramer of Health-Mor, Inc., manufacturer of Filter Queen vacuum cleaners, attended Market Week, and visited at the spacious new quarters of Edward F. Hale Co.'s radio and appliance division.

Kaemper-Barrett, Admiral distributor had for his guests Hal Conklin, regional manager of Admiral Corp., and J. A. Keim, district sales manager of P. A. Geiger Co., maker of Royal vacuum cleaners. —GISELA NEY.

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

## John Bigelow In Appliance Post With Columbus Store

COLUMBUS, OHIO, Friday — The Boston store, this city, announced this week that John Bigelow has been appointed manager of the store's entire housefurnishings division, a complete separate store in itself, selling appliances, furniture and floor coverings. Mr. Bigelow formerly was merchandise manager of home furnishings at the Fair Store in Cincinnati and is well known throughout the Buckeye State.

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

## Magnetic Tape Recorder Produced by Phila. Firm

PHILADELPHIA, PA., Friday—The Sound Recorder and Reproducer Corp., this city, announced yesterday that a new electronic instrument known as the "Magnesonic" which records radio programs, phonograph records, music and voice on magnetic tape, will be ready for retail distribution in time for the Christmas season.

## Assignment Is Made

Liberty Sales Co., Inc., manufacturer of radio tubes and parts at 115 West Broadway, New York, last week made an assignment of assets to Adolf S. Ziegler, 817 West End avenue.

## RADIO KNOBS



STOCK KNOBS FOR 1/4-INCH DRIVE-SHAFTS

3 Different Types

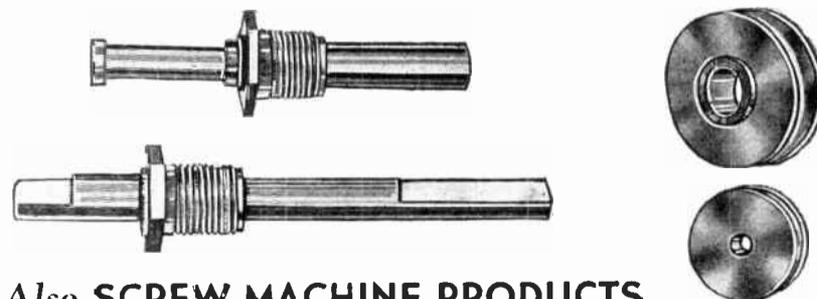
Colors: Walnut, Black and Ivory

We Specialize in

DRIVE-SHAFT ASSEMBLIES

ALUMINUM PULLEYS

3/8" O.D. to 1 1/2" O.D.



Also SCREW MACHINE PRODUCTS  
for The RADIO and ELECTRONIC INDUSTRIES

**SERVWEL PRODUCTS COMPANY**

270 LAFAYETTE STREET

NEW YORK 12, N. Y.



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

# hallicrafters

The Radio Man's Radio

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

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



## Kansas City, Mo.

### Wire Recorder Shown Washer Is Demonstrated Disposal Unit Pushed

KANSAS CITY, MO., Monday—Capacity crowds attended demonstrations of the new miracle 3-in-1 Silvertone wire recorder combination in the radio department of Sears, Roebuck and Co., July 31 through Aug. 2.

"The first day the department was so crowded that our demonstrators were swamped with inquiries," Frank E. Miller, manager of Sears' radio section said. "At all times during the day we had from fifteen to thirty persons gathered around each of the six models on display. Friday's crowd was heavy and Saturday's equaled the first day's turnout.

Mr. Miller said that the recorder is selling well in this area. Most of the sales have been made to Kansas Citizens, but a number have gone to families in outlying towns.

The Mace-Ryer store located in the

south central business section is running a series of newspaper advertisements offering to demonstrate the Westinghouse Laundromat by washing a load of clothes for customers.

According to Hugh Lanaman, salesman in charge of demonstrations, the first advertisement, which appeared July 24, resulted in sales of the washers to seven of the eleven women who requested demonstrations.

The advertisements, which will be repeated twice in September, give the store's telephone number and suggest that customers call Mr. Lanaman. The store remains open until eight in the evening to serve customers who request after-work demonstrations.

At the Mace-Ryer store in Kansas City, Kans., M. L. Morris, manager, reports that satisfied customers are helping to sell the Laundromat in his neighborhood. Sales records for the last week in July show that four of five sales were made to housewives who wanted a washer "like a friend's." Mr. Morris estimates that nine of ten sales made this Summer have been made to customers who had seen a Laundromat in operation in a home.

Mrs. Emma Foley, manager of the Foley-Mace-Jones store at Thirty-ninth and Prospect, offers an encouraging idea to dealers who have complained of Summer doldrums.

"Washers are a big item with us now," she said. "And why shouldn't they be? A housewife has larger washings in hot weather than at any other time of the year. We have been pushing washers all Summer and selling all of the well known makes, and will continue to push them throughout August."

Mehornay stores in Kansas City and eight scattered Missouri and Kansas towns are taking advantage of the hot weather to push the Philco home freezer in the home and farm size models.

Charles Cousins of the Kansas City Stove and Electric Co. reports that the Calcinator, automatic home disposal unit, is catching on in Kansas City, and has proved to be a good Summer item.

—ELSIE WRIGHT.

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

## FOUR NEW RADIO CHEMICAL PRODUCTS ADDED TO JFD MANUFACTURING CO. LINE FOR JOBBERS

The JFD Manufacturing Co., Brooklyn, N. Y., has announced the addition of four new items to its line of radio chemicals.

Foremost among these items is JFD Poli-Wax, used in the polishing of radio cabinets and other wooden furniture. This cream polish is made according to the same formula used by the Army and Navy for the maintenance of government equipment. Other new items are JFD Contact and Crystal Cleaner, for insuring clean, positive contacts and spotless crystals; JFD Bakelite Cement, for securing plastic to plastic or to any other material; and JFD Liquid Non-Slip Compound, for preventing dial belts and cables from slipping and insuring sure-grip traction.

These items have undergone stringent laboratory tests, according to JFD officials. In addition to these new arrivals, the JFD line of radio chemicals contain cement, solvent, carbon tetrachloride, record lubricant, record compound, bearing lubricant, etc.



JFD Poli-Wax

## Michigan NEDA Chapter Plans September Meeting

DETROIT, MICH., Friday — The Michigan Chapter of the National Electronic Distributors Association will hold a meeting in Jackson, September 22. C. E. Philpott is chapter president; Don N. Norton, vice president, and Floyd C. Reason, secretary-treasurer.

### TRADE ITEM

MILWAUKEE, WIS., Friday—Globe-Union, Inc., this city, announced yesterday a net profit of \$396,410 or \$1.26 a share, for the first six months of this year. This compares with \$107,822, of 34 cents a share, for the same period last year.

## Work Is Started On Station In Kentucky

LEXINGTON, KY., Monday — Work has been started on A. B. "Happy" Chandler's new Lexington-Versailles 1,000 watt radio station. Final plans for location of studios in Lexington and in Chandler's home town, Versailles, will be made when Mr. Chandler returns from a visit to New Orleans. —G.

## 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.

## BEAUCAIRE Inc.

114 MONROE AVENUE

ROCHESTER 7, N. Y.

Distributor of

**PHILCO**  
Radios - Refrigerators - Freezers  
**SPEED QUEEN**  
Washers - Ironers

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

**CLARK**  
Electric Water Heaters

**EUREKA**  
Vacuum Cleaners - Cordless Irons

**GRAND**  
Gas Ranges

**SETH THOMAS**  
Clocks

**PROCTOR**  
Small Appliances

## 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

# P I L O T R A D I O

YOUR BEACON TO A BETTER BUSINESS IN BETTER RADIOS

## MINNEAPOLIS TO HAVE TWO SHOWS FOR RADIO AND HOME APPLIANCES

MINNEAPOLIS, MINN., Wednesday—Home appliance exhibitors are included in the more than 500 manufacturers and distributors who have rented space for exhibitions at the Minnesota State Fair which has been set for August 23 to September 1 at the fair grounds in St. Paul.

Harry J. Frost, superintendent of space rentals and concessions, reported that for the first time in State Fair history all available space has been sold.

Home appliance exhibitors have taken space in the more than eighty acres on Machinery Hill where, according to T. H. Arens, machinery superintendent, several applications daily are being turned down now.

Main attraction of the Home Appliance exposition will be washing machines, kitchen gadgets, vacuum cleaners, dish washers and other kitchen equipment, Arens said. Radios, refrigeration and other major-size appliances will be fully represented with practically every standard-brand product scheduled to be shown.

Volkenant Appliance Co., located for many years at Plymouth and Knox avenues North here, has moved to larger and newly-built quarters at 1119 West Broadway. The company carries a long line of top-brand appliances, such as Stromberg-Carlson and Philco radios, Frigidaire refrigerators, Bendix washers and other similar name lines. Volkenant's new home was especially built for the firm and has expensive, modern window space for good display purposes.

KDAL, Columbia Broadcasting System affiliated station at Duluth, Minn., has increased its power from 1000 watts to 5000 watts. Appropriate programming to mark the event was carried out by the station through some excellent promotion work carried out by Joe

Cook, promotion director for the outlet.

At the W. R. Beamish Co., W. Royce Beamish, firm head, reported that business there was very good. The new line of Admiral radios which the concern distributes in this territory is now being received in sizable quantities, he reported, and dealer-consumer interest in the line has been very good.

Mr. Beamish said a heavy advertising campaign in behalf of Admiral will be carried on through August to tie in with some topflight displays being installed in the dealers' windows. Mr. Beamish stated that Admiral refrigerators are still slow in coming in from the factory.

Robert Gray, for fifteen years with Butler Bros., large wholesale firm in this territory, the last five years as sales manager in charge of thirty-two road men, was named sales manager of the Beamish company, effective as of August 1. Mr. Gray will take over some of the duties Mr. Beamish has been carrying on in recent months and will have complete charge of all sales. Another newcomer to the staff of the Beamish company is George Boker, of Minneapolis, who has been assigned to cover the southern Minnesota territory.

Beamish Co. has taken on exclusive distribution in its territory of the Pak-A-Way home freezer line made in this city by Schaefer, Inc. Beamish has the line for Minnesota and western Wisconsin with the exclusive distribution rights set.

Another new item for Beamish is Dishmatic, electric dishwasher retailing at \$249.50 and manufactured by the Lake States Products Co., of Jackson, Mich. Initial carload shipment of this line has been received and is being delivered to dealers.

Grover Forster, of the Forster Distributing Co., Motorola distributor in this territory, has returned to his office from a business trip to Chicago. He returned to find the Motorola line of home and car sets moving along at a fast clip. F. A. Forster, firm founder, is vacationing in northern Minnesota and has been away from the office since last March.

—JACK WEINBERG.

### TRADE ITEM

CHICAGO, ILL., Friday—The Oak Mfg. Co., this city announced yesterday a net profit of \$1,247,598, or \$2.77 a share of common stock, for the fiscal year ending May 31. This compares with \$498,961 or \$1.11 a share for the preceding fiscal year.

## STANWYCK ADDS NEW TINY TRANSFORMERS

NEWBURGH, N. Y., Monday—The Stanwyck Winding Co., this city, announced today that it is marketing a new line of midget I. F. transformers,



Stanwyck Midget Transformers

primarily designed to operate efficiently where space is a factor and where the need for a "hot" I.F. must be taken into consideration.

Specially molded powdered iron cores

are used to maintain stability and facilitate alignment, in the transformers. Top tuning only makes them highly desirable for crowded areas, it was said. The correct coupling co-efficient is maintained at all times since the iron cores are inserted in a specially stamped platform. The platform itself is a moisture-proof highly impregnated material which is reported by the company to guarantee against electrolysis.

Mounted in a 3/4x1 1/2 in. square can, the new SM-107 transformers are pre-aligned to 455 K. C. at the plant. Primaries, especially adapted to match the impedance of modern pentodes, are available.

## Scott Radio Laboratories Reports Dividend Increase

CHICAGO, ILL., Monday—Scott Radio Laboratories, Inc., this city, announced today a net income of \$178,663, or 45 cents a share, for the fiscal year ending May 31. This compares with an income of \$111,075 or 28 cents a share for the previous year. Net sales were \$3,222,863, compared with \$4,544,649.

### TRADE ITEM

NEWARK, N. J., Monday—Weston Electrical Instrument Corp., this city, announced today a net income of \$406,652, or \$2.53 each on 160,583 shares, for the first six months of this year. This compares with \$618,820 or \$3.85 a share last year.

### WHAT

*Adjust-a-Cone*

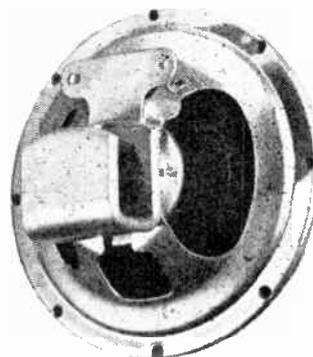
### MEANS TO YOU . . .

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

Keene Jackson Company  
MANUFACTURERS REPRESENTATIVE  
INCORPORATED  
GLENDALE, CALIFORNIA  
CALIFORNIA 91201  
KEENE JACKSON  
KEENE & JACKSON

# 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 SERVICEMEN OF QUAKER CITY PLANNING MEETING SEPTEMBER 2

NEW EQUIPMENT IS SHOWN

Radio Electric Service Co. Named  
Distributor for Sylvania Tube  
and Test Equipment.

PHILADELPHIA, PA., Friday—The Radio Electric Service Co. has been appointed distributor for Sylvania electric tubes and test equipment. This new line will bolster the entire range of servicing items handled by the prominent wholesale organization at Seventh and Arch streets.

Following formal announcement of the appointment as Sylvania tube wholesaler for this territory, Radio Electric Service Co. has arranged a special meeting to be sponsored in conjunction with the Philadelphia Radio Servicemen's Association at the Benjamin Franklin Institute at eight-thirty

on September 2. The purpose of this meeting will be to acquaint the servicemen with the features of the full Sylvania tube and test equipment line. The guest speaker will be Walter Jones, chief engineer of the Sylvania Mfg. Co. His topic will be: "New Problems Confronting Radio Servicemen in Connection With FM and Television."

In addition to assuming local distributorship for the Sylvania tube line, Radio Electric Service Co. has been designated a distributor for RCA sound equipment. This entire line will be carried in all stores of the organization. Shipments of the new 12" transmission television kits are also anticipated by this aggressive merchandising organization. Samples of these kits are on demonstration in their stores.

To support the many added lines now handled by the sales organization of the Radio Electric Service Co., it has started a new advertising department.

Charles Hasin, of MGM records, was a visitor to Trilling & Montague headquarters during the past week. The local MGM distributor reported fine sales response on Art Mooney's "On The

Ave" and several of the Art Lund releases.

The local showing of the Motorola 1948 radio line will be held at the headquarters of the distribution organization, 50 North Fifth street, for three days beginning August 26. Following a local showing of the new sets, a special exhibition will be held at the Stevens House in Lancaster, Pa. on September 3-4 for retailers in the Upstate area.

Gordon T. Ritter, general sales manager of the Noblitt-Sparks Industries, Inc., manufacturer of Arvin radio and electrical appliances, and R. E. Smith, district manager, attended a special meeting of Everybody's Supply Co., 810 Arch street, recently. During this special conclave, which was attended by the entire sales organization, Mr. Ritter outlined in detail the outstanding advertising campaign planned for all Arvin items during the latter half of 1947.

Beginning September 6, Arvin will be advertised in every issue of the "Saturday Evening Post" and other magazines, Mr. Ritter pointed out. He also stressed that by August 25, tie-in display material and point-of-sale aids, such as hangers, window and counter set-ups and backgrounds will be made available to all dealers. The meeting generated much enthusiasm among the entire Everybody's Supply Co. staff.

Emerson radio model 549 record player retailing at \$39.95 is being heavily advertised by local dealers and has produced considerable sales acceptance, stated A. Irving Witz, president of Emerson Radio of Pennsylvania, Inc.

A new salesman, Robert Haig, has been added to the parts and equipment department staff, announced M. Eisenberg, manager. His present territory will include most of north and northeast Philadelphia.

—SOL SHERMAN.

## LOS ANGELES STORES HOLD PRICE LINE ON RADIOS, APPLIANCES

"BARGAIN SALES" ARE OUT

West Coast City Does Not Follow  
Lead of Many Other Cities —  
Music Firm Is Modernizing.

LOS ANGELES, CALIF., Friday — George H. Nicholson, owner of Nicholson's radio and appliance stores and the southern California Music Co.'s radio and record department, states that the leading merchants of Los Angeles are to be congratulated for their unanimous policy during the recent situation of overstocking that was prevalent.

Contrary to the deplorable price-cutting and unloading policy that was followed by key dealers in cities in other parts of the country, Los Angeles' representative dealers, without exception, took a firm stand with regard to holding the line on prices. This has resulted in a gradual reduction of over-heavy inventories and in general benefits to radio merchants of Los Angeles, both large and small.

Now that the modernization of the radio and record departments of Southern California Music Co. has been completed, alterations are about to begin to accomplish the same modernization of the Hollywood location at 6410 Sunset boulevard.

The acquisition of the ownership of the radio and record departments at Southern California Music Co. last year marked Mr. Nicholson's return to the starting place of his career in the radio business. Having started this career with the Wurlitzer Co. in 1922, Mr. Nicholson became, in 1925, manager of

the radio department of the Birkel Music Co. In 1933 he opened his own business in Hollywood.

Business at both locations has shown a steady increase during the past year, and Mr. Nicholson looks forward to a steady maintenance of sales for the balance of this year, with no falling off during the Fall season, as some dealers seem to expect. The combined business at both stores for the current year is expected to total over \$1,000,000.

The bulk of Nicholson's business at present is in portables and higher-priced consoles. This can readily be understood since both stores have been known for years as outlets for high-priced merchandise. Southern California Music Co. is one of the oldest concerns of its kind in Los Angeles, while a large part of the trade in Nicholson's, in Hollywood, is drawn from the motion picture colony.

Although higher-priced merchandise has been demanded by the bulk of the accounts at both stores, the Fall promotional campaign includes plans to invite accounts in the medium and lower-price brackets. In this way a substantial number of lower-priced consoles and table models will be moved.

D. H. Cappelli, merchandise manager of the Graybar Electric Co., 201 Santa Fe avenue, leaves on August 17 for the East. During a week's flying tour, Mr. Cappelli will visit a number of factories.

These include the 1900 Corporation of St. Joseph, Mich., the Gibson Refrigerator Co. of Greenville, Mich., and the Bendix Radio Corp. of Baltimore.

—S. M. BOOKEE.

## Receiver Appointed

David M. Schwartz was last week appointed receiver for Electronic Devices Co., 601 West 26th street, New York, radio set and parts manufacturer.

**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.

## LARGE SEATTLE FIRM SAYS LACK OF RADIOS ONLY BAR TO SALES

SEATTLE, WASH., Friday — Ernst Hardware Co. is getting set to do a volume radio business, reports Carl Sandquist, advertising manager. "We have been selling a fair volume of radios, but we haven't started to merchandise as yet. The sets have not been available in wanted quantities to do a bang-up job," he said.

The Ernst firm operates nine big stores in Seattle located in eight suburban districts with one big four-story and basement headquarters in the heart of the city. It also operates a store nearly as large, across Lake Washington, in Bellevue, one of the fastest growing suburbs that enjoys an unusually large and prosperous hinterland.

Many of the most popular makes are carried in stock. Among them are RCA-Victor, Gilfillan, Admiral and Motorola. Of course just about every other electrical appliance available is carried in stock, together with a complete line of hardware and building supplies besides housewares and some items of furniture.

But the unusual thing about the operation is the fact that it has never maintained a radio service department. "We believe that our store is a merchandising unit, not a service organization and as a result we serve the service men with tools and accessories and turn the repair business to them. Our operation is based on sales volume and that is predicated on advertising," said Mr. Sandquist.

According to the advertising manager, who has much to say about merchandising plans and policy, little direct advertising help has been given the radio department thus far. "We enjoyed the support of national releases and we have joined to a very limited extent in cooperative deals, but the real drive will start with Fall merchandising. We are set to do an intensive advertising selling job and when we do it a good back-log of merchandise is required for our ten outlets.

"Our job is different from a one-store operation with a one-display stock set up. We carry as complete a display of our models as possible in all ten stores. There are franchises to consider and merchandising policy differences to take into consideration. But what we usually do is concentrate on one set at a time. We don't think merchandising of radios now much different than it was before the war. We are back to the basic methods. The boom is over. The glut of off-brand merchandise is about removed. Our stock is clean and in good shape, but the only thing is that we need more of it.

"What is selling is the console sets with player attachments. We know that and we want that kind of merchandise in names that are nationally known. And the only reason we want it is because our customers want it. We know. It all fits together in our

merchandising scheme. We want the very kind of stock that some stores don't want. Our reputations are at stake and our advertising to be effective, must be good advertising featuring good merchandise. Then we click," is the way

Mr. Sandquist summed up the situation in connection with his merchandising plan that has proved its worth over a long period of time.

He did say that FM is a valuable asset in the selling of bigger sets and

that it has plenty of advertising appeal. He said that portables and table models were classed as counter selling while the better sets are given special displays and a separate selling section of the store. —DUD BROWN.

**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
4400	—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

# AEROPPOINT "88"

The World's Finest Phonograph Needle\*

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

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



## ALABAMA MERCHANTS MAKE PLANS FOR AN ACTIVE FALL SEASON

IN RADIOS AND APPLIANCES

Many Stores Being Improved and Modernized — Another FM Broadcasting Studio Is to Be Opened—Freezers Promoted.

MONTGOMERY, ALA., Monday — At Montgomery Fair department store the radio, record and appliance department has been moved recently from the fourth floor to the basement with vastly expanded quarters. Some 1600 square feet now are being used for the section which is designated "Electric City." Included in radios handled are Temple, Philco and RCA and there is a very complete stock of appliances. Also Montgomery Fair operates six branch appliance stores. E. T. Rushton is manager of the appliance department.

Just now a home freezer promotion is under way, models "for every purpose, for every budget" being featured in advertising. The list graduates from Frostmaster in 3.2 cubic feet size through Deep Freeze and "Estate" to the large ones in thirty cubic feet and walk-in sizes.

An FM broadcast station, sponsored by radio station WSFA, is to be opened in this city during August, according to Bob Hope, manager. This will be the second FM broadcast station in the State, the first being WAFM in Birmingham. Plans too are under way for

another Montgomery FM broadcast station to be operated by radio station WMGY, with opening date now set for December.

A new store, strikingly modern in design, is Boddie & Johnson which opened here in March, 1946. Designed by A. Burney Jones, architect, the store with recessed lighting, has a low seven-foot ceiling and is twenty feet wide and seventy-five feet long. On the left of this have been installed three complete bathrooms and an Enterprise Custom Maid steel kitchen complete with mock window and breakfast nook. The store is attractively finished in two-toned light green and yellow calcimined stucco.

Owners of the store are H. C. Boddie and R. E. Johnson, while John H. Bishop is manager.

In radios, Boddie and Johnson handles G-E, Admiral, Clarion and Howard and Mr. Bishop reports that FM radios are beginning to come in. Quality fans are still scarce, he says, and there is a large unfilled demand for washers which go out as soon as they come in.

At Jesse French Piano Co. which handles G-E, Philco, RCA Victor and Admiral radios, W. S. Yougene, manager and vice president, declared the present situation in radios, where supply tops demand, is due to manufacturers having loaded a small market too quickly. Future business, he says, lies in the radio-phonograph combination. "We are the oldest radio dealer here and have been serving the state for seventy-two years," he said.

John D. Andrews, manager of Frank Tennille Furniture Co., declared that the radio picture demands selling but

that the new FM broadcast station would supply a stimulus for FM models. Ranges have been coming in better in the last few weeks but the supply of refrigerators and washers is still inadequate, he says.

The firm is awaiting deliveries on the new G-E automatic washers. A big August furniture sale is under way at Tennille's which has been doing business in Montgomery for the past fifty-nine years.

Included in lines carried by Lawrence Furniture Co. are Philco, Zenith, and Frigidaire. Manager Morris C. Wing reports that ranges and refrigerators are coming in somewhat better enabling him to make some progress in catching up on waiting lists.

A Frigidaire announcement meeting of new automatic home laundry equipment was held July 10 at the Jefferson Davis Hotel here. Similar meetings took place in Birmingham, Nashville and Chattanooga.

—S. A. MAXWELL.

## H. C. Schubert Named UST Senior Engineer

The appointment of Howard C. Schubert as a senior engineer of United States Television Mfg. Corp. has been announced by Antony Wright, UST chief engineer. The new senior engineer was with Allen B. DuMont Laboratories for five years. He will work in television design at United States Television.

A research engineer with DuMont, Mr. Schubert also was with television station WABD as master control engineer. During the war he was with a government project at the Radiaton Laboratories of Massachusetts Institute of Technology. Previously he was an engineer with International Telephone and Telegraph Corp.

Through his various contacts he has become well known in the trade.

## 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.

## New Westinghouse Models To Be Shown N. Y. Dealers

Approximately twenty new models of the 1948 Westinghouse radio line were exhibited to dealers in the territory covered by Times Appliance, Inc., New York, at a meeting at the meeting rooms, 90th street and Third avenue, here.



Write for  
our catalogue

IMMEDIATE SHIPMENT

Wholesale  
**RADIO  
PARTS**

**HENRY O. BERMAN CO., Inc.**  
Electronic Distributors

12 E. Lombard Street

Baltimore 2, Md.

LEx. 7002

## IGOE BROTHERS, Inc.

35-37 HALSEY STREET

NEWARK 5, N. J.

**Northern New Jersey Distributor of**

- MAJESTIC Radio and Records
- GIBSON Refrigerators, Electric Ranges, Home Freezers
- DUO THERM Space Heaters and Water Heaters
- IRONRITE Ironers
- DUCHESS Washers
- FLUID HEAT Oil Burners
- BEE VAC Vacuum Cleaners

### • ZENITH

Radios—Hearing Aids

### • DEEPFREEZE

The Original Home Freezer

### • GAROD

Lower Connecticut Only

## STERN & COMPANY of HARTFORD, Conn.

Distributors of America's Leading Brands of Small Appliances

"STERN'S SELLING SLANTS" mailed on request.

**COLUMBIA and OKEH RECORDS**

"TODAY'S TOP FRANCHISE"

### • THOR

Home Laundry Equipment

### • GIBSON

Refrigerators—Ranges

### • UNIVERSAL

Vacuum Cleaners & Appliances  
Sole State Service Distributors

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

<ul style="list-style-type: none"> <li>• Shelvador Refrigerators</li> <li>• Frostmaster Frozen Food Cabinets</li> </ul> <p><b>APOLLO DISTRIBUTING CO.</b></p>	<p>• Television Receivers</p>	<ul style="list-style-type: none"> <li>• AM-FM Radios</li> <li>• Gas and Electric Ranges</li> </ul> <p>Apollo Bldg. 15-17 Shipman St., Newark 2, N. J.</p>
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## CENTRAL WISCONSIN ADEQUATE WIRING BUREAU ORGANIZED AT RECENT MEETING IN MADISON

**A. A. KAUFMAN, OF FOND DU LAC, APPOINTED CHAIRMAN**

**Charter Presented to New Unit of National Organization — Cutler-Hammer Opens New Branch — FM Station Planned — Malleable Firm Resumes Production — Clef, Inc., Music Firm, Organized.**

MILWAUKEE, WIS., Tuesday—Appliance distributors and dealers, electrical contractors and representatives of electric service companies from twenty Wisconsin cities met in Madison last week to complete organization of a new Central Wisconsin Adequate Wiring Bureau.

Officers of the organization are A. A. Kaufman, Fond du Lac, chairman; H. A. Butow, Janesville, vice chairman, and M. R. Norton, Madison, secretary-treasurer. Members of the board of directors include the three officers; Gordon Greer, Beloit; Glen LaPage, Sheboygan, and R. H. Richardson, Monroe.

At luncheon, the delegates were addressed by Francis Armin, New York, educational director of the national bureau, and Grover C. Neff, Madison, past president of the Edison Electric Institute.

A charter granted the group by the national bureau was presented by Mr. Neff.

Edward L. Johnson, thirty-eight, a partner in the Johnson Radio Appliances Co., 2432 West Hopkins street, died recently. He is survived by his wife, Rose; a daughter, Lorna; a son, Bryce; his father, Bennie; a brother, Elwood, and a sister, Mrs. Myrna Haas, a partner in the company.

Cutler-Hammer, Inc., electrical man-

ufacturer, is opening a new branch sales office at Saginaw, Mich., and is expanding its sales and distribution offices at Cleveland. R. L. Hibbard is manager at Saginaw and R. J. Eckstein is sales manager at Cleveland.

Radio Station WISN, here, is the latest to plan a new FM station in Wisconsin. It is planned to have the new station in operation within a year. With 50,000 watts and a 608 foot tower on a hill twenty-five miles northwest of Milwaukee, the station is expected to throw a stronger signal into the city than any other station now existing or planned.

A second firm is planning to provide musical programs for Milwaukee business establishments by means of privately leased telephone wires. It is Clef, Inc., to be operated by C. I. Bitker, a Navy veteran of the last war. The new service will have a library of 5,000 recordings to draw upon, in addition to electrical transcriptions.

Muzak, an eastern organization, is already providing a similar service.

The Malleable Iron Range Co., Beaver Dam appliance manufacturer, recently resumed operations after a shutdown to give its employees their annual vacations.

Interest in FM radio sets continues to grow in Wisconsin, with several re-

cently constructed FM stations making this type of broadcasting available for satisfactory reception over a much greater area. The next several years should see practically the entire state blanketed by FM stations, which in turn should mean some nice sales for dealers. —BERT REICHERT.

## Southern Appliances Firm Names Marshall Newland

CHARLOTTE, N. C., Thursday — Marshall C. Newland is the new district sales representative for Charlotte and vicinity for Southern Appliances, Inc., wholesale distributor of Bendix Automatic Home Laundry, Eureka vacuum cleaners, Leonard refrigerators, and other nationally known lines of household appliances, according to announcement by Calvin D. Mitchell, president of the local firm.

Mr. Newland, a veteran of World War II, will make his headquarters in this city, contacting appliance and furniture dealers within a radius of thirty-five miles of Charlotte, it was stated. —B.

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

## Bruno N. Y. Reports Heavy Sales Volume In RCA Video

Dave Wagman, radio sales manager of Bruno-New York, Inc., announced last week that his firm is making heavy deliveries on all types of RCA Victor television models, ranging from small table sets to five-way entertainment consoles which combines AM-FM and shortwave radio with a ten-inch television picture and automatic phonograph.

Among the smaller radio sets, there has been a big demand in the New York area for RCA's model 54B, personal radio, the model 66BX, three way portable, and for the Model 65BR9, self-charging portable, he said.

## Bagdad Television Firm Delivers By Own Plane

James Saltzman, head of the Bagdad Television Corp., New York retail and service organization, has reported that his firm has purchased a plane to expedite deliveries and installations in out-of-town locations.

The first delivery of television receivers was made to the Electronic Device Co., retailer of Allentown, Pa.

## 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

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• DeWALD Radio</li> <li>• MICRO-LITE Flashlights</li> <li>• ARNOLD Electric Clocks</li> <li>• WINDSOR Luggage</li> </ul> | <ul style="list-style-type: none"> <li>• ECKENROTH Musagrund Record Cabinets</li> <li>• SONATA Phonographs</li> <li>• CONVERSA FONE Inter-Coms</li> </ul> |
|---|---|

624 SO. MICHIGAN AVE.

HARRISON 1844

CHICAGO, ILL.

## 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

## CLASSIFIED SECTION

— Advertisements in This Section Are Payable in Advance —

### 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.

### LINES WANTED—Visiting the West

Coast; would like to contact some well-known manufacturers for representation in the East. Can be contacted at Hotel Mayfair, Los Angeles, August 18-19, and Clift Hotel, San Francisco, August 20-21. Jack Weber, Jack Weber Associates, 210 E. 40 Street, New York City.

### SALESMEN WANTED — Established

distributor seeks capable men for Manhattan to handle standard line of phonographs and accessories. Full line or side line. Replies confidentially treated. Box No. 930, RADIO and Television WEEKLY.

### ATTENTION MANUFACTURERS—

A complete mailing list containing 1800 names of active Radio Parts Wholesale Houses in the U. S., its possessions and Canada is available at a nominal price of \$35.00. Please write Box 937, RADIO and Television WEEKLY.

### FOR SALE—Universal Coil Winder

Model 84B; 2—Vibration Tables (Horizontal and Vertical); 2000—3BP1 Cathode Ray Tubes; Work Tables; Tubes; Pots. Call or write. Mr. Katz, 242 W. 55th St., New York, 4th Floor. Circle 6-9440.

### TELEVISION CABINETS — \$14.00

each. Attractive walnut cabinet designed for 7" Transvision kits. Complete with tube support and rubber mask. Manufacturer's close-out. Address Box 934, RADIO and Television WEEKLY.

### FACTORY REPRESENTATIVES

WANTED — To establish jobber-dealer distribution for quality-at-price line of table and portable phonographs and combinations. New production facilities permit this first change in our merchandising policy in 14 years. Established representatives in all parts of country to be appointed. Write, giving lines you carry and your jobber list. Box 928, RADIO and Television WEEKLY.

### BUYER RADIOS MAJOR APPLIANCES

15 years' experience buying and promoting both for department and chain stores. Experience includes substantial volume operation.

Available September 1 for any territory. Will welcome interview. Address Box 931

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

### CLASSIFIED RATES

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

LINES	1 Time	3 Times	6 Times
3	1.20	3.12	5.76
4	1.60	4.16	7.60
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

### 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.

### 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.

### TELEVISION DISTRIBUTORS—15"

and 20" Bar and Grill model television receivers, for Washington, D. C., St. Louis, Detroit, Philadelphia, Chicago, Los Angeles. Immediate delivery in any quantity. Box No. 935, RADIO and Television WEEKLY.

### MANUFACTURERS — Are you get-

ting your share of sales in New Jersey? Here's a hard hitting producer with twenty-five years in the business, close dealer contacts and seeks staple merchandise. Write Box 936, RADIO and Television WEEKLY.

### SENSATIONAL VALUE! Limited

quantity! Metal RECORDING DISCS. Nationally advertised brand and unconditionally guaranteed. 6½" disc—100 to standard carton—10c ea. 12" disc—50 to standard carton—30c ea. Metropolitan Electronics, 42 Warren St., New York 7, N. Y.

### RADIO DISTRIBUTOR — Nationally

known line, desires sales representative of high calibre acquainted with Connecticut radio-dealer accounts. Must have thorough experience and proven salesmanship. Excellent remuneration. Write Box No. 933, RADIO and Television WEEKLY.

### Radio Manufacturers and Radio Distributors

We are interested in buying any quantity radios, combinations and record players. Give full particulars: Make, Models and Prices for cash. Box 932.

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

## CROSLY FIRM NAMES N. C. MacDONALD AS NEW SALES DIRECTOR

(Continued from Page 3)

joining Crosley, he was with Kelvinator and the old Atwater Kent Mfg. Co.

Mr. Mahan has had extensive experience in the advertising field, having been associated with leading national advertising agencies. He was also with Westinghouse for eight years as merchandise advertising and promotion manager. During the war he was associated with the United States Treasury as director of advertising and promotion for the War Bond program.

Most of Mr. Cole's radio experience activity has been in the metropolitan New York territory. He has been with the Crosley firm for three years and before that he was with the Philco New York division as a salesman and later as a sales supervisor. Later he spent seven years with Gross Distributors, New York, wholesaler of Stromberg-Carlson radios.

Mr. Kirby has had wide experience in the radio and appliance field. For several years he was a branch manager for the Frigidaire Division of General Motors in Newark, N. J., and also served as sales manager of the New York branch and in various capacities at the Dayton, O., plant. He succeeds Mr. Stratton as domestic sales manager.

A new section on home freezers has been organization with Mr. Stratton in charge. In this new post, he will promote the sales of Crosley Frostmaster frozen food cabinets and other developments in this field. He joined Crosley in 1944 as refrigeration sales manager, and was formerly with Kelvinator.

In announcing these changes, Mr. Cosgrove revealed that "Crosley is expanding its operations very substantially in Cincinnati, and is increasing and improving its sales and advertising organization to meet any conditions, no matter how severe, in the future."

## PHILCO CORP. SALES, PROFITS SHOW GAINS

(Continued from Page 3)

New York and Philadelphia areas," Mr. Ballantyne said. "Philco television sets have already met with an extremely favorable public reception, and production of these models will increase rapidly in coming months so that we will be able to offer them in other centers where programs are on the air."

Supplementing a previous announcement, Mr. Ballantyne said that the Philco Storage Battery Division, which accounted for 4 per cent of the corporation's total volume of business last year, was sold as of June 30, 1947, for \$4,000,000 cash. Proceeds of the sale have since been used with other treasury funds to reduce bank loans of Philco Corp. for seasonal working requirements from \$9,000,000 on April 30, 1947 to \$3,000,000 currently.

"In recent years the storage battery business of Philco was entirely separate and distinct from the main activities of the corporation," Mr. Ballantyne pointed out in connection with the sale of the division. "Our storage battery customers included heavy industry, mining, transportation and the public utilities, and special sales, distribution and service facilities were required to handle this business."

"On the other hand, the principal activities of Philco Corp. are concentrated in the consumer durable goods field, including radio, radio-phonographs, refrigerators, freezers and television, all of which reach the public through our nationwide distributor-dealer organization, and the electronics field generally. In view of the rate at which our consumer goods business is growing and the fact that television is already coming to represent an important new phase of Philco operations, we believe that all the corporation's attention and resources should be devoted to furthering their future development and expansion."

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

full line from portables to consoles—the finest quality in each price range!

# farnsworth

TELEVISION ● RADIO ● PHONOGRAPHS

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

# WHERE TO BUY . . . WHERE TO SELL

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

Where the Magnitude  
Of Selling Power  
Is Reflected



A Trade Directory Of  
Leading Firms In  
These Fields

## Radio-Television Manufacturers

Admiral Corp. Chicago, Ill.  
Air King Radio Brooklyn, N. Y.  
Ansley Radio Corp. Trenton, N. J.  
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—Avco 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.  
Electronic Mfg. Corp. New York, N. Y.  
Electronic Corp. of America Brooklyn, N. Y.  
Electro-Tone Corp. Hoboken, N. J.  
Emerson Radio & Phono. Corp. New York, N. Y.  
Espy Manufacturing Co. New York, N. Y.  
Fada Radio & Elec. Co. 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. Elgin, 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-Witlington 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—Avco 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. Elyria, Ohio  
Gramavox Radio & Phono. Co. New York City  
Hamilton Associated Industries Chicago, Ill.  
International Detrola Corp. Detroit, Mich.  
International Merit Prod. Corp. New York, N. Y.  
Jackson Industries, Inc. Chicago, Ill.  
Jensen Industries, Inc. Chicago, Ill.  
Majestic Records, Inc. New York, N. Y.  
Musicraft Records New York, N. Y.  
Musitron Co. Chicago, Ill.  
Peerless Album Co., Inc. New York, N. Y.  
Permo, Inc. Chicago, Ill.  
Portofonic Mfg. Corp. Brooklyn 32, N. Y.  
Presto Recording Corp. New York, N. Y.  
RCA Victor Division, RCA Camden, N. J.  
Recordisc Corp. New York, N. Y.  
Recotone Corp. New York, N. Y.  
Sonata Electronics Corp. Chicago 5, Ill.  
Sonora Radio & Television Corp. Chicago, Ill.  
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

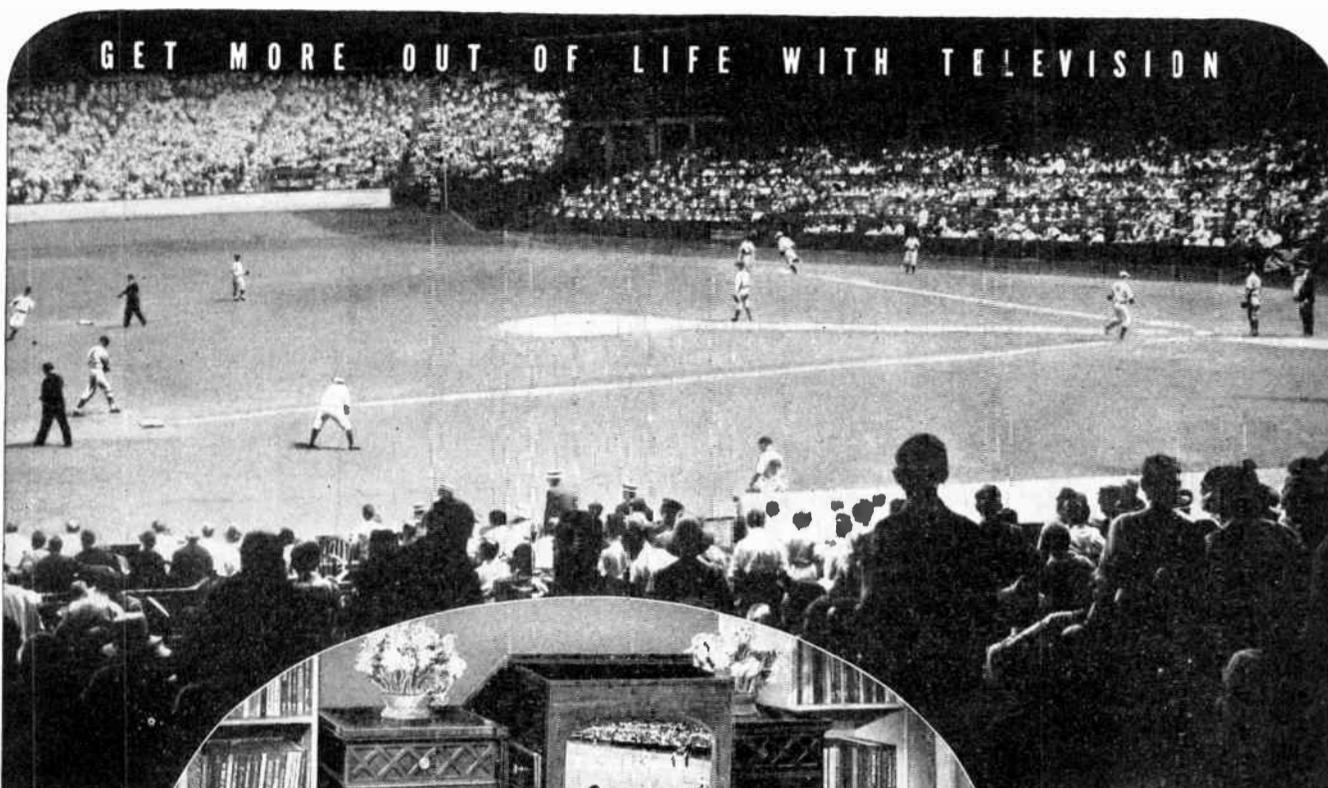
Emerson Radio & Phono. Corp. New York, N. Y.  
DuMont Labs., Inc., Allen B. Passaic, N. J.  
General Electric Co. Schenectady, N. Y.  
Hytron Radio & Electronics Corp. Salem, Mass.  
Ken-Rad Tubes Owensboro, Ky.  
Machlett Labs., Inc. Springdale, Conn.  
National Union Radio Corp. Orange, N. J.  
North American Philips Co. New York, N. Y.  
Philco Corp. Philadelphia, Pa.  
RCA Tube Division Harrison, N. J.  
Raytheon Manufacturing Co. Newton, Mass.  
Standard Arcturus Corp. Newark, N. J.  
Sylvania Elec. Products, Inc. Emporium, Pa.  
Tung-Sol Lamp Yorks, Inc. Newark, N. J.

## Radio Parts Manufacturers

Aermotive Equipment Corp. Kansas City, Mo.  
Aerovox Corp. New Bedford, Mass.  
American Condenser Co. Chicago, Ill.  
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.  
Hillburn 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.  
SNC Mfg. Co. Glenview, Ill.  
Snyder Mfg. Co. Philadelphia, Pa.  
Solar Mfg. Corp. North Bergen, N. J.  
Spirling 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.  
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.  
Stearns & 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



Illustrated: The Westminster—  
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Interior by W. & J. Sloane.

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