

# RADIO AND TELEVISION

TRADE NEWS RIGHT WHEN IT HAPPENS

# WEEKLY

NEW YORK, WEDNESDAY, DECEMBER 31, 1947

## Here's a Sensational "FIRST"

A New Development in the field of Electronics!

DEWALD Model B612

**WIRELESS FM TUNER**

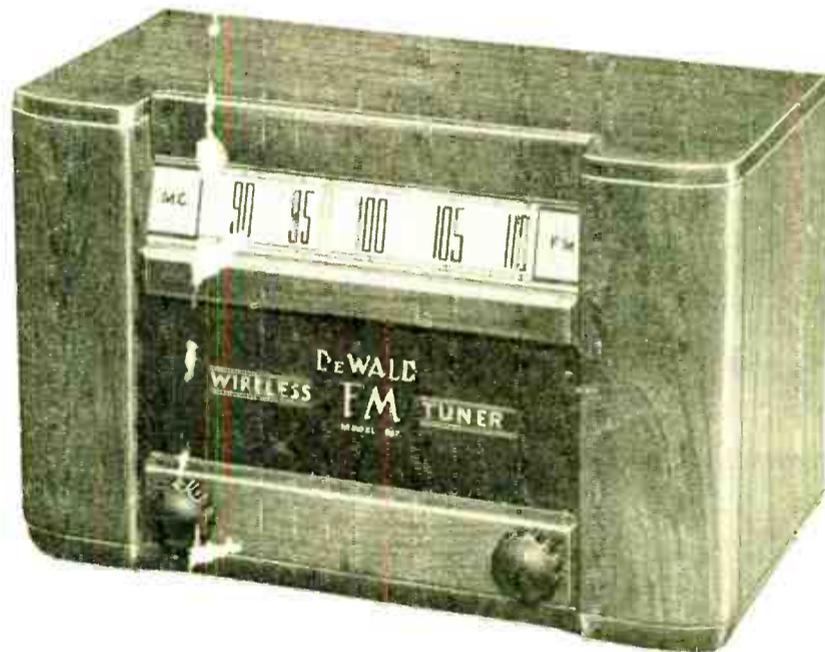
★  
Simply Plug-in  
And Play . . .  
NO WIRING TO  
YOUR RADIO

★  
6 Tube AC-DC  
SUPERHET  
Utilizing 3 FM  
Transformers

★  
CAN BE USED  
WITH ANY  
RADIO

★  
MODERNIZES  
ANY RADIO SET

★  
Only **\$34.95**



Real news for the radio industry . . . DeWALD  
Presents the **FIRST** Wireless FM Tuner

Now dealers and jobbers alike can "unfreeze" their AM Console inventories. And, every radio set owner in the country (there are over 25,000,000 of them) will want the amazingly simple wireless FM Tuner because it needs no wiring—Simply plug-in and play.

The six-tube superhet circuit operates on AC or DC and utilizes 3 FM transformers. Engineered by DeWald and backed by over a quarter century of successful experience, it sets a new high for performance and value.

**Dealers:** See your nearest jobber or write us today.

**Jobbers:** Place your order today. Deliveries start in January.

**DEWALD RADIO MANUFACTURING CORP.**

35-17 37th AVENUE, LONG ISLAND CITY 1, N. Y.

Chicago Office: BERNAT SALES CO., 624 So. Michigan Avenue

# DEWALD

A FAMOUS NAME IN  
**RADIO**  
SINCE 1921

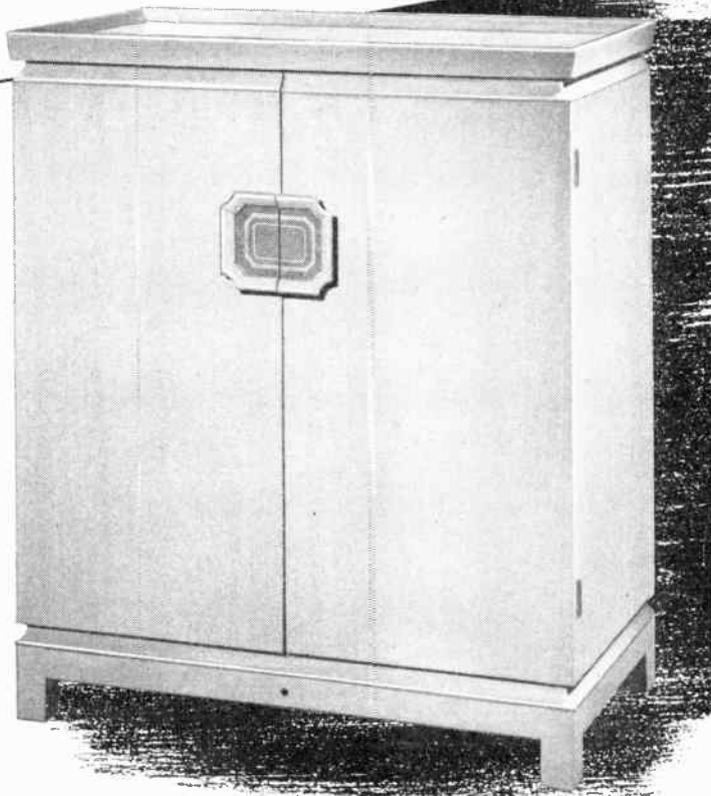
the Hallicrafters Co. announces  
 that its great new series of  
 high quality console combinations and  
 television receivers will carry  
 the distinguished name

*Carnegie Hall*

By special arrangement the name "Carnegie Hall" is to be given to Hallicrafters great new series of radio phonograph combinations and television receivers.

"Carnegie Hall," a proud name in the best American tradition, will through Hallicrafters continued efforts toward uncompromising quality, continue to be a symbol of perfection in the presentation of the musical arts.

Illustrated is the Model 411, latest addition to Hallicrafters Carnegie Hall Series. "Tray top" cabinet finished in glazed leather, a material that is repeated in the graceful handles. Just one model in a well rounded line that will appeal to thousands seeking something new, different and better in fine instruments. Model 411 and its companion Model 412 in black ebony with mirrored top sell for \$575.00.



*Carnegie Hall*  
 Series

**by hallicrafters**

SALES DEPT., THE HALLICRAFTERS CO.  
 4401 W. 5TH AVE., CHICAGO, ILL.

Please send me name and address of nearest distributor of Hallicrafters Carnegie Hall series.

Firm Name.....

City.....

State.....

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

**RADIO**  
AND  
**TELEVISION**

Established 1916

**WEEKLY**

**THE ONLY NEWSPAPER**  
IN THE RADIO AND  
ALLIED INDUSTRIES

Vol. 64—No. 27

NEW YORK, WEDNESDAY, DECEMBER 31, 1947

Per Year—\$5.00

## Mid-Winter Show Expected to Draw Large Attendance

IN CHICAGO, JANUARY 5-17

**Radio Manufacturers to Exhibit  
Lines at American Furniture  
Mart — Hotel Facilities Packed  
for Period of Mid-Winter Mart.**

CHICAGO, ILL., Monday — Radio dealers, distributors, department store buyers and manufacturers will gather in this city for the annual Mid-Winter appliance and home furnishings market, January 5 to 17. Radio exhibits will be concentrated at the American Furniture Mart with appliances also displayed at the Furniture Mart as well as in the Merchandise Mart.

Thousands of visitors are expected from every section of the country and hotel space has been sold out for months. As usual, many market visitors will be obliged to seek room accommodations fifty to seventy-five miles outside of Chicago and commute into the city every day.

Television and FM radio receivers will play a prominent role among the radio exhibitors. Twenty-one radio set manufacturers will show their lines at the American Furniture Mart. They are:

Admiral Corp., Belmont Radio Corp., Bendix Radio Division, Brunswick Radio, Crosley Division, Farnsworth Television & Radio Corp., Garco Radio Corp., General Electric Co., Howard Radio Co., Majestic Radio & Television Corp., Lear, Noblitt-Sparks Industries, Philco Corp., RCA Victor Division, Sentinel Radio Corp., Sparks-Wichington Co., Stewart-Warner Corp., Templetone Radio Mfg. Corp., Westinghouse Electric Corp., Wilcox-Gay Corp. and Zenith Radio Corp.

## Wayne Coy New FCC Chairman

WASHINGTON, D. C., Saturday—President Truman yesterday appointed Wayne Coy, radio director of the Washington Post, as chairman of the Federal Communications Commission. Mr. Truman also elevated George E. Sterling from chief engineer to the rank of a full commissioner.

Mr. Coy will succeed Charles R. Denny, who resigned as FCC head on October 31, while Mr. Sterling replaces E. K. Jett, who resigned.

## More Forecasts

In Jan. 7 Issue . . .

Due to a last-minute rush of news and space limitations, we were obliged to omit a number of year-end statements submitted by industry leaders. These will appear in the January 7 issue of RADIO and Television WEEKLY.

## RAPID GROWTH IN TELEVISION FORECAST FOR '48 BY SARNOFF

By BRIG. GEN. DAVID SARNOFF

President and Chairman, Radio Corp. of America

Favored by the American competitive system of private initiative and free enterprise, the fast-growing television industry in the United States leads the world in every phase of its development.

So strong will be television's impact as a major economic and social force in 1948, that I believe it will make this new year one of the greatest in the history of radio, as a science, an art, and an industry. ★

Factors creating the promising outlook for television in 1948 include: an increasing number of television stations throughout the country; a vastly enlarged audience; the establishment of cable and radio relay facilities linking stations into inter-city networks; the general improvement of programs; increased advertising support; and vigorous competition, as the new industry takes form on a nationwide scale.

Progressive radio men — scientists, industrialists and broadcasters alike now think in terms of sound and sight; they plan in sound and sight.

The Republican and Democratic National Conventions and the Presidential campaign in 1948 will be outstand-

(Continued on Page 23)



Brig. Gen. David Sarnoff

## Further Gains Expected For Radio Industry During 1948

By JOHN BALLANTYNE

President, Philco Corp.

As they complete the greatest year in history, the radio and television industries look forward with confidence to further gains in 1948.

The radio industry in 1947 produced over 16,500,000 receiving sets and radio-phonographs with a retail value of approximately \$900,000,000, and about 175,000 television sets valued at nearly \$100,000,000.

For the seventeenth consecutive year, ★ Philco produced more radio sets than any other manufacturer.

All present indications are that 1948 will be another outstanding year for radio. Millions of American homes want new radio-phonographs, and automobile radio production geared to the output of new cars should exceed 1947 levels. Several million portable radios, which are becoming more popular every year, should also be made and sold, in addition to table models and small sets.

The greatest expansion of all is to be expected in the field of television, which is today America's fastest-growing postwar industry. Day by day it is increasing in size, importance and popular appeal. The quality of programs now is far superior to what it was six months ago, and great additional progress can be looked for. The whole microwave link development to connect stations into networks is pro-

(Continued on Page 26)



John Ballantyne

## RCA Will Expand Tele Tube Output; Demand Is Heavy

EXPECT TO SPEND \$1,000,000

**Facilities to Be Enlarged at Plant  
in Lancaster, Pa. — New Building  
to Produce Needs of Video  
Manufacturers and Stations.**

LANCASTER, PA., Tuesday — A comprehensive expansion program for stepping up the production of television picture tubes at the Lancaster plant of the Radio Corp. of America, which involves the expenditure of more than a million dollars, was announced today by L. W. Teegarden, vice president in charge of the RCA Tube Department.

Calling for the construction of a new building to provide an additional 40,000 square feet of space, the expansion program includes the installation of a large number of unique automatic machines for the mass-production of television picture tubes similar to equipment now in use at the local plant, which is turning out this type of picture tube for home receivers, at the rate of one a minute.

The expansion is being undertaken, Mr. Teegarden said, to prepare the way, so far as essential tube production is concerned, for television's anticipated "boom year" in 1948 and thereafter. Industry leaders have predicted that more than 750,000 television receivers will be produced by manufacturers in this country in the next 12-month period.

Indications are that by the end of 1948 about 65 television transmitters will be on the air serving approximately 36 per cent of the United States population. Many radio manufacturers

(Continued on Page 26)

## RECORDING HALTS UNDER UNION BAN

Today, December 31, is the last day for the recording of phonograph records and transcriptions under the ban imposed by the American Federation of Musicians, headed by James C. Petrillo.

Record manufacturers have built up substantial backlogs of new recordings which will be released from time to time. In some instances, these recordings may be introduced over a period of two years, since record manufacturers have been busy day and night during the past few months recording new songs and re-recording others.

Basis for the latest Petrillo ban is the Taft-Hartley Act which prohibits special payments to unions. During the past few years, the musicians' union has received royalties averaging about \$2,000,000 a year from disc manufacturers. This money has gone into a special fund.

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## FIELD REPRESENTATIVES

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	Toronto.....William Freeman

## Prosperity Ahead

In the midst of such uncertain conditions—on the home and foreign fronts—any forecast as to the business outlook must be predicated on developments which might arise in the months ahead. However, it is significant that most industrialists, particularly those associated with the radio industry, are optimistic over prospects for the year ahead.

All seem to agree that the present business boom, with its high prices and its high wages, will continue through most of 1948, unless some unforeseen situation breaks in our international relations. The Democratic Administration is anxious to keep the boom running through the Presidential election and the Republicans must be fearful that they may be blamed for the break if something does happen.

Wages are expected to continue next year at even higher levels than during 1947; the demand for merchandise no doubt will continue at record-breaking proportions, and the average consumer will have more money to spend than ever before despite current high prices and taxes. All in all, it adds up to prosperity for business in general and for the radio trade in particular.

Although production of radio receivers in 1948 may drop about 2,000,000 from the all-time peak of 18,000,000 instruments manufactured during 1947, the industry's dollar volume in 1948 should exceed that of the year just closing. A greater concentration on higher-priced, quality instruments—radio-phonograph consoles, FM receivers and television sets—will account for the gain.

Real competitive selling will be revived on a major scale during the new year. This will mean that manufacturers, distributors

and dealers will be obliged to buckle down to hard work.

There exists a tremendous market for radio receivers as replacements for existing sets; as second, third and fourth sets in the home; for automobiles, and for utility use. It has been estimated by the sponsors of the all-industry "Radio - In - Every - Room" program that there is a market for an additional 100,000,000 receivers for rooms not now equipped with sets. This market still can be tapped by hard, down-to-earth salesmanship.

The free ride is over for the opportunists who were lucky to get in on the easy selling days. From here on, the merchant will be obliged to get out and dig for sales—but the digging will be good for those who are not afraid of work. Distributors, too, will have to earn their keep by doing a real merchandising job for their lines and thereby helping retailers move their goods into consumer homes.

As for manufacturers, there will be many customers with ready cash for merchandise that is made right, priced right, and merchandised right. It's not as easy as it may appear, but for those who can fill the bill, the rewards will be worth while.

The industry has a grand opportunity to gain a firm foothold in two comparatively new fields—FM and television. At least 550 new FM stations will be launched during the new year, thereby opening up a vast nationwide market for the sale of FM radios. At the same time, more than thirty new television stations will be added to the eighteen currently on the air, and these will provide video programs for more than 40 per cent of the nation's population.

Manufacturers will produce at least 3,000,000 FM receivers during the next twelve months, as compared with 1,000,000 in 1947, and some 600,000 television sets, as against 175,000 turned out in the year just ending. FM and television are big-ticket instruments and will help considerably in lifting the dollar volume of the industry to a new all-time high.

The telecasts of major sporting events—the World's Series baseball games, football games, and the Joe Louis - Joe Walcott fight—created hundreds of thousands of new enthusiasts for television. Better programs are assured for 1948, and these offerings, together with telecasts of the Republican and Democratic National Conventions in Philadelphia and a proposed return Louis-Walcott fight, should create additional interest in the video art and consequently pave the way for more sales.

The development of network services for television and FM will bring more and better programs to larger audiences at reduced costs.

The industry as a whole stands on the threshold of a new era—new markets created by new services. The industry must be on guard to develop these opportunities most effectively, being always on the look-out for the public's welfare.

## Merchandising

Year-end forecasts submitted by leaders in the radio industry are unanimous in their opinion that smart and aggressive merchandising will play an important role during the year 1948.

