

# RADIO AND TELEVISION

# ELECTR INIC NEWS WEEKLY

NEW YORK WEDNESDAY, AUGUST 27, 1947

## Record Players of Tomorrow Brock

Introduces ALL NEW MODELS

Designed for those who demand the best at prices all can afford to pay.

Each model is individually designed and engineered for maximum eye-appeal and perfect record reproduction.

### PORTABLE Acoustic MODELS for all occasions



A trio of luxurious acoustic portables finished in handsome luggage-type, water-proof leatherette... attractive colors and designs. Scientifically built for maximum volume and tone quality. Best American-made mechanical motors. Latest pre-floating aluminum diaphragm reproducer and double-pivoted throwback tonearm. Unexcelled performance!

No. 7X-16

Dimensions: 6 $\frac{3}{4}$  x 16 x 14  
Packed 1 to carton, wgt. 15 lbs.



No. 7X-2

Dimensions: 6 x 12 $\frac{1}{2}$  x 10 $\frac{1}{4}$   
Packed 1 to carton, wgt. 11 lbs.



No. 7X-7

Dimensions: 6 $\frac{7}{8}$  x 15 $\frac{1}{4}$  x 11 $\frac{7}{8}$   
Packed 1 to carton, wgt. 12 $\frac{3}{4}$  lbs.



No. 7X-25

Dimensions: 5 $\frac{3}{4}$  x 12 $\frac{1}{2}$  x 10 $\frac{1}{4}$   
Packed 1 to carton, wgt. 10 lbs.

Three Electronic classics in record reproducing instruments which have scored a "scoop" on tomorrow in Quality, Performance, and Price! Crystal pickups — Especially engineered and designed amplifiers with 2-watt output — Finest 5-in. speaker with matching transformer. On-off switch. Tone and volume control. AC 110-120 volts, 60 cycles, induction type 78 RPM motor. Record compartment. Long-life cases covered with assorted luggage-type, water-resistant leatherette. Newest styling throughout.

### Models



No. 7X-80

Dimensions: 6 $\frac{1}{2}$  x 17 $\frac{1}{2}$  x 13  
Packed 1 to carton, wgt. 13 lbs.



No. 7X-55

Dimensions: 6 $\frac{3}{4}$  x 15 $\frac{7}{8}$  x 11 $\frac{7}{8}$   
Packed 1 to carton, wgt. 13 $\frac{1}{4}$  lbs.

### Juvenile Models



Leatherette-covered, open-top case with colorful juvenile figures

ELECTRONIC  
No. 7X-26

- 2-watt output from 2 tube amplifier
- Crystal pick-up
- 3-in. dynamic Alnico-5 metal p.m. speaker
- Standard AC 78 RPM motor
- Feather-weight pickup

Dimensions: 5 $\frac{3}{4}$  x 12 $\frac{1}{2}$  x 10 $\frac{1}{4}$   
Packed 1 to carton, wgt. 10 lbs.



ACOUSTIC  
No. 7X-3

- Maximum tone and volume
- Throwback tonearm
- Newest reproducer
- Speed regulator
- Flock-sprayed turntable
- Best American-made motor

Dimensions: 6 x 12 $\frac{1}{2}$  x 10 $\frac{1}{4}$   
Packed 1 to carton, wgt. 11 lbs.

THE BEST IS NONE TOO GOOD FOR CHILDREN

EDWARD WILSON  
Manufacturing Co.

Export Department  
524 GRAVIER ST.  
NEW ORLEANS, LA.  
World Radio History

FACTORY, EASTONTON, GEORGIA

Gen. Sales Office - 122 Carnegie Bldg., N.W., Atlanta, Ga.

A few territories are now available for live-wire distributors. Write, giving qualifications.



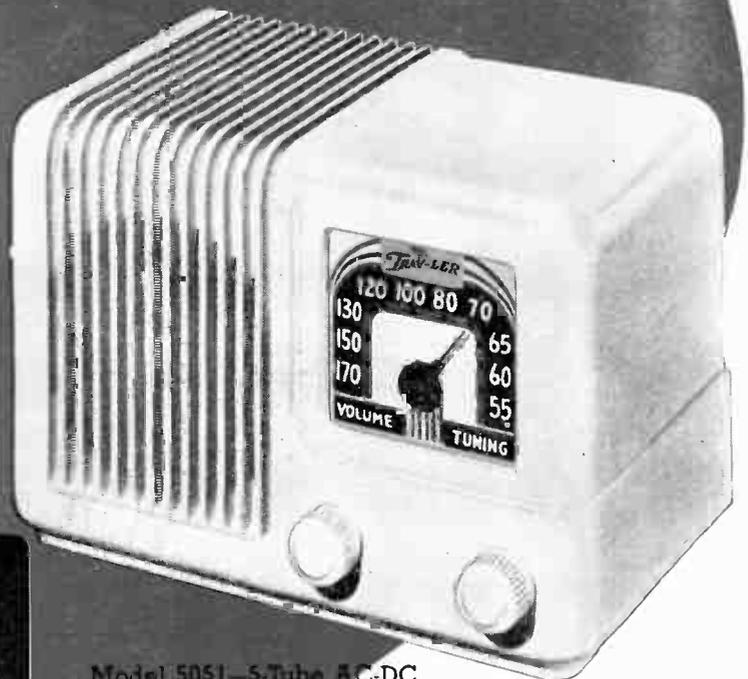
**Model 5027—Deluxe AC-DC Battery Operated Portable.**  
Three way operator with 4 tubes plus Selenium rectifier. 5-inch dynamic P.M. speaker. Handsome luggage styled, 9" x 12 1/2" x 5 1/2". Retail less batteries **\$29.95**

# 3 TRIPLE WINNERS

**Low in Price, High in Quality and Outstanding in Performance**

These popular portable and table models and other nationally advertised Trav-ler Radios are available for immediate delivery.

With Trav-ler acceptance never so great—better contact your distributor now and cash in on a sure thing.



**Model 5051—5-Tube AC-DC Plastic Table Radio.**  
Latest type super-heterodyne circuit, 5-inch P.M. speaker with Alnico V, built-in loop antenna. Attractive plastic cabinet. Choice of Ivory or Walnut Finish. 10 1/2" x 4 7/8" x 6 1/2". Ivory, \$19.95 Walnut **\$17.95**  
Retail



**Model 5019—Personal Battery Operated Portable.**  
4 tubes. Powerful 3 1/2-inch P.M. speaker, built-in loop antenna. Smart simulated alligator leather covering. Extremely compact, 6 1/9" x 7 1/8" x 3 3/4". Retail less batteries **\$19.95**

# TRAV-LER RADIO S

**TRAV-LER RADIO CORPORATION** General Offices: 571 W. Jackson Blvd. CHICAGO 6 • Plants—Bedford and Orleans, Indiana

**CONCISE AND ACCURATE  
NEWS OF THE TRADE  
PUBLISHED WEEKLY**

**RADIO  
AND  
TELEVISION**

Established 1916

**WEEKLY**

**THE ONLY NEWSPAPER  
IN THE RADIO AND  
ELECTRONIC FIELDS**

Vol. 64—No. 9

NEW YORK, WEDNESDAY, AUGUST 27, 1947

Per Year—\$5.00

## Philco Expanding Its Factory Space; Buys Rex Concern

**REFRIGERATION PRODUCER  
Concern Will Issue 51,993 Shares  
of \$3 Common Stock to Acquire  
All Assets of Connersville, Ind.,  
Manufacturing Organization.**

PHILADELPHIA, PA., Thursday — In a further expansion of its refrigerator and freezer division, Philco Corp. is acquiring the production facilities and all other assets of the Rex Manufacturing Co., Inc., Connersville, Ind., it was announced yesterday by John Ballantyne, president of Philco. For the past several years, Philco has purchased the entire refrigerator output of the Rex plants and has had an investment of \$973,000 in the preferred stock of that company.

In acquiring the Rex company, Philco will issue a net total of 51,993 shares of its \$3 par value common stock which has been authorized but not issued. Net income of Rex for the past twelve months is substantially in excess of earnings on the additional Philco shares to be issued.

Since entering the household refrigerator field in 1938 and home freezers in 1945, Philco has made rapid progress in winning public acceptance for these products and increasing its production facilities, so that today it is one of the leading factors in the industry.

In 1946, sales of refrigerators and freezers amounted to nearly 25 per cent of total Philco volume. The plant facilities now being acquired combined with the large new Philco refrigerator-freezer plant in Philadelphia give Philco a refrigerator production capacity several times as great as in 1941.

Philco has a backlog of refrigerator and freezer orders totaling approximately \$98,000,000 and capacity operations to meet this demand will be required for a considerable period ahead, Mr. Ballantyne said.

## RECEIVING TUBE PRICES RAISED

Price increases on radio receiving tubes have been announced during the past week on both replacement and initial equipment tubes.

New RCA prices became effective on Monday, although Sylvania prices do not take effect until September 2. In replacement tubes, list increases range from 15 cents to \$1.20, although prices have been reduced on several types.

Manufacturers have been forced to adjust prices because of increasing labor, material and other costs.

## RADIO PRODUCTION OFF IN JULY; REFLECTS A SEASONAL DECLINE

**VACATION PERIOD ALSO HELPS TO CONTRIBUTE TO DROP  
Total Output for Month by RMA-Member Companies at 1,155,456 —  
Production of FM-AM Receivers 70,649 and Television Sets 10,007  
— Nine-Month Production by Members of RMA Hits 9,766,100.**

WASHINGTON, D. C., Monday — Decreased production of radio and television receivers during the month of July was reported today by the Radio Manufacturers' Association. The drop was attributed to a general seasonal decline plus plant vacation shutdowns.

July production of all types of radio receivers by RMA member-companies dropped to 1,155,456 as compared to June's total of 1,213,142, although the July figures covered a five-week period, including two days in June and one in August.

However, a sharp increase in total set production occurred during the last week of July. In the work week ending August 1, a total of 357,240 radio receivers were produced as compared with 269,530; 187,723; 138,030, and 202,933 sets manufactured in the preceding work weeks. July's report covers the five-week period beginning June 28 through August 1, as RMA reports are made on a weekly basis.

Television receiver production in the month of July of 10,007 was slightly below the record of 11,484 sets produced in June, but well above the total of any other month reported this year. July's television receiver output was classified as follows: 5,546 radio table models, 2,591 radio consoles, 1,862 radio phonograph combination consoles and 8 television converters.

FM-AM receivers produced by RMA member-companies in July totaled 70,-

(Continued on Page 19)

## Norton Devoting His Full Time to RCA Victor Dist.

CAMDEN, N. J., Monday — Walter M. Norton, president of the RCA Victor Distributing Corp., has relinquished his duties as director of the distribution department of the RCA Victor Division, Radio Corp. of America, to devote his full time to the distributing corporation. Mr. Norton will transfer his headquarters from Camden to the distributing company's home office in Chicago.

For the past year, Mr. Norton has been directing RCA Victor's distribution policies and acting in an advisory capacity on general sales policy, while also serving as president of the RCA Victor Distributing Corp. This subsidiary serves RCA Victor dealers in the East Central and Midwest regions through branch offices in Detroit and Kansas City as well as Chicago.

## SONORA APPOINTS HALE SALES HEAD

CHICAGO, ILL., Friday—Col. George C. Hale, formerly an Army Air Forces communications equipment officer on the staff of General Arnold, has joined



Col. George C. Hale

Sonora Radio & Television Corp., this city, as sales manager, it was announced by Edward L. Harris, vice president in charge of sales.

Mr. Hale has a wide and extensive background in radio merchandising, having been a sales consultant with his own firm in Detroit. Prior to that he held the position of vice president in charge of operations for Jefferson-Travis Corp., New York; was director of the special products division of Emerson Radio & Phonograph Corp., and was a member of the Philco Corp. organization for seven years.

## Shakelford to Head Engineers for 1948

Dr. B. E. Shakelford, manager of the license department of the RCA International Division in New York, is expected to head the Institute of Radio Engineers next year, according to the slate of nominations for officers and directors announced last week. Nomination is tantamount to election.

As president of the IRE, Dr. Shakelford will succeed Dr. W. R. G. Baker, vice president in charge of the Electronics Department of the General Electric Co.

R. L. Smith-Rose, superintendent of the radio division of the National Physical Laboratory, Teddington, England, has been named for vice president.

## Gen. J. G. Harbord, Retired RCA Head, Passes Away at 81

**WAS CHAIRMAN FOR 17 YRS.  
Retired From Active Service With  
Radio Corp. Last Month — Had  
a Brilliant Military Career —  
Rose From Rank of Private.**

Lt. Gen. James G. Harbord, who retired last month as chairman of the board of the Radio Corp. of America, died last Wednesday, August 20, at his home in Rye, N. Y., after a brief illness. He was eighty-one years old.

General Harbord served for seven years as president of RCA and became chairman of the board in 1930, continuing in that post until last month. At the time of his resignation on July 11, he was named honorary chairman and continued as a member of the board.

General Harbord lived a life packed full of action. He enlisted in the Army as a private and rose through the ranks to major general. He was elevated to the rank of lieutenant general during the recent war.

Beginning life on a farm near Bloomington, Ill., he attended the Kansas State Agricultural College, from which he was graduated with honors in 1886. His application for appointment to

(Continued on Page 23)

## BENDIX PRESENTS NEW RADIO SETS

**DISTRIBUTORS ENTHUSED**

**Attend Meetings in Baltimore —  
Greater Values Offered at New  
Low Prices — Hush - O - Matic  
Scratch Eliminator Introduced.**

BALTIMORE, MD., Tuesday — A comprehensive line of radio receivers was introduced to Bendix radio distributors from all sections of the country at two meetings just concluded at the Sheraton Belvedere Hotel, this city, by the Bendix Radio Division, Bendix Aviation Corp. The first session, staged last Thursday and Friday, was attended by distributors and executive personnel principally from the Western states, while the second two-day meeting, concluded today, was attended by Eastern wholesalers.

Price range of the new line is from \$19.95 for a five-tube AC-DC set, housed in a plastic cabinet with a concealed handle, to \$399.50 for a deluxe fourteen-tube console combination, featuring FM and Hush-O-Matic, a new Bendix development, which is said to eliminate the scratch from records. Also

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# RADIO TELEVISION WEEKLY

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## FIELD REPRESENTATIVE

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Cable Address: "REGIBID" Western Union Code.

## Taft-Hartley Law

The much-discussed Taft-Hartley Act became the law of the land last Friday. Under this law, management and labor face changes regarding what they can and cannot do in dealing with each other.

Under the Wagner Act, which preceded the Taft-Hartley Law, employers, in many instances, have been prisoners in their own plants. The new law is designed to eliminate some of the bad features of its predecessor and become more equitable to all concerned. Under provisions of the Taft-Hartley Act, an employer can do many things he couldn't do heretofore.

An employer can now:

- 1—Fire workers who strike in violation of contract.
- 2—Fire workers for sit-downs or slow-downs.
- 3—Fire workers who break plant rules.
- 4—Replace strikers unless the strike is related to an unfair labor practice on his part.
- 5—Force unions to delay for sixty days a strike related to a contract.
- 6—Fire workers who strike in this sixty-day period.
- 7—Ask the National Labor Relations Board to obtain injunctions against wildcat strikes.
- 8—Sue unions if they break contracts.
- 9—Demand an election by the Labor Board to determine whether employees want a union.
- 10—Discuss unionism more freely with workers.
- 11—Refuse to grant a union shop or a maintenance of membership plan.

12—You can, however, sign a union shop contract if a majority of workers vote for it.

13—Refuse to deduct union dues from the pay of employees who do not want such deductions.

14—Bargain for his company individually, or through an association.

15—Ask the Labor Board to enjoin jurisdictional strikes and to stop secondary boycotts by court action.

16—Sue unions for losses suffered as the result of such jurisdictional strikes and boycotts.

However, there are still many things which employers cannot do. An employer, under provisions of the Taft-Hartley Law, cannot:

- 1—Sign a closed-shop contract.
- 2—Change the terms of a contract without a sixty-day notice.
- 3—Refuse to bargain with a union that has been certified as bargaining agent for employees.
- 4—Fire or demote workers for joining unions.
- 5—Refuse to reinstate workers who have been fired for union activity, or demand that they quit their unions before reinstated.
- 6—Coerce workers from joining unions.
- 7—Question workers about their activity or membership in unions.
- 8—Refuse to hire qualified workers because they are union members.
- 9—Influence workers to join a certain union.
- 10—Help organize a union.
- 11—Refuse to bargain with union representatives who are not employed by him.
- 12—Change working conditions during negotiations as means of hampering a union.
- 13—Reject union demands without offering proposals of his own.
- 14—Refuse to sign a contract after having reached an agreement with a union.
- 15—Favor one union against another when both are seeking members in his plant.
- 16—Ask the help of outside organizations or groups in fighting a union.

This new law has created comment from both sides of the fence, and was passed only after a bitter fight in Congress. However, in fairness to all concerned, it deserves a fair trial by all despite its many controversial aspects.

## Video Programs

Diversification is the secret of success in many fields, especially where a mass market or mass listening is desired.

Radio broadcasters have been on the alert to make their programs interesting to all types of listeners — young and old — and to appeal to all groups and classes. That's why stations must carry both classical and popular music; sophisticated, cultural and plain every-day programs; heavy and light plays, etc.

Television broadcasters must also make

every effort to make their programs attractive to all types of viewers. Fights, baseball games and other sporting events are tops when it comes to appealing to men, but the women and children must likewise be considered in an overall schedule for any video station.

Just as stations carry soap operas and other programs designed for women listeners, so must television broadcasters offer similar daytime attractions for the housewife. By the same token, the children, too, must be reckoned with in the development of a well-rounded schedule of telecasts. Children lookers-in must have their television counterparts to the "Lone Ranger," "Uncle Don" and other youthful favorites.

Women and children may not be interested in politics or sports, but they have their interests and it is the duty of telecasters to satisfy these desires. Newspapers have long ago learned that they must appeal to the women and children as well as to the men. The social page, women's page, comics, etc., were developed with this in view. Television folk would do well to seek to follow this formula, so successful in radio and newspapers.

## Veterans' Bond Cash

Radios and electrical appliances are items of merchandise most likely to be purchased by war veterans who cash in their terminal leave bonds starting September 2, surveys indicate.

Commencing next week, some 8,500,000 veterans are expected to begin cashing in their bonds, which total \$1,800,000,000, despite the campaign by the Treasury Department urging former members of the armed services to hold on to their bonds in order to realize the interest. Average payments per man will run about \$250.

Although department stores in general or mail order houses are not gearing special advertising or promotions designed to attract terminal leave money, independent retailers are not overlooking the possibilities offered by this flood of new cash. Accordingly, smart merchandisers will intensify their product advertising during the time the former service men are cashing in their bonds to attract these customers.

There is no doubt but that a large percentage of the bonds will be cashed in, since most persons operate on the theory of "a bird in the hand is worth two in the bush." Furthermore, there is every reason to believe that the recipients of this cash will spend a good portion of it on such products as radios, phonographs, television sets and appliances.

With these facts in mind, there is every reason why members of the radio industry should go all-out in their efforts to influence buying when the bonds are cashed.

## UNIVERSITY COURSES IN TELEVISION TO BE GIVEN IN WINDY CITY

START IN FALL AT DEPAUL

Value of Video as Sales Medium  
Will Be Stressed — G-E Personal  
Radio Having Large Sale.

CHICAGO, ILL., Monday — Inaugurating the first course of its kind offered by any school or college in the country as a regular part of its curriculum, Norman C. Lindquist, vice president of Television Advertising Productions of Chicago, will instruct on "Advertising and Promotion via Television" during the Fall semester at DePaul University in this city. Mr. Lindquist, himself an alumnus of DePaul, and former assistant director of television for Commonwealth Edison Co. of Chicago, expressed his belief that advertising will be television's most important function, and that its specialized application should be thoroughly understood by advertising men, who, as a rule, he said, do not appreciate its power and the methods that can be employed for maximum effect.

Speaking for DePaul, the Rev. Edward J. Kammer, C.M., vice president of the University, commented: "In view of the fact that the course involves the application of marketing principles to a new medium, it is intended for persons with some background in advertising and marketing or course work. Rev. Kammer is dean of the College of Commerce of the University, which will feature the course.

In his course, Mr. Lindquist will attempt to outline the numerous ways in which television can become the most potent sales medium of all time. His lectures will be based on experience gained during several years in the

(Continued on Page 20)

## General Instrument Corp. Seeks to Reduce Costs of Television Components

ELIZABETH, N. J., Friday — With the aim of putting television within reach of the average consumer, General Instrument Corp., this city, producer of radio components, has begun a \$500,000 research and engineering program designed to reduce sharply the cost of major components used by manufacturers of television sets, it was announced today by Richard E. Laux, executive vice president.

The program will be carried out in the Elizabeth laboratory of General Instrument and in that of its wholly-owned subsidiary, the F. W. Sickles Co., of Chicopee, Mass., of which Mr. Laux is president. Special attention will be paid to such currently expensive items as tuning heads, deflection coils and high voltage transformers, stated Mr. Laux, expressing the hope that manufacturers of other television parts will embark on similar cost reduction research.

## Discuss Snyder Campaign . .



Representative of Snyder Co. at Quarterly Meeting

PHILADELPHIA, PA., Thursday — Increased activity in both the radio parts, antenna, and auto accessories fields was reported at the recent quarterly meeting of field and export representatives of the Snyder Mfg. Co., Philadelphia. Heavier sales of the Snyder All-Purpose Universal Home Antenna, and their FM and Television versions has already been reflected in considerably increased production, and a rise in auto antenna sales will soon be felt at the factory sources, Dick

Morris, sales manager, announced at the meeting of representatives.

Ben Snyder, president of the firm spoke to the group shown above which includes (left to right) Sam Wiley, field representative in the Midwest; Ed Miller, general field representative; Sydney Mass, account executive of the Packard Advertising Agency; Mr. Morris and Mike Berns of Roburn Agencies, Inc., Snyder export division.

Mr. Berns said there would be a considerable increase in the export market for all types of antennas this year.

## ELECTRICAL GOODS JOBBER'S SALES HIGH

WASHINGTON, D. C., Friday — Sales by electrical goods distributors during the month of June were slightly under those of the preceding month, but were more than 100 per cent ahead of volume reported in June, 1946, the United States Department of Commerce reported today.

Sales by electrical goods wholesalers last June totaled \$274,000,000 against \$280,000,000 in May and \$133,000,000 in June, 1946.

## Television Show Planned For St. Louis Nov. 19-23

ST. LOUIS, MO., Thursday — The St. Louis Chamber of Commerce will sponsor a television show at Kiel Auditorium, this city, November 19 to 23. J. Wesley McAfee is chairman of the television committee of the Chamber.

Television receivers manufactured by leading firms will be exhibited at the show.

## Two Motorola-N. Y. Men Winners of Yacht Race

Phil and Mort Urison, staff members of Motorola-New York, Inc., won the recent Lobel Memorial Regatta, a sailboat race sponsored by the Miramar Yacht Club, at Sheepshead Bay, Brooklyn. Their boat, the "Aeolus II," crossed the finish line first after negotiating a 30-mile course from Sheepshead Bay, around the Ambrose light-house and return.

## Shops by Helicopter; Visits Radio Store . . .

ST. LOUIS, MO., Friday — Mrs. Harry C. Vollmer, suburban housewife, made her initial helicopter shopping tour recently at Hampton Village, world's largest drive-in shopping center.

In the course of her shopping trip, Mrs. Vollmer stopped at the Harmony Music Shop, radio and record retail store, where she made several purchases.

## Bond Geddes, of RMA, To Attend Western Meet

WASHINGTON, D. C., Friday — The Radio Manufacturers' Association, this city, announced today that Bond Geddes, executive vice president, will represent the group at the Third Annual Electronic Trade Show and Industry Conference, to be held September 26 to 28 at the Whitcomb Hotel in San Francisco. RMA Engineering Director W. R. G. Baker, who is also president of the Institute of Radio Engineers, also has been invited to the conference.

## Bernie Farrell Appointed N. Y. 'Rep' for Wilcox-Gay

It was learned in New York during the past week that Bernie Farrell has been appointed district representative in the New York area for the Wilcox-Gay Corp., Charlotte, Mich., manufacturer of recorders, needles, discs and other phonograph products.

## L. W. KANAGA NAMED GENERAL MANAGER OF RCA VICTOR IN DETROIT

IS 13 YEARS IN SALES FIELD

Appointment of Mr. Kanaga as  
Vice President of RCA Victor  
Distributing Corp., Announced.

CAMDEN, N. J., Thursday — Lawrence W. Kanaga, who has been engaged in sales and merchandising activities for the past thirteen years, has been appointed vice president of the RCA Victor Distributing Corp. and general manager of the company's Detroit branch, it was announced here by Walter M. Norton, president of the distributing organization. Mr. Kanaga's Detroit headquarters will be at 1930 East Jefferson street.

Before joining RCA Victor, Mr. Kanaga was for four years departmental merchandise manager for Hale Brothers in San Francisco. Prior to this he was associated with Montgomery Ward & Co. in various sales and merchandising capacities in Chicago and later in Oakland, Calif., where he was Pacific Coast sales manager.

A native of Indianapolis, Mr. Kanaga was graduated from the University of Illinois, with a B. S. degree in advertising.

## BIG SALES INCREASE BY STEWART-WARNER

CHICAGO, ILL., Thursday — Stewart-Warner Corp. sales for the first six months of 1947 totaled \$40,178,000 and were 71 per cent greater than for the same period during 1946, James S. Knowlson, chairman of the board and president, revealed in a letter mailed with a consolidated balance sheet to stockholders today.

The total of net earnings carried to surplus was more than three times that of the first six months of 1946, amounting to \$1,366,872 in 1947 as compared with \$408,712 in 1946, or \$1.05 a share of \$5 par value common stock as compared with 32 cents a share.

Although sales remained at about a constant level throughout the first six months of this year, earnings for the second quarter were less than for the first due to increased costs, being 50 cents a share compared with 55 cents a share. A dividend of 50 cents a share, 25 cents regular semi-annual and 25 cents extra, was paid on June 2.

Evaluating business prospects for the remaining months of 1947, Mr. Knowlson said the outlook "is at best uncertain." The company's backlog of orders remains substantial, however.

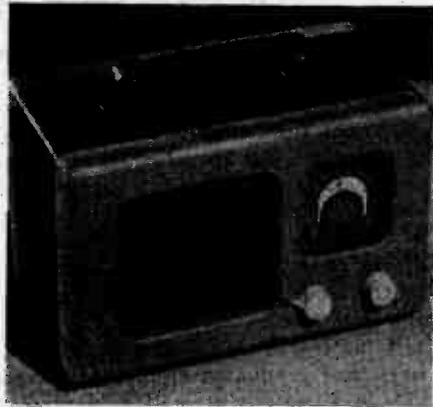
"Many lines are resuming their seasonal pattern," he continued, "and if the Summer lull in business is not reversed, it seems questionable if the present profit rate will continue."

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

## DEWALD RADIO LISTS SEVENTEEN MODELS IN FIRM'S FALL LINE

SETS NOW IN PRODUCTION  
Low-Priced Table Set, Battery Portable Featured — Short-wave Sets and Phono Combinations Also Ready.

The DeWald Radio Mfg. Corp., Long Island City, N. Y., announced during the past week that it is now in production on seventeen models of its Fall line. The models range from a table set retailing at \$14.95 to an automatic radio-phonograph combination retail-



DeWald Portable

ing at \$106.95. There are additional versions of four of the models with special Underwriter's Laboratories approved circuits.

Two extremely low-priced sets in the line are a new table set, Model B-401, retailing at \$14.95, and a battery portable, Model B-400, in two-tone leathette case, retailing at \$20.95.

Others include the Model A-514, the "Little Giant," a five-tube superheterodyne set with No. 5 Alnico speaker, retailing at \$19.95 in walnut and ivory plastic cabinet.

Models A-500, A-501, A-502 and A-503R contain five tubes including rectifier, have police and standard bands, built-in loop antennas and slide-rule dials. A-500 comes in a plastic cabinet and retails at \$24.95. Models A-501 and A-502 come in a variety of Catalin cabinets in different colors and retail at \$29.95. Model A-503R, also at \$29.95, is contained in a streamlined hard-wood cabinet. DeWald is producing another version of these four models with special Underwriter's Laboratories approved circuits.

Another model now ready is Model A-507, "Town and Country," a three-way portable, five-tube with rectifier superheterodyne set built in luggage-type carrying case with a sliding cover over the dial and speaker. Model A-605R, the "Connoisseur," is a table radio-phonograph combination. It contains six tubes including rectifier, and an automatic phonograph with record changer in a hand-rubbed walnut cabinet.

There are two portable radio-phonograph combinations in the line. Both contain six-tube radios and have luggage-type carrying cases. Model A-602 contains a single record player and retails at \$59.95. Model A-608, retailing

## PHILCO RAISES PRICES OF 4 REFRIGERATORS

PHILADELPHIA, PA., Friday — Price increases averaging 8 per cent were announced this week by the Philco Corp. here on four of its lower priced refrigerators. Philco has twelve models in its complete line. No change will be made at this time in the price of the other models, it was said.

"The adjustments became necessary primarily because of the increase in cost of materials," a company spokesman added, "and should not be construed as a general price advance." The increase covers Model 721, raised from \$214.50 to \$229.50; Model 731, from \$229.50 to \$249.50 and model 741 from \$262.50 to \$284.50. These three models are all seven cubic feet. An increase was also announced for the six cubic foot apartment house model, but the increase varies with the number purchased.

## S. B. Hubbard Co. Buys Stock of Elwes Electric

JACKSONVILLE, FLA., Tuesday — Announcement is made by the S. B. Hubbard Co., 36-38 West Bay street, that it has purchased the stock of merchandise of Elwes Electric Supply Co.

The Hubbard firm has opened an electric supply and appliance department under the management of Fred C. Elwes, who has had many years of experience in the electric supply business in Jacksonville. Emmett Coad will serve as assistant manager of the new department. —B.

## Brooklyn Dealers Hear Talks on Modernization

A meeting of the Cooperating Appliance Dealers Association of Brooklyn, Inc. was held last night (Tuesday) at the Edison Auditorium, Brooklyn.

Kenneth White and O. D. Pecora, of Ken White Associates, store planning organization, spoke on "Modernizing the Electrical Appliance Store." Martin A. Tarzian is president of the group and Albert H. Bernhard is secretary.

## Sprague Electric Co. Declares 20c Dividend

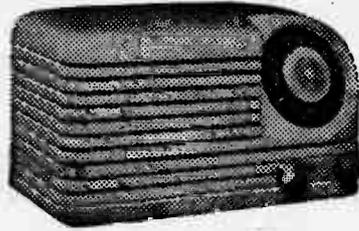
NORTH ADAMS, MASS., Friday — Robert C. Sprague, president of the Sprague Electric Co., this city announces this week that, at a meeting of the directors held today, a dividend of 20 cents a share was declared on its common stock, payable on September 15 to the stockholders of record at the close of business, August 29.

at \$89.95, is an automatic phonograph combination.

Model A-505R, the "Excel," is a five-tube with rectifier set featuring short-wave and standard bands. Retailing at \$44.95 in a two-tone, hard-wood cabinet, it also has tone modulation. Model A-509, the "Ranger," is a short-wave set retailing at \$33.95 in mahogany or ivory bakelite cabinet.

## OLYMPIC MARKETING TABLE SET AT \$14.95, ALSO NEW PORTABLE

Two new models are being delivered to the trade by Olympic Radio & Television, Inc., whose factory at 34-01 Thirty-eighth avenue, Long Island City, is now in full production on the sets.



New Olympic Table Set

The leader in the line is Model 6-501 a large table set about a foot long which carries a list price of \$14.95 in ebony. It is also available in walnut at \$16.95 and in ivory at \$19.95.

The second model which is finding wide acceptance is Model 7-526, a three-way portable listing at \$29.95 less batteries. This is a five tube set plus selenium rectifier and has a three-gang condenser and powerful 5" PM speaker.

Percy L. Schoenen, executive vice president of Olympic, commented on the two models last week, saying, "We have produced both models after receiving requests from numerous prominent merchandisers. They told us of the public demand for this type of merchandise and specified four important requisites. These were: good styling, quality performance, full size models and real merchandising values. We have striven to fulfill these specifications, and the successful promotions which leading stores are now running on these models have confirmed our belief that we have given our dealers some of the outstanding values of the year. There will be further important announcements on new values in the near future."

## George Malsed Joins Ohio Appliances Firm

COLUMBUS, O., Monday — Appointment of George Malsed as manager of the Cincinnati branch of Ohio Appliances, Inc., this city, has just been announced by A. V. Bice, vice president and general manager of the distributing concern. Mr. Malsed will have complete charge of all distributing activities at that point.

Mr. Malsed has had many years of merchandising experience in the appliance and radio field, and was associated with RCA Victor in various capacities for the past seventeen years.

## Joins Montgomery Ward

CHICAGO, ILL., Friday — Montgomery Ward & Co. announced this week that Robert M. Rowen has joined its furniture buying division. Previously, he has held radio buying posts with Spiegel, Inc., and R. H. Macy & Co.

## THE TRAVELER

C. W. "Bill" Shaw, general manager of radio tube sales of Sylvania Electric Products, Inc., is on his vacation.

Herbert A. Brennan, vice president of Associated Stores, with headquarters in Tampa, Fla., was a visitor in New York last week, accompanied by Mrs. Brennan. Herb is receiving congratulations again on the birth of a granddaughter.

Joseph J. Kurland, head of the Illinois Condenser Co., of Chicago, spent several days in New York last week contacting the trade with the firm's eastern "rep," S. A. Shaw. Mr. Kurland intimated that a startling product announcement will soon be made.

Paul S. Ellison, director of public relations of Sylvania Electric Products, Inc., returned to his office in New York on Monday refreshed from his vacation.

Howard A. Jacobs, head of the Tone Products Corp. of America, is making a tour of the West Coast trade and plans to visit many of the firm's wholesalers en route east to his Gotham headquarters.

Nat Hyman, president of the Cosmic Radio Corp., of New York, condenser manufacturer, will leave on a business and pleasure tour of Europe and Asia this week.

Henry Servais, general sales manager of Apollo Records, Inc., New York, returned from a trip through the South where he established new distributors and visited Apollo's branch offices. He was accompanied by Jim Frangos, national sales representative.

Donald Gabor, president of the Continental Record Co., New York City, is enroute to the West Coast to contact his representatives in the Pacific Coast area.

Max H. and Paul R. Krich, president and executive vice president, respectively, of Krich-Radisco, Inc., Newark, N. J., radio-appliance distributor, are back at their headquarters after spending several days at South Bend, Ind., for a Bendix washer convention.

Frank M. Beaucaire, president of Beaucaire, Inc., Rochester, N. Y. distributing organization, attended the Bendix Home Appliances, Inc. convention at South Bend, Ind. last week.

Irving Sarnoff, vice president; Gerald Kaye, general sales manager, and Ira Schwartz, Bendix sales manager, all of the Bruno-New York distributing firm, returned on Monday from a trip to South Bend, Ind., where they attended a sales meeting at Bendix Home Appliances, Inc.

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

## F. T. BRIEN IS NAMED EXECUTIVE OF PHILCO DISTRIBUTING FIRM

SEATTLE, WASH., Friday—Appointment of F. T. Brien, well-known Seattle electrical appliance merchandising man, as executive vice president of Radio Television & Appliance, Inc., Philco distributor, has been announced by S. L. Savidge, president of the organization. Mr. Brien will assume his new duties this week.

Brien comes to his position with an extensive background and knowledge of the electrical appliance business. He was formerly district merchandising manager for Graybar Electric Co. and managed the electrical appliance department of that company during the past thirteen years. For seven years prior to that time he was affiliated with the Frigidaire Corp. as division manager of the California offices.

Radio Television & Appliance, Inc. is the western Washington and Alaska distributor for Philco radios, refrigerators and home freezers, Columbia records, L & H electric ranges and water heaters, Blackstone washers, ironers, and home laundries, Allen circulating house heaters, Filter Queen vacuum cleaners, Knapp-Monarch electric appliances and many other appliance products.

The \$100,000 addition to the present distributing plant and warehouse at 510 Westlake avenue North will soon be completed, according to Mr. Savidge. This building will almost double the present capacity and will increase office space, merchandising display rooms and operating area to allow for added expansion. When completed, the building will be one of the most modern appliance wholesale houses in the Pacific Northwest.

## New Battery Developed For Small Personal Sets

HARRISON, N. J., Monday—Owners of portable and midget "personal" radios, formerly limited to the use of ordinary flashlight cells as "A" batteries, are now offered a new-type, sealed-in-steel radio "A" battery especially designed for use in smaller sets and recently placed on the market by the Tube Department of the Radio Corp. of America.

RCA's new battery, the VSO36, offers twice the listening hours of ordinary flashlight cells, stays fresh for years, and overcomes the old bugaboo of swelling and leaking that often corroded and ruined essential radio parts, according to RCA officials.

## Sorensen Names Koehler

STAMFORD, CONN., Saturday—Sorensen & Co., Inc., here, announced today that Arthur Koehler, formerly of the Arma Corp., Brooklyn, has been appointed production manager. Sorensen manufactures voltage regulators and electronic equipment.

## GARDNER RESIGNS AS COLONIAL HEAD

BUFFALO, N. Y., Thursday—Allen H. Gardner has resigned as president of the Colonial Radio Corp., this city, manufacturer of private brand radio sets, it was announced here today by company directors. Colonial is a wholly owned subsidiary of Sylvania Electric Products, Inc.

Don G. Mitchell, president of Sylvania, will serve as president of Colonial in addition to his present duties, pending the election of a successor to Mr. Gardner.

Mr. Gardner will continue as a director of Colonial.

## RCA AND UNION SIGN NO-STRIKE CONTRACT

A two-year agreement was signed last week by the RCA Victor Division of the Radio Corp. of America and the United Electrical, Radio and Machine Workers of America, CIO. The contract contains a "no-strike, no-liability" clause that rules out recourse to the courts or to the National Labor Relations Board by either side.

The agreement is said to be the first ever signed on a national basis by the company and the union. The pact provides that all disputes are to be settled through the grievance and arbitration machinery established in the contract.

A general wage increase of 5 cents an hour was agreed upon for the company's 11,000 employees in Camden, N. J.; Lancaster, Pa.; Hollywood, Calif., and Pulaski, Van. Wages and other economic issues may be reopened by either party upon written notice sixty days before May 7, next year.

## David Gold Is Appointed Manager at Howbar, Inc.

Howbar, Inc., retail radio and appliance store located at 224 Fifth avenue, in New York, has announced the appointment of David Gold as its store manager.

Mr. Gold, who succeeds B. S. Lipson, who resigned recently, has been associated with the radio trade since 1920. He formerly was connected with Temple of Music Stores, a Long Island retail chain.

## Reorganization Planned On Viewtone Television

Plans for the reorganization of the Viewtone Television & Radio Corp., New York will be presented to stockholders at a special meeting to be held at 10 A.M. at the Hotel St. George, Brooklyn, on September 9.

Under the provisions of the plan, 60 per cent of the stock would be transferred to outside interests. If the plan is approved, management would continue in the hands of Irving Kane, president, it is understood.

## LOU SILVER APPOINTED VICE PRES. OF GAROD; TO DIRECT ALL SALES

In his first official act as new owner of the Garod Radio Corp., Brooklyn, N. Y., Leonard Ashbach has just announced the appointment of Lou Silver as vice president and a director of that



Lou Silver

corporation. Mr. Silver, who has been the Garod national sales manager for the past eight years, now assumes complete charge of all Garod sales throughout the world.

"In purchasing the company," Mr. Ashbach said, "I was as much concerned with retaining its entire key personnel as a functioning, well-coordinated team, as I was with tangible physical assets."

Mr. Silver will assume his new post on September 3.

Production schedules on the new 1948 models have been upped considerably as a result of the enthusiasm displayed by Garod distributors at the recent convention in New York.

## Ward Products Campaign To Feature a New Line Of "Magic Wand" Aerials

CLEVELAND, O., Thursday—The Ward Products Corp., of this city, will launch a major advertising campaign starting in September on its new line of "Magic Wand" aerials for home FM and television receivers. The promotion will be directed to the consumer and will cover both car and home aerials.

The advertising copy will appear in national magazines and in key newspapers as well as in the trade press. The theme of the campaign, which is expected to reach thirty-three million present and potential owners of FM and television receivers, stresses the importance of a good outdoor dipole antenna in securing quality FM reception. It also features the thought that this same type aerial is indispensable for satisfactory television reception. Burton Browne Advertising, of Chicago, is the Ward company's agency.

## Taft-Hartley Act Now in Operation In Labor Relations

### CHANGES POLICY EMPHASIS

### Contains New Responsibilities for Employers and Unions — Major Provisions of Law Outlined — Hits Jurisdictional Strikes.

WASHINGTON, D. C., Friday—The Taft-Hartley Act, which became effective today, limits labor unions in what they can do and what type of contracts they can get from employers. However, it leaves collective bargaining, the strike, and the strike threat as vastly important factors in the American labor-management scene.

The new law reaffirms the rights of employes, which have been the heart of the Wagner Act for the last twelve years, but it sets up some new conditions for invoking the law to obtain those rights. It changes the emphasis in government labor policy away from protecting unions, and it changes the functions of federal labor agencies.

It contains some new responsibilities for employers, as well as unions. It applies to industries in interstate commerce, and that includes nearly all manufacturing, mining and communications. It does not apply to railroads or airlines, which are under the Railway Labor Act, nor to local enterprises like retail stores or restaurants.

Following are the major provisions of the Taft-Hartley Labor Law:

**Jurisdictional Strikes**—Strikes over which union is to perform specified work, secondary boycotts and strikes for union recognition are illegal and can be ended by court injunction.

**Closed Shop**—Beginning today, no contract may be signed providing for a closed shop. Beginning today, a union shop provision may be included in a new contract only after a favorable majority vote of eligible employees.

**Union Practices**—No union may expel members for any reason except nonpayment of dues. No union may charge excessive initiation fees or demand featherbedding work rules.

**Bargaining**—Employers as well as workers now are guaranteed full freedom of choice in selecting their bargaining representatives. Each is forbidden to coerce the other.

**Freedom of Speech**—Employers now are guaranteed greater freedom of speech to campaign against unionization of their workers.

**Emergency Strikes**—The President is empowered to intervene in national emergency strikes.

**Union Liability**—Damage suits for breach of contract and for boycotts may be brought against union.

**Government Workers**—Strikes by government workers are prohibited.

**Health and Welfare Funds**—Restrictions are set up for the administration of these funds jointly by employer and employees and they are limited to such purposes as medical care, retirement or death benefits, compensation of injury or illness resulting from work, or insurance.

## TELEVISION NOW ON WAY TO BECOME A VAST BILLION DOLLAR INDUSTRY, DECLARES POPPELE

PRESIDENT OF TBA ADDRESSES GROUP IN PHILADELPHIA

**Expects 500,000 Receivers Will Be in Use by Next June — Average Cost, Including Installation Charges, Estimated at \$500 — But Better Programs Are Needed, He Tells Television Association.**

PHILADELPHIA, PA., Thursday —With the growth of television in the United States, Americans can expect a new billion dollar industry to develop in the next five years, J. R. Poppele, president of the Television Broadcasters' Association, declared tonight at a meeting and dinner of the Television Association of Philadelphia.

Mr. Poppele, who is also vice president in charge of engineering of radio station WOR, New York, said:

"Television is fast moving into the million dollar class. Predictions that it will be a billion dollar industry within a five-year span are certainly warranted."

Already, he pointed out, the industry is pushing forward into the million dollar brackets. Assuming that a half-million figure in the production of television receivers will be reached and exceeded by June, 1948, and with the average cost and installation charges of receivers at \$500, the industry will have a 250 million dollars income that early.

Right now, Mr. Poppele said, the primary need in television is good programming.

"Technologically speaking," he said, "television has advanced much farther than it has program-wise." Adding

that this must not be interpreted as an attack against those presently operating stations, he continued:

"Technically, television has been on the way for nearly a half-century—in one form or another. Program-wise, it has been here for less than a decade."

Pointing out that the television industry is seething with activity, Mr. Poppele said the 60,000 receivers now in use are concentrated more or less in the New York area, with sizeable percentages going to Philadelphia, Chicago, St. Louis and Detroit. Mr. Poppele declared that by June, 1948, there should be at least 500,000 homes wired for television.

Television stations, of which there are now twelve, are on the increase, too, Mr. Poppele declared.

"The Federal Communications Commission has granted an additional fifty-four construction permits for as many stations in twenty-four states," Mr. Poppele said. "Some of these stations will service the same areas where stations are currently operating, but a great many others will 'break the ice' in unserved metropolitan districts."

The TBA president voiced a belief that the number of stations operating

(Continued on Page 25)

## Crosley Division Sales Officials



**YEARS OF EXPERIENCE** will be brought into the national sales organization of the Crosley Division, Avco Mfg. Corp., Cincinnati with the appointment of Norman C. Macdonald as general sales manager, and Corley W. Kirby as domestic sales. Mr. Macdonald was formerly vice president and general manager of the Crosley Distributing Corp. branch in New York, while Mr. Kirby was formerly with Frigidaire. Mr. Macdonald's picture is at the top and Mr. Kirby at the bottom.

## Ross Store, Dover, N. H., To Open Damaged Building

DOVER, N. H., Monday—The Ross Furniture Co., radio, appliance and furniture dealer here, announced today that it is preparing to open a new modern store at its former location, 38 Third street, which was badly damaged by fire last year. Since the fire, the store has been operating from temporary quarters on Second street.

The former location is being completely renovated and in about a month will offer to the public one of the best and largest house-furnishing stores in the New England area, R. Ross Payeur, owner of the store, said.

## DEPARTMENT TO SELL SCHOOL EQUIPMENT IS SET UP BY RCA VICTOR

CAMDEN, N. J., Friday — Creation of a new Educational Sales Department of RCA Victor, spearheading the company's expansion of activities in the manufacture and sale of audio-visual equipment for the educational field, was announced this week by Frank F. Folsom, executive vice president in charge of the RCA Victor Division of the Radio Corp. of America. The new department will sell and also develop new educational products.

At the same time, Mr. Folsom announced the appointment of William H. Knowles, well known in the audio visual equipment field, as general manager of the new department. For the past year Mr. Knowles has been manager of the company's educational sales activities. Prior to joining RCA Victor he was vice president of the Jam Handy organization in charge of the educational department.

Harry E. Erickson, specialist in audio-visual equipment, has been appointed sales manager of the department. He will be responsible for field sales, advertising, sales promotion and customer relations. Gordon W. Butler, formerly in charge of the company's personnel and sales training programs employing audio-visual equipment, has been appointed Merchandise Manager.

Earlier this month RCA Victor, announced a new table model Victrola phonograph especially designed for schools and said to offer for the first time console-instrument performance in a table model reproducer. This new Victrola classroom phonograph senior model was introduced together with the new basic record library for elementary schools.

Other equipment and audio-visual aids in production are FM and AM broadcast equipment, FM and AM radio receivers, television receivers and transmitters, recording equipment, RCA electron microscope, electron tubes, and RCA Victor records.

## Television Receivers Shipped Via Airplane

What is believed to be the largest air transport of television instruments ever made was a shipment of fifteen projection type UST receivers sent to Baltimore recently via Eastern Airlines by the United States Television Mfg. Corp., of New York. The shipment was consigned to General Television Corp., 225 East Redwood street, Baltimore.

## Cardinal Firm Named By Eastern Amplifier Corp.

H. L. Slater, head of the Cardinal Electronics Co., Bronx, N. Y., distributor, announced here today that it has been appointed to handle the amplifier line of the Eastern Amplifier Corp., New York.

The Cardinal concern also distributes Steelman phonographs and Lee radios.

## TO ABOLISH SHARING OF TELEVISION CHANNELS UNDER PROPOSED FCC REGULATION AMENDMENT

WASHINGTON, D. C., Friday—The Federal Communications Commission announced here this week that it proposes to amend its rules and regulations governing the sharing of television channels, with the provision that sharing of video channels (except channels 7 and 8) be abolished.

Two years ago the Commission issued its allocation report providing in part for thirteen television channels and specifying that twelve of those channels be shared with other radio services on a mutual non-interference basis. Since that time the Commission has conducted a comprehensive study of various sharing arrangements.

The problems inherent in sharing were also discussed at length at an informal engineering conference held last June. As a result of these studies, the Commission is of the opinion that there is no practicable sharing arrangement which will not cause serious interference to television reception.

It is therefore planned to set forth a revised table of proposed frequency allocations in the bands 44-88 mc. and 108 to 216 mc.; a table of proposed frequency service allocations in the 44-50 mc. band; and a revised table of proposed allocation of television channels to metropolitan districts.

In order to accommodate the non-government fixed and mobile radio services for which provision was formerly made on a shared basis on television channels 1 through 5 and 9 through 13, the assignment of the band 44 to 50 mc. is changed from television to non-government fixed and mobile. At the present time there is no television station operating on this channel and there is only one construction permit outstanding.

The band 72-76 mc. is to be limited to use by the 75 mc. aeronautical marker beacons and to fixed circuits on an engineered basis with the view to avoiding adjacent channel interference to television broadcasting. Radio stations presently authorized in the 72-76 mc. band will be permitted to continue for a five-year period.

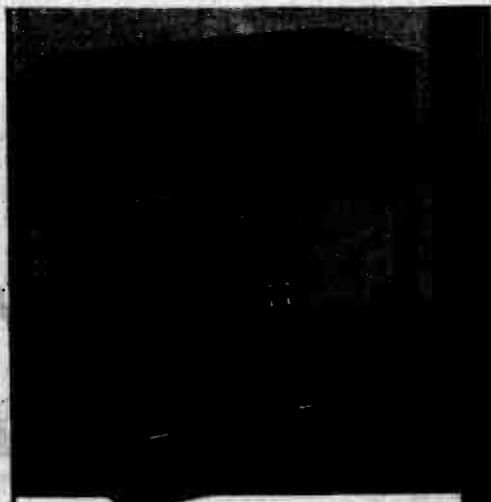
Possibilities of interference to television from such sources as harmonic radiations, television receiver response to stations on intermediate or image frequencies and television receiver oscillator radiations are engineering equipment problems which the Commission expects can more properly be solved by equipment development rather than further revisions of frequency allocations to the stations that broadcast television programs.



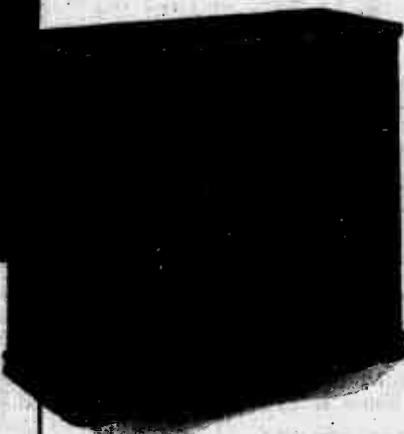
Clear as a Bell

NEW AM AND FM-AM Radio-Phonographs

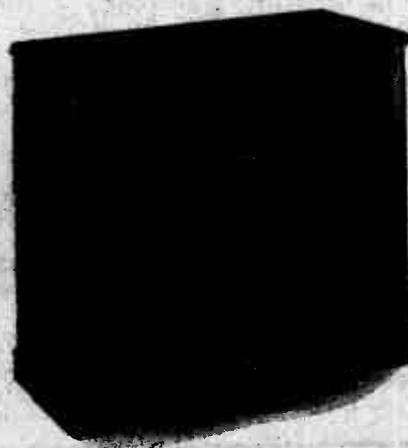
by



**MODEL WTRU-254.** The hottest selling console on the market! Priced from \$50 to \$75 below any comparable model! Complete home entertainment—Standard Broadcast, Short Wave, Automatic Phonograph! A top quality console, fine furniture in choice mahogany veneers. With album storage space. Today's biggest console value—gives you the edge on combination sales! . . . . . \$149.95  
Model WKRU-254. With FM-AM, \$179.95



**MODEL RMR-245.** You'll do a big console business with this magnificent model! It's big (two record storage compartments)—it's fine furniture in rich mahogany—it's complete—Broadcast, Short Wave, Automatic Phonograph! And it's sensibly priced—within the budget of the mass market buyer. It's the model that means volume combination sales! . . . \$240.00  
Model WLRU-245.  
With FM-AM . . . . . \$275.00

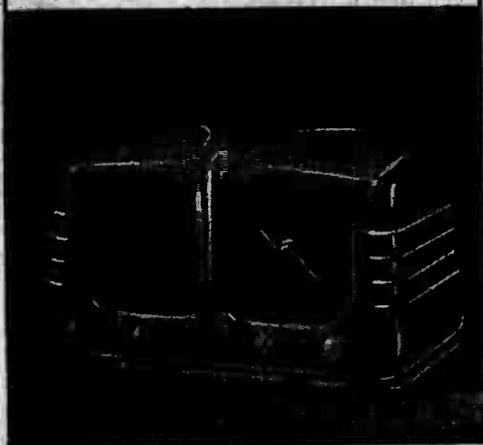


**MODEL RMR-219.** Top-quality combination at an unchallenged price! Luxurious proportions, SONORA-crafted in choice mahogany veneers. Two album storage compartments. Broadcast, Short Wave, Automatic Phonograph. Complete home entertainment, priced to draw in your trade, designed to sell! . . . . . \$235.00  
Model WLRU-219. With FM-AM, \$270.00  
Model WLRU-220. With FM-AM in the beauty of rare Primavera woods, \$280.00

(Prices slightly higher in the Far South and West of the Rockies.)

**SENSATIONAL FM-AM PLASTIC TABLE MODEL**

**MODEL WEU-262.** Brighten your sales with SONORA'S table model masterpiece! Here's thrilling FM reception and "Clear as a Bell" standard broadcast in a plastic table model cabinet that deserves an "Oscar" for its brilliant styling. Timed right, priced right to take your trade by storm. They want FM. They want fine styling and quality. Give them this SONORA sensation and watch them buy! In Mahogany, \$59.95  
Model WEU-240. In Ivory . . . . . \$62.95



**SONORA—YOURS FOR STEADY, GOOD BUSINESS**

SONORA Franchised Dealers are backed by a 3-Point Policy that has for its goal continuous sales and customer satisfaction—the requirements for steady good business:

**QUALITY**—Every SONORA model is designed and built to deliver "Clear as a Bell" tone. SONORA styling is market-conscious. SONORA produces fine furniture—crafted in its own wood factory.

**DEPENDABLE DEALING**—SONORA plays squarely with its Dealers. There's no obsolescence in SONORA merchandise. SONORA helps you move merchandise—protects your investment.

**SENSIBLE PRICES**—Each and every SONORA model is priced to appeal to mass market buyers—pledged to give more value, more quality, more enduring satisfaction for your customers' money.



**COMPLETE HOME ENTERTAINMENT AT ITS BEST**  
SONORA RADIO & TELEVISION CORP.  
325 NORTH HOYNE AVE., CHICAGO 12, ILLINOIS

# Bendix Presents New Radio Sets

(Continued from Page 3)

included in the line is a three-way portable; a table combination and a farm set. In all, some twenty new instruments were introduced and a number of the popular models have been carried over from the 1947 line. Distributors voiced their enthusiasm over the line.

J. T. Dalton, general sales manager for Bendix Radio and Television, served as chairman of the meetings and presented the line. Principal speakers were Malcom P. Ferguson, president of the Bendix Aviation Corp. and William P. Hilliard, general manager of the Radio Division. Also on the program were Earl L. Hadley, advertising manager, who announced plans for an expanded advertising campaign to be launched next month; Fred J. Hatch, of the McManus, John & Adams, Inc. advertising agency, who discussed the Bendix advertising program; J. L. J. O'Connor, sales promotion manager, who spoke on the Bendix promotion campaign, and Horace H. Silliman, manager of distribution, who discussed the wholesale set-up.

The Bendix Radio Division has exceeded expectations made two years ago, Mr. Ferguson told the distributors. "We made more sets than we had anticipated and made a bigger place for ourselves in the industry," he declared.

"We can look forward to better performance from now on," he added. In discussing the general outlook for

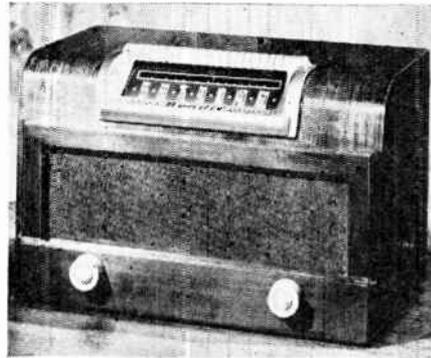
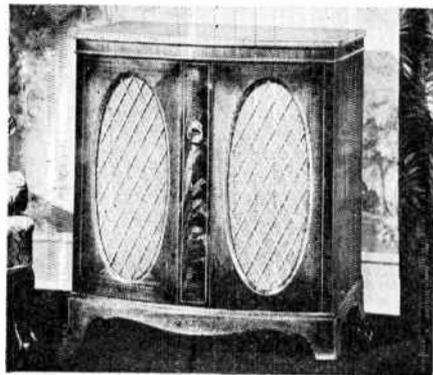


Table Model 112

the Bendix company, Mr. Ferguson was highly optimistic, citing, among other things the excellent diversification of the business. The total Bendix volume this year will reach \$140,000,000, com-



Console Model 1217D

pared with a pre-war business of \$40,000,000. Mr. Ferguson predicted many new developments in the home enter-

tainment field during the next ten years. "We are thinking about these things to come," he said, "because we at Bendix are all behind the Radio Division."

Among products now being studied by Bendix engineers are record changers and mirrors and lenses for television receivers, Mr. Ferguson revealed. He declared that the Bendix company has tremendous confidence in the future of television, but that sales volume in the industry this year will be in radios and not television sets.

In his address, Mr. Hilliard traced the history of Bendix radio and reported that some 500,000 receivers were produced by the company from April 1946 to April 1947. The company was producing about 10 per cent of all consoles up until April, he said.

As for the Spring decline in sales, this was a natural setback following a war, Mr. Hilliard said. He reported sales now definitely on the upgrade and very satisfactory. Discussing FM, Mr. Hilliard said that Bendix FM receivers perform as well as any made, and added that the company's service problems are highly satisfactory.

As for current business, Mr. Hilliard declared that "by and large, business this Summer has been better than during other years," adding that an improvement in business is now apparent.

He revealed that Bendix has completed basic designs for several television sets and that the company will make a limited quantity of receivers for delivery late this year. The company is seeking field experience in television, he said, adding that "Bendix will be in the television business with both feet."

"We should be able to do a better job relatively with television than with radio," Mr. Hilliard predicted, pointing to the company's engineering background. He called a low-priced FM table set the crying need of the radio industry and revealed that Bendix is studying this problem.

In addressing the distributors, Mr. Dalton traced the changes in the industry since the start of the slump last April, but was optimistic over the Fall and Winter prospects. Regarding the current price level of radio sets, Mr. Dalton pointed out that radio prices now are under those of other durable goods. He then presented a comparison of Bendix prices—model per model—with those of competitive manufacturers and this showed that Bendix compares favorably with the others.

However, the new radio sets offer greater values at new low prices, Mr. Dalton stated.

Mr. Hadley announced plans for a wider, more comprehensive advertising campaign, spearheaded by a four-color spread in Life next month. Extensive magazine, newspaper and trade paper space will be used during the year.

The increased activities of Bendix and its agency were outlined by Mr. Hatch, while Mr. O'Connor presented the company's expanded sales promotion campaign. Virtually every type of dealer sales aid will be employed, he announced. Mr. Silliman traced the history of Bendix in the radio industry and lauded the initial promotional efforts of the distributors for performing an outstanding job.

## CLARENCE COLBY DEAD; PIONEER RADIO LEADER

NEWTON, MASS., Monday — Clarence C. Colby, pioneer radio tradesman and president of the Radio Manufacturers Association during 1927-28, died here Saturday. He was formerly with the Samson Electric Co., Canton, Mass., and recently served as city clerk in Newton.

Mr. Colby was a pioneer of early leaders in radio, including Herbert H. Frost, Towner Webster, Nick Carter and A. T. Hough. He practiced law in Boston after retiring from the radio business.

Funeral services were held today at the Grace Episcopal Church, this city.

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

### IT'S EASY...



...IF YOU KNOW HOW!



Standard Arcturus can make it possible for you to supply your trade with a diversified line of tubes. Align yourself for the present—and the future—with the oldest name in radio tubes. Mail coupon immediately for latest list of available types.

Mail Coupon Below!

Standard Arcturus Corp.  
99 Sussex Avenue, Newark 4, N. J.  
Send me a complete list of tubes.

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No Quantity Too Large or Too Small

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Specialists for the  
Radio—TELEVISION—Sound Fields

## VIDEO TRANSMITTER NOW BEING ERECTED FOR STATION WOR TO DELIVER UNIT IN MARCH

General Electric Co. Is Building  
New High-Power Transmitter  
at Syracuse, N. Y. — Will Go  
on Air Next Summer.

SYRACUSE, N. Y., Monday — The General Electric Co. is building a high-power television transmitter at its Electronics Park plant here for WOR, New York, which will use it to operate a new television station to be established in that city with call letters WOR-TV. It will operate in Channel 9.

In making this announcement, C. A. Priest, manager of the G-E transmitter division, said the unit is expected to be delivered in March and WOR-TV personnel will have it on the air during the Summer of 1948.

It will project programs into homes over a radius of forty-five miles from its New York site and will bring this new service to from fifteen to twenty million people.

Rated at five kilowatts, the transmitter's power will be increased to over 30 kilowatts by use of a high-gain G-E television antenna. The transmitter will be designed so that higher-power stages can be added when needed without extensive changes to existing equipment, Mr. Priest said.

In addition to the transmitter and antenna, G-E will supply complete station and field pick-up equipment.

J. R. Poppele, vice president and chief engineer, and other WOR personnel have been visiting the G-E television station, WRGB, Schenectady, N. Y., for the past two years for programming and station operational experience.

## NEW RADIO IMPORTING FIRM FORMED IN INDIA

BOMBAY, INDIA, Friday—The formation of a new firm to import and distribute radio sets, transmitters, sound equipment and appliances has been formed in this city. Called the Hind Industrial and Mercantile Corp., Ltd., the firm was formed through the consolidation of a number of leading Bombay firms, including India Radio Service, D.m. Desai, director of the new organization, announced today.

The Hind Industrial & Mercantile Corp., expects to greatly increase Indian sales of radio sets, transmitters, sound equipment, intercommunicating systems, fluorescent lighting, test equipment and radio parts. The firm is at present considering local assembly of radios and sound equipment. It has already developed a program of refrigerator sales.

Besides existing branch representatives at Bangalore, Madras, Calutta and Delhi, the firm plans to appoint more

at Karachi, Cawnpore, Rangoon, Burma, and other centers.

Anantray J. Valia, former head of Messrs. India Radio Service and now a director of the new corporation, has been touring America and Europe, contacting radio and appliance manufacturers.

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

## C. M. HOGAN APPOINTED CROSLEY PATENT HEAD

CINCINNATI, O., Friday—Appointment of Charles Marshall Hogan as resident patent counsel in charge of radio and electronic patents of the Crosley Division, Avco Manufacturing Corp., was announced last week by R. C. Cosgrove, general manager of Crosley and vice president in charge of sales for Avco.

Mr. Hogan succeeds Robert L. Spencer, who will join Alden D. Redfield, former Crosley patent counsel who now heads the patent department of the Avco Manufacturing Corp. in Detroit. Mr. Spencer has been patent counsel for Crosley for the past year.

Mr. Hogan was graduated from Xavier University in 1930, and received an electrical engineering degree from Purdue in 1932. He is a member of the Ohio and Illinois bar and well known among the legal profession.



# CHALLENGES COMPARISON

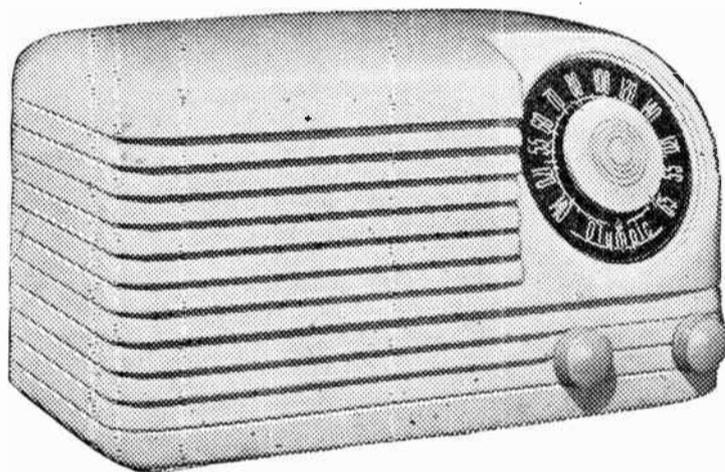
STYLE - PERFORMANCE - SIZE - VALUE

\$ 14.95

List Price (in Ebony)

WALNUT \$16.95

IVORY \$19.95



Model 6-501—Size 12"x6 1/2"x5 3/8"

- 4 Tubes plus Rectifier, AC-DC, Standard Broadcast Hi-power Superheterodyne using High Efficiency Tubes, two of them multi-purpose giving brilliant 7 Tube Performance.
- Automatic Volume Control and Distortion-reducing Audio Circuit.
- Improved Full Response 5" Dynamic Speaker.
- Double Tuned I.F. Transformers.
- Built-in Olympic "Hyper-Q" Antenna.
- 1.5 to 2 Watts Power Output.
- Olympic "Clear-Vue" Edge Lighted Lucite Dial with large three dimensional numerals, inclined at a 25 degree angle to provide easy tuning.
- Streamlined Plastic Cabinet, available in Ebony, Walnut and Ivory.
- Also available Underwriters Laboratories approved at \$1.00 list additional.



Model 7-526—Size 13 3/8"x9 1/4"x6 1/4"

LIST \$29.95  
Less Batteries

- 5 Tube plus Selenium Rectifier, 3-way Portable Broadcast Receiver. Operates on Dry Batteries or House Current AC-DC.
- 3 Gang Tuning Condenser, Tuned RF Stage, Extra Selective, Sensitive, Long Distance Getter.
- Powerful 5" PM Speaker Employing New Alnico Magnet. High Sensitivity, Clear Natural Tone.
- Uses two 4 1/2 volt "A" and two 45 volt "B" standard Minimax (or equivalent) batteries. Battery life approximately 300 hours.
- Beautifully Proportioned Case covered with High Grade Simulated Leather. New Modern Design, Plastic Bezel, Stitched Real Leather Handle.

Leading Stores are Now Running Successful Promotions on These Startling Olympic Values. Wire, Phone or Write for Details and Your Cost.

Olympic Radio  
The only radio with 'Tru-Base'

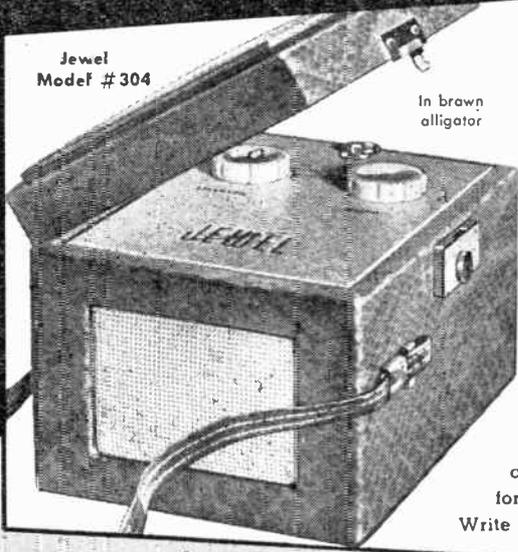
OLYMPIC RADIO & TELEVISION, INC.

34-01 38th. AVE.

LONG ISLAND CITY 1, NEW YORK

**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
- 6 1/2" HIGH
- 4 3/4" WIDE
- 4 1/2" 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 3 1/2 lbs. with batteries—has "Deep Voice" sound chamber, 3 1/2" Alnico 5 PM speaker—covers broadcast band: 540 to 1600 KC—adjustable shoulder strap or hand strap—in brown alligator leatherette—and it's priced **REALLY LOW!** Uses standard, easy-to-get, low-priced batteries. "PIXIE" is a truly **REMARKABLE PORTABLE!**

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

**CONNECTICUT FIRM IS MARKETING NEW TYPE TELEVISION ANTENNA**

HARTFORD, CONN., Thursday—A new television antenna which will make television reception available in homes in excess of the 100 mile radius was announced in this city by Jerome E. Respass, president of LaPoint-Plascomold Corp., of Unionville.

Television reception has been feeble to set owners living at a distance from the sending station but with the introduction of this new antenna, designed

by Alfred C. Denson, of Rockville, and mechanically by Mr. Respass, reception is now available at much greater distances, it is said.

To demonstrate the reception abilities of his new antenna, Mr. Respass has regularly been receiving telecasts from New York in his West Hartford home and at his Summer place, in Clinton. He has been able to receive television broadcasts from Philadelphia, a distance of some 200 miles from this city.

Mr. Respass said this new development will bring excellent television results to millions of people heretofore denied this medium because of transmission limitations. It will have a

broadening effect on the radio industry, he predicted.

Already, LaPoint-Plascomold is in production of its new product, known as the Vee-DX, at the Unionville plant which has been especially tooled to handle large-scale output. Mr. Respass said he anticipates steadily expanding employment as production increases.

The strength of the Vee-DX exceeds the strength of other television antennas by 300 or 400 per cent, he says, and he attributes this to the fact that the parts of the new antenna are assembled in an unorthodox manner and in such a way that many television principles once considered impractical are now proved to be altogether practical.

The Vee-DX antenna has the outward appearance of a double capital H fastened in a horizontal position on a vertical mast, with one H placed above the other. The antenna, made almost entirely of aluminum, weighs 20 lbs.

Mr. Denson conducts a radio shop in Rockville and began experimenting with antennae for television about five years ago. He began work on his new antenna when he was approached by Mr. Respass, who wanted him to build one for his television set.

Mr. Respass worked out the mechanical aspects of the device following the technical advances introduced by Mr. Denson. Their creation became the Vee-DX.

—J. A. COX.

**PROFIT OF \$4,644,992 FOR BENDIX AVIATION**

DETROIT, MICH., Thursday—Consolidated net income of the Bendix Aviation Corp. for the nine months ended on June 30 was \$4,644,992, equal to \$2.19 a capital share, contrasted with a net deficit of \$820,015 for the first nine months of the preceding fiscal year, the company reported yesterday.

Earnings for the nine months to June 30 last were after provision for depreciation and Federal income taxes and also after an appropriation of \$352,902 from the reserve for contingencies. The net for the previous fiscal period was after a credit of \$8,800,000 under the carry-back provisions of the tax law.

Net profit for the three months ended on June 30, 1947, was \$1,756,558, equal to 83 cents a share, against \$200,014, or 10 cents a share, in the similar quarter of last year.

**Robert Gregg Dies**

NEW ROCHELLE, N. Y., Friday—Robert Gregg, of 66 Lisepard avenue, here, owner of Gregg Radio and Sound Service, died this week at the New Rochelle Hospital.



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

**WARD**

THE WARD PRODUCTS CORPORATION  
1523 EAST 45th STREET, CLEVELAND 3, OHIO

*Aerials*

EXPORT DEPARTMENT: C. W. Brandes, Manager, 4900 Euclid Ave., Cleveland 3, Ohio  
IN CANADA: Atlas Radio Corp., 560 King Street W., Toronto 1, Ontario, Canada

**RCA Victor Signs 2-Year Labor Contract With U. E.**

The Radio Corp. of America announced in New York last week that its RCA Victor Division has signed a two-year national agreement with the United Electrical and Radio Machine Workers of America for plants where the union is established as recognized bargaining agency for hourly workers.

This is the first contract on a national basis between RCA Victor and the U. E. It is regarded by officials of the company and the union as a significant step towards continued harmonious relations, the announcement said. The agreement covers approximately 11,000 employees at four plants: Camden, N. J.; Lancaster, Pa.; Hollywood, Calif., and Pulaski, Va.

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1/2 - 1-2 Watt  
5% . 10% . 20%  
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**LEGRI S COMPANY, INC.**  
346-850 AMSTERDAM AVENUE  
NEW YORK 25, N. Y.

IN STOCK AT ALL TIMES

## New England Dealers Find Business Good

Portables Move Fast  
Little Video Interest  
Car Radio Sales Lag

PORTSMOUTH, N. H., Monday — Chick's Motor Co., 301 State street in this city, is an establishment skillfully woven 'round the personality of its owner, George R. Chick, who likes to relate that he was the first one to sell a Grunow refrigerator. He founded the firm twenty-six years ago as a motor company, but switched to radio a score of years ago. He is agency for Zenith, Stromberg-Carlson, Philco, RCA, Sperton, Bendix, Motorola and Emerson. All service is likewise handled at the shop, which is just off the square. It does a good year-round business with a lot of Summer tourist trade despite the fact that Portsmouth is now a few blocks off the main highway to "Down East."

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

Other items handled by Chick include Westinghouse stoves and refrigerators; Easy washers, Johnson's Seahorse (outboard motors); Motorola auto radio, and some of the table models too, and Rolifast bicycles. The store handles only nationally advertised merchandise and the management believes that the public has no "yen" for off brand items.

Other stock includes Kirby and Royal vacuums, clocks, desk lamps, flashlites, fans, and traveling irons. Chick's grievance towards radio manufacturers is that they skimp too much. Sets for \$69, \$79 and \$89, he says all use the identical chassis and have only a slight difference in cabinet design and finish.

Portables . . . AC-DC battery show a tendency to move fast in Portsmouth

### Will Pay Cash and Highest Prices for The Following Merchandise

RADIOS  
PORTABLES  
WASHING MACHINES  
REFRIGERATORS  
GAS RANGES  
ELECTRIC RANGES

No Quantity Too Large  
Or Too Small

CONTACT  
**PAUL M. DAVIDSON**  
LAKE SHORE ELECTRONICS  
Chicago

with perhaps Zenith, Philco and RCA in most popular demand. Plastic cabinets, too, are good leaders with Bendix, Stromberg-Carlson, Emerson and RCA selling in that order, according to the staff. Interest in FM sets is showing an increase by the buying public in that portion of New Hampshire and sets are stocked. The new FM station in that state this Fall should help some.

The Navy Yard personnel buys frequently from Chick, as well as "tourists and likewise visitors bound for the Crawford and Franconia Notch regions. Demand for consoles, table models and combinations has been met and there is no waiting list at the moment. Chick's is currently servicing for Winter use the Western Electric hearing aid tester used by the school department for use in all grades.

RUTLAND, VT., Tuesday — Henry Williamson, of 7 Evelyn street, this city, operates a thriving little shop that stresses service on all sets he sells. He has been in business since school days, nearly a score of years ago. Crosley, Westinghouse, Motorola, Philco (car sets), Zenith Pilots, Sonora and Farnsworth are his main receiver lines.

Crosley and Blackstone washers are his leaders in those items but he reports a shortage at the moment on washing machines. The appliance lines include fans and heaters. Coolerator and Crosley refrigerators are in considerable demand in this region, he reports.

There is no interest in television because of the location. But FM interest is on the upgrade. RCA and Sylvania tubes are the best movers from the shelves although Williamson handles an even dozen brands at all times. Recording discs and needles get some play in the Green Mountain State. He does a fair amount of work for P. A. systems, for small orchestras, but on order only. Seebury and Utah record changers are his two agencies in that line. Though ham interest is not large, it is intense, and the Rutland shop does well by the boys in this particular field.

Motorola and Philco car radios are both handled by Williamson but, for some reason or another, they do not move rapidly. The popular surmise is that Vermonters are waiting for new cars and, when approached with a sales talk for auto sets, used the Coolidge (Plymouth born) phrase, "Well, yes and no."

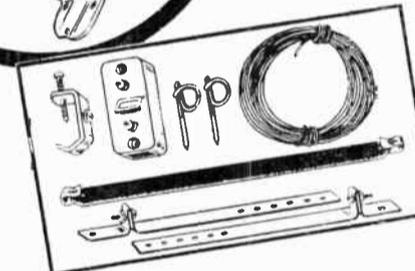
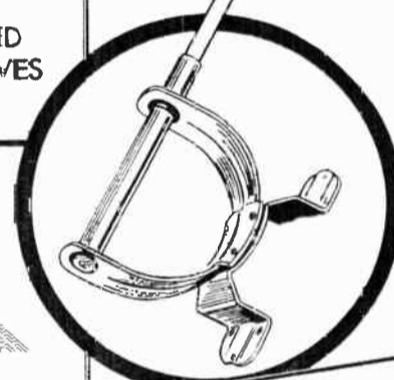
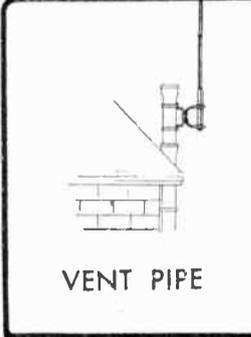
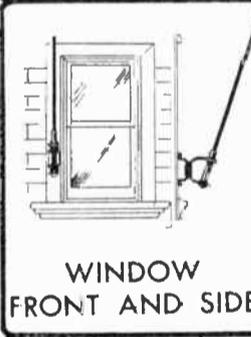
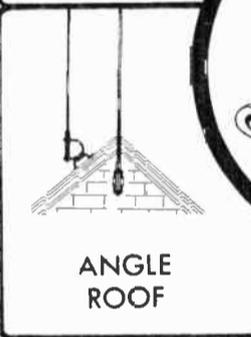
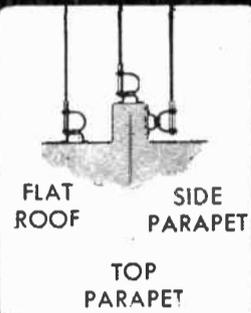
Williamson is also a Philco service station as well as for United Motors. The latter organization appoints him official agent to install and service (over guarantee period) receivers for certain specified lines of new automobiles. The Rutland place reports that the initial flurry over blonde wooden cabinets has passed and today's preference there is for walnuts and mahogany. Interest in 3-way portables is not large. Table models are second to consoles and heavy combinations. Plastic sets, selling under \$20 are in excellent demand but the store reports they are hard to get from manufacturers. There is some competition in the area that takes in 20 miles and 50,000 trading population. Zenith, Philco, Burgess and Eveready battery are good sellers. Located downtown in the county seat, Williamson does a genuinely good volume of business without swank or pretentiousness.

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# ALL — PURPOSE Home ANTENNA

## Another Snyder First

EASY  
ONE-MAN  
INSTALLATION  
•  
FITS  
ANY TYPE  
BUILDING  
CONSTRUCTION



### Look at These Big FEATURES:

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

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

SEND FOR OUR NEW ILLUSTRATED CATALOG.

MANUFACTURERS . . . START TO FINISH

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

## UST TELEVISION SET IS MADE ESPECIALLY FOR PUBLIC PLACES

IN AN ATTRACTIVE CABINET

Other Features Are Incorporated  
in Latest Model by New York  
Projection-Type Video Maker.

Designed especially to meet the demand for an attractive large-screen television receiver for public places, the new 1948 PIC model United States Television Mfg. Corp. set is now ready for delivery, it was announced last week by Hamilton Hoge, president of UST. The new unit has a 475 square inch screen, being 19 inches by 25 inches.

An advanced model of the UST tavern set which has proved so popular in public places, the new unit provides for increased brightness and still greater visibility for large crowds, Mr. Hoge said. It stands 72 inches high, three inches higher than the tavern model, and the screen is placed nearer the top of the set. It is also narrower and more compact.

The attractive cabinet has a mahogany finish. Its graceful lines make it ideal for the finest club or public gathering place, Mr. Hoge declared. The improved centralized control panel makes for easier operation of the set. Sliding doors over the control panel can be locked to prevent tampering with the unit.

The huge screen is encased in picture frame fashion. It is also set higher toward the top of the receiver than in previous models. The result is greater visibility. The picture received on these sets is claimed to be so bright that it is not necessary to dim house lights. Automatic frequency control is standard in all UST sets, preventing or greatly reducing local interference from all forms of static, such as doorbells, defective neon signs, cash registers, auto ignition systems, etc.

A feature of the new set is the ease with which it can be serviced. The lower part of the receiver can be opened from the front. Every component part of the sets is thus easily reached. There is no need to move the set at all.

In addition to brilliant big-picture television reception, the new model has fine FM and AM radio receivers with two short wave bands. These are easily handled from the central control panel.

Thirty-five tubes, including five rectifiers, are in the set. Bausch & Lomb lens is used in UST's refractive optical projection system.

### Technical Products Now In New N. Y. Quarters

Technical Products Int'l. manufacturers' representative formerly located at 144 West Fifty-fourth street, New York, has moved into its new headquarters at 453 West Forty-seventh street, a firm spokesman announced.

### Stromberg Supplies Small Reference Chart As Aid to All Dealers

ROCHESTER, N. Y., Friday — A handy, vest pocket, reference chart containing outstanding sales features of the complete Stromberg-Carlson Co. radio line has been furnished to authorized dealers for use by their floor

salesmen, the company has announced.

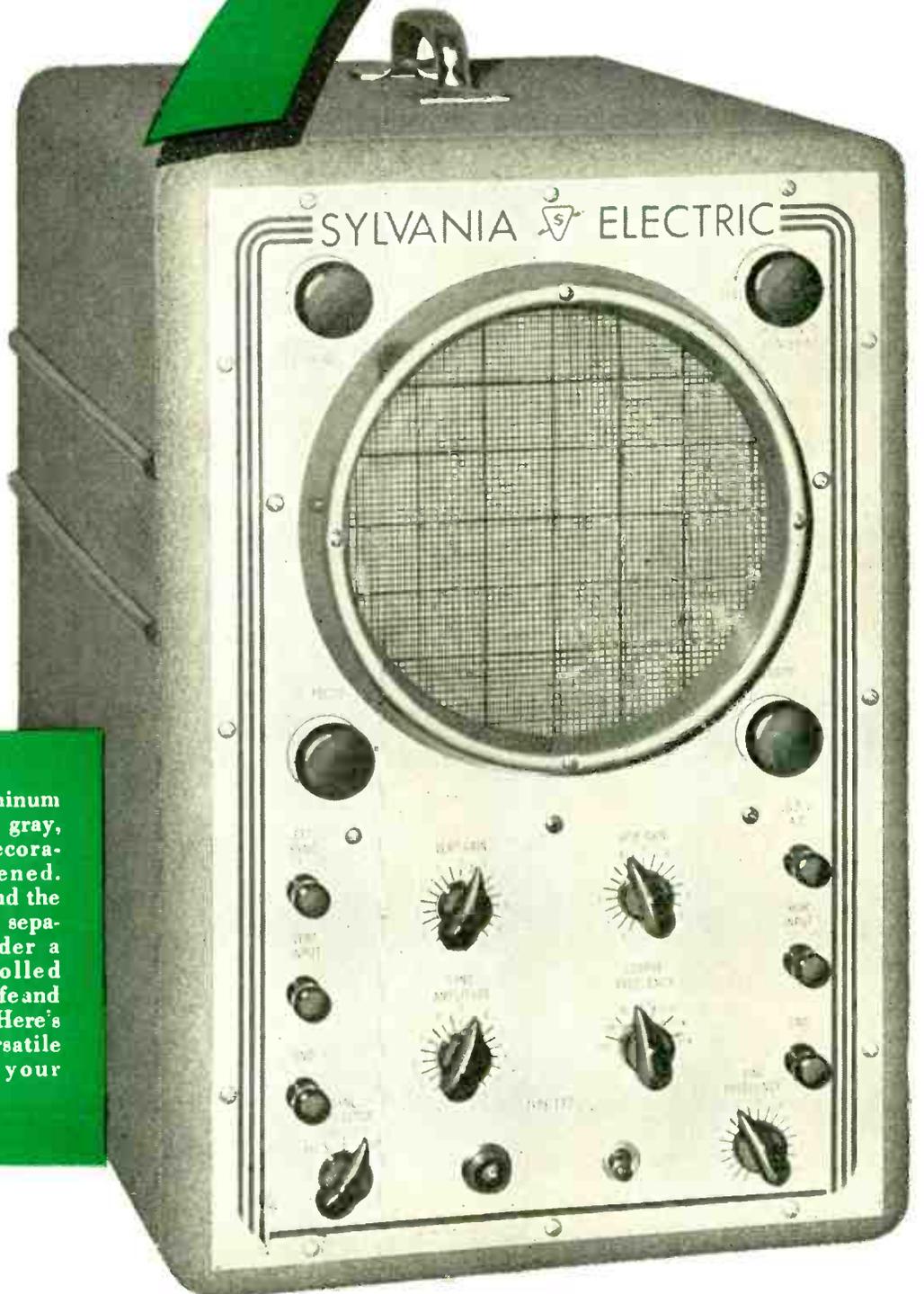
A quick glance at the compact, informative reminder enables any salesman to answer questions commonly asked by customers. By breaking down the features of each model separately, the chart gradually builds up from the lowest priced table receiver to the more expensive radio-phonograph combinations.

Besides being a practical point-of-sale aid, it condenses highly important

selling points for the dealer's freshman salesman. The chart is attractively put together with cartoon characters emphasizing Stromberg-Carlson radio features and reverse-type letter at top and bottom carrying the black and white theme of the chart itself.

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

# New 7-INCH



Panel is heavy aluminum finished in silver gray, with type and decorations hand screened. Each finish coat and the silk screening are separately baked under a carefully controlled process—for long life and maximum beauty. Here's an impressive, versatile instrument for your establishment.



# SYLVANIA

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

**JULES ALEXANDRE, INC.,  
BUYS NEW BUILDINGS;  
CROSLEY DISTRIBUTOR**

HARRISBURG, PA., Friday — Purchase of offices, showrooms and warehouse buildings at 619-621 Walnut street, across from the Pennsylvania Capitol building, was announced today

by Jules Alexandre, Inc., Crosley distributor with headquarters in this city.

The buildings, consisting of approximately 30,000 square feet of floor space, were purchased from the Pennsylvania Railroad and were originally built by the International Harvester Co. for storage of heavy tractors and farm equipment. Directly adjoining the buildings is a parking lot accommodating 300 automobiles.

Jules Alexandre, Inc. headed by Jules

E. Alexandre, president and general manager, employs thirty-four persons in representing such lines as Crosley Shelvador refrigerators, radios, electric and gas ranges and Crosley Frostmaster home freezers, and other products.

In addition to Mr. Alexandre, officers of the company are Ben Eby, vice president and secretary; Samuel Prescott, vice president and comptroller; and Otto Hepner, treasurer.

**VIDEO BROADCASTS IN  
MILWAUKEE SCHEDULED  
TO START DECEMBER 1**

**STATION NEAR COMPLETION**

**Much Interest Manifest Throughout Area — Permits Issued for Two New FM Radio Stations.**

MILWAUKEE, WIS., Monday—Television broadcasts will become a reality in this area about December 1 of this year, according to officials of the Journal Co., which now operates AM and FM stations here. It is planned to start with about twenty hours of television programs each week on WTMJ-TV, the station being constructed by the Journal.

A tower 500 feet in height is being built at Richfield on a hill 500 feet higher than the average elevation of Milwaukee, which should give this area good reception. Experiments by the station's technical staff have also indicated that Chicago television broadcasts could be relayed to this city, which might bring television network programs to Milwaukee sooner than had been thought likely.

The first receiving sets here will probably be assigned to business places frequented by a large number of persons, and it is expected that a number of sets will be so placed by December 1. A survey of leading manufacturers by the Journal Co. has revealed that it is unlikely that many television sets will be available for homes here until some time after the December 1 date.

The Federal Communications Commission has issued permits for FM stations to Hearst Radio, Inc., Milwaukee, and William F. Huffman, Wisconsin Rapids.

At Madison, Acting Governor Oscar Rennebohm has signed a bill appropriating funds for construction of part of a state-owned FM broadcasting system planned to blanket the state.

A new Wisconsin corporation is Pagel's Firestone Store, Inc., at Janesville, with 100 shares of no par value. The firm will deal in electrical goods and allied lines. Incorporators are Albin F. Pagel, Kathryn G. Pagel and Eli Block.

And at Fond du Lac, radio technicians last week were vainly trying to find out why a certain housewife's vacuum cleaner transmits radio programs when it is in operation. It is said the cleaner furnishes almost perfect reception. —BERT REICHERT.

**OSCILLOSCOPE ONLY \$124.50  
EXCELLENT FOR RAPID RECEIVER  
ALIGNMENT, TROUBLE-SHOOTING!**

Now, for little more than you would pay for a smaller instrument, you can obtain a big, beautiful, 7-inch Oscilloscope that's the last word for your service department. Great for rapid receiver alignment and trouble-shooting!

The Sylvania Oscilloscope Type 132 is an AC operated general purpose cathode

ray instrument used to study waveforms, measure voltages and currents of various types of circuits. Excellent for audio circuit analysis, transmitter checking, filter circuit and hum analysis, vibrator waveform checking.

Every progressive, well-equipped radio retailer's service department needs one.

**CHARACTERISTICS AND SPECIAL FEATURES**

Large 7-inch cathode ray tube provides "Jumbo" patterns.

A new push-pull deflection circuit provides clearer patterns, less distortion and more gain.

Observation of a wider variety of phenomena is made possible by the addition of a Z axis input for intensity modulation. This feature is useful in studying pulses and portions of cycles, and leads to many applications in industry.

Panel binding post provides 6.3 volt AC .3 ampere supply for convenient external use.

Subdued red-jeweled panel lamp assembly with removable cap for easy replacement of lamp.

Extra-long, heavy-duty line cord.

Externally accessible line fuse at rear of cabinet.

Power Supply  
105-125 volts — 50-60 cycle — 35 watts

Accelerating potential, 1400 volts.

Horizontal Sweep  
Left to right with frequency from 15 to 30,000 cycles.

Synchronizing signal sources: internal (vertical), external, line frequency

Deflection Factor at 1000 cycles

Amplifiers

VERTICAL .21 volt rms per inch peak to peak deflection

HORIZONTAL .25 volt rms per inch peak to peak deflection

Direct

VERTICAL 15 volts rms per inch peak to peak deflection

HORIZONTAL 18 volts rms per inch peak to peak deflection

Amplifier frequency response is flat to within 3 db. from 7 cycles to 140 kc. at full gain.

Input Impedance

Amplifiers

VERTICAL .5 megohm; 26 mmfd.

HORIZONTAL .5 megohm; 33 mmfd.

Direct-Vertical and Horizontal

3.9 megohms; 20 mmfd.

Intensity Modulation

.5 megohm; 30 mmfd.

For more complete information on the Type 132 Oscilloscope, together with application notes, hints and suggestions on the use of Oscilloscopes, write Sylvania Electric Products Inc., Radio Division, Emporium, Pa.

**SOLD THROUGH YOUR SYLVANIA DISTRIBUTOR**

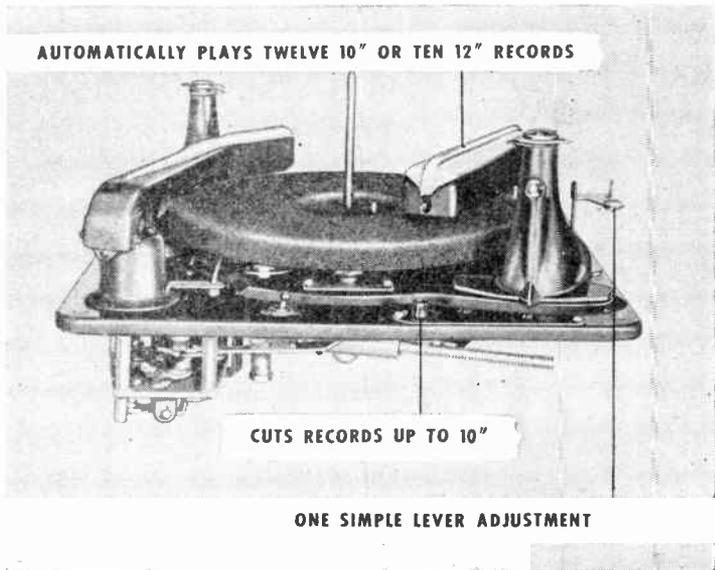
**ELECTRIC**



**FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS**

**Harry Woll, of RCA Victor,  
Gets Company Scholarship**

CAMDEN, N. J., Thursday — The RCA Victor division of the Radio Corp. of America, here, announced this week that Harry J. Woll, advanced development engineer with the division, is the first employe to receive an RCA fellowship under a new graduate plan established by the company. The fellowship provides \$1,800 in addition to \$600 for tuition, fees and other expenses for advanced engineering degrees.



AUTOMATICALLY PLAYS TWELVE 10" OR TEN 12" RECORDS

CUTS RECORDS UP TO 10"

ONE SIMPLE LEVER ADJUSTMENT

## Smooth Power COMBINATION RECORD-CHANGER-RECORDER

Your customers will like the simplicity and fine performance of this unique combination Smooth Power unit.

They'll enjoy the ease of operation with one simple lever for quick changing from one size record to another, to remove records or to set for manual operation and recording. They'll appreciate the smoothness and quietness of the record-changer. They'll admire the brown iridescent finish and streamline plastic trim on self-indicating "Reproducer" and "Recorder" arms. And, of course, they'll value the quiet,

vibration-free operation of the Smooth Power Motor.

Send for details. Ask us for complete information on this popularity-building combination that can add new sales appeal to your products . . . and on the complete line of Smooth Power Phonomotors and Recorders.

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



### Favorite Is Distributing Many New Record Lines

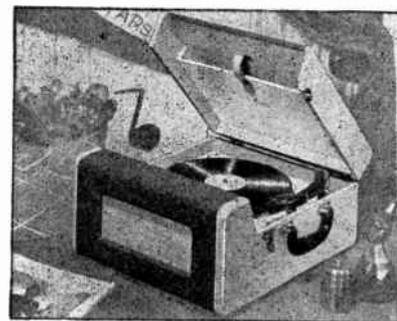
The addition of two new groups of children's albums to the line of products distributed by the Favorite Mfg. Co., New York, was announced last week by Charles Kronenberger, president. The first is a series of unbreakable record nursery rhyme albums manufactured by the Record Guild of America, New York, and the second is a series of cartoon record albums made by Burke-Mayer, Inc., Los Angeles, which contain fairy tales and songs for children with related cartoons printed inside the albums.

Other record distribution franchises taken on by the Favorite Company include Besa Records which recently shipped an album of songs by Sidor Belarsky, and the Silver Chord Records releases of Jewish religious songs. Lyric record storage albums have also been added to the firm's list.

### Borrah Minnevitich Group Will Record for DeLuxe

LINDEN, N. J., Wednesday — The DeLuxe Record Co., Inc., of this city, last week announced the signing of Borrah Minnevitich and his Rascals to a DeLuxe recording contract.

Borrah Minnevitich's first release will be a three disc album consisting of such favorites as "Donkey Serenade," "September Song" and "Lullaby."



### Continental Distributors Being Set Up By Dillon

Currently, Anthony "Joe" Dillon, national sales manager for Continental Record Co., New York, is on a nationwide tour, during which he is setting up Continental Record distributors.

Mr. Dillon, who has already covered the entire Southwestern territory, will terminate his trip on the West Coast. Recently appointed national sales manager for the Continental firm, Mr. Dillon has his headquarters in Chicago.

### ARA Distributing Co. At New St. Louis Location

ST. LOUIS, MO., Friday—The ARA Distributing Co., this city, distributor of Crosley radios and appliances, recently moved to a new location at 2300 Olive street, where they occupy 10,000 feet of space. In addition to Crosley products, the firm, which was formed in January, does a heavy volume of business in independent brand phonograph discs.

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

### M-G-M RECORDS NOW SOLD ALL OVER WORLD BY E. M. I. CONCERN

An agreement concluded last week by Loew's Inc. and Electric Musical Industries, Ltd., London, provides for the worldwide distribution of M-G-M records, a product of Loew's M-G-M record division.

An announcement revealed that the M-G-M organization will continue to manufacture its own records for distribution in North America, Central America and affiliated territories. The British concern will utilize its pressing facilities in twenty countries to provide distribution for MGM records throughout the rest of the world.

**SENSATIONAL Rainbow Album "A Tribute to Glenn Miller"**

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

### Capitol Records in New Space in Palmer Building

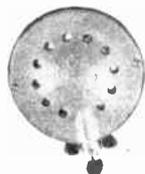
HOLLYWOOD, CALIF., Monday — Capitol Records, Inc., of this city, last week announced that as of September 1 this firm would occupy space on the fourth floor of the Palmer Building on Hollywood boulevard. Plans call for Capitol taking over 10,000 square feet of space on the third and fourth floor of this building in a move to centralize operations.

The accounting, mailing, shipping, advertising and promotion departments will be located in the Palmer Building.

### Decca Announces Profit

Decca Records, Inc., New York, announced last week that its net profit for the first six months of this year amounted to \$889,149 after provision of \$592,766 for all estimated income tax. This equals \$1.14 a share on 776,650 shares of capital stock outstanding and compares with a net profit of \$967,534 or \$1.24 per share for the corresponding period last year.

### Attention — Portable Phonograph Manufacturers!



### Tone-Arms Reproducers

Manufactured by

**E. TOMAN & COMPANY**



2623 W. 21st Place  
Chicago 8, Illinois



DISTRIBUTED IN  
**ALBANY**  
Area

BY

**Empire State Distributors**  
Albany 4, New York

MANUFACTURED BY  
*Audio INDUSTRIES*  
MICHIGAN CITY, INDIANA



**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



## ASSOCIATED IS NAMED ZENITH DISTRIBUTOR IN BIRMINGHAM, ALA.

BIRMINGHAM, ALA., Monday—Announcement was made August 2 by James H. McKee, Zenith Radio Corp. district manager, that Associated Distributors, Inc., 1920 Second avenue, South, has been appointed distributor of Zenith Radio products for most of Alabama and west Florida. L. S. Hart is president of Associated Distributors and Wesley L. Greer, vice president. Formerly with Moore-Handley Hardware Co., Mr. Hart and Mr. Greer formed their own company two years ago. C. F. Seale is secretary-treasurer and L. P. Compton sales supervisor. Included in products handled by Associated Distributors is Youngstown Kitchen equipment.

Godwin Radio Co., located at 2229 Sixth avenue South, is a newly opened shop. The proprietor is J. W. Goodwin, who has had ten years experience with Chapman Radio and Television Co. Philco and Motorola radios are featured.

J. E. Griswold, former display manager of American Radio and Appliance Co., is now associated with Sears, Roebuck & Co. in the refrigeration department.

Prestelite ranges are now being received in quantity, it was reported at Gulf States Distributing Co. S. B. Kronerberg, president, is vacationing in Miami.

Max Harwich, joint owner of Bir-

mingham Vending Co., is motoring with his family in the West, visiting Colorado and Yellowstone Park. There is a surprising heavy demand for records at this time of the year both in Birmingham and at the Atlanta branch, Record Sales Co., Harry Hurwich reports.

"Everybody is trying to buy some fans." That was about all the news to be had from dealers and distributors alike here as the temperature soared to 103 and pretty generally held to this level. What with weather cooler than normal the early part of the Summer and comment that Deep South summers weren't what they used to be, sales on fans had been somewhat in abeyance until now. —S. A. MAXWELL.

## STEEP SALES RISE IN REFRIGERATION PARTS

Because customers could no longer wait for prices to drop, a sharp increase in refrigeration supply sales has occurred during the last three months, M. Seligman, president of the Tenney Engineering Co., New Jersey refrigeration supply manufacturer, declared in New York last week.

A temporary lull in buying occurred for some refrigeration supply items during the first quarter of 1947, he said, but the trend is now completely changed, with volume for the second quarter increasing more than 50 per cent. The danger of overcrowded inventories on these items has passed, and normal stocks are now being purchased by both jobbers and equipment

manufacturers who stock coils, thermostatic expansion valves and other standard products of his company, Mr. Seligman continued.

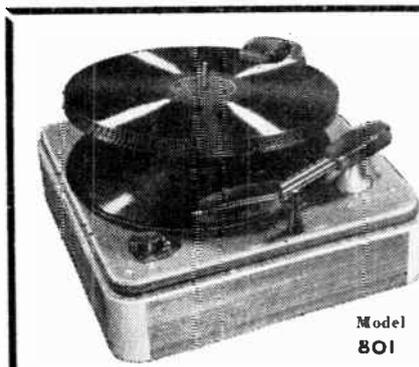
This trend indicates an ample supply of room coolers and other types of home refrigeration equipment during 1948 because orders for future deliveries are being placed by equipment manufacturers now assembling units for retail distribution next year, he said. Scarcity of materials has now eased enough to make available many types of components until recently difficult to obtain.

There has also been a rise in inquiries for experimental and development engineering work, Mr. Seligman added, indicating an active interest throughout the industry in future new products.

## Hoover Vacuum Expands Line With 2 New Products

Tank-type vacuum cleaners and an automatic electric iron are now in production for Fall delivery at the Hoover Co. of North Canton, Ohio. This is the first time in the forty-four year history of the company that its line has included anything but upright vacuum cleaners. F. G. Hoover, vice president of the company, announced last week at a New York press conference.

The new tank-type cleaner will sell for \$79.50 including attachments, and the new iron for \$11.45, including excise tax, Mr. Hoover said. Standard Hoover cleaners sell for \$69.95, with a deluxe model at \$89. Attachments for these models are \$18 extra.



Model 801

**FEATURING:**  
 Harmonizing Walnut and Maple Base  
 Automatic Operation  
 Fast, Quiet Changing Cycle  
**Competitive Low Price — \$32.50**

## PROSPECTS Unlimited

Your market for the VM Model 801 completely automatic changer unit is measured by the number of radios in your trade area. Attractive walnut and maple base, automatic operation, minimum record wear, silent service-free action, rock-bottom price, easy installation are only a few of the sales-clinching features it offers your customers.

Ask for Bulletin RT-1  
**VM CORPORATION**  
 BENTON HARBOR • MICHIGAN

*One of America's  
Great Distributors*



## KRICH-RADISCO INCORPORATED

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

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

*Serving New Jersey Dealers for More than Forty Years*

*Finest Name in Radio Phonographs*

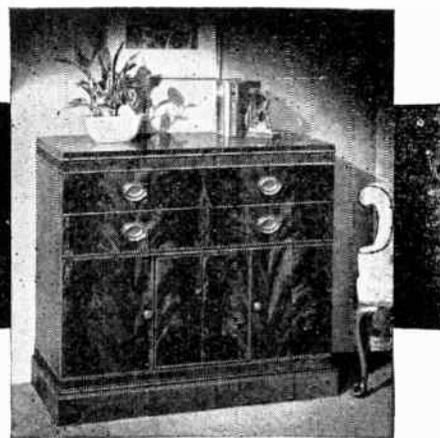
# Brunswick RADIO PANATROPE

IN PERIOD FURNITURE REPRODUCED FROM MUSEUM PIECES

**RADIO AND TELEVISION INC.**

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

*"The Buckingham"*



## ELECTRONIC SHOW IS PLANNED NEXT MONTH FOR SAN FRANCISCO

SAN FRANCISCO, CALIF., Monday—Booth sales for the Third Annual Electronic Trade show, scheduled to be held September 26, 27 and 28 at the Whitcomb Hotel, this city, have nearly all been contracted for, with many eastern manufacturers participating in the meeting which was originally intended to be only a regional activity, David H. Ross, show manager, announced today.

The West Coast Institute of Radio Engineers Regional Convention is keyed with and immediately precedes the Electronic Trade Show which is sponsored by the West Coast Electronics Manufacturers Association. A large attendance of electronic engineers from the United States and Canada and various electronic trade and industrial

groups are expected to be on hand.

Manufacturers planning to exhibit at the show include:

Altec Lansing Corp., American Microphone Co., Burlington Instrument Co., Dalmo Victor Co., Eitel-McCullough, Inc., Electro Engineering Works, Girard Hopkins Co., Heintz and Kaufman, Ltd., Hewlett-Packard Co., Kaar Engineering Co., Lake Manufacturing Co., C. C. Langevin Co., Lenkurt Electric Co., Magna Electronics Co.

Park Metalware Co., Permoflux Corp., Remler Company, Ltd., John F. Rider, Publisher, Inc., Sangamo Electric Co., Sound Equipment Corp. of Calif., Stephens Manufacturing Co., Stromberg Carlson Co., Sylvania Electric Products, Triad Transformer Co., United Speakers, Inc., Universal Microphone Co., Western Electric Co., Westinghouse Electric Corp., Weston Electrical Instrument Co.

In addition, a substantial number of manufacturers' representatives have taken booths.

## MINUTE MAN CREATES TELEVISION DIVISION

A new department specializing in the television field has been initiated by Minute Man Products, Inc., New York manufacturer of chassis, brackets, and other metal parts for the radio and sound industries.

Jack H. Scheinman, firm treasurer, revealed that this department would work with the television manufacturers in order to design the most economical chassis setup for greatest economy of production and performance.

The growth of television and the introduction of mass production by manufacturers makes it essential that chassis design be carefully planned, Mr. Scheinman stated.

## Two New Appliance Men Named By Detroit Store

DETROIT, MICH., Friday—The appointment of two assistant appliance buyers was announced this week by the J. L. Hudson Co., this city.

Thomas Lounsbury has been named assistant buyer of refrigerators, electric ranges and freezers in the major appliance department under James B. Ogden. Mr. Lounsbury has been with the store since 1946. Charles Coleman has been appointed assistant buyer of automatic washers, dryers and ironers and appliance accessories in the same department.

Alan S. McMullen recently resigned as assistant appliance buyer.

## John Lanigan Promoted By Eureka Williams Corp.

DETROIT, MICH., Thursday—John B. Lanigan has been appointed sales manager of the Eureka division of the Eureka Williams Corp., this city, G. T. Williams, executive vice president of the division, announced this week. Mr. Lanigan was formerly sales manager of Eureka's western division with offices in San Francisco.

## New Officers Are Named By Controllers' Institute

Lisle W. Adkins, controller of Crosley Division of Avco Manufacturing Corp., was elected president of the Cincinnati Control of the Controllers Institute, and Walter A. Smith, of the same company was named a director, it was announced in New York last week.

John D. Grayson, treasurer of Hazeltine Electronics Corp., was re-elected vice president of the New York City Control.

Russell L. Schowalter, assistant controller and assistant treasurer of Delco Radio Division of General Motors Corp., Kokomo, Ind., was named a director by the Indianapolis Control.

The Institute is a technical and professional organization of controllers devoted to the improvement of controllership procedures.

# Emerson

## RADIO

Headquarters for Northern Illinois

For Details of the Emerson Dealer Franchise Consult

### S. E. SCHULMAN CO.

801 South Wabash Avenue Chicago, Illinois

## Use "Flying Saucers" To Plug Philco Video Sets

NEWARK, N. J., Friday — T. A. O'Loughlin & Co., this city, made good use of the "Flying Saucer" controversy which everyone was talking about a few weeks ago in a promotion stunt for Philco television, which it distributes.

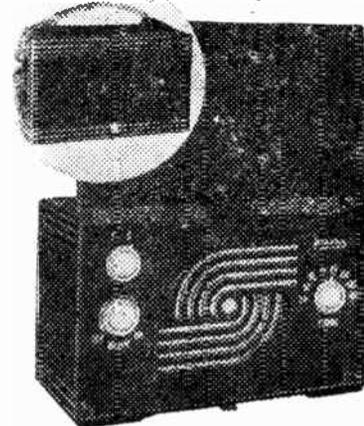
Last week, a half million "flying saucers" were dumped from airplanes over New Jersey coastal towns, including Newark, Jersey City, New Brunswick, Paterson, Hackensack, Morristown, and eighteen other municipalities. Morgan Greenwood, merchandising manager for O'Loughlin, said that the "saucers" carried an ad for the new Philco television receiver on one side and a Civil Air Patrol recruiting plug on the other.

Local newspapers all ran stories explaining what happened, and dealers in the area reported a big jump in video sales.

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.

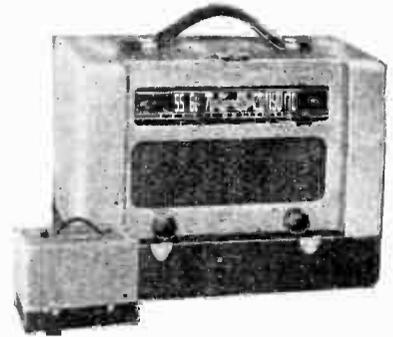
DEALERS! Write for Catalog and Prices  
**STONE DISTRIBUTING CO.**  
713 Pine Street St. Louis 1, Mo.

**Jensen MANUFACTURING COMPANY**  
 6601 SOUTH LARAMIE AVENUE, CHICAGO 38, ILLINOIS  
 IN CANADA — COPPER WIRE PRODUCTS, LTD., 11 King Street, West, Toronto  
*Specialists in Design and Manufacture of Fine Acoustic Equipment*

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 3, N. Y.  
 Chicago Office: 624 So. Michigan Avenue

*A Quarter-Century of Proven Quality*

### New Capacitors Added By Sprague Electric Co.

NORTH ADAMS, MASS., Friday — The Sprague Electric Co. here announced today that it is introducing a new line of comparatively small-sized, light-weight capacitors rated for D.C. operation between 8,000 to 20,000 volts. The units are hermetically sealed and are provided with solder seal glass terminal bushings. Despite high temperature ratings for these units, mounting

base areas either conform to, or are smaller than, sizes commonly used in the industry, it was said. Impregnated with the exclusive Sprague "Vitamin Q," dielectric, the capacitors can be readily used in existing equipment where larger units manufactured with conventional impregnants such as mineral oil, arador and castor oil have been employed in the past. In addition to nineteen standard types, the units can be supplied in a variety of special sizes and shapes, the company announces.

### PRODUCTION OF RADIOS DROPS DURING JULY; FIGURES REFLECT ORDINARY SEASON DECLINE

(Continued from Page 3)

649, as follows: 14,176 table models, 485 consoles, 55,987 radio-phonograph combination consoles and 1 table model radio-phonograph combination. July's FM-AM output was below that of 76,624 such sets in June as might be expected with the decline in overall set production.

So far this year, RMA set manufacturers have produced more than a half-million AM-FM and FM receivers—the July total bringing the seven months' aggregate to 516,212. Total radio set production by RMA member-companies for seven months of 1947 through July was 9,766,100. Following is the monthly breakdown of FM, television and all radio set production this year:

Month	FM-AM	Television	All Sets
January (five weeks).....	51,318	5,437	1,564,171
February .....	53,594	6,243	1,379,966
March .....	67,264	6,639	1,377,269
April (five weeks).....	112,256	7,886	1,759,723
May .....	84,507	8,690	1,316,373
June .....	76,624	11,484	1,213,142
July (five weeks).....	70,649	10,007	1,155,456
Totals.....	516,212	56,396	9,766,100

*Only* **3** *Adjustable*



**BALLASTS**

**REPLACE OVER 3000**

IMPROVED AIR-COOLED

*Exact duplicate* **AC-DC RESISTANCE TUBES**

**TO REPLACE RESISTANCE TUBES**

USE JFD BALLAST BEGINNING WITH	NUMBER	ENDING WITH
"A"	K, L, M, RK, BL or BM	6 to 42 A, B, C, D, F, G or H
"B"	K, L, M, RK, BL or BM	45 to 105 A, B, C, D, F, G, H, S1, S2, S3
"C"	All 4-Bang	50 to 350 R, RA, RL, L, LA, LB

**SMALL INVESTMENT — BIG TURNOVER**  
 More than 2,500,000 JFD Adjustable Ballasts sold. Giving satisfactory service since 1936. Handled by parts jobbers thruout the U.S.A.

**SERVICEMEN'S POPULAR KIT**  
**Model 770**—Five JFD Adjustable Ballasts in handy package, with replacement manual listing more than 3000 different exact duplicate ballasts which can be replaced.  
**EVERY SERVICEMAN NEEDS THIS KIT** List Price **\$7.50**

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

### PETRILLO BANS PACTS WITH NEW DISC FIRMS

In a move which can end further competition for a time in the record manufacturing field, James C. Petrillo, president of the American Federation of Musicians, announced last week that he is refusing to make instrumentalists available to new concerns anxious to enter the recording business.

The action is the outcome of a new strategy adopted by the musicians union after the passage of the Taft-Hartley law. Existing contracts between the union and disc manufacturers call for payments directly to union headquarters of a fee on each record sold, with the union having sole control over distribution of the money through a welfare fund.

Under the new labor law, it is illegal for a union to enter new contracts with similar provisions though contracts now in force may run until July 1, 1948. Rather than alter the operation of the welfare fund at this time, the union has decided merely not to negotiate any new contracts. Contracts have already been denied several new firms.

### R. L. Hoffman Assistant Ad Director for Admiral

CHICAGO, ILL., Friday — The appointment of Richard L. Hoffman as assistant advertising director at the Admiral Corp. here was announced today by Seymour Mintz, director of advertising and sales promotion. Mr. Hoffman was formerly office manager of the research department of the Foote, Cone & Belding advertising agency.

## BEAUCAIRE Inc.

114 MONROE AVENUE ROCHESTER 7, N. Y.

Distributor of

**PHILCO**  
Radios - Refrigerators - Freezers

**SPEED QUEEN**  
Washers - Ironers

**CLARK**  
Electric Water Heaters

**GRAND**  
Gas Ranges

**BENDIX**  
Washers - Ironers - Driers

**AMERICAN CENTRAL**  
Kitchens

**EUREKA**  
Vacuum Cleaners - Cordless Irons

**PROCTOR**  
Small Appliances

**SETH THOMAS**  
Clocks



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

# hallicrafters

The Radio Man's Radio

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

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



## UNIVERSITY COURSES IN TELEVISION TO BE GIVEN IN WINDY CITY

(Continued from Page 5)

field. He was in the Navy for four years, during which time he produced a television show to aid recruiting.

"Television," he declared, "will provide smart advertising men with an entirely new opportunity to test their ingenuity, and will open up jobs for a new breed of promotion-minded individuals." Prior to joining in the founding of Television Advertising Productions, while with Commonwealth Edison, Mr. Lindquist produced a video program called "Telequizzicals," a show that was given the Chicago Federated Advertising Club award as the outstanding television program of 1946. It was a WBKB feature until recently, and proved highly popular in this city. It will return to the air shortly.

Cary Wilson, vice president and gen-

eral manager of Cinch Mfg. Corp., and Mrs. Wilson, left August 19 on an extensive motor trip that will take them through most of the New England states, with a tour into Canada while in that section. Both Mr. and Mrs. Wilson are enthusiastic golfers, and are reported to have laid in a generous supply of golf balls with homing pigeon characteristics, which they will utilize in playing various courses while on their trip.

Until they came to Chicago four years ago, Mr. and Mrs. Wilson lived in Boston, and while in Massachusetts they will visit many old friends, as well as calling at the Cinch plant at Cambridge. This, Mr. Wilson said, will be his only concession to having anything to do with the business of manufacturing component parts for radio and television sets while gone, and he is giving Grant's Tomb as his forwarding address. September 5, will find Mr. Wilson back on the job here.

The public likes the new General Electric model 140 personal radio so much that dealers cannot be kept supplied with them, according to Gordon Hough, radio sales manager for R. Co-

per, Jr., Inc., G.E. distributor here. The set lists at \$49.95.

Mr. Hough stated that business has been excellent with his firm ever since the first of June, and that the last three weeks have seen a big pick-up, both with the Cooper company and the dealers it supplies. "This noticeable improvement only has to continue to Labor Day," he said, "and then we will be in the Fall season, heading toward the holidays, traditionally the best selling season for radios, so we are not worrying about a thing."

The G. E. model 801 television receiver and radio retailing at \$625 is going well, he declared, adding that dealers seem to be having no difficulty in finding buyers for this fine item. Ten days ago saw receipt of the first shipments of the 201 radio, listing at \$37.95, and they are moving out of dealers' stores at a highly satisfactory rate, Mr. Hough said. This 201 is the same as the 202, except that it is contained in a case of white urea plastic, of the same color all the way through, in contrast to being merely a spray job.

Mr. Hough was enthusiastic over the new model 60 "Wake Up to Music" clock-radio, which has superseded the original model 50 in this set. Where the 50 was a 4-tube t.r.f. receiver, the 60 is a super-het with built-in Beam-O-Scope, 5 tubes, and listing at \$39.95. With weather in Chicago this month having broken heat records, Mr. Hough stated that he is looking forward to playing a return date with the scene of his vacation last January, at Varadero Beach, Cuba, but again he is going to wait until January, when it will be as cold in Chicago as it has been hot since August 1.

The long-delayed remodeling of the second floor at the Hudson-Ross Randolph street store will be completed and occupancy will take place within thirty days, according to Diek Hirsch, president of Hudson-Ross. Coincident with this, the first floor will also be remodeled and modernized, he stated, and already outside work is being done in the construction of new fixtures by a cabinet shop.

The air-conditioning system, which was made a part of the new second floor space, will be incorporated in the ground floor store also, giving patrons comfort in all parts of the store. Another first floor improvement will be an increase in the space allotted to record sales, together with a doubling of the number of listening booths. All the work, on both floors, will be completed by October 1, at a cost of approximately \$100,000, which includes a new elevator, installed to serve only Hudson-Ross customers.

Concentration of production efforts is being made on wire recorders at the Webster-Chicago Corp. plant here, according to Sig Seaman of the compa-

ny's advertising department. Orders for this product continue to flow in, in heartening volume, he stated.

Carter Motor Co., 2644 North Maplewood avenue, announces appointments of the LeRoy Beier Co., 600 South Michigan boulevard, as sales representative for Illinois and Wisconsin, effective September 1. A prominent figure in radio engineering for fifteen years, Mr. Beier was formerly sales manager of the Allied Radio Corp.

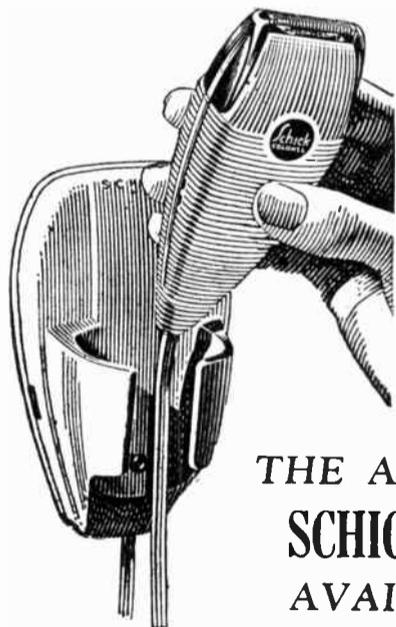
Associated with Mr. Beier are two notable radio engineers: Arthur Peterson, who has been in the radio profession for the past two decades, and previously with the American Phenolic Co., and Frank Glaubitz, a radio technical expert for the past fifteen years who was senior engineer for the Electronic Division of the Minneapolis-Honeywell Regulator Co.

Products manufactured by Carter Motor Co. include a complete line of rotary power supplies for every mobile communication requirements. Prepared and specified by the majority of leading radio communication manufacturers. This equipment is made in a number of models such as: Dynamotors, Magmotors, Genemotors and Converters.

—W. D. MORRIS.

New Jersey  NEWARK  
DISTRIBUTOR

In Jersey  
Eastern Sells **SCHICK!**



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

THE AMAZING, NEW  
**SCHICK Shaverest**  
AVAILABLE NOW!

**EASTERN Electrical SUPPLY CO.**

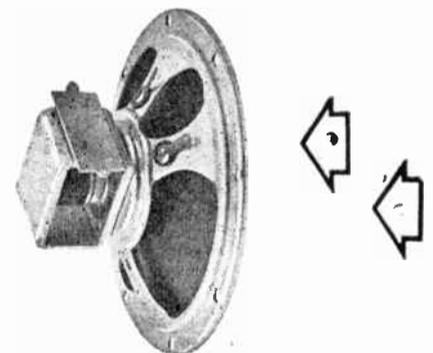
287 Halsey Street

Newark, N. J.

348 Washington Street

**Dependability**

**Performance**



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

**United Speakers**  
INCORPORATED  
3120 EAST PICO BOULEVARD  
LOS ANGELES 23, CALIF.

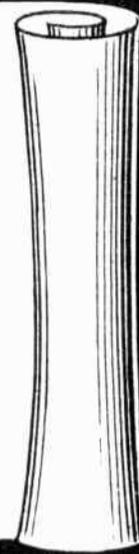


# GENERAL ELECTRIC

*Electronic*

## RADIO TUBES

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



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



### FARNSWORTH CONDUCTS WEST COAST MEETINGS; SUES, YOUNG & BROWN OPENS BRANCH IN FRISCO

JACK E. BAKER IS MANAGER OF SAN FRANCISCO OFFICE

Distributing Concern Entertains 600 Record Dealers From Northern California Territory — Firm Has Main Office in Los Angeles.

SAN FRANCISCO, CALIF., Monday —Two interesting events highlighted last week. There was a three-day Farnsworth showing at the Sir Francis Drake Hotel under the joint auspices of Eustace Vynne, West Coast manager of Farnsworth Television and Radio Corp., and the Northern California Radio and Appliance Division of J. N. Ceazan Co., recently appointed Farnsworth distributor. There were exhibited some very handsome console phonograph-radio combinations, also some fine chair-side models.

An innovation noticed was the slide-lid, Model 084, a chairside cabinet in either primavera or walnut. The chassis is equipped for AM-FM reception, and has eight tubes. The new models contain respectively 6-8-11 tubes, however, there is a profusion of selection in the art cabinets. Especially designed for the small home or apartment is Model GK-266 console combination with six tubes and space for record storage. An interesting feature of Model 086 is that it is exceptionally low. Also introduced was a very fine Chippendale model; there was an ultra-modern Cordovan, in which model the door folds entirely back, flush with the side; one model had an exquisite bow-front while Model 115 has eleven tubes with tone clarifier, magnetic pick-up and electric tuning, and it is priced to retail at \$409.50. Shown was also a television home receiving set. Jessie B. McCargar, chairman of the board of Farnsworth Television and Radio Corp., accompanied by George Ebersson, member of the board of directors, arrived here to

view the exhibit. Philo Farnsworth's mother and sister visited the showing.

This was the third in the series of West Coast dealer meetings, the first two were held in San Diego and Los Angeles respectively. From here the exhibit left for Portland, Seattle and Spokane. The Spokane meeting will be held August 28, and from there Eustace Vynne will leave for his vacation in British Columbia. The models will be shipped to Fresno, Calif. for the benefit of such dealers who might have missed the San Francisco showing. From there the entire collection will wind up in the Ceazan showroom at the Mart.

Gerald Seward and John Paul Miller, service engineers for Farnsworth's Pacific Coast Division, accompanied Eustace Vynne to the showings.

Last week a carload of Farnsworth small sets and chairside models rolled in. This week the six and eight tube sets will arrive, while in September the eleven tube models will put in an appearance.

D. A. (Dave) McMullen, sales manager of J. N. Ceazan Co.'s Northern California Radio & Appliance Division, announced appointment of Bob Yates as district representative for the Sacramento area.

An interesting new firm made its debut here recently, the Northern California branch of Sues, Young & Brown, Inc. The parent company is located in Los Angeles, where it is distributor for Zenith radios, Coolerator refrigerators and M-G-M records. From this office, distribution consists of M-G-M records,

Portofonic portable record players and record carrying cases. The firm here is located at 221 Eleventh street, where it occupies the entire building. The manager is Jack E. Baker, well-known in the radio field, as he had been for ten years associated with RCA Victor. Over a period of years he was with Radio Corp. of America in Camden, N. J., then served two years with the U. S. A. N. P. T. squadron in the South Pacific. Upon release to civilian life he returned to RCA and was eventually promoted to West Coast home instrument manager for RCA Victor, until he made the change to his present position.

Last week, Sues, Young & Brown, Inc., in conjunction with M-G-M Records, entertained over 600 franchised dealers from Northern California, Mr. Carlson coming from as far as Fort Bragg. The occasion was the preview of the M-G-M picture, "The Unfinished Dance," music of which will be soon ready for distribution in a record al-

bum. For the preview, the Tivoli Theatre was hired, and, after the picture, the entire assemblage adjourned to the Variety Club, which was engaged in toto with all catering facilities. President Pete Sues and Ed Young, secretary-treasurer, flew up from Los Angeles to attend the party. Over thirty disc jockeys participated from the leading broadcasting stations. Jessie Kye, in charge of artists and repertoire for M-G-M Records, was also present.

According to Jack E. Baker, M-G-M records are being enthusiastically received and are being handled by all leading stores. Top hits are the albums "Till the Clouds Roll By" and David Rose's "Holiday for Strings." In single discs, Art Lund's "Mam'selle" and "Peg o' My Heart" are doing exceptionally well.

—GISELA NEY.

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

#### WHAT

*Adjust-a-Cone*

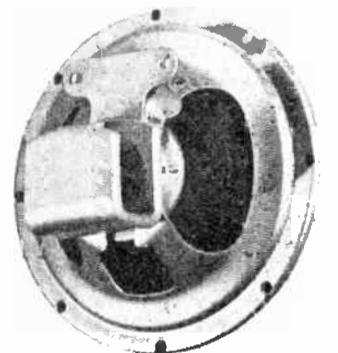
#### MEANS TO YOU . . .

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



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**NATIONAL DISTRIBUTORS of  
RADIO and ELECTRONIC  
EQUIPMENT**

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

## INTERSTATE SUPPLY ACTIVE IN SALES OF RCA VICTOR PRODUCT

IN ST. LOUIS TERRITORY

Company Reports a Fine Acceptance of Television Receivers — Record Volume Picking Up — Distributing Firm Adds Space.

ST. LOUIS, MO., Friday — Television set distributors all over this area were startled by a report issued by George Burbach, general manager of KSD-TV, St. Louis' only television station, that a St. Louis Cardinal ball game televised over the station had been received clearly and for the entire game on a set in Kenosha County, Wisconsin, some 350 miles from St. Louis.

Though this reception belongs properly among the exceptions, the RCA-Victor distributor in this area, Interstate Supply Co., appreciated especially

the fact that the broadcast was picked up at such a distance on an RCA Victor Model 630 table model set. The news of this performance was particularly welcome to Francis X. Cain, who has recently been appointed Interstate's sales manager for television sets.

Mr. Cain has, for the past several years, headed his own company which was in the business of buying and selling government surplus equipment. Before this venture, Mr. Cain was for about fifteen years with the Graybar Electric Co., this city. Mr. Cain reports that Interstate has sold almost a thousand television sets in the six months that they have been marketed in this city, and that there are no sets at all in stock at present, but that supplies of all models, including the new Model 648PTK, will soon be able to meet a large part of the demand by dealers.

Before September 1, according to Mr. Cain, RCA Victor will be prepared to distributed through Interstate a large quantity of the new magnifying lenses, which will enlarge a television picture from the 23 square inch size, set RCA Victor's smallest screen, to an image of 122 square inches.

So that all sales personnel might become better acquainted with the television sets which they are selling, each of Interstate's twenty-five salesmen was supplied with a set with the compliments of Dale Neiswander, general manager. In their own homes the salesmen are able to learn the various points about the sets and are therefore in a better position to discuss these sets with their customers.

Another major development at Interstate was the taking over of the building next door, and its more than 3500 square feet of space, for the use of the record department. The sales manager of this department, J. G. Alfring, announced that although his department had outgrown its headquarters long before, that this was the first opportunity that the company had had to expand in space adjoining its own building. Much of the credit for the enormous strides taken by Interstate in the sale of RCA Victor records he attributes to the varied talents of his chief aides, J. L. Cummins, manager of inside operations, and to Howard Jansen, in charge of sales in the St. Louis area.

Sales of records are definitely on the upswing once more, Mr. Alfring insists, after a short slump which must be attributed to the street-car strike and excessive heat in the city.

Another important step taken by Interstate, according to Mr. Alfring, is its decision to add one more needle to its line, the Pfanstiehl. The firm has now decided to limit its needle to the RCA Victor, the Fidelitone, and the Pfanstiehl.

Records of the HMV label, imported from Great Britain, have also been added to the line. These records, which retail at more than twice the price of regular American pressings, and include some of the finest recordings made, have been welcomed by dealers and are now being sold in almost a dozen of St. Louis's retail record departments.

The sales area of Interstate is, roughly, the eastern half of Missouri and the Southwest portion of Illinois. Nelson Foener, sales manager, is responsible for sales of not only the RCA Victor products, but also a large number of major appliances. Among these are Premier vacuum cleaners, Easy washers, Frostair refrigerators, and the new Duplex refrigerator, a combination, deluxe box, which includes a refrigerator and a freezer, each serviced by its own compressors. This duplex, manufactured by the Liquid Carbonic Co., and distributed by the General Tire & Rubber Co., is priced to retail at under \$600. —H. G. MELLMAN.

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

## TELEVISION GROUP OF PHILADELPHIA TO PLAN PROGRAM FOR YEAR

PHILADELPHIA, PA., Monday—The first business meeting of the Television Association of Philadelphia, chairmaned by Kenneth W. Stowman, head of WFIL-TV, was held at the headquarters of the Electrical Association at Seventeenth and Sansom streets on Wednesday evening, August 20. This meeting was attended by more than seventy-five representatives of radio manufacturers, television stations, advertising agencies and distributors.

Purpose of the first meeting was to formulate a program for the entire year. Various suggestions were submitted and a speech was delivered by a member of the Radio Broadcasters Association analyzing the future of the television industry, both locally and on a national basis.

Retail business in local stores was on the upgrade during the past week. Activity in radios and major appliances was greater than at any time since early June, several merchants reported. With approach of the Fall buying season, it was anticipated that business generally would be increased and that advertising and sales promotion of all lines would mount.

The Raymond Rosen & Co. advertising and sales promotion staff won third award in the national record promotion sponsored by RCA Victor for the best all-around program publicizing and increasing the sale of "The Wiffenpoof Song" by Robert Merrill.

Art Bernstein, advertising manager for the local Emerson Radio of Pennsylvania organization, became the father of twin daughters last week.

All radio disc jockeys of this territory have been invited to a special showing of the 20th-Century Fox film, "Mother Wore Tights," starring Betty Grable. The showing will be held at the Fox Theatre on Monday evening.

The Stewart-Warner television models, distributed by Philadelphia Distributors, has been well received since their introduction, informed Al Hughes, company executive. Present plans call for completion of dealer sampling in this area before consistent advertising is started.

The Electric Broom Vacuum cleaner and the Horton Electromaster range, also distributed by Philadelphia Distributors, have also met with fine consumer response, stated Mr. Hughes. A regular campaign of promotion is being carried on both items.

The entire Bendix Home Laundry sales division of Raymond Rosen & Co., headed by Thomas F. Joyce, distributor general manager, and Robert Barnes, Bendix sales manager for the company, departed for the factory headquarters on Wednesday evening. They will attend a national convention at the Bendix factory at which will be the future program for continued high sale and advertising of the washer.

—SOL SHERMAN.

**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.

# GEN. J. G. HARBORD, RETIRED RCA HEAD, IS DEAD AT EIGHTY-ONE

WAS CHAIRMAN FOR 17 YRS.

Retired From Active Service With Radio Corp. Last Month — Had a Brilliant Military Career — Rose From Rank of Private.

(Continued from Page 3)

West Point was rejected the next year, and instead he turned to teaching school in Butler County, Kan. and at the agricultural college.

Intent upon an Army career, he enlisted as a private in 1889. His rise was rapid and when the Spanish-American War came along, he received the emergency rank of major. He saw service in Cuba and later was sent to Washington as assistant chief of the Division of Insular Affairs. In 1902 he went to the Philippines and served on the Mexican border with General Pershing.

When General Pershing was ordered to France in 1917, the first man he selected to accompany him was General Harbord, whom he wished for the office of chief of staff. General Harbord's service in France won from General Pershing the tribute that he was the finest officer he knew.

In addition to his brilliance on the fighting field, General Harbord also demonstrated unusual executive ability. In May, 1919 he was again appointed Chief of Staff of the A.E.F. and two years later he was called to Washington to become Deputy Chief of Staff secondly only to the General Pershing in military establishment. General Harbord retired from the Army on December 29, 1922 and became the second president of the Radio Corp. of America on January 1, 1923.

During his association with RCA the concern grew rapidly. His vision and pioneering spirit, in the opinion of his associates, were instrumental in the development of radio from a communications medium into an integral part of the national defense establishment.

General Harbord was also a member of the board of a number of other large corporations covering a variety of fields.

He is survived by his wife, the former Mrs. Anne Lee Brown, whom he married in 1938. His first wife, the former Emma Yeatman Ovenshine, whom he wed in 1899, died in 1937. Also surviving are two stepchildren, Lt. Col. Lewis Brown and Mrs. Anne Brown Whiting, both of Rye, and an aunt, Mrs. Catherine Orendorff, of Heyworth, Ill.

Funeral services were held on Friday at St. Bartholomew's Protestant Episcopal Church, New York and a military service was conducted at Fort Myer, Va. Burial was in the Arlington National Cemetery.

Among the honorary pallbearers at the New York service were Brig. Gen. Charles G. Dawes, former vice president of the United States, and Brig. Gen. David Sarnoff, president and chairman of the board of RCA.

## Corfman Visits Trade

Low Corfman, manufacturers' sales representative with offices located in New York, spent the past week touring the New York State trade

**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			

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## RADIO TRADESMEN ACTIVE IN KANSAS CITY; SUPERIOR DISTRIBUTING ANNOUNCES CHANGES

BRODE NAMED VICE PRESIDENT AND BOWES SALES HEAD

Concern Marks First Anniversary — Farnsworth and Majestic Models Are Presented at Meetings — Housewares Club of Kansas City Stages Annual Outing.

KANSAS CITY, MO., Tuesday — Marking the completion of its first year of activity as the Superior Distributing Co., the firm has mailed a letter of appreciation to dealers and an announcement of a reorganization of the executive department, accompanied by an organization chart.

The chart, which was designed to aid dealers in directing their correspondence, shows the head of each division, the assisting personnel and the products handled by each department.

Changes in personnel include the appointment of E. C. Brode, who has had some twenty-five years' experience in the appliance field, as vice president. Mr. Brode was at one time divisional merchandising manager of the Westinghouse Electric Supply Co., and later served several years as sales manager of the Crosley Corp., whose products are distributed by Superior.

The company also announces the promotion of J. W. Bowes to general sales manager and of J. W. Brokaw to commercial manager. J. H. Wimberly, Sr., is in charge of the Nu-Enamel Division. J. H. Wimberly, Jr., continues as president of the firm.

Enthusiasm for the new Farnsworth radio and radio-phonograph line was expressed by W. C. Debold, Kansas City

merchandising manager of Graybar Electric Co., who recently staged a dealer showing with L. C. Bray, district merchandising manager.

"The models presented ranged all the way from small table sets to deluxe console types," Mr. Debold said. "We were shown fifteen new models and twenty-four types of cabinet designs and finishes. Our dealers should be able to find a set for any customer from the models presented."

Farnsworth models to be made available to dealers in limited supplies next month include ten radio-phonograph combinations, four table sets and a vanity-case portable. Console models will retail at \$164.95 to \$425, and table models at \$24.95 to \$34.95. The portable, which provides FM-AM reception and a complete battery in a set weighing no more than milady's compact, will sell at \$49.95.

Dealer presentations of the 1948 line will be held in the Graybar showrooms at 1644 Baltimore, August 27 and 28. Approximately 115 Missouri and Kansas dealers are expected to attend. Mr. Debold is hopeful that a good supply of new models will be distributed to dealers in time for the October peak season on radios.

The new Majestic wire recorder was presented to midwestern distributors at

an all-day regional sales conference held August 15, at the Hotel Muehlebach, this city. Thirty representatives from firms in Omaha, Nebr., Des Moines, Ia., Wichita, Kans., and St. Louis and Kansas City, Mo., attended the conference and were luncheon guests of Majestic.

Loyd Dopkins, radio sales manager of Majestic, presented the new products and discussed plans for sales promotion on the recorders and other Majestic products, including records.

R. N. Gould, president of Maco Appliance Distributors, Inc., local Majestic distributor, says that he and his staff are enthusiastic about sales potentialities of the recorders in this region. The three-way table model, which will retail at \$165, is expected to be popular in Kansas City and St. Louis. Mr. Gould said he expects some of the table and console models by the middle or latter part of September.

The Housewares Club of Kansas City held its annual picnic at Lake Quivira on August 15th. Families of members and local business people interested in joining the club were guests. A number of attractive prizes were awarded guests by firms represented by membership in the club.

Guy Jones, of General Electric Supply Corp., was chairman of the picnic committee. Bert J. Clark arranged for the transportation, and James Ekstrom was in charge of attendance and tickets. L. S. Gershon, secretary of the club, assisted with reservations.

—ELSIE WRIGHT.

## RCA Video Sets Displayed By Cincinnati Distributor

CINCINNATI, O., Monday — RCA-Victor television sets were displayed to dealers in this city for the first time today at a show held by Ohio Appliances, Inc., RCA distributor at the Gibson Hotel. A special television program broadcast by station WLW for those present at the show, was followed by a dinner.

## LeMar Will Distribute For Cyclone Disc Firm

The LeMar Distributing Corp., New York, has appointed as distributor for Cyclone Records, of this city.

The LeMar firm will cover the New York and Northern New Jersey areas.

## 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.

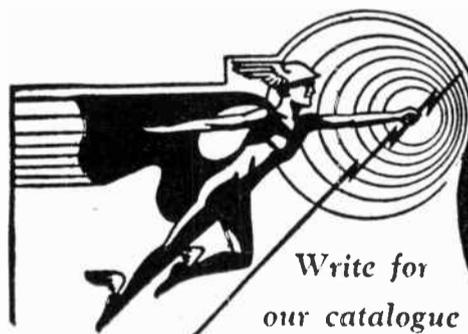
## IGOE BROTHERS, Inc.

35-37 HALSEY STREET

NEWARK 5, N. J.

### Northern New Jersey Distributor of

- MAJESTIC Radio and Records
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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**

- Shelvador Refrigerators
- CROSLLEY**
- AM-FM Radios

- Frostmaster Frozen Food Cabinets
- Television Receivers
- Gas and Electric Ranges

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

## RADIO AND APPLIANCE FIRMS HAVE EXHIBITS AT BIG CANADA SHOW

TELEVISION, FM ON VIEW

**Dominion Firms Commence Fall Activities in the Radio Field — Service Supplies, Ltd., Is Again Handling Rogers Majestic Line.**

TORONTO, ONT., Friday—All eyes and interests here this week turned towards the first postwar Canadian National Exhibition. While today is only opening day of the two-week fair, already enthusiasm is running high around the many exhibits in the manufacturers and electrical buildings. Highlight, and sign of things to come for the Canadian radio industry, is the expensive television demonstration sponsored by RCA Victor. Situated in the British Empire Building the display which is operating as a Little Theatre unit is expected to be one of the highlights of the commercial space invested in by practically every major Canadian appliance manufacturer and representative.

Latest developments in radar and frequency modulation appear to be other exhibits drawing considerable attention from the crowds. The radar unit on display is said to be the same type as that recently installed on the British liner Queen Elizabeth, and will afford the public one of its first opportunities to completely investigate this wartime development.

One of the most extensive public address systems ever erected anywhere has been set in operation throughout the exhibition. The system was engineered and supplied by the Northern Electric Co., and designed by J. R. Bain, electronics sales engineer, in coopera-

tion with Fred Mayberry, chief electrical engineer at the CNE. Normally, officials stated, an installation of this size would take six to eight months to complete, but owing to the shortness of time and the top priorities given the job, it was completed in a little over two months from the time the contract was awarded. Much of the equipment has been installed by war veteran graduates of the Rehabilitation School of Electronics here.

Activities for the Fall and Winter season have been shaping up prominently at the Rogers Majestic, Ltd., plant here. This firm has announced completion of arrangements whereby Canadian manufacturing for the full line of radio communications equipment engineered by the Hallcrafters Co. of Chicago, will be made. S. G. Paterson, manager of Rogers Majestic's communications division, says that an extensive program for the manufacture and sale of Hallcrafters receiving and transmitting equipment for all fields of application has been planned. At the same time, Rogers Majestic has announced its re-association in the Ottawa Valley with Service Supplies, Ltd., to distribute radio, home appliances and associated products. Service Supplies was formed in 1921, entering the radio field in 1926, and soon added appliances to its lines. The firm has handled Rogers Majestic products for many years from its modern showrooms which occupy 15,000 square feet of floor space in Ottawa. Personnel includes Carl Thompson, president; Roy Thomson, vice president; A. U. Gulliford, secretary-treasurer. The firm's sales organization consists of six men throughout this territory.

—FREEMAN.

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

## TELEVISION NOW ON WAY TO BECOME A VAST BILLION DOLLAR INDUSTRY, DECLARES POPPELE

PRESIDENT OF TBA ADDRESSES GROUP IN PHILADELPHIA

**Expects 500,000 Receivers Will Be in Use by Next June — Average Cost, Including Installation Charges, Estimated at \$500 — But Better Programs Are Needed, He Tells Television Association.**

(Continued from Page 8)

will be doubled by early 1948, and triple that number is not unlikely by the end of next year.

Life-blood of television will be the network operation, Mr. Poppele said.

"Radio broadcasting never attained sound commercial stature until network operations were instituted," he said.

"There is no reason to believe that television will be an exception to this rule."

Micro-wave relay systems will be put into use soon between New York City and Boston, Mr. Poppele said. By January, the East Coast stations will be tied in a network from Richmond, Va., to Boston, Mass.

Also, AT&T has 3,000 miles of coaxial cable laid underground with an experimental New York-to-Chicago

micro-wave relay system under construction. Mr. Poppele said that AT&T revealed at a recent FCC hearing that it will have network facilities ready to tie-in all but one of the fifty-four stations currently holding construction permits before the end of 1951—a bare space of four years.

"Thus we have an over-all picture—an exceedingly bright one—of what may be expected in the way of television receiver production and distribution, television stations' operations today and tomorrow, and network facilities," Mr. Poppele concluded.

The dinner of the Television Association of Philadelphia was given at the Electrical Association of Philadelphia, here. It was the first formal meeting of the association.

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

*outstanding*

- CABINETS
- RECORD-CHANGERS
- FM
- STANDARD BROADCAST

# Farnsworth

*Television • Radio • Phonographs*

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

## 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 —

**RADIO SERVICE MANAGER** available. 25 years of experience assures making your department pay. Performance guaranteed. Box No. 939, RADIO and Television WEEKLY.

**COMPTROLLER WANTED** — N. Y. Television Mfg. wants Comptroller. Must have long experience with radio mfrs. Opportunity, generous salary. Address Box 938, RADIO and Television WEEKLY.

**HELP WANTED** — MALE: Assistant purchasing agent and expeditor. Must have home radio receiver manufacturing experience. Excellent opportunity. Salary \$4,000. Write Box 7202, 217 7th Ave., New York.

**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.

**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.

**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.

**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.

**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.

### CLASSIFIED RATES

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

LINES	1 Time	3 Times	5 Times
3	1.30	3.12	5.76
4	1.60	4.16	7.68
5	2.00	5.20	9.60
6	2.40	6.24	11.52
7	2.80	7.28	13.44
8	3.20	8.32	15.36
9	3.60	9.36	17.28
10	4.00	10.40	19.20

DISPLAY: Sixty Cents Per Line

### WANTED

**EXECUTIVE SALES MANAGER TYPE**—LARGE RADIO COMPANY WITH STRONG CONTACTS SELLING MEDIUM-PRICED CONSOLES TO BIG QUANTITY OUTLETS. APPLIANCE COMPANY NOW CLOSING OUT STOCK OF RADIOS TO CONCENTRATE ON OTHER LINES OFFERS BIG OPPORTUNITY TO RIGHT MAN. NATIONAL CONTACTS ALL CITIES PREFERRED. MERCHANDISE PRICED TO MOVE.

BOX 940

RADIO AND TELEVISION WEEKLY

### MFRS. REPS. WANTED ALSO SALESMEN WANTED

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

**MANUFACTURERS** — Are you getting 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.

## 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.

## PORTABLE RADIOS ARE STILL FAVORITES, SAY DEALERS IN BOSTON

### SMALL DEALERS "CASH IN"

### Repair Men Doing a Large Business — Television Discussion Grows Among Wholesalers.

BOSTON, MASS., Monday — Trade talk this week among radio dealers centers on portable radios. The small independent dealer grouches because large credit promotion groups get preferential shipment on large orders to back up heavy newspaper advertising. He has an idea the cream of the market will be skimmed by the time his small allotment arrives. He forgets that the small neighborhood store that has the advantage of offering repair service can generally make a better percentage showing on sales than the intown syndicates with their high overhead and impersonal management and need for switching short profit items to private brand long profit items.

There are some stores that clip out the big advertisement, substitute their own name below and paste it on the window. With a sample bought at retail, they take a goodly amount of orders meanwhile, often doubling their existing order while waiting. Until intown Boston solves its traffic problem and the stores stay open evenings like most suburban stores, the little fellows still have the advantage. Most everyone agrees that there's still a couple of months for high tempo selling of portables.

As more and more people get priced out of the new set market, radio repair men report doing a land office business, though they admit to have scaled down their various charges considerably from those prevailing during the war and up to this Spring. While most have a fair stock of tubes at current prices, many are pondering the effect of the recent average 20 per cent jump in tube prices just announced, and are more prone to send away for surplus stock tubes while they are still available at what seems to be now as "never again" bargains.

Radio Technicians Guild (RTG) continues its daily radio broadcasts urging people to patronize its "ethical" repairman and members report that RTG door decal has real value, as a result of the RTG promotional program that has been running now since VJ day.

Radio parts stores say they are doing

a very good business. The amateurs are having their annual "ham-fest" in Boston this week and many are using part of their Summer vacation time in overhauling their "rigs" and modernizing antenna "arrays."

The more technical radio dealers are beginning to discuss television sales. The newly announced Crosley "Spectator," table model television receiver with FM sound, and selling at no more than the cost of a good console phonoradio, has caught the dealers interest as a "natural." First is its eye value. It looks the way people think a television receiver should look. Housed in a light walnut shade cabinet, about 26" by 15" high by 20" deep, with a viewing panel set off in darker walnut, it's a real attention stopper. One of the most unique features is its simplicity of operation. Just one thirteen point switch selects any of the regular channels from 44 to 216 mc. Another knob controls the FM audio power. There are only two other supplementary knobs.

A Crosley invention "locks" the TV channel to the selected point, assuring clear picture images and freedom from electrical disturbances. Picture screen is fifty-two square inches. There are twenty-seven tubes including three rectifiers. Pictures can be viewed by as many as twelve people without room darkening. The FM sound system delivers four watts. Power consumption is 380 watts and weight is only eighty-five pounds. Crosley is now in full production and claims to make immediate delivery. It appears that one of these in the window would be a traffic stopper, even without actual demonstration and that plenty of "provisional orders" could be booked with little effort.

The Crosley wholesaler in this area is the Wahn Distributors, Inc. Two more noteworthy Crosley radios are the low priced plastics case AC-DC table radio and the similar battery-electric portable. The streamlined styling marks them as up-to-the-minute models. Crosley dealers are still selling refrigerators faster than they receive them, even tho it's reported that the factory is doing a first rate production job.

One of the most popular radios with RCA Victor dealers is the new 67V-1 selling at under \$200, in a well styled finely finished walnut cabinet with metal parts in gold plate. The easy reading dial covers the AM and foreign band and the automatic record changer has the same "Silent Sapphire" pickup as more expensive models. The new 68R-3 table model with FM and AM band in a conservatively styled cabinet is another RCA Victor "for the window."  
—FRANK PRAY.

## BERNAT SALES CO.

Manufacturers' Sales Representatives

Serving the Jobber Trade in the Middle West With

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

624 SO. MICHIGAN AVE.

HARRISON 1844

CHICAGO, ILL.

## 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.

# WHERE TO BUY --- WHERE TO SELL

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

Where the Magnitude  
Of Selling Power  
Is Reflected

## RADIO AND TELEVISION WEEKLY

ESTABLISHED 1946

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.  
Electromatic Mfg. Corp. New York, N. Y.  
Electronic Corp. of America Brooklyn, N. Y.  
Emerson Radio & Phono. Corp. New York, N. Y.  
Espey Manufacturing Co. New York, N. Y.  
Fada Radio & Elec. Co. Belleville, N. J.  
Farnsworth Tel. & Radio Corp. Ft. Wayne, Ind.  
Federal Tel. & Radio Corp. Newark, N. J.  
Freed Radio Corp. New York, N. Y.  
Garod Radio Corp. Brooklyn, N. Y.  
General Electric Co. Bridgeport, Conn.  
Globe Electronics Corp. New York, N. Y.  
Hallcrafters Co., The Chicago, Ill.  
Howard Radio Co. Chicago, Ill.  
International Detrola Corp. Detroit, Mich.  
Jewel Radio Corp. New York 11, N. Y.  
Lear, Inc. Grand Rapids, Mich.  
Majestic Radio & Telev. Corp. 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-Witnington 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, N. Y.  
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.  
Duotone Co. New York, N. Y.  
Dynavox Corp. Long Island City, N. Y.  
Electronic Devices Co. New York 1, N. Y.  
Garrard Sales Corp. New York, N. Y.  
General Industries Co. Elvria, Ohio  
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.  
Recoton Corp. New York, N. Y.  
Sonata Electronics Corp. Chicago 5, Ill.  
Sonora Radio & Television Corp. Chicago, Ill.  
Steelman Radio Corp. Bronx 57, N. Y.  
Sterling Records, Inc. New York, N. Y.  
L. H. Symons Associates New York 14, N. Y.  
Talk-A-Phone Co. Chicago, Ill.  
Tempo Record Co. of America Hollywood, Calif.  
E. Toman & Co. Chicago 8, Ill.  
Tone Products Corp. of America New York, N. Y.  
Universal Microphone Co. Inglewood, Calif.  
V-M Corporation Benton Harbor, Mich.  
Waters Conley Co. Rochester, Minn.  
Webster-Chicago Corp. Chicago, Ill.  
Wilcox-Gay Corp. Charlotte, Mich.

### Radio and Electronic Tubes

Emerson Radio & Phono. Corp. New York, N. Y.  
DuMont Labs., Inc., Allen B. Passaic, N. J.  
General Electric Co. Schenectady, N. Y.  
Hytron Radio & Electronics Corp. Salem, Mass.  
Ken-Rad Tubes Owensboro, Ky.  
Machlett Labs., Inc. 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  
Asatic 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.  
Berma 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.  
Hedeo Distributors, Inc. Chicago 40, Ill.  
Igoe Brothers, Inc. Newark, N. J.  
Krich-Radisco, Inc. Newark, N. J.  
Lake Shore Electronics Chicago, Ill.  
Legri S Company New York 25, N. Y.  
Milo Radio & Electronics Corp. New York, N. Y.  
Northeastern Distributors, Inc. Boston, Mass.  
Park Radio Service 130 Cedar St., N. Y. C.  
Peter Jackson Co. Chicago 40, Ill.  
Robbins Co., Chas. W. 853 Broadway, New York  
Sanford Electronics Corp. New York, N. Y.  
Schulman Co., S. E., 801 S. Wabash Ave., Chicago, Ill.  
Seaboard-Ronley Corp. New York, N. Y.  
Stern & Co. Hartford, Conn.  
Stone Distributing Co. St. Louis, 1, Mo.  
Wakem & Whipple, Inc. Chicago, Ill.  
Walker-Jimieson, Inc. Chicago, Ill.  
Wolfe Radio Co., Ben 14 W. 17th St., New York



*More than  
"just a slogan"*

Smart radio salesmen have learned to "take the mystery out of FM"—it sells better because it sounds better. And that's why Bendix FM is proving its superiority everywhere!

FM is not "all alike"—there are great differences in parts, circuits, performances and tone—and on all four counts Bendix FM is rated tops!

The Bendix ratio detector FM circuit uses only 16 component parts and one tube in contrast to the widely used "discriminator type" circuit which requires as many as 26 component parts and three tubes. This engineering difference leaves extra room in Bendix FM for added quality in audio performance, and for superior tone. The rejection of static is markedly better on low signal from the stations.

There are real reasons why Bendix is "FM at its Finest"—reasons built in by experts!

**Bendix  
Radio**

**HERE'S WHAT THE TECHNICIANS SAY**

In competitive tests by the outstanding independent radio research laboratories Bendix FM sets have been rated at the top! And in the *real* competitive test—on the showroom floors of dealers everywhere—Bendix is also earning top rating because it sounds better, sells better!

*Every Bendix Radio which features FM also affords the finest Standard Broadcast reception and phonograph reproduction—unexcelled in each price bracket.*

**AND ONLY BENDIX RADIO DEALERS HAVE IT!**

Bendix FM is just one more reason why America's smartest radio franchise is Bendix Radio! There's extra selling magic, extra advertising punch, extra dollars of profit in Bendix—The Real Voice of Radio!



BENDIX RADIO DIVISION of  
BALTIMORE 4, MARYLAND