With receivers of virtually all types (except television and FM sets) in ample supply, only those firms which devise and employ sound sales policies will be able to make a go of it in the face of the stiffest type of competition. Naturally, all merchandise will have to be quality-produced and priced right if it is to move fast enough to provide a profitable operation.

Hard-hitting promotions and advertising, backed by seasoned merchandising policies, will be a "must" for dealers, distributors and manufacturers who expect to stay in business. There is hardly enough room for all the war-born dealers, distributors and manufacturers, despite their good intentions to cash in on the anticipated fantastic profits of an industry as romantic as radio. But the truth is that there simply isn't room for all in an industry expanded to about three times its pre-war capacity. The end result will undoubtedly be a further shrinkage in the number of businesses—especially those who lack the know-how; those who fail to offer something worthwhile and those who are not amply financed. However, the most important need for all is a merchandising program that can sweep aside all resistance.

Key to successful radio selling from now on will be merchandising, promotion and advertising. Members of the industry would do well to review their position in this field before launching into the new year. Those who attempt a "hit-or-miss" program may be doomed to failure. Those who prepare properly will reap rich rewards.

## Radio's Scope

The Federal Communications Commission has just issued a public primer on radio.

Contents of this booklet reveal that the FCC is now the governing agency for no less than nineteen different types of radio services. These include regular AM broadcasting, FM, television, facsimile, marine, aeronautical, police, fire, forestry, railroad, geological, mobile, industrial, citizens, utilities, radio-telephone and radio-telegraph.

The scope of the activities of the FCC is now on a far broader scale than that of the original Federal Radio Commission, which was established in the early 1920's to regulate a new type of service—radio.

Developments in the field of electronics should continue at a rapid pace and eventually will place such new services as radar and industrial atomic energy within the scope of government control.

RADIO and Television WEEKLY wishes its friends in the trade a Happy New Year.

## General Electric Expects to Break All Radio Production Records in '48

By A. A. BRANDT

General Sales Manager, Electronics Dept., General Electric Co.

Many factors given birth in 1947 add up to a big year ahead in the electronics field, especially for television and FM radio. Intense public interest in television, backed by available buying power, will certainly make 1948 the greatest year to date for this potential giant now awakened by events of the past few months. Televising of sporting classics in 1947 did much to assure the public of the dynamic quality of programs that lie ahead for set owners. The rush for station licenses during the latter part of the year and expanding network facilities forecast exciting new developments during '48. Manufacturers will match these developments with improved sets, and through cuts in production and engineering costs will endeavor to bring along comparatively low-priced receiving sets.

The momentum attained by FM radio in 1947 will continue in the year ahead as this fast-growing phase of the electronics industry consolidates its gains. Hundreds of additional FM stations will start broadcasting for the first time next year, opening vast new programming channels for public entertainment and education. FM receiver manufacturers, viewing the tremendous new market ahead for low-cost sets will set their sights for that goal. Program content will improve as advertisers begin a more active sponsorship of these new avenues of merchandising.

New avenues of programming will be opened by the micro-wave radio relay method of relaying both FM radio and television programs. This will also allow stations to expand their audiences far beyond the primary coverage of these stations.

Demand will continue high in such other electronic fields as two-way communications for emergency and public service operations, radar for planes and ships, electronic heating equipment for industry—in addition to FM and television station, field and relaying equipments.

General Electric expects to do substantially more business in all phases of the electronics industry in 1948 than it did in 1947, the company's largest peacetime year. Most important among the factors pointing to increased business for the company in this field are production, engineering, and research facilities now available at Electronics Park, the new G-E \$25,000,000 electronics headquarters plant in Syracuse, N. Y.

The company will produce more radio receivers in 1948 than in any year in its history and expects billings on television receivers alone to substantially exceed the total volume of its entire Electronics Department in 1941.

Easily the biggest factor in the company's future in the industry is Electronics Park, the Central New York plant unique in the industrial history of the nation and likewise unique in



A. A. Brandt

the engineering and research facilities of the company, already a pioneer in these fields. Conceived as a complete center for electronics research and manufacture, the Park started in 1947 on a course of operations which promise to bring it an enviable reputation throughout the industry.

## Quality, Pricing and Merchandising Seen As Major Factors in New Year

By GLENN W. THOMPSON

President, Noblitt-Sparks Industries, Inc.



Glenn W. Thompson

## Banner Year Predicted for Radio Trade With Big Gains in FM and Television Sets

By DR. R. H. MANSON

President, Stromberg-Carlson Co.

The radio industry is closing the biggest production year in its history, and with general business conditions looking favorable for 1948, another record is in the making. However, the rapid increase in the number of FM and television transmitters which are authorized for installation throughout the country will tend to proportionately increase the demand for FM and television receivers and reduce the market for AM receivers.

Present indications are that the total radio production will exceed 18,000,000 this year, of which somewhat over 1,000,000 will be suitable for operation on FM broadcasts and nearly 175,000 will be for television broadcasts.

Inasmuch as both FM and television types of receivers are more complicated in design, in construction, and particularly in factory testing, and, furthermore, represent greater dollar values, next year's total radio production probably will equal or surpass this year's production from the standpoint of retail dollars, but from the standpoint of the number of units produced will be substantially less.

At present, FM production is running at the rate of 2,000,000 receivers per year, so it is reasonable to expect that the total production for next year, figured on the present rate of increase, will run between 3,000,000 and 5,000,000 instruments. Also, it is reasonable to expect that television production will increase between 300 and 500 per cent over that of this year.

The election campaigns of next year



Dr. R. H. Manson

will provide subjects for many interesting television programs and, in particular, the reporting of both the Republican and the Democratic National Conventions, which are scheduled to be held in Philadelphia. Also, the extension of coaxial cable and radio links, suitable for television, will be pushed to the limit, in order that other centers, outside of the cities connected at present, will be provided with the many program of national importance which will be available by the time of the political conventions next Summer.

At present, there are several new FM broadcast networks in operation, supplying a sufficiently large listener audience to warrant the high cost of worthwhile live FM programs. Additional FM networks are under way and are destined to be a big factor in popularizing FM service in 1948.

Thus, in all divisions of the radio business—from broadcasting through to the installation of new instruments in the homes of the public—1948 is destined to be a banner year.

## Ben Joseph Recovering From Recent Operation

Ben Joseph, manufacturers representative with offices at 258 Broadway, New York, is expected to be discharged from Memorial Hospital, New York, where he underwent an operation recently. He will recuperate at his home in Westchester County for a few weeks before returning to his office.

## HALLICRAFTERS ADDS TELEVISION MODELS MATCHING CONSOLES

CHICAGO, ILL., Monday — Popular priced projection and direct view television sets to match its entire Carnegie Hall line of phono-radio consoles will be featured in the Hallcrafters 1948 line, William J. Halligan, president, announced here today.

The video units are designed to match and complement the eight Hallcrafters phono-radio combinations announced this Fall, and will follow the period and modern designs of the Carnegie Hall consoles so that they may be arranged together or separately and follow out the general decor of the room, Mr. Halligan said.

"Purchasers of any of our console combination will be able to add television and retain the basic design with the two units. In addition to our present television phono-radio combination, we will offer matching video units to go with our entire Carnegie Hall line so that they may be placed together or separately."

This plan will insure the buyer that his investment in a fine piece of furniture and the latest in AM, FM and record changer is good for a period of many years, because it can be supplemented with television without upsetting the design of rooms in which these stylized consoles are used, he said. The basic design of each AM-FM phono radio console will be matched by a self-contained television unit which can be purchased separately and lends itself to various interior decoration layouts.

## NEW VIDEO MAGNIFIER IS MARKETED BY RCA

CAMDEN, N. J., Friday—A new television picture magnifier that is said to enlarge the images received on 7 or 10-inch television picture tubes to the approximate equivalent in size and brilliance of those produced by a 15-inch picture tube, has been developed and is being marketed by the Tube Department of the Radio Corp. of America, it was announced this week.

A unique application of plastics in the optical field, the new RCA television picture magnifier is a transparent Plexiglas lens filled with a clear oil having the same optical properties as the plastic material, transforming it into a true optical lens, it was reported.

## Rose Bowl Game On 9x12-ft. Video

LOS ANGELES, CALIF., Tuesday—Some 7,000 persons will view the Rose Bowl football game and preliminary events on Thursday via a 9 by 12-ft. television screen installed in the Shrine Auditorium, this city. This will be the first commercial theatre television on a regular movie-sized screen and the admission price will be \$1.20.

## Established Rules of Merchandising Called Essential to Radio Industry

By ROSS D. SIRAGUSA  
President, Admiral Corp.

The past year has proved the soundness of the established rules of merchandising. A good product at the lowest possible price, advertised and merchandised effectively, and sold through reliable dealers, still appeals to the American public and brings a profit to the manufacturer, the distributor and the retailer. For Admiral, this policy has resulted in the greatest year in our history. Although we have heard reports of radios not moving in some places, our demand is unabated and we are still trying hard to fill orders. This confirms the belief we have had at Admiral since we started fourteen years ago, that progressive service to the buyer is the surest path to success.

We believe that 1948 will prove this even more conclusively. The radio industry is changing rapidly, and the prospect is that the coming year will see more rapid change than any other in the history of the industry. We find most radio buyers demanding automatic record-changers in their sets. In the cities where FM stations are operating, the buyer wants FM nearly as much as the record-player. This means a higher-priced average unit sale; greater consciousness of the investment involved in a radio purchase; more care in the purchase, to be sure of every dollar's worth in performance, style and reliability; and greater use of the radio because of the added entertainment opportunities it provides to the family.

And then there is television. We are certain that television has begun a rapid development that will outpace the fast rise of the radio during the 1920's. Of course, television has problems. So did the early radio. Early home receivers cost \$500, but it was less than ten years before they could be had for \$9.95. It was the imagination, skill and determination of the industry that made this possible, and these same characteristics will make television popular and obtainable by the masses.

In a few days, Admiral will introduce its television line—the result of many months of intensive and highly secret work. We believe it will change the whole system of merchandising television—answer many of the problems that now cause sales resistance. We have sampled the opinions of experts in the field and have unanimous agreement that it is "the answer" to the television sales problem. Our confidence is being backed up by the biggest drive of advertising, merchandising, publicity and sales promotion we have ever put behind a product.

All of our planning—now on television, as it has been on radios and radio-phonograph combinations as well as on refrigerators and electric ranges—is based on the conviction that if we give the public what it wants and needs, and make it available at the most attractive price possible with full guarantees and the integrity of a sound organization behind it, we are certain



Ross D. Siragusa

to progress. The same principles will make 1948—the year of television and FM—a pivotal year in the radio industry. It will mark the course of our future, and those dealers as well as manufacturers, who follow the proved course will find the rewards will be greater than ever before.

Leonard C. Welling, sales manager of the Electromatic Mfg. Corp., New York, reported this week that he will be in Chicago, staying at the Stevens Hotel, during the next week for the Furniture and Housewares Show.

## SEES DEMAND IN RADIO AND TELEVISION FIELD FOR QUALITY MERCHANDISE AT SENSIBLE PRICE

By DAVID E. KAHN  
Chairman of the Board, Radio and Television, Inc.

Brunswick believes the radio and television industry, in the future, will demand quality products at sensible prices. Since Brunswick models are confined to console cabinets in the high quality bracket, we are constantly improving the construction and finishing of every cabinet. Furthermore, Brunswick will continue to turn out the very finest radio and phonograph equipment that can be made, selling in our price brackets.

We believe the consumer will demand good values, and our entire production and merchandising plans for 1948 are predicated on outstanding values for the consumer.

We always believe that the dealers are entitled to make a satisfactory profit on the sale of radio, phonograph and television models in order to ren-

## THE TRAVELER

Ben Gross, president, and Blyss Gates, sales manager of Gross Distributors, Inc., New York, plan to leave January 3 for a trip to the Winter appliance and furniture show in Chicago.

Maurice Despres, president of the Dale Distributing Co., Inc., New York, plans to leave January 4 to visit the Winter furniture and appliance show in Chicago.

Mr. Despres will be accompanied by Bob Howard and George Wolfe, manager of Dale's branches in New Jersey and Connecticut. Rene Jacobs, general manager of the firm will leave January 14 to view the appliance section of the show.

Stephen Nester, president of the Duotone Co., Inc., New York, needle and phono accessory manufacturer, plans to visit Chicago January 19 for the coin machine exhibition. He will be accompanied by William Boeger, sales manager of the firm.

Hector A. Castellucci, assistant sales manager of Farnsworth Television & Radio Corp., is visiting his many friends in the metropolitan New York area over the New Year's holidays. He plans to return to the firm's Ft. Wayne headquarters next week.

Mort Gellard, factory sales representative in Philadelphia and adjoining territories for Tele-tone, Tone Products and other lines paid a visit to the New York manufacturing trade this week.

Sid Gatty, factory sales representative with headquarters in Philadelphia, conferred with officials of Duotone Co. and Air King Radio while on a visit to New York this week. Sid is being congratulated upon the engagement of his two daughters.

der satisfactory installation and service to the consumers.

Brunswick believes the metropolitan markets throughout this country will demand more television consoles, and has, therefore, effected a production of console television models with and without radio phonograph combinations. Brunswick believes the consumer will want television equipment installed in cabinets, styled to harmonize with the other furnishings in the home. Brunswick will furnish such models.

## Record Year in Dollar Volume Forecast For Radio During '48

By DON G. MITCHELL

President, Sylvania Electric Products, Inc., New York

Next year should be a record radio year in dollar volume. While anything can happen in a Presidential election year, and particularly this one because of the uncertain economic and international situations, the market outlook for radio products is most promising at this time. In fact, the indications are that it is in a much more healthy condition than was anticipated last Spring.

One of the most encouraging signs is the almost complete sell-out at the manufacturer level. Radio and television set producers, as a result, will have little or no inventory to carry over into the new year. Market stability, therefore, is indicated and should be expected to continue as long as the demand at the consumer level is maintained.

Indications are that new sets incorporating FM in both table models and consoles will be in good demand during the year. The continued demand for consoles with combination radio-phonograph will, of course, mean higher dollar sales. Also contributing substantially to the 1948 set volume will be portable sets, which are continuing to enjoy a large consumer interest.

Exceptionally bright is the outlook for automobile sets. Manufacturers expect confidently to turn out many more passenger cars in 1948 than in any of the preceding five years. A large percentage of the predicted 5,000,000 car production will be radio-equipped.

Television should begin next year to live up to its promise of becoming one of our new big markets. During the last quarter of 1947, television set production was expanding and consumer interest was stimulated by the quality of reproduction. The greater coverage by coaxial cable and radio routes is bound to bring a substantial increase in set sales. Advent in the field of several new manufacturers will mean the production of a vastly increased number of sets. A conservative prediction for 1948 television set sales will be something around 500,000. At consum-



Don G. Mitchell

ers' prices, this means a retail volume well in excess of \$100,000,000.

Further contributing to the industry's sales volume are sets equipped with wire recording which are now beginning to come on the market in some volume. Demand, however, continues to exceed production.

Growing rapidly also is the industrial usage of electronics items. Stimulated by the war, the electronic art is finding innumerable peacetime applications for increasing output and improving processes.

Added all together, the industry can look forward to the largest year in its history.

company are under way to meet increased sales.

Included in the fifteen models now available at the Stevens Co. is the Progressive Universal Winder, Model 25, for winding slug tuners, general R. F. Windings and I. F. Coils.

### John Burnett Appointed To Keith, Inc., Radio Post

KANSAS CITY, MO., Monday—The appointment of John A. Burnett as manager of the radio and appliance departments of the Robert Keith, Inc., store, this city, was announced today by Charles Q. Thrasher, general manager.

Mr. Burnett has been connected with Prestline, Chicago and with Hotpoint. During the war, he served with the OSS.

## Bright Future Forecast for Television Industry During the Next Twelve Months

By DR. ALLEN B. DUMONT

President, Allen B. DuMont Laboratories, Inc.

The television industry today is like a man who has had to fight his way through underbrush up a long, steep hill and suddenly steps out on a wide, smooth plateau. The way ahead looks much easier.

There is a feeling of optimism throughout the industry. One senses it in meetings of industry executives and in comments in the press. 1947 was a good year for television, and a good year for DuMont Laboratories.

Early in the year, the Federal Communications Commission resolved the color versus black-and-white question which had been nagging the industry for a long time. In deciding in favor of black and white, the FCC encouraged the bulk of the industry to proceed rapidly with construction and production plans.

A great change has taken place in the attitude of the public toward television. A year ago, although almost everyone conceded that television had great potentialities, it was looked upon as still something of an experimental toy, something for "scientists to fool around with."

Today, television is a going business, and people generally are aware that it has every good prospect of developing into one of the most important and largest industries in our country. This new respect for television is the result, largely, of two accomplishments:

First, television, by its ability to transmit pictures of important news events such as the opening of Congress and the World Series, has demonstrated that it literally is a "Window on the World."

And in the second place, the large scale production of reliable economical television receivers has made them a household necessity. As of January 1, 1947, there were only about 12,000 television receivers in operation, whereas there are over 225,000 in operation today. It is anticipated that by the end of 1948 over 1,000,000 receivers will be in U. S. homes.

The same healthy booming growth is to be found in the broadcasting end of the industry. Today (as this article is written) there are sixteen television stations on the air. Fifty-odd more are now under construction, most of which should be ready to begin operations in 1948. Many more applications for licenses are pending.

Facts and figures such as these quite naturally sound good to a company like DuMont Laboratories, the only organization in the world exclusively devoted to the manufacture and development of the cathode-ray tube as well as products in which it is used, i. e., cathode-ray oscillographs, television receivers, television transmitters, and television networks.

In our search for ways to build better television equipment, our experimental laboratories have dug deeply in the field of electronics—constant planning, experimentation and research



Dr. Allen B. DuMont

with some failures, and some signal successes. Now television is advancing with giant strides. It will soon be a powerful social and economic influence on the life of the country.

DuMont Laboratories is proud of the contributions it has made to the growth of this industry. We shall continue to work for television progress.

### FRANK WHITE ELECTED COLUMBIA RECORD HEAD

Election of Frank K. White as president of Columbia Records, Inc., Bridgeport, Conn. and New York, was announced last week. Mr. White was formerly vice president and treasurer of the Columbia Broadcasting System, parent company of the record firm.

He succeeds Edward Wallerstein, who has served as president of Columbia Records for many years, and who has assumed the post of chairman of the board of the record company.

Mr. Wallerstein became president of Columbia Records in 1938 and before that he was with RCA Victor. Both Mr. Wallerstein and Mr. White will continue as directors of CBS.

### Petition In Arrangement Is Filed By Mason Radio

KINGSTON, N. Y., Monday—Mason Radio Products, Inc., 80 Prince street, radio set manufacturer, has filed a voluntary petition for an arrangement under Chapter XI of the Chandler Act. The company lists liabilities of \$98,939 and assets of \$100,980. A settlement of 10 per cent in deferred payments is proposed by the local firm.

### E. WARREN CARSTENS JOINS STEVENS MFG.

CHICAGO, ILL., Tuesday—The appointment of E. Warren Carstens as sales manager of the George Stevens Mfg. Co., 1850 Henderson street, this city, coil winding equipment producer, was announced today.

Mr. Carstens joins the Stevens Co. after fourteen years service with the Meissner Mfg. Co., division of McGuire Industries, Inc., Mt. Carmel, Ill., which is active in coil and wire production. His new duties will include foreign as well as domestic sales.

It was also announced that new methods of coil manufacture to offset high labor costs have been incorporated in the Stevens line of coil winding equipment. Plans for expansion of the



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 GENERAL MILLS IRONS AND PRESSURE COOKERS  
 SCOTT ATWATER OUTBOARD MOTORS

### REVITALIZED SALES ACTIVITY NOW ESSENTIAL FOR RADIO INDUSTRY, SAYS SENTINEL HEAD

By ERNEST ALSCHULER  
 President, Sentinel Radio Corp.

Predictions for the future can best be based upon the facts accumulated in the past. Instead of endeavoring to gaze into a crystal ball and make some predictions for the future, I think it's safe to turn back through the pages of the limited history of the radio industry and from those pages determine the course of action to be charted for the future.

My experience, and it covers a period of many years dating back to the inception of radio itself, has been that the industry collectively is one that

has made more rapid progress than any other industry in history and I can only look forward to a continuation of this progress in 1948 and in future years.

In order to achieve this progress.

some revitalized sales activity is particularly in need. During the war and immediate post-war years, engineering and production worked under more than normal pressure, whereas sales organizations suffered a loss of personnel and need for salesmanship that can materially affect a total volume of business done. This criticism, if it can be called such, is directed not only at the dealer but at the distributor and manufacturer as well and I think that a program of following through on intense education of all sales personnel, plus an old-time pre-war, hard-hitting sales effort by all sales personnel, will make 1948 a banner year.

### Dick Wanner Purchases Good Housekeeping Shop

ST. PETERSBURG, FLA., Friday—R. H. "Dick" Wanner has purchased the Good Housekeeping Shop, 665 Central avenue, this city, from Sun Motors, Inc. Mr. Wanner was formerly with the Good Housekeeping Shop of Detroit, Mich. and with Associated Stores in Florida.

The Good Housekeeping shop in this city handles such radio lines as Philco, General Electric, Admiral, Emerson, Fada, Motorola, Garod, Sonora, Howard and Westinghouse, and is the exclusive dealer for Kalamazoo home appliances.

### ALLYN APPLIANCES IN HARTFORD, CONN., SOLD

HARTFORD, CONN., Monday—Allyn Appliances at 26 Church street, has been bought by Charles N. Keeney, a veteran of the radio and appliance field since 1921. Temporarily, the new owner plans to operate the business under the same name with a formal opening in January.

For eleven years Mr. Keeney has been buyer of radios and appliances at one of Hartford's leading department stores. Before this, he was with Carroll and Keeney Radio and Appliance Co., on Allyn street and with Old Eagle Radio Co., first on State street, and then on Asylum street.

The Heublein Hotel this week commenced cooking its meals the ultra modern way—with radar. The first such commercial establishment in this State to adopt the novel radarange, chefs are preparing chops and roasts in a matter of seconds, the management has announced.

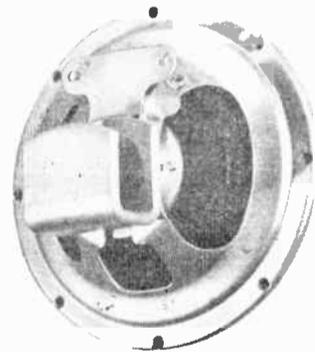
The radarange is a product of the Raytheon Sales Corp. and has been in operation at the Heublein for the past week.

Raytheon has placed the new electronic device on the market on a rental basis but has restricted the sale of the range. Rental runs about \$150 a month and with the exception of the price, would be an ideal home installation. The manufacturer described the radarange as a "practical application of the wartime radar."

—JOHNNIE COX.

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*Adjust-a-Cone*  
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 IN CANADA: Atlas Radio Corp., 560 King St., W., Toronto, Ontario

# GENERAL BUSINESS ACTIVITY TO CONTINUE AT HIGH LEVEL IN 1948, SPRAGUE ASSERTS

By **ROBERT C. SPRAGUE**  
President, Sprague Electric Co.

Although 1947 started with a feeling, on the part of many, that we were in for a minor recession, the fact remains that, in spite of adjustments during the year for many, the total business done established an all-time high for peacetime levels. Many important technological advances were made during the year and many new ideas became realities.

General business activity in 1948 should continue at a high level—in which our industry will certainly share—and given an added impetus through the rapid expansion of television.

Although great progress was made by the parts industry, it had not yet fully recovered from all the maladjustments of the war years. The shadow of surplus continues to hover over the trade. Although this is a disquieting influence, independent parts distributors have enjoyed exceptionally good business, have absorbed much of this surplus, and also turned in a creditable showing by actively merchandising and selling standard brands.

The National Electronic Distributors Association has contributed important-

ly to the stabilization of this phase of the business, and in co-ordination with parts manufacturers, has put into effect programs of mutual benefit to both parts manufacturers and distributors.

If I should make any concrete suggestions at this time, they would be along these three lines: Greater caution in credit control; a continuing study of modern inventory control methods; concentration on major lines where full co-operation on the part of the distributor will be met with equal co-operation on the part of the manufacturer.

Tight credit and inventory control methods were factors of less importance to distributors during the war. Under more normal competitive conditions, however, they again assume

front rank importance and it will require diligent attention by management to see that controls are tightened promptly before—and not after—serious losses occur. The transition from war- to peace-time business is never easy, and it seems to me that lax credits and unbalanced inventories represent the greatest danger points, because of the natural reluctance of



Robert C. Sprague

all to readjust our thinking and face the grim fact that "easy" business is probably a condition of the past.

Similarly, during recent years, the advisability of really "majoring" in specific lines was often neglected in favor of the practical necessity of buying whatever merchandise happened to be available. This wasn't a happy condition for either the distributor or the manufacturer—especially to the latter if he happened to be one whose engineering and manufacturing commitments for military use extended beyond the close of hostilities. Nevertheless, that was the way it had to be done, but now the pendulum is rapidly swinging to a more conservative, stable and enduring method of business. Leading distributors and manufacturers are sizing each other up with the idea of forming "teams" that are well equipped to match the best that competition may have to offer. Co-operation, rather than mere buying or selling expediency, will be the rule.

In choosing distributors, the manufacturer will, of course, consider such things as stability, financial responsibility, aggressiveness, standing in the trade, personnel, and the degree of "majoring" he can expect to obtain for his line. Similarly, if I were a distributor, I would choose my major manufacturing lines on the basis of: The stability of the manufacturer, his standing in the trade, personnel and record of past performance; the manufacturer's record in keeping up with the times by consistently bringing out new and salable items; the quality and completeness of his line; the co-operation and protection which he offers; and his plant and laboratory facilities.

Teamed up on this basis of mutual trust and understanding of each other's problems, manufacturers and distributors can go far toward putting business on a sounder footing that should be a major factor in solving any problems the future may bring.



**MASTERFUL DESIGN AND SLEEK LINES MAKE SNYDER THE WORLD'S LARGEST INDEPENDENT MANUFACTURER OF AUTO ANTENNAS.** Illustrated is the **COSMOPOLITAN, Model FC-4.** For concealed installation on fender or top cowl. Self-aligning adjustment for all contours. Completely waterproof—4 sections extend to 62"—8 inches closed—plus all the other famous Snyder Precision Features, including the **NEW UHF Cable.**

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## INDUSTRY HAS RESPONSIBILITIES TO SUPPLY ITEMS INCORPORATING NEW DEVELOPMENTS

By C. P. CUSHWAY

Executive Vice President, Webster-Chicago Corp.

During the last World War, the electronic industry leaped ahead many years in research development and design. However, the great pressure for delivery immediately following V-J Day prevented the electronic industry from taking full advantage of these war-time developments. Production and more production was the keynote under which this industry was forced to operate, principally to make up for the backlog of demand created by war shortages in the civilian market.

Taking into consideration all factors involved, the production effort of the electronic industry was the proper course to follow. Most civilians were getting along with electronic equipment, especially the home-type radio receiver and phonograph unit, that had been built and designed five years or more previous. It can be accepted without equivocation, that the electronic industry has done a fair job in meeting this terrific demand.

However, in the year 1948, we at Webster-Chicago feel that the civilian market is entitled to receive some of these pent-up advances in the electronic industry resulting from war-time developments. The public is ready for it—and it is our job to supply that demand.

One of the outstanding electronic ideas culminating from the war effort is found in magnetic wire and tape recording and reproduction. At Webster-Chicago we have already attained a leading position in this particular branch of our industry, and in 1948

### PHILCO IS MARKETING TELEVISION PICTURE TESTING INSTRUMENT

PHILADELPHIA, PA., Monday—A new television service instrument by means of which the service man can accurately check and adjust the linearity of a receiver's vertical and horizontal sweeps, without depending upon test charts from a television station, has been designed by Philco Corp., this city, known as the Philco Crosshatch Generator, Model 5072. It sells for \$39.95.

The harness now supplied with the adapter is for use with Philco Television receivers, while harnesses for other makes will be available soon.

A principal advantage of the Crosshatch Generator is that its pattern avoids the distortions introduced by television transmitters of various stations and tends to result in the reception of a picture with good linearity on all channels

### Casco Appoints Reidy

BRIDGEPORT, CONN., Monday — John J. Reidy has been appointed sales manager of the appliance division of the Casco Products Corp., this city, it was announced today. At the same time the resignation of Jack Schenberg as merchandising director, secretary and board member was announced.

we expect to furnish our distributors and dealers with equipment in this field to meet this public acceptance.

We urge all the electronic industry to turn its attention in engineering research and development to similar projects so that the public in the United States and throughout the world will have not only an understanding but a full realization of the tremendous part electronics played in the winning of the last World War. Much has been romantically written about such electronic applications as radar, multiple channel radio communications, magnetic recordings, etc.

It, therefore, becomes a responsibility of the entire electronic industry to supply the civilian market with the counterpart of these advanced developments that were so effective when we needed them most and which will make the every-day living of these civilians more enjoyable.

## SAMPSON CO. TO OPEN NEW HOME ON JAN. 8

CHICAGO, ILL., Friday — The Sampson Co., radio and appliance distributing organization will formally open its new headquarters at 2244 South Western avenue, this city, on Thursday, January 8. Dealers and other members of the trade have been invited by Peter Sampson, firm head.

The distributing concern will hold open house from 10 A. M. to 5 P. M. at its new home with a buffet luncheon to be served from noon to 3 P. M. Dinner will be served at 7 P. M. in the grand ballroom of the Standard Club.

## Hastings Sales Named Boston Distributor Of U. S. Television Mfg.

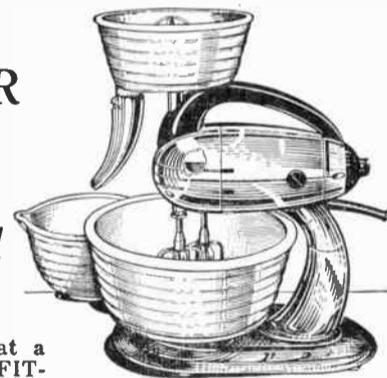
Appointment of the Hastings Sales Engineering Co., 530 Commonwealth avenue, Boston, Mass. as distributor in the Boston area for the U. S. Television Mfg. Corp., New York, was announced last week.

Thomas N. Rogers and Edward J. Sanger, executives of Hastings Sales Engineering, concluded arrangements for the distributorship following a visit to UST headquarters last week. UST manufacturers projection-type television receivers for bars and taverns as well as direct view sets for the home.

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- It Beats, Sifts, Drips—All At the Same Time
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- It Shells Peas, Slices Beans
- It Opens Cans
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### PACIFIC COAST TRADE IS WELL REPRESENTED AT CHICAGO MARKET

TO VIEW NEWEST MODELS New Brunswick Sets Anxiously Awaited on Coast — Small Radios and Portables in Demand.

LOS ANGELES, CALIF., Friday—Lou Stutz, of Pacific Coast Wholesalers, will leave December 27 to attend the Chicago Furniture Market. He will bring back with him Brunswick's full line of radio-combination and television receivers.

Mr. Stutz is particularly enthusiastic about one feature of the cabinet designs of this line. All of Brunswick's console cabinets are designed to accommodate a ten- twelve or fifteen inch television receiver in the same cabinet which houses the radio-phonograph combination alone. Obviously, this cuts down the number of models which the dealer is required to show.

Anxiously awaited are the new Brunswick eleven-tube AM-FM combinations which use a QTM crystal cartridge reluctance pickup and have two twelve-inch high-fidelity speakers mounted at a 180 degree angle giving high dispersion. These are housed in a thirty-six inch Duncan-Phyfe drum table and will also be available in a hand-painted Chinese Modern cabinet finished in either black or antique white stiple.

Fada television sets are expected to arrive soon after first of the year at California Distributors, Inc., 1951 West Washington boulevard, together with

the new table model Fada radio receivers.

This firm has been doing an especially nice business in Fada camera-type battery portables. These operate on AC or DC and come in four colors.

Radio & Television Supply Co., subsidiary of Sues, Young & Brown, Zenith distributor, 1509 South Figueroa street, reports an increasingly excellent demand for Transvision kits. J. H. Moulthrop, owner-manager of Radio & Television Supply Co., points out that these Transvision kits are a wonderful proposition, not only for experiments but also for radio service firms. In their spare time servicemen can assemble these sets ready for sale and can deliver a large screen set large for considerably under the market price of any commercial set using a ten-inch screen.

Sets constructed from Transvision kits are giving excellent performance.

Jack Siegel, of Harris & Siegel, West coast representative for Transvision, is experiencing severe headaches because it is impossible to satisfy all the demands that keep pouring in for kits to be delivered in time for the Rose Bowl game on New Years' Day.

Kierulff & Co., Motorola distributor, 820 West Olympic boulevard, reports particularly heavy demand for two Motorola numbers. These are the big portable, Model 67-L-11 and the table-top combination 67-F-11.

The first is a three-way portable job in a handsome alligator case, sells for \$57.50, (plus batteries) and is going well.

The table-top radio-phonograph combination comes in a plastic cabinet, has push-button controls for the record changer and sells for \$69.95.

Radio Products Sales Co., 238 West Fifteenth street now has available a

fine inventory of small radios and small personal-size portables as well as large radio-phonograph combinations. Included in this line are Belmont television sets.

Many top names in the appliance field are represented in Radio Products attractive stock. —S. M. BOOKEE.

SANTIAGO, CHILE, Friday—A Chilean company has imported a radio manufacturing plant from Italy, it was announced here recently. The plant is now nearly ready to go into production on radio receiving sets, phonographs and similar products.

### Major "Nativity" Album Transcribed For Blind

The American Foundation For the Blind has received permission from Thomas J. Valentino, president of Major Records, New York, to transcribe Major's latest album "The Story of the Nativity" into a talking book for the blind.

This service was instituted in 1932 by the Government, at the suggestion of Dr. Robert B. Irwin, sightless executive director.

### Hard to Get RADIO PARTS

HUNDREDS OF ITEMS IN STOCK Write for New 1947-48 Jobber Price Bulletin

#### WIRE AND CABLE Inter-Communication Service

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- 2-Cond. #22 Solid Twisted Shielded Parallel Plastic Cov.
- 2-Cond. #20 Stranded Shielded Parallel Plastic Cov.
- 3-Cond. #22 Solid Twisted one leg shielded cott.cov.
- 4-Cond. #22 Solid Twisted Shielded
- 4-Cond. #22 Solid Twisted one leg shielded cott. cov.
- 3-Pair #22 Solid 6-Cond. Twisted pairs cott. cov.
- 6-Pair #22 Solid 12-Cond. Twisted pairs cott. cov.
- 9-Pair #22 Solid 18-Cond. Twisted pairs cott. cov.
- 12-Pair #22 Solid 24-Cond. Twisted pairs cott. cov.
- 15-Pair #22 Solid 30-Cond. Twisted pairs cott. cov.

#### TELEVISION - FM SERVICE

- CO-AX RG-8/U
- CO-AX RG-11/U
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- #20 Shielded Cotton Covered
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# VAST POTENTIALITIES FOR MUSIC MERCHANTS, L. G. LA MAIR SAYS IN YEAR-END STATEMENT

By LOUIS G. LA MAIR

President, National Association of Music Merchants  
President, Lyon & Healy, Inc.

A year ago, we looked forward to the promise of bold plans for expansion of the music market, for a stimulus to reawaken lost markets. Today, we can point with justifiable pride to a record of step-by-step achievement. Men familiar with industry promotional programs tell us that the music industry has accomplished, in one year, what ordinarily takes two to three years. This is based upon their experience with other industries.

A review of 1947 would be incomplete without recognition of certain trends. Normal competitive selling has returned. Inventory turnover is back to more normal rates. The percentage figures show a great increase in the extension of credit. And yet the market is still enormous. Despite increased production, the demand for musical merchandise of many types cannot be satisfied. More people in all walks of life and all levels in the economic structure are able to purchase more musical merchandise than ever before, due to full employment, war "bonuses" and the wider spread of our national income.

Yet, despite prosperity, there are storm flags flying. Excise tax collections show a decline in the sales volume of musical instruments in comparing the last quarter of 1947 with the same period in 1946. Inflated



L. G. LaMair

prices have shot the dollar volume up, but unit volume is less—and costs of doing business are out of proportion to the pre-war standards, and are continuing to increase. The return of competition has brought "price cutters" back. Complaints about "unfair trade practices" grow in the NAMM mail-bag.

"What are we going to do about some of the more serious problems? Group action is needed to bridge the gap between today's selling and tomorrow's hunt for business. The 10 per cent manufacturers' excise tax on musical instruments has become felt more and more—as buying volume drops off. The increased costs of doing business have cut into the retailer's margin of profit. The music store is faced with growing competition from the low-cost operations of the chain store, department store, and stores which carry musical instruments as a side-line.

NAMM today is better prepared for action than at any time in its history.

Executive Secretary Mills, following a brief rest, will head a staff which now includes two capable assistants. The recognized NAMM has given retailers a 100 per cent performance on all its promises to date. Plans have materialized into projects—and RESULTS!

The immediate major objectives of NAMM for 1948 include:

(1) Excise Tax Repeal. NAMM's "brief" presented before the Ways and Means Committee of the House of Representatives was well received. With Congress reconvening we plan on asking for outright repeal of the excise tax on musical instruments.

(2) Music Promotion—The association has cooperated with other music industry groups in providing leadership and helped to organize the American Music Conference. The consumer opinion questionnaire is the first of a series of major projects. Free instrumental instruction in all public schools is the number one public relations objective.

(3) Fair Trade Pricing—To protect the retailer, consumer, and manufacturer, thereby promoting healthy trade practices, NAMM is pressing vigorously for establishment of minimum resale prices by all major manufacturers.

(4) Cost of Doing Business Survey—The retailer's margin of profit will depend upon the ability to keep costs in line with competitors. NAMM's cost-of-doing business study is the first step in an attempt to obtain information with which to help every dealer.

(5) Sales Training—An appropriation to enable the Sales Training Committee to push its program to assure effective use of the Sales Manual has been approved. Trained salesmen are necessary to turn prospects into sales on the cash register.

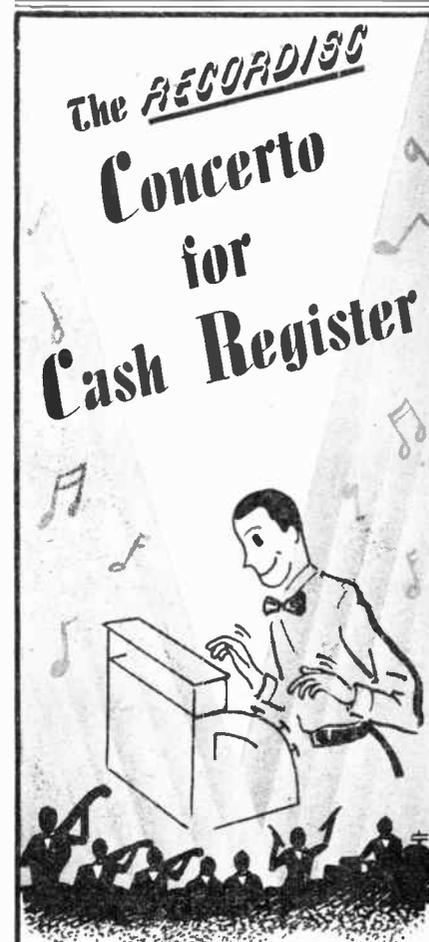
(6) Improved Merchandising Service—A complete review of the bi-monthly Merchandising Service is being made. Dealer suggestions are incorporated as fast as they are received. We are aiming to give every dealer music store materials used by a large department but planned for the use of the music store.

The music business, in comparison with other industries, is a small business. Yet preliminary research indicates that we have far greater potentialities than we have ever developed. Hundreds of music stores, manufacturers, and members of the trade press have hoped for a program to bring increased opportunities to sell musical merchandise, serve the public, and improve the music business.

I do not believe that we have ever had as great an opportunity to accomplish results. This is the Music Industry's promotion program. We are

doing our share in planning it. We will make further progress in 1948. This is also your program—pitch in and pull your oar!

DETROIT, MICH., Thursday — The Eureka-Williams Corp. here, announced this week two executive appointments. O. E. Nesmith has been named vice president in charge of manufacturing and R. C. Osborn has been appointed vice president in charge of engineering, succeeding Mr. Nesmith in that post.



## THE RECORDISC LABEL RINGS UP RECORD SALES

because the proof is in the platter! Thousands of home recordists have tried RECORDISC blanks... they come back for repeat sales, they tell their friends.

because RECORDISC blanks are made by the world's largest home recording blank manufacturer according to the most exacting professional standards.

because the same holds true for precision-perfect RECORDISC styli and needles. Remember just one fact: when your customer sees the RECORDISC label, your cash register plays a concerto. And that, Mr. Dealer, is proof positive!

Send Today for Latest RECORDISC Catalogue



THE RECORDISC CORP. 395 Broadway, New York 13, N. Y.



in **★ PERFORMANCE**  
**★ QUALITY**  
**★ LONG LIFE!**

FREE! TUBE DATA CHARTS



New, 12-page wall chart with latest tube data is yours for the asking.

Easy to use — Easy to Read!  
Fill out and mail coupon NOW!

STANDARD ARCTURUS CORP.  
99 Sussex Avenue, Newark 4, N. J.  
Please send me your new Tube Data Chart.

Name.....  
Company..... Title.....  
Address.....



## Attention—Portable Phonograph Manufacturers!



### Tone-Arms Reproducers

Manufactured by

## E. TOMAN & COMPANY



2613 W. 21st Place  
Chicago 8, Illinois



**MILO** *Your "Q" for Quality*

Selling to:  
INDUSTRIAL FIRMS  
SCHOOLS  
AMATEURS  
SERVICEMEN, ETC.

NATIONAL DISTRIBUTORS of  
RADIO and ELECTRONIC  
EQUIPMENT

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

## POST-CHRISTMAS SURVEY INDICATES THAT ALL ELECTRICAL PRODUCTS HAD HEAVY XMAS SALE

MERCHANTS OF WINDY CITY WELL PLEASED BY RESULTS

Larger Sales Only Limited by Scarcity of Some Items, Many Claim — Last-Minute Rush for Records Cleaned Out Stock — Hallicrafters to Feature Popular-Priced Television Sets in Forthcoming Line.

CHICAGO, ILL., Monday—Judging by a cross-section of reports, the Christmas business here was all that anyone could have wanted. As a result dealers, distributors and manufacturers were unanimous in declaring that they had no complaint, and were highly pleased with the way merchandise moved from factories, warehouses and store floors.

Typical was the comment of Jack Frohlich, sales manager for the Sampson Co. of its appliance and Bendix radio division. He said: "If we had had more of a considerable number of items in our line, we could have sold them." The Sampson Co. did a magnificent job of plugging Bendix radios and Norge refrigerators in the Chicago papers for the Christmas trade, both through direct and cooperative dealer ads, and trade comment was that they were highly effective. Mr. Frohlich stated that the ads moved big quantities of the Bendix step-table radio, listing at \$159.95, and the Model 1531 at \$179.95. The whole line of step-tables sold splendidly, he said.

Mr. Frohlich announced that Commonwealth Edison Co. of Chicago has added Ironrite ironers to the appliances sold in its retail shops here, and Peoples Gas Light & Coke Co. has taken on the Hamilton gas clothes drier for sale in its appliance section. They are both distributed by Sampson. He also announced that Fred McCarthy has joined Sampson as promotion manager, coming there from the Burnet-Kuhn Advertising Co. of Chicago.

The Sampson Co., Mr. Frohlich pointed out, has followed a policy of advertising items that are still in short supply, so that the public will not forget those products. They are selling all the refrigerators, ranges, washers and other items that are as yet hard to get, but do not let up in telling the public about them.

Bob Sampson, head of Sampson's record division, reported: "The last-minute Christmas rush was terrific." Another fine Columbia release that moved well, he said, was Mendelssohn's "Elijah," recorded by the Liverpool Philharmonic Orchestra, conducted by Sir Malcolm Sargent, and the Huddersfield Choral Society, and featuring Isobel Baillie, soprano; Gladys Ripley, contralto; James Johnston, tenor, and Harold Williams, bass-baritone. It consists of two volume of sixteen 12-inch records, boxed with libretto. Arthur Godfrey's "Too Fat Polka" has maintained

its sensational sales, Bob said, together with Dorothy Shay's two albums of hillbilly songs.

Popular-priced projection and direct view television sets to match its entire Carnegie Hall line of phono-radio consoles will be features of the Hallicrafters 1948 line, William J. Halligan, president of Hallicrafters, announced here this week. The video units are designed to match and complement the eight Hallicrafters phono-radio combinations announced this Fall, and will follow the period and modern design of the Carnegie Hall console so that they may be arranged together or separately and follow out the general decor of the room, Halligan said.

"Purchasers of any of our console combinations will be able to add television vision and retain the basic design with the two units," he said. "In addition to our present television pho-

no-radio combination we will offer matching pieces to go with our entire Carnegie Hall line, so that may be placed as one unit or separately.

This plan, Mr. Halligan pointed out, will insure the buyer that his investment in a fine piece of furniture and the latest in AM, FM and record changer is good for a period of many years, because it can be supplemented with television without upsetting the design of the room in which these stylized consoles are used. The basic design of each AM-FM phono-radio console will be matched by a self-contained television unit which can be purchased separately and lends itself to various interior decoration layouts, either in connection with or separately from the phono-radio console.

Admiral Corp. will reveal a new television line on January 5 that promises to change completely the merchandising of television, it was announced here last week by Ross D. Siragusa, president. The television receivers will be revealed at the opening of the Winter market in the American Furniture Mart here, January 5. Exact nature of the innovations has been a carefully-guarded secret for several months.

"Admiral," Mr. Siragusa said, "fourth largest radio manufacturer, in the past, has repeatedly set the pace for developments in the radio industry, with

such innovations as the very low-priced table radio; the table-size radio-phonograph combination with an automatic record-changer; the 'personal portable' and an inexpensive noise-free phonograph tone-arm. Our new television receiver likewise will make history."

Commenting on the holiday trade, Mr. Siragusa said that, despite the highest production rate in the company's history, Admiral was unable to meet Christmas demands for radios, refrigerators or electric ranges. Demand for radio was greatest, he said, in the low-price high-quality lines that make up the bulk of Admiral production. Delivery of the firm's Dual-Temp and standard refrigerators, and of electric ranges, is at an all-time high, but still falls far short of demand because of the steel shortage, Siragusa reported.

Sales of higher-priced radio-phonographs is slowing down because consumers are afraid present sets will soon be obsolete, Kenneth C. Prince said here last week. Mr. Prince, executive secretary of Electronic Parts and Equipment Manufacturers Association, revealed that analysis of retailers' sales shows an increasing public tendency to "wait for sets that include television at a lower price."

—WALLACE D. MORRIS

**MANUFACTURERS! DISTRIBUTORS! WHOLESALERS!**

*America's Largest Tube Jobber*

Offers Over A

**Million Radio Tubes**

In Most Popular Types

**PHONE — WIRE — WRITE**

*Us Your Requirements For Immediate Delivery*

**LEONARD ASHBACH COMPANY**

152-54 W. HURON STREET

CHICAGO 10, ILLINOIS

All Phones Whitehall 2065



# AMERICAN CONDENSER COMPANY

4410 RAVENSWOOD AVE., CHICAGO 40, ILLINOIS

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



## WASHINGTON DEALERS CATCH THEIR BREATH AFTER HOLIDAY RUSH

PLAN FOR SPRING SHORTLY

Most Tradesmen State That 1947  
Business as a Whole Was Satisfactory — See Quiet Period.

WASHINGTON, D. C., Monday — With many dealers tired and happy that the holiday rush is over, some are reluctant to talk about their plans for the New Year. Says one medium-sized distributor here, "I'm just beginning to catch my breath, and start to think about inventory, the new models, income tax, and a dozen other problems. Taxes will probably be my worst headache now, and I doubt if things will quite down much for us here until the first of April anyway."

One firm here reporting that 1947 business was "very satisfactory" is American Wholesalers. Efficient and well-organized, the company seems to

know just how it stands at the year's end. According to Mr. Krupsaw, the chief difficulty encountered recently is the firm's difficulty in getting enough Crosley sets from the factory. With all models in demand and smaller sets selling heavily, American still feels that the lack of television console models made the biggest dent in its supply. Establishment of good employe relations is the attempted policy here. American Wholesalers paid its employes a holiday bonus based on length of service and also held a Christmas party for employes. It plans an expanded program of dealer meetings to begin along in February, and all in all, present a picture of an efficient and far-thinking business organization.

J. R. Poppele was re-elected president and John F. Royal vice president of the Television Broadcasters Association last week.

Four radio network officials have received citations from the Navy for their support in the civilian reserve recruiting program in 1947. Assistant Secretary of the Navy for Air, John H. Brown presented the awards recently. Those cited were Charter Heslep, formerly with Mutual in Washington;

Sidney Eiges, Forest Hills, N. Y. vice president of NBC; Earl H. Gammons, Alexandria, Va., vice president of CBS, and Robert H. Hickley, New York and Washington, vice president of American Broadcasting Co.

The Electrical Industry Bowling League has called a halt to games over the holiday and will resume January 9. As the league now stands, Redman and Brown hold number one place, with Doubleday-Hill and Lansburgh & Bros. in the number two and three spots respectively. General Electric has dropped to fourth place, followed closely by Cameo Appliance.

Appliance dealers who handle home freezer units will be interested in a report from Lester Vail, secretary of the Farm and Home Freezer Manufacturers Association here, that shipments of freezers for the twelve-month period ending September 30, 1947 totaled 133,409 units. This report covers twenty-five members of the Association, but does not include shipments by some big producers such as General Electric and Philco.

Dollar value of the shipments totaled \$32,121,095, Mr. Vail said, and the average unit selling price was \$240.

Indicative of the steady demand for home freezers was the fact that on September 30 of last year, the combined stock-on-hand of all reporting manufacturers was only 2,987 units. Biggest demand for freezers seems to be in smaller cabinets, ranging up to between eleven and sixteen cubic feet capacity. —DOROTHY HALLER.

## Admiral's Table "Combo" Selling Well In New York

Dealers in the New York area have been selling an unusually large number of Admiral's new low-priced table radio-phonograph combination which retails at \$69.95 in a mahogany colored plastic cabinet, Martin L. Scher, assistant sales manager of the Admiral Corp., New York Distributing Division, reported last week.

Considerable cooperative advertising is being run in metropolitan papers on this model, 7RT41, which contains a six-tube radio and a record changer, utilizing Admiral's "Miracle" tone arm, and plays up to twelve records.

## MAGNEPHONE MARKETS PORTABLE RECORDERS



Magnetape Recorder Set

The Magnephone Division of the Amplifier Corp. of America, New York, reported Monday that there has been an excellent popular response to the new series of portable Magnetape recorders now in production at the division.

Each portable system consists of a twin set of matched carrying cases, covered in brown leathette. One case contains the recording and playback unit, and the second holds a sensitive microphone, microphone cable, extension line cord with space for twenty-five reels of Magnetape, and accessories.

The user is offered a selection of four different models in the portable series, depending on the frequency response required. One model will record and play back frequencies up to and beyond 12,500 cycles with less than three per cent distortion, a company spokesman said. Prices range from \$259 to \$420.

## Magnavox Corp. Doubles Radio-Phonograph Sales

FORT WAYNE, IND., Thursday—Frank Freimann, executive vice president of the Magnavox Co., here, announced this week that the firm's radio-phonograph sales during this year will double those of last year and will be ten times greater than any prewar year.

He added that a further increase of at least 50 per cent is expected next year.

## BERNAT SALES CO.

Manufacturers' Sales Representatives

Serving the Jobber Trade in the Middle West With

- DeWALD Radio
- SONATA Phonographs
- CARMEL PRODUCTIONS — Walter Disney Film Cartoons

624 SO. MICHIGAN AVE.

HARRISON 1844

CHICAGO, ILL.

# 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.



## TELEVISION PLANS ARE NOW BEING DEVELOPED BY STORES IN BOSTON

BOSTON, MASS., Monday—Samuel Dane, president; R. S. Cron, vice president, and general manager, and Fred A. O'Leary, radio division manager of Allied Appliance Co. have just returned from a flying trip to the Baltimore factory of Bendix Aviation Corp. where they learned first-hand the Bendix television plans for Boston. Delighted with what they saw and heard, these officials are developing radio television plans which will be in readiness when TV is available in Boston.

In recounting what he had seen, Mr. Cron stated "that Bendix, with its vast knowledge gained from actual experience with radar and very high frequencies over the past year, will serve Boston with a television receiver which will be just as far ahead of the television field in both engineering and performance as Bendix Radio receivers have proved to be. Like anything new, TV has had associated with it much that is conflicting and confusing. Buyers of television will wisely rely upon the manufacturer's reputation for research and engineering and his reputation for precision manufacture. That is why I know that Bendix will serve this new field so well."

The Eastern Co. this past week has been distributing the new Radiola No. 75-ZU, made by Radio Corp. of America. This new table model phonograph-radio combination undersells by \$20 any hitherto announced RCA-made combination. The 75-ZU features a twelve unit automatic record changer, the new sapphire permanent point pickup of high voltage low noise design, two point tone control, and an attractive dial embellished in gold plate. These are available to all RCA Victor dealers.

Westinghouse Electric Supply Co. together with the New England branches in nine key cities, has just furnished its dealers with a condensed listing showing retail prices of all small electrical appliances listing hundreds of items and dozens of prominent makes and types. In these busy days, this condensation is regarded as a boon to the busy dealer in assuring a well rounded stock, and a convenient method for getting prompt replacements.

A new compact dishwasher will be seen in this section soon. It's made by De Long Engineering Co. and sold through Mar-Kay Distributors at 210 South Western avenue, Los Angeles. This new aluminum kitchen-aid weighs but ten pounds and fits into the average kitchen sink and will wash a complete dinner service for six persons.

The Premier Vacuum Division of General Electric Co. has just marketed

its new model "23" at \$59.75 retail, featuring a new "Rug-Meter" device that adjusts the sweep to thin or thick rugs without bending over to adjust knobs at floor level. Dealers may introduce this new cleaner in combination with the Premier "Attach-A-Tool" Kit at a special price and may get details from the local General Electric Premier distributor. Heavy consumer magazine advertising will back up user interest in the new "23."

—FRANK PRAY.

## NAME FRIEDMAN "REP" FOR SNYDER COMPANY

PHILADELPHIA, PA., Friday—Putting into motion its plan to form a separate sales division composed of factory representatives, the Snyder Mfg. Co., this city, announced today the appointment of Martin Friedman as representative for the territory embracing eastern Pennsylvania, New Jersey, Maryland, District of Columbia and Virginia.

Mr. Friedman, whose headquarters will be in the Real Estate Trust Building, this city, has been in the radio electronics and communications field for more than twenty years, Ben Snyder, president of the Snyder Co., said.

The establishment of this separate sales division is expected to aid sales promotion campaigns on Snyder microphone stands, house antennas, auto antennas and other allied equipment and develop wider distribution, Mr. Snyder said. George Miller will be Mr. Friedman's salesman.

## Frank Elliott, Jr., To Head Elliott-Lewis Co.

PHILADELPHIA, PA., Monday — Frank Elliott, Jr., son of the founder and a member of the board of directors of the Elliott-Lewis Electrical Co., Inc., has assumed the presidency of the firm. Mr. Elliott has been with the company for about sixteen years. He succeeds Harold C. Stott, who has retired to assume duties elsewhere. Mr. Stott became president of the firm in 1945.

Elliott-Lewis also is now completing the 1948 "Expectancy Profits Program" with its dealers on the Stromberg-Carlson, Hugh Brown, advertising manager, announced. Charles M. Sherwood, sales manager is directing the cooperative program.

## Robert Michaels Is Named Radio Buyer At Michaels

In a wide realignment of buyers, announced by the Michaels & Co., New York, radio, appliance and furniture chain, last week, Robert Michaels was named buyer of radios, major appliances, small appliances and gifts.

## RAYTHEON WILL CONCENTRATE ITS PRODUCTION ON ADVANCED DESIGN ITEMS, SAYS MARSHALL

By L. K. MARSHALL

President, Raytheon Manufacturing Co.

In 1948, quality products that are new in fundamental design and concept will be available in fair quantity. These will be preferred by customers to products that are easily recognized as revamped pre-war designs. Whenever possible, the customer will buy a product that is truly new, novel and of the best quality. Although he has accepted

higher prices, he has done so only for lack of an alternative and still wants to get more for his money. One way he can do this is to make what he buys last longer, which means he will look for a quality product of long life expectancy.

In addition, a conscious fear of an international upset with resultant shortages tends to create more discriminating buyers, even before the demand for merchandise is filled. This will work to the advantage of the manufacturer known for engineering know-how, advanced designs and top-quality products.

An example that illustrates the consumer preference for advanced designs

is evident in the growing selection of the Raytheon electrostatic home air cleaners over traditional filters in air-conditioning systems; also the rapidly increasing demand for the Radarange, a new high frequency, quick-cooking range.

We will continue to build in advanced design, maintain volume and cut no corners in producing the most modern electronic equipment for the trade and for the many industries we serve. In this way we can expect to be among the manufacturers that will serve the best interests of all in the coming year.

## Opportunity for Sales Representatives

We are expanding our distribution and have several important territories open in key marketing areas and seek factory sales representatives who know buyers of key accounts, department stores and leading radio stores in various territories.

Write giving full particulars including lines now handled.

## Tele-tone Radio Corp.

540 West 58th Street

New York, N. Y.



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

# hallicrafters

*The Radio Man's Radio*

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

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



## 10TH ANNIVERSARY OF BIRMINGHAM CONCERN MARKED BY EXPANSION

### TO BUILD NEW STRUCTURE

#### Steel City Supply Co. Will Have One of Most Modern Establishments in the South.

BIRMINGHAM, ALA., Monday — Steel City Supply Co., Inc. observed its tenth birthday with the purchase of a two-story building at 600 North Seventh street. It is 50 by 170 feet, built of brick and reinforced concrete and fireproof throughout. The company, which has grown from a small beginning, was organized by Robert F. Hall, in November 1947. In addition to Mr. Hall, president, the organization includes J. W. Hamilton, Jr., vice president, and Cary Nall, secretary-treasurer.

The building is so constructed that two additional floors may be added to furnish 34,000 square feet of floor space for storage, display and offices. It is expected that the structure, which is to be remodeled so as to offer dealers throughout Alabama and northwest Florida a modern distributing organization, will be ready for occupancy about the middle of 1948.

The Radio Electronic Engineering Co. located at 4200 Woodlawn road, was organized here recently with W. J. Schermerhorn and Jimmie Burrell, owners. Wireless record players are being manufactured with the trade name Reeco. "We had a decided set-back due to a fire but plan expansion in 1948," Mr. Schermerhorn stated.

Forbes Distributing Co. has opened a new department of Maas chimes and amplifiers to be used for churches. The chimes are installed in organs or carried over the air by amplifiers.

We invite inquiries and offer to give demonstrations to all interested in the equipment," said E. A. Holmes, Jr., manager, parts department. "This is a good season for this type of business and we are installing the equipment continuously."

E. A. Holmes, Jr. and Mrs. Holmes, spent December 17 at Alabama Polytechnic Institute attending the graduation of their son, William Merritt, who majored in electronic engineering. William plans to work for a master's degree at Georgia Tech. Another son of Mr. Holmes, E. A. Holmes III, is studying at Massachusetts Institute of Technology.

There has been a newspaper advertising promotion here of Stromberg-Carlson radios built around the slogan 'Stop, Look, Listen.' "The radios are going so well that we can't supply the demand," said Henry Jones of Clark & Jones, Stromberg-Carlson distributor.

Henry Jones and his brother, Roy, joint owners of Clark & Jones, together with sales manager, Don Culley, attended the Stromberg-Carlson southeastern district meeting held recently at the Hotel Biltmore, Atlanta. A factory representative presented the new models and outlined plans for sales promotion and advertising. Included among the new models is the Mayflower and Chinese Moderne.

John L. Bumpus, who became associated with Bromberg & Co. this Fall, is manager of the radio and appliance department. Mr. Bumpus had had previous experience with Castner & Knott in Nashville, Tenn. and was also manager of a Castner & Knott store in Clarksville, Tenn. Plans are for the opening in February of an extensive radio and appliance department on the fifth floor. Bromberg's is observing its 112th Christmas in Alabama.

"Make It a Practical Christmas" was the caption on an appliance window display at Pizitz department store, which

effectively exhibited the Blackstone, Dexter and Maytag washers tied with large bows of red ribbon and also a beribboned Norge fuel heater. A practical Christmas was the theme song of appliance dealers here who were promoting everything as Christmas gifts from the kitchen sink to the water heater. There were sign posts aplenty to tip off the puzzled shopper to give something electrical—it is the gift that gives, the gift with a future, an investment in better living and the sentimental gift with a practical side. With Cinderella magic, electrical appliances can turn a chief cook and bottle washer into a lady of leisure.

Christmas gift buying of appliances was quite heavy at Loveman, Joseph & Loeb. "It seems as if everybody is going to have an electric clock for the kitchen," said Mrs. Mona Lee Kern, home economist in the home laundry department. Mrs. Kern came to Loveman's last August from Rich's, Atlanta. In large appliances she says the No. 1 Christmas gift was Thor's automagic washing machine and that the Gladiron comes next. Small appliances went over excellently, she says, and, in order of popularity, toasters, waffle irons, percolators and mixers.

Just about everything in the appliance line also went over big. Vacuum cleaners were popular gifts, says B. R. Sturm, a recent employee at Loveman's in charge of vacuum cleaners and with previous experience in Homewood Radio and Appliance Co. Also, the sewing machine was not neglected as a gift item, according to W. O. Cottingham, also a new employee and specializing in sewing machines. Mr. Cottingham also carried.

Roasters were one of the best-sellers in the appliance department at Sears, Roebuck & Co., Kenmore and Nesco being featured. Some of the girls from the Birmingham Electric Co. have been helping at Sears during the holidays and demonstrating how the roasters will turn out to perfection the main dish for the Christmas dinner.

—S. A. MAXWELL.

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

## MILWAUKEE AUDIENCE HEARS TALK ON VIDEO MIDDLE WEST OUTLOOK

MILWAUKEE, WIS., Monday—A prediction that television network broadcasting from the East Coast will reach the Chicago area by 1950, was made here last week by W. E. Bloecker, of New York, a member of the department of operation and engineering of the American Telephone & Telegraph Co.

Speaking at Marquette University, under sponsorship of the local section of the Institute of Radio Engineers, Mr. Bloecker described the network now in operation from Boston to Washington and said the East Coast network has a potential audience of 25,000,000 persons.

W. L. Lawrence, of Camden, N. J., of the television sales division of the Radio Corp. of America, was scheduled to speak here this week at a meeting of the Milwaukee section of the Institute of Radio Engineers, the Engineers Society of Milwaukee, and the American Institute of Electrical Engineers. His subject was 'Television, Its Mechanism and Promise.'

December 12 marked the grand opening of a new retail outlet at 2611 East Johnson street, in Madison, by the Kees Appliance Co. The firm also has a store at 124 West Mifflin street, in Madison.

Admiral radios are currently being given extensive sales promotion at Bricker's radio and appliance center, 1406 Williamson street, Madison.

—BERT REICHERT

## Andrew Johnston Is New Decca Subsidiary Head

Appointment of Andrew W. Johnston as vice president of the Brunswick Radio Corp., wholly owned manufacturing subsidiary of Decca Records, Inc. was announced here this week by Jack Kapp, Decca president.

**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.

For SHORT RUNS — LONG RUNS in  
Chassis — Brackets — Metal Cabinets

It's

**MINUTE MAN PRODUCTS, Inc.**

309 EAST 22nd STREET

GR 3-5836

NEW YORK, N. Y.

Specialists for the Radio—TELEVISION—Sound Fields

TOOLS — DIES — STAMPING — WELDING — PLATING — SPRAYING

*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*

## KEY WEST BUSINESS IS GOOD IN SPITE OF SHIPPING PROBLEMS

KEY WEST, FLA., Monday—Key West's location on an island off the very southernmost tip of Florida has a very definite reaction on the city's retail electrical industry.

With no railroad closer than Miami (160 miles away), and with no ocean shipping available since before the war, all merchandise must be trucked in over the Overseas highway.

This is reflected in increased costs, not only for radios and electrical appliances as sold at retail, but for materials for remodeling, redecorating and building new stores. As a result, several Key West electrical merchants are forgetting about remodeling or rebuilding until construction costs are less.

This may come about in part, within a few months when the Clyde Mallory Lines is expected to resume shipping activities through this port. One merchant said that it cost him 400 per cent more to freight a certain item here by rail and truck from New York than it used to cost to ship the same articles from New York by boat.

Although the salt air and high humidity help to keep the radio repair business humming, most dealers agreed that they try to do little more than break even on their radio repair work. "In a small, closely-knit community where everybody knows everybody else, we don't try to make money on repair work, but take our profit out in good-

will and keeping our customers," one dealer said.

Most agreed that radio sales were healthy. At Pierre Bros. Philco dealer for twenty years, L. E. Pierce said: "Since the war we have been able to sell all the radios we can get our hands on with the exception of the high priced models. Philcos hold up well down here as a result of the company's work in its St. Petersburg laboratory on combatting the effects of humidity and salt air on the transformer."

Mr. Pierce had little stock on hand since most of his electrical merchandise goes out as fast as it comes in. He is one who plans no remodeling at the present price level.

The Lucas Electric Co., however, was crowded into temporary quarters at 211 Duval street, while its building at 215 Duval street was getting a face lifting in the form of a new front and increased floor space.

George Lucas, who handles the Crosley line, Emerson, Gibson ranges and ABC washers, pointed out that the Winter tourist trade wasn't a big factor with the electrical dealer, but that the large Navy personnel stationed here buys a good deal in the way of small radios and appliances.

He gets some additional repair business from tourists who take off from Key West for Cuba and there burn out their 110 volt irons, shavers etc., on Cuba's 220 volt current.

Mumford and Ross, who specializes in air conditioning and commercial refrigeration, reports that air conditioning installations are not as numerous as would be expected in this near tropical climate.

"There isn't a great deal of big

money down here, and further more, most existing buildings aren't constructed in such a way as to make air conditioning installations feasible", P. J. Ross pointed out. However, the firm did recently complete an installation of individual units at a thirty unit motel and is working on a hotel installation at the present time.

At the Victory Bedding and Furniture Co., 534 Duval street, the two show windows were well decorated for Christmas with a display of electrical gifts which included Garod and Tele-tone radios, electric irons, grills coffee makers, heaters, mixers, broilers, casseroles and waffle irons.

—EVELYN BAILING

## APPLIANCE PRODUCERS SHOW BIGGER PROFITS

Earnings of this nation's industrial manufacturers were at record levels for the first nine months of this year, a tabulation revealed. The sharp gain is partly offset by the fact that last year's results were seriously affected by strikes in major industries causing acute material shortages. This hampered the operations of companies in a wide variety of fields and caused operating deficits for many companies who were forced to closed down plants during the first six months of 1946. The electrical and appliance trades suffered in this manner.

With the dollar volume of shipments in excess of any other peacetime year on record, earnings of electrical appliance manufacturers forged ahead substantially this year. The net profit of six concerns amounted for the first nine months to \$22,527,037, or 73 per cent ahead of the 1946 figure of \$15,015,635.

## Bandoli-McIntyre Party

LOS ANGELES, CALIF., Monday—Numerous gifts were distributed by Marvin S. Bandoli, president of the Bandoli-McIntyre Co., radio and appliance distributor here, at a Christmas party held for the company's entire staff at Travaligini's Restaurant, Saturday.

## DYMAC, Inc.

2329-31 MAIN ST. Phone: Parkside 2300 BUFFALO 14, N. Y.

Distributor of

### SENTINEL Radios, Combinations

RCA TUBES CUNNINGHAM TUBES SYLVANIA TUBES

"Largest Radio Parts Distributor in Western New York"

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- ELGIN Steel Sinks and Cabinets
- EVERHOT Heaters and Roasters
- FILTER QUEEN Vacuum Cleaners
- SPERTI Sun Lamps
- TELECHRON Clocks
- SPEED QUEEN Washers and Ironers
- SUNBEAM Appliances
- PRESTO Cookers and Canners
- SANI-WAY Electric Garbage Eliminator
- SILEX Coffee Makers and Irons
- MARION Electric Ranges and Water Heaters

TITAN HEATERS · G-E TUBES · TEST EQUIPMENT  
EVEREADY · MELL-O-CHIMES · YALE TIP TOE IRON

Serving Western N. Y. and Pennsylvania Since 1833

## Distributors Covering Central New York State

- FARNSWORTH—Radio, Television
- THOR—Washers, Ironers
- ELECTROMASTER—Electric Ranges, Water Heaters
- COOLERATOR—Refrigerators, Farm Freezers
- MOORE—Coal & Gas Ranges
- SILEX—Coffee Makers
- HANDLEY-BROWN—Gas Water Heaters
- KEMPER—Packaged Kitchen Cabinets
- CHICAGO ELECTRIC—Small Appliances
- UNITED STOVE—Savoil Heaters & Cook Stoves

## PAUL-JEFFREY CO., INC.

935 ERIE BLVD. EAST

SYRACUSE 3, N. Y.



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**ARVIN-SALMANSON CO. of New York, Inc.**  
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## YULETIDE SALES OF APPLIANCES AND RADIOS IN BUFFALO AREA FAR AHEAD OF 1946 PERIOD

SOME ESTIMATES PLACE INCREASE AT OVER 30 PER CENT

Early Deliveries of Television Sets Are Expected to Continue Sales at High Level for Some Time — Second Video Station Is Planned — George F. Daum Named Representative for Philco Corp.

BUFFALO, N. Y., Monday—When the cash registers in the radio and appliance establishments of this city rang up the last sale of the present Christmas season, the increase over 1946, will run, as variously estimated by different stores, from 15 to 30 per cent and in exceptional cases even more in sets sold.

The increase is due to a number of different reasons, according to individual proprietors, leading off with the high amount of currency in circulation and generally good times. In addition to that, the radio idea itself, spurred in this city particularly by the prospect of television in a few months, and extensive advertising, national and local, commended itself to the public as a most suitable Christmas gift. Easier credit terms was a lesser influence as well as a relaxation for a few weeks of the Canadian ban.

In past years, the end of the Christmas season usually showed an abrupt drop in radio sales but if deliveries of television sets can be made in accordance with the demand, the forepart of 1948—usually the duller part of any year—is expected to be high in sales of television sets, and if good times continue, better quality combinations of radio and phonographs sets will be a close second.

Interest in television in this city has been greatly increased by the news that a second television station will very likely be in operation soon after the first, WBEN gets under way in April. The Courier Express, Inc., has filed application for a station with the Federal Communications Commission. The proposed station is 5,000 watts on television channel seven with studios and antennae at the Courier Express Building, Main and Goodell. The application calls for erection of a 450-foot tower to support a 37-foot radiating antennae to serve an area of 45-miles in which there is a potential audience of 1,123,596 people. The station would plan to be on the air 282 hours a week at first and the estimated cost is \$228,250 which would include a mobile unit.

Operating schedules of the Colonial Radio Corp. in the city are expected to

run to capacity for some time with the announcement that the company is closing its Bloomington, Ill., and Riverside, Calif., plants. Both of these plants received parts from the Buffalo plant for assembly purposes. The Buffalo plant employs 3000 people.

Ferdinand J. Lynn, sales manager and engineer, Buffalo Music House, has sold 200-video sets to Thomas W. Wolf, manager, Steel City Amusement Co., and Alan J. Zander, 482 Elmwood avenue, this city, for installation in restaurants and taverns, about 60 of which are expected to be ready when television starts in this city on March 1. The sets are operated in connection with juke boxes, being portable. The video-sets may be mounted in any position to permit a large group of customers to see the screen at the rate of 25 cents for a 15-minute program. When the set is not being used for television, it can be used as a juke box by placing coins in the 5 cents and ten cents slots. Under this firm's plan for distribution, restaurant and tavern proprietors will lease the portable receiver units on a three-year basis from the juke box operators who will buy the equipment from the Buffalo Music House. The proprietor only will be required to buy the aerial. Servicing will be at the expense of the operators. The receivers have a 15-inch screen.

George F. Daum, formerly a lieutenant colonel in the Army, has been appointed district representative in western New York and northern Pennsylvania for the Philco Corp. He was in active service in the Army for almost eight years and was a member of the American patrol which first met the Russians outside of Berlin in April 1945.

In anticipation of the daily television scheduled for April 1 on a commercial basis, WBEN, operator of the station, has announced assignment of staff members to that department, as follows:

J. Woodrow Magnuson, more recently in charge of WBEN-FM is appointed television director; Edwin Reimers will take care of out-of-the-studio sports and special events telecasts; Edward J. Wegman will specialize in film and studio production, and Howard J. Berg-

## Sightmaster in N. Y. Quarters . . .

A recent entrant into the television field is the Sightmaster Corp., 220 Fifth Ave., New York. Shown here discussing their 1948 video plans are, firm officials, left to right, Herbert Suesholtz, president; Michael Kaplan, treasurer; F. Wakefield Minor, general sales manager, and Bernard Kaplan, vice president. Currently, Sightmaster is offering ten- twelve and



fifteen-inch direct-view receivers. One of the policies featured by this New

Plans for 1948 Discussed by Sightmaster Officials

York concern is its dealer protected sales and service franchise.

man will be transmitter and control-room supervisor.

WBEN-TV and WBEN-FM will operate as departments of WBEN.

—W. V. MORROW.

## Entire Garod Corp. Staff Attends Christmas Party

Executives and the staff of the Garod Electronics Corp., Brooklyn, attended an elaborate Christmas party at the Park Central Hotel, New York, last Wednesday after working up until the day before the holiday to complete heavy orders for the firm's line, especially on the "Starlet" and "Radaralarm" models.

Leonard Ashbach, president of the Garod Corp. flew from Chicago to be host at the party. He stated that the company will present new models at the Chicago Housewares Show this month. Exhibit space 1734 in the furniture Mart has been engaged.

Mr. Ashbach also heads the Leonard Ashbach Co., Chicago.

## Broadway Store Appoints Walter Chase Radio Buyer

LOS ANGELES, CALIF., Friday—The Broadway department store, this city, announced today the appointment of Walter Chase as radio buyer, succeeding Robert Hamm, who recently resigned.

Mr. Chase has been manager of the Southern California Music Co., San Diego.

## E. M. Darrow Appointed Radio Merchandise Head For Lit Bros. in Phila.

PHILADELPHIA, PA., Saturday—Appointment of Edward M. Darrow as merchandise manager of the home furnishings division of the Lit Bros. department store, this city, was announced today by Max Robb, vice president and general merchandising manager. Mr. Darrow succeeds Harry Lipson, who has resigned because of ill health.

In his new post, Mr. Darrow, who joined the Lit organization several months ago, will be in charge of the merchandising of radios, television sets, major appliances, housewares and allied products. The appointment becomes effective on February 1. Mr. Lipson will continue with the Lit Bros. organization in another capacity.



*Finest Name in Radio Phonographs*

**Brunswick RADIO PANATROPE**  
IN PERIOD FURNITURE REPRODUCED FROM MUSEUM PIECES



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

*"The Tuscany"*

**RAPID GROWTH IN THE TELEVISION INDUSTRY IS FORECAST DURING 1948 BY GEN. SARNOFF**

By BRIG. GEN. DAVID SARNOFF  
President and Chairman, Radio Corp. of America

(Continued from Page 3)

ing events on the air—in both sound and sight.

Television was considered as one of the main reasons why Philadelphia, with three video stations capable of being linked by coaxial cable and radio relays with other cities for network operation, was chosen as the site of these political conclaves. Millions of people along the Atlantic Seaboard from the Potomac to the Adirondacks and New England, will be within viewing range.

Television, as a new means of vote-getting, will go into action on a broad front. Before the polls close on the 1948 Presidential election, television will reach substantial areas in at least twenty-one states having more than two-thirds of the national total of electoral votes.

Television is likely to do more to revolutionize politics than sound broadcasting did. Political candidates may have to adopt new techniques to benefit from visual radio; their dress, their smiles and gestures, all will be important. How they look, as well as what they say, may determine, to an appreciable extent, their popularity. The eyes of the public will be upon them.

Between 150,000 and 175,000 television receivers are now in use. At this rate, by the end of 1948, a total of approximately 750,000 is foreseen, and it may reach 1,000,000. By that time, it is estimated that the New York area will have 400,000 sets; figuring six viewers to each receiver, the New York audience will be about 2,400,000.

Based upon the progress to date, within a year television measured in consumer prices will approach the status of a \$500,000,000-a-year industry, and it will grow in size with the years. For the first two years of commercial television—1947 and 1948—it is estimated that the American public will spend approximately four times as much for television receivers as it did for broadcast receivers during the first two years of sound broadcasting—1921 and 1922.

As for radio, more than 36,000,000 American homes are equipped with at least one radio receiver, and many of them have three or four.

Five million automobiles carry radios and millions of portable sets are in use. Conservative estimates place the total of receiving sets in the United States at more than 65,000,000. New broadcasting stations authorized or placed in service since VJ-Day bring the total to well over 1900, or more than twice the number of stations in operation before the war.

FM continues to demonstrate its value to the public and to the radio industry, he said, but industry-wide progress in FM broadcasting has been slowed perceptibly by restrictions which forbid musical programs now broadcast by standard stations and networks to be transmitted simultaneously over FM stations.

It is estimated that in 1947, more than 16,000,000 radio receivers and 185,000,000 electron tubes were manufactured by the radio industry as a whole, while the allied phonograph industry turned out millions of disks.

These statistics, revealing new records in production, illustrate the tremendous industrial and commercial activities which thrive upon sound alone, providing employment to hundreds of thousands of persons and information as well as entertainment to all America. Now, with sight added to sound, the potentialities of radio service to the public are greatly multiplied.

Speed, speed and more speed is the challenge. Through radio and the continued development of electron tubes to perform a myriad of tasks in communications and industry, scientists and engineers are successfully meeting each challenge that leads to new advances.

In radio, pioneering never ends; it continually calls for initiative, faith and exploration in unknown fields. The scientists and research men of the industry who throughout 1947 blazed new trails, true to the traditions of radio, are to be congratulated upon their achievements.

Especially to be commended are the workers on the production line through whose craftsmanship the finest radio and television apparatus in the world is made available to the American people.

**SYLVANIA PROMOTION FOR H. WARD ZIMMER**

H. Ward Zimmer, vice president in charge of the Radio Tube Division of Sylvania Electric Products, Inc., has been advanced to vice president in charge of manufacturing operations for all company divisions, it was announced on Monday by Don G. Mitchell, president.

Mr. Zimmer joined the executive staff of the company in 1919 as purchasing agent and served as general manager of the Radio Tube Division during the war. His decentralized feeder plant plan helped exceed Naval Bureau of Ordnance proximity fuze tube production expectations and is considered a model for decentralized operations, Mr. Mitchell said.

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

**Marshall Wells Made General Sales Head Of Sues, Young & Brown**

LOS ANGELES, CALIF., Monday—The appointment of Marshall Wells as general sales manager of Sues, Young & Brown, Inc., distributing organization of 1509 South Figueroa street, has just been announced by M. G. Sues, president of the firm. Mr. Wells has been acting in the capacity of assistant general sales manager and major appliance division manager and has been with the distributing concern since its inception. The promotion was effective on January 1.

Edward J. Dymek has been named manager in charge of major appliances. Mr. Dymek is an Easterner and joined the local firm a year ago as a major appliance salesman. Sues, Young & Brown, Inc. is the Southern California distributor for Zenith radio and for several appliance lines.

SALES MANAGERS  
FOR OUR  
MANUFACTURERS

ZENITH    GIBSON    THOR

SCOTT-ATWATER  
QUAKER

# NORTHEASTERN DISTRIBUTORS, INC.

588 COMMONWEALTH AVENUE, BOSTON, MASS.

M-G-M RECORDS

ELGIN    LEWYT    GRAND

MERCHANDISING  
COUNSELLORS  
FOR OUR  
INDEPENDENT  
RETAILERS

# AEROPPOINT "88"

*The World's Finest Phonograph Needle\**

PRICE \$1.50

\* Write for FREE sample.

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

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

## MID-WEST TELEVISION STATION OWNERS HOLD QUAKER CITY MEETING

### BROADCASTS ARE SUBJECT Fear Expressed That Forthcoming Political Conventions Cannot Be Shown Outside of Coast.

PHILADELPHIA, PA., Monday—A meeting of twenty-five Mid-west television station operators heard bad news at a meeting called by Roger W. Clipp, general manager of the Philadelphia Inquirer Stations and chairman of the Mayor's radio and television committee on arrangements for the 1948 national political conventions here. They heard that it would be impossible to have micro-wave relay links or coaxial cables carry proceedings of the conventions to their audiences in the Mid-west.

F. R. MacFarland, American Telephone and Telegraph Co., representative, announced that by convention time there will be no coaxial cables west of New York State, although by that time equipment will permit telecasts between Philadelphia, Washington and New York. J. Z. Millar, Western Union engineer, said his company's plans for a two-way radio-beam circuit between New York and Philadelphia, probably will be in operation by next June.

To service the Mid-west television stations with convention proceedings, the meeting decided to set up a film plane service for quick delivery to the

stations. A committee was appointed to probe the costs of such a service, the necessary facilities and the possible sponsorship of these film presentations on a national basis. It was also discussed that such a film plane exchange service be set up on a weekly basis.

The news received by Mid-west operators was a blow to television distributing firms who were planning a big sales campaign in that area early next year on the basis of the conventions.

The Proctor Electric Co. paid tribute to 170 "oldtimers" of the firm at a testimonial dinner and dance at the Broadway Hotel on December 19. Walter M. Schwartz, president, gave each employe with fifteen years service or more a pin set with an emerald. Employees of ten years received pins with rubies.

Mr. Schwartz traced the history of the company from a humble beginning in 1932 with forty-two employes. Today, the company has 1776 co-workers, and shipments have jumped \$139,000 in 1932 to \$163,528 in a single day in 1947.

Special honor was paid to Miss Alice Baldwin, oldest employe in length of service.

Charles A. Van Doren and Frank P. Hempel, of Van Doren and Hempel Co., radio and appliance dealer in Atlantic City, celebrated their thirty-fifth anniversary as partners last week. An ad in the local papers was headlined: "Married thirty-five years to one man." The two also operate a store in nearby Pleasantville.

Frank J. Osmun, of Norristown, Pa., who was in the music recording business with Weyman and Co., of Phila-

delphia, died December 9. He is survived by four children.

The Appliance Dealers Association was warned by T. M. McKinney, manager of time sale division of the Land Title Bank & Trust Co., not to over-extend itself in installment selling because of the possibility of huge losses.

A multiple unit antenna system for television designed for apartment and hotel use has been developed here by the Lynn Products Co. It already is in use at 2601 Parkway, Fred P. Robin, announced.

The Appliance Dealers Association's board of governors has voted to double dues for association members for next year to meet increasing activities on all fronts, Manuel Sobel, executive secretary announced.

Raymond Rosen Co. sponsored four days of Kelvinator meetings for more than 250 dealers and salesmen at the Bellevue-Stratford Hotel last Monday, Tuesday, Wednesday and Thursday. Three demonstrations were held each day to limit meetings to small groups. James T. Davis, Jr., Kelvinator sales manager conducted the sessions. The Raymond Rosen annual Christmas Party was held December 19 at Palumbos.

A Vaughn Monroe record promotion by Raymond Rosen, in conjunction with Station WPEN, and the Click, a night club where Monroe is appearing, was announced as a huge success by Harry Bortnick, Rosen advertising man. More

than 1,400 candidates appeared for auditions. Two finalists were selected to sing with the Monroe band, one a blind boy.

Raymond Rosen Co. has placed many of its items on back orders because of rushing business during December. Large scale advertising was credited.

—ALLEN SOMMERS

## Anchor Distributing Co. Holds Training Meetings

PITTSBURGH, PA., Monday—Crosley radios were featured in a series of sales training meetings just completed by Mal Marshall, sales promotion manager of Anchor Distributing Co., this city, it was announced today.

Two new Crosley sound films on sales methods titled "Earing the Air Waves" and "Good Listening for Sale" were shown. Mr. Marshall covered a short history of Crosley's background as well as some of Avco Manufacturing Corp.'s plans for the Crosley Division.

Meetings were held in Pennsylvania at Johnstown, Greensburg, Uniontown, Washington, Indiana, and DuBois; also at Wheeling, V. Va., and Steubenville, Ohio.

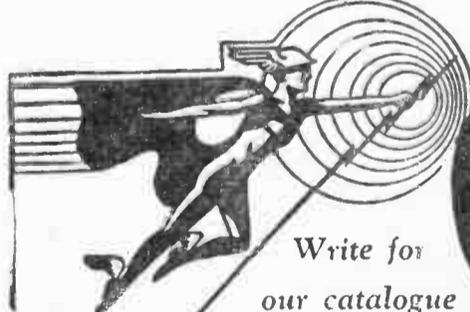
Spend your advertising dollar in a trade journal that has reader interest. RADIO and Television WEEKLY delivers the goods in these fields.

### IGOE BROTHERS, Inc.

35-37 HALSEY STREET      NEWARK 5, N. J.

**Northern New Jersey Distributor of**

<ul style="list-style-type: none"> <li>• MAJESTIC Radio and Records</li> <li>• GIBSON Refrigerators, Electric Ranges, Home Freezers</li> <li>• DUO THERM Space Heaters and Water Heaters</li> </ul>	<ul style="list-style-type: none"> <li>• IRONRITE Ironers</li> <li>• DUCHESS Washers</li> <li>• FLUID HEAT Oil Burners</li> <li>• BEE VAC Vacuum Cleaners</li> </ul>
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The Original Home Freezer
- GAROD  
Lower Connection

## 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 Stock—Service Distributors

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

- Sheivador Refrigerators
- Frostmaster Frozen Food Cabinets

**CROSLEY**

- AM-FM Radios
- Gas and Electric Ranges

**APOLLO DISTRIBUTING CO.**

- Television Receivers

Apollo Bldg. 15-17 Shipman St., Newark 2, N. J.

## ANOTHER HIGH OUTPUT YEAR FOR RADIO TRADE

(Continued from Page 8)

would be far greater than in 1947. Radio dealers and distributors, however, should not lose sight of the fact that sales of straight radio sets, both FM and AM, will continue in 1948 to account for the major share of the industry's production and sales. Television, despite its exciting new quality, will of necessity be limited to a relatively few large cities which have television broadcasting stations. And even in these cities there will still be heavy demand for new radios.

The surprising post-war growth in the number of radio stations, both AM and FM, certainly indicates that radio broadcasters have no idea of going out of business in the foreseeable future. There is no reason why both radio and television cannot operate side by side as two complementary services providing different forms of entertainment.

RMA enters 1948 with greater facilities than ever before to serve the industry and to work closely with the retail trade and with broadcasters to promote the industry's interests and increase the number of radio sets and listeners throughout the United States.

RMA expended almost \$100,000 in 1947 to promote radio set sales, and thereby their components, and the use of sound equipment, including recording and playback apparatus, in the nation's schools.

Through sponsorship of the "Radio-

in-Every-Room" campaign, under the direction of our Advertising Committee. RMA has pointed the way to new and greater consumer markets and has focused national attention on the fact that manufacturers now design and produce receivers for every room and every purpose. It has enlisted the active support of organized broadcasters, through the National Association of Broadcasters, to urge listeners to increase their listening facilities through the purchase of a radio for every room or for every member of the family.

National Radio Week, co-sponsored by RMA and NAB, brought the manufacturers, the retail trade, and broadcasters together in a co-operation promotion program for increasing sales of sets.

RMA also has maintained an active liaison with the FM Association and has helped FM broadcasters promote their new service by keeping the industry and the public informed of the progress in both set and transmitter production.

Two aids to the promotion of television were provided during the year by the RMA Engineering Department. One was a proposed solution to the problem of apartment house owners who want to avoid unsightly assortments of television antennas on their roofs; a simple plan for a single distribution system was set forth in "Apartment House Television Antenna." A Resolution Chart also was produced for the use of broadcasters and manufacturers.

Early in 1948, RMA hopes to offer a plan for improving radio repair service with resulting benefits to servicemen as well as the manufacturer, the jobber, and the retailer. RMA is one of the co-sponsors with distributors of an experimental clinic for radio technicians to be held January 11-13 in Philadelphia, and the RMA board of directors at its meeting January 22 in Chicago will consider a plan whereby the radio industry can solve its own problem and clean its own house without resort to bureaucratic government regulation. Greater business stability and higher standards for radio servicemen or technicians will benefit the entire industry by assuring the buyer of a radio receiver of the availability of dependable service at reasonable cost.

The outlook for the radio industry in 1948 is very good. The prospective radio set buyer of today never before had such a wide choice of models, designs and services. A return to full production and normal competition has brought prices to a level which, while above pre-war, is under that of many manufactured products which compete for the consumer's dollar.

New designs and furniture styling for consoles, greatly improved and more compact portables, small consoles or consolettes, table model radio-phono-

graph combinations, and a large range of straight table models came off the assembly lines last year. The new year no doubt also will bring additional new models.

The radio industry is becoming an increasingly big business as electronic and radio communication equipment production rise along with the output of receivers and transmitters. Television alone will raise the dollar volume of industry sales tremendously in the next few years. FM is offering new radio broadcasting facilities and thus is providing another reason for buying a post-war radio receiver.

We in RMA fully realize that the prosperity of radio jobbers and retailers is closely linked with the prosperity of manufacturers. We hope that the two groups will continue to work together for our mutual benefit and the good of the industry.

## New RCA Tube Marketed: Voltage Regulator Type

HARRISON, N. J., Monday — A miniature type voltage regulator tube, OB2, is now being marketed by the tube department of the Radio Corp. of America, this city.

The OB2, like the RCA OA2, is a miniature cold-cathode, glow-discharge tube. The OB2 regulates at approximately 108 volts over a current range of 5 to 30 milliamperes, whereas the OA2 regulates at approximately 150 volts. These two types permit equipment designers to provide regulated B and C voltages in compact equipment where space heretofore precluded use of the larger voltage regulator tubes.

## Earl L. Bosley Appointed By Ohio Appliance Firm

CLEVELAND, O., Monday—Northern Ohio Appliances, Inc., distributing firm of this city, has appointed Earl L. Bosley as sales manager of allied lines other than Bendix appliances, C. J. Laufferweiler, president, announced today.

Mr. Bosley has been in the appliance field since 1936, having had manufacturing, wholesale and retail experience. He has been connected with the Ohio Public Service Co., Elyria, Ohio; the Graybar Electric Co., and the Weatherhead Co., this city.

On joining Northern Ohio Appliances, he resigned the position of regional sales manager for the Kaiser Fleetwing's Sales Corp., where he directed sales of the Kaiser dishwasher in four Midwestern states.

## 1947 Was Record Year For Electric Industry

EAST PITTSBURGH, PA., Friday —More household appliances and more industrial equipment were produced by the electrical industry in 1947 than in any previous year in its history, Gwilym A. Price, president of the Westinghouse Electric Corp., this city, reported yesterday in a year-end statement.

During the fourth quarter of 1947, Westinghouse was producing all types of merchandise, from electric irons to giant turbines, at an annual rate in excess of \$800,000,000, almost three times the company's best pre-war production rate, he said.

**Emerson**  
RADIO  
Headquarters for  
Northern Illinois

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301 South Wabash Avenue  
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114 MONROE AVENUE ROCHESTER 7, N. Y.

Distributor of

**PHILCO**  
Radios - Refrigerators - Freezers  
**SETH THOMAS**  
Clocks  
**GRAND**  
Gas Ranges  
**CLARK**  
Electric Water Heaters

**BENDIX**  
Washers - Ironers - Driers  
**AMERICAN CENTRAL**  
Kitchens  
**EUREKA**  
Vacuum Cleaners - Cordless Irons  
**PROCTOR**  
Small Appliances

**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 BE 3-9296 New York 7, N. Y.

## EXPECT MORE GAINS FOR RADIO INDUSTRY

(Continued from Page 3)

ceeding with tremendous speed, and will help make television available over wider areas.

We are just concluding the first real year of television production. Tremendous as has been the progress so far, it is only the beginning. Today 18 television broadcasting stations are on the air and 5,000,000 people are already within reach of television programs. The year 1948 should see the production of at least 500,000 television receivers with a value of over \$200,000,000. As one of the leaders in television development, Philco has invested many millions of dollars in research and in plant facilities to help launch this great new industry, which offers such splendid opportunities for growth and development and is already proving to be a wonderful new source of entertainment for the public. Over the next several years the spread of television promises to become one of the outstanding accomplishments in the history of the United States."

## November Radio Sales Up Compared With Last Year

WASHINGTON, D. C., Tuesday—Excise taxes collected in the radio, record, appliance and music industries during the month of November showed continued sales gains when compared with figures for November, 1946, it was indicated by an announcement made today by the Bureau of Internal Revenue.

Taxes collected on radio sets, components, phonographs and similar products during November totaled \$5,458,022 compared with \$4,870,807 for the same month last year. On phonographs, collections totaled \$651,968 compared with \$489,866.

On refrigerators, air conditioners and similar products, taxes for November were \$4,229,626 against \$2,749,349 for November, 1946. Taxes on electric, gas and oil appliances totaled \$6,865,162 compared with \$4,974,668. On musical instruments, the tax figure for November was \$1,159,126 against \$639,136.

## John Ramage Succumbs; Westinghouse Executive

BLOOMFIELD, N. J., Thursday—John A. Ramage, chief metallurgist of the Westinghouse Electric Corp., lamp division here, died of a heart attack last week in front of his home at 39 Oakland avenue, this city. Mr. Ramage had been connected with Westinghouse for twenty-eight years.

## Wholesalers, Reps, Salesmen:

### SOME TERRITORIES STILL OPEN

New television models include \$375 home table set; \$900—15" tube set; home and tavern projection models with world's largest screen. A big volume, big money making line well known to taverns and to trade. Designed by some of America's foremost engineers. U. S. Television Mfg. Corp., 3 W. 61st Street, New York City.

## CLASSIFIED SECTION

— Advertisements in This Section Are Payable in Advance —

### CLASSIFIED RATES

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

LINES	1 Time	3 Times	6 Times
3	1.20	3.12	5.76
4	1.60	4.16	7.60
5	2.00	5.20	9.60
6	2.40	6.24	11.52
7	2.80	7.28	13.44
8	3.20	8.32	15.36
9	3.60	9.36	17.28
10	4.00	10.40	19.20

DISPLAY: Sixty Cents Per Line

WILL SELL up to 49% of old, established wholesale radio parts store in large Connecticut city. Only experienced manager will be considered. Write Box 129, RADIO and Television WEEKLY.

PLASTICMOLD for sale or rent. Makes cabinets 12x7x7 inches. Cabinets also available. Box 131, RADIO and Television WEEKLY.

## NIELSEN TO MARKET TWO VIDEO CONSOLES

Production on two television console models developed by the Nielsen Television Corp., 11 East Thirty-first street, New York, has been initiated according to Harold Nielsen, firm president.

Both models have a chassis that consists of a thirty-tube (including three rectifier tubes) ten-inch direct view sight and sound receiver with thirteen channels. R. F. amplification, four stages of video I.F. amplification, two stages of video amplification, three stages of sound I. F. amplification and two stages of audio amplification are included within the chassis. Other features are A.F.C. horizontal sweep synchronization, stabilized vertical hold, noise reducing circuits, three stages sync separator and clipper circuit.

This receiver is available to the trade at the end of January, is housed in either a Georgian style cabinet or a Sheraton type cabinet.

## Vinylite Covered Albums Introduced By Aim Firm

Production of a complete line of vinylite covered record storage albums has been initiated by Aim Industries, New York, according to George Fass, sales manager.

Available in black, ivory, maroon, blue and brown, with gold embossing on the background the twelve-pocket ten-inch size album retails for \$1.35, the twelve-pocket twelve-inch album lists for \$1.60. These albums are bound together with heavy Kraft paper sleeve.

### ATTENTION MANUFACTURERS and DISTRIBUTORS

Available to rated manufacturers and distributors, mailing list of 1617 radio and electronic parts equipment jobbers in United States. This list was compiled in October, 1947 from active accounts receivable ledgers of 11 manufacturers. Results guaranteed. Price \$35. Open account to rated firms.

Box 135

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

SALESMEN wanted by Metropolitan New York distributor of nationally-known radio line. Unusual opportunity for men with trade contacts. Write full particulars to Box 136, RADIO and Television WEEKLY.

## Applications Filed For 13 New Video Stations

WASHINGTON, D. C., Friday—The Federal Communications Commission has accepted for filing construction permits for thirteen new commercial television broadcast stations, it was announced here this week. These applications were filed from every section of the country.

Applicants are: Miami Valley Broadcasting Corp., Dayton, O.; Lehigh Valley Broadcasting Co., Allentown, Pa.; Wyoming Valley Broadcasting Co., Wilkes-Barre, Pa.; KROW, Inc., Oakland, Calif.; Isle of Dreams Broadcasting Corp., Miami, Fla.; Atlanta Journal Co., Atlanta, Ga.; Pearl Lemert, Bakersfield, Calif.

Also, Hawley Broadcasting Co., Reading, Pa.; Texas Television, Dallas, Tex.; Summit Radio Corp., Akron, O.; WPIT, Inc., Pittsburgh, Pa.; A. H. Belo Corp., Dallas, Tex., and the South Bend Tribune, South Bend, Ind.

## Ownership of Radio Sets Is Increasing in Sweden

STOCKHOLM, SWEDEN, Friday—A total of 1,942,939 licensed radio receiver sets were in operation in Sweden as of September 30, 1947, it was announced here recently. At present the number of licenses per 1,000 of the population is 287.

## Radio Station Chartered

RALEIGH, N. C., Saturday—Radio Station WMFR, Inc., of High Point, has received a charter from the Secretary of State to operate a radio station. Authorized capital stock is \$100,000.

The incorporators are Helen M. Lambeth, Frank S. Lambeth and James E. Lambeth, Jr., all of Thomasville.—B.

## RCA IS TO EXPAND VIDEO TUBE OUTPUT

(Continued from Page 3)

not yet in television production have announced plans for producing television receivers during 1948. Companies with television receivers already on the market, have announced greatly increased production schedules.

RCA's expansion of television tube production facilities, Mr. Teegarden said, is to insure that the Tube Department will be in a position to do its share toward supplying television receiver manufacturers with the tubes they will need to support their television production plans.

D. Y. Smith, manager of the RCA plant at Lancaster, disclosed that approximately 1600 people are today employed at the factory turning out tubes for both the transmission and reception of television as well as power and other special types of tubes for communications and industrial use. The production of television tubes is now running on a two and three shift basis, for most operations.

Mr. Teegarden said that it was planned to let the contract for the construction of the additional building at Lancaster as soon as possible so that construction can begin about April 1. The installation of the new machinery will begin as soon as possible in existing plant space and will continue through to the end of the year to meet industry needs.

RCA's Lancaster plant, termed by Mr. Teegarden—the most modern tube manufacturing plant in the world—was erected by RCA for the Navy in 1940 and purchased by the company after the war for the production of television and power tubes.

## Dr. Alexanderson Retires From General Electric

SCHENECTADY, N. Y., Monday—Dr. Ernest F. W. Alexanderson, widely known radio and electronic engineer and inventor, will retire on Thursday after more than 45 years with the General Electric Co. Dr. Alexanderson was honored this evening at a testimonial dinner in the Van Curler Hotel, here.

He is the holder of 309 patents, including many in the field of radio and television, and including the alternator, which is credited with giving America its start in radio communications.

## Admiral Corp. To Stage Press Preview Friday

CHICAGO, ILL., Monday—Admiral Corp. will stage a press preview at 3 P. M. on January 2 of its new "Television Optional" line at the American Furniture Mart, 666 Lake Shore Drive, this city.

The Admiral television—radio-phonograph line will incorporate a number of new features.

# WHERE TO BUY --- WHERE TO SELL

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

Where The Magnitude  
Of Selling Power  
Is Reflected.



A Trade Directory Of  
Leading Firms In  
These Fields.

## Radio Manufacturers

Admiral Corp. . . . . Chicago, Ill.  
Air King Products Co., 170-53rd St., Brooklyn, N. Y.  
Ansley Radio Corp. . . . . Trenton, N. J.  
Automatic Radio Mfg. Co. . . . . Boston, Mass.  
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.  
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 Electronics Corp. . . . . Brooklyn, N. Y.  
General Electric Co. . . . . Syracuse, N. Y.  
Globe Electronics Corp. . . . . New York, N. Y.  
Hallicrafters Co., The . . . . . Chicago, Ill.  
Howard Radio Co. . . . . Chicago, Ill.  
International Detrola Corp. . . . . Detroit, Mich.  
Jewel Radio Corp. . . . . New York 11, N. Y.  
Leander Industries, Inc. . . . . Richmond Hill, L. I., N. Y.  
Majestic Radio & Telev. Corp. . . . . Elgin, Ill.  
Meck Industries, John . . . . . Plymouth, Ind.  
Minerva Corp. of America . . . . . New York, N. Y.  
Motorola, Inc. . . . . Chicago, Ill.  
Noblitt-Sparks Industries, Inc. . . . . Columbus, Ind.  
Olympic Radio & Television . . . . . Long Island City, N. Y.  
Philco Corp. . . . . Philadelphia, Pa.  
Pilot Radio Corp. . . . . Long Island City, N. Y.  
RCA Victor Division, RCA . . . . . Camden, N. J.  
Regal Electronics Corp. . . . . New York, N. Y.  
Remler Co. . . . . San Francisco, Calif.  
Sentinel Radio Corp. . . . . Evanston, Ill.  
Signal Electronics, Inc. . . . . New York, N. Y.  
Sonora Radio & Television Corp. . . . . Chicago, Ill.  
Sparks-Withington Co. . . . . Jackson, Mich.  
Stewart-Warner Corp. . . . . Chicago, Ill.  
Stromberg-Carlson Co. . . . . Rochester, N. Y.  
Symphonix Radio & Elec. Corp. . . . . Cambridge, Mass.  
Tele-tone Radio Co. . . . . New York, N. Y.  
Templetone Radio Mfg. Corp. . . . . New London, Conn.  
Trav-Ler Radio Corp. . . . . Chicago, Ill.  
U. S. Television Mfg. Corp. . . . . New York, N. Y.  
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.

## Wire Recorder Manufacturers

Air King Products Co. . . . . Brooklyn, N. Y.  
Colonial Radio Corp. . . . . Buffalo, N. Y.  
General Electric Co. . . . . Syracuse, N. Y.  
Majestic Radio & Television Corp. . . . . Elgin, Ill.  
Webster-Chicago Corp. . . . . Chicago, Ill.

## Cabinet Manufacturers

A & M Woodcraft, Inc. . . . . New York 19, N. Y.  
Kent Woodcraft Corp. . . . . Brooklyn, N. Y.

## Television Manufacturers

Consolidated Television Corp. . . . . New York, N. Y.  
Crosley Division—Avco Mfg. Corp., Cincinnati, Ohio  
DuMont Labs., Inc., Allen B. . . . . Passaic, N. J.  
Emerson Radio & Phono. Corp. . . . . New York, N. Y.  
Fada Radio & Electric Co. . . . . Belleville, N. J.  
Farnsworth Tel. & Radio Corp. . . . . Ft. Wayne, Ind.  
General Electric Co. . . . . Syracuse, N. Y.  
Hallicrafters Co. . . . . Chicago  
Industrial Television, Inc. . . . . Natley, N. J.  
Motorola, Inc. . . . . Chicago, Ill.  
Philco Corp. . . . . Philadelphia, Pa.  
RCA Victor Division, RCA . . . . . Camden, N. J.  
Sports-View Television . . . . . Brooklyn, N. Y.  
Stewart-Warner Corp. . . . . Chicago, Ill.  
Stromberg-Carlson Co. . . . . Rochester, N. Y.  
Television Assembly Co. . . . . Brooklyn, N. Y.  
Television Industries . . . . . Brooklyn, N. Y.  
Telcor Corp. . . . . New York, N. Y.  
Transvision, Inc. . . . . New Rochelle, N. Y.  
U. S. Television Mfg. Corp. . . . . New York, N. Y.

## Record, Recorder, Phonograph Equipment Manufacturers

Aero Needle Co. . . . . Chicago, Ill.  
Alliance Mfg. Co. . . . . Alliance, Ohio  
Audio Industries . . . . . Michigan City, Ind.  
Capitol Records, Inc. . . . . Hollywood, Calif.  
Columbia Recording Corp. . . . . Bridgeport, Conn.  
Continental Electronics . . . . . Brooklyn 22, N. Y.  
Decca Records, Inc. . . . . New York, N. Y.  
Ducsonic-New York . . . . . Bronx 55, N. Y.  
Duotone Co. . . . . New York, N. Y.  
Dyravox Corp. . . . . Long Island City, N. Y.  
Electrovox Co., Inc. . . . . East Orange, N. J.  
Elton Electronics, Inc. . . . . New York 55, N. Y.  
General Industries Co. . . . . Elyria, Ohio  
Hamilton Associated Industries . . . . . Chicago, Ill.  
International Detrola Corp. . . . . Detroit, Mich.  
International Merit Prod. Corp. . . . . New York, N. Y.  
Jensen Industries, Inc. . . . . Chicago, Ill.  
Musitron Co. . . . . Chicago, Ill.  
Peerless Album Co., Inc. . . . . New York, N. Y.  
Permo, Inc. . . . . Chicago, Ill.  
Pike Mfg. Co. . . . . Talladega, Ala.  
Portofonic Mfg. Corp. . . . . Brooklyn 32, N. Y.  
Rainbow Records, Inc. . . . . 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 Works, Inc. . . . . Newark, N. J.

## Radio Parts Manufacturers

Aerovox Corp. . . . . New Bedford, Mass.  
American Condenser Co. . . . . Chicago, Ill.  
Astatic Corp. . . . . Conneaut, Ohio  
Carbonneau Industries, Inc. . . . . Grand Rapids, Mich.  
Edwards F.M. Radio Corp. . . . . New York 6, N. Y.  
Electro Motive Mfg. Co. . . . . Willimantic, Conn.  
Electro Products Labs. . . . . Chicago, Ill.  
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.  
Joyner Corp., The . . . . . Chicago 44, Ill.  
Leotone Radio Co. . . . . New York, N. Y.  
Minute Man Products, Inc. . . . . New York, N. Y.  
Oxford Electric Corp. . . . . Chicago, Ill.  
Perfection Electric Co. . . . . Chicago, Ill.  
Philco Corp. . . . . Philadelphia, Pa.  
Pyramid Electric Co. . . . . Paterson, N. J.  
Quam-Nichols Co. . . . . Chicago, Ill.  
Raytheon Mfg. Co. . . . . Waltham, Mass.  
RCA Victor Division, RCA . . . . . Camden, N. J.  
Servwel Products Co. . . . . New York, N. Y.  
Snyder Mfg. Co. . . . . Philadelphia, Pa.  
Solar Mfg. Corp. . . . . North Bergen, N. J.  
Sprague Electric Co. . . . . No. Adams, Mass.  
Starwyck Winding Co. . . . . Newburgh, N. Y.  
Sylvania Elec. Products, Inc. . . . . Emporium, Pa.  
Tartak Speakers, Inc. . . . . Los Angeles 23, Calif.  
Universal Microphone Co. . . . . Inglewood, Calif.  
V-M Corporation . . . . . Benton Harbor, Mich.  
Ward Products Corp. . . . . Cleveland, Ohio

## Radio and Parts Wholesalers

All State Distributors, Inc. . . . . Newark, N. J.  
Apollo Distributing Co. . . . . Newark, N. J.  
Arvin-Salmanson Co. of N. Y., Inc., New York, N. Y.  
Arvin-Salmanson Co. of New England, Boston, Mass.  
Arvin-Salmanson Co., Inc. . . . . Baltimore, Md.  
Ashbach Co., Leonard . . . . . 152 W. Huron St., Chicago  
Beaucaire, Inc. . . . . 114 Monroe Ave., Rochester, N. Y.  
Berman Co., Inc., Henry O. . . . . Baltimore, Md.  
Biehl's Inc. . . . . Pottsville, Pa.  
Central Queens Elec. Sup. Corp. . . . . Brooklyn, N. Y.  
H. L. Dalis, Inc. . . . . New York  
Dymac, Inc. . . . . 2329 Main St., Buffalo, N. Y.  
Eastern Electrical Supply Co. . . . . Newark, N. J.  
Electronic Distributing Co. . . . . Miami, Fla.  
Emerson-New Jersey, Inc. . . . . Newark, N. J.  
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.  
Hedco Distributors, Inc. . . . . Chicago 40, Ill.  
Herman Co., Louis . . . . . Boston, Mass.  
Igoe Brothers, Inc. . . . . Newark, N. J.  
Krich-Radisco, Inc. . . . . Newark, N. J.  
Lake Shore Electronics . . . . . Chicago, Ill.  
Milo Radio & Electronics Corp. . . . . New York, N. Y.  
Northeastern Distributors, Inc. . . . . Boston, Mass.  
Park Radio Service . . . . . 130 Cedar St., N. Y. C.  
Paul-Jeffrey Co., Inc. . . . . Syracuse 3, N. Y.  
Philadelphia Electronics, Inc. . . . . Philadelphia, Pa.  
Robbins Co., Chas. W. . . . . 853 Broadway, New York  
Sanford Electronics Corp. . . . . New York, N. Y.  
Schulman Co., S. E., 891 S. Wabash Ave., Chicago, Ill.  
Seaboard-Ronley Corp. . . . . New York, N. Y.  
Stern & Co. . . . . Hartford, Conn.  
Taylor Co., H. D. . . . . Buffalo, N. Y.  
Wakem & Whipple, Inc. . . . . Chicago, Ill.  
Walker-Jimieson, Inc. . . . . Chicago, Ill.  
Warren-Connolly Co. . . . . New York 19, N. Y.  
Wolfe Radio Co., Ben, 14 W. 17th St., New York, N. Y.

## Manufacturers' Representatives

Bernat Sales Co. . . . . 624 S. Michigan, Chicago, Ill.  
Harpe-Sam M. . . . . 215 Fulton St., New York, N. Y.



"Our American concept of radio is that it is of the people and for the people"

**Freedom to LISTEN – Freedom to LOOK**

As the world grows smaller, the question of international communications and world understanding grows larger. The most important phase of this problem is *Freedom to Listen* and *Freedom to Look*—for all peoples of the world.

Radio, by its very nature, is a medium of mass communication; it is a carrier of intelligence. It delivers ideas with an impact that is powerful . . . Its essence is freedom—liberty of thought and of speech.

Radio should make a prisoner of no man and it should make no man its slave. No one should

be forced to listen and no one compelled to refrain from listening. Always and everywhere, it should be the prerogative of every listener to turn his receiver off, of his own free will.

The principle of *Freedom to Listen* should be established for all peoples without restriction or fear. This is as important as *Freedom of Speech* and *Freedom of the Press*.

Television is on the way and moving steadily forward. Television fires the imagination, and the day is foreseen when we shall look around the earth from city to city, and nation to nation,

as easily as we now listen to global broadcasts. Therefore, *Freedom to Look* is as important as *Freedom to Listen*, for the combination of these will be the radio of the future.

The "Voice of Peace" must speak around this planet and be heard by all people everywhere, no matter what their race, or creed, or political philosophies.\*

President and Chairman of the Board,  
Radio Corporation of America.

\*Excerpts from an address before the United States National Commission for UNESCO.



**RADIO CORPORATION of AMERICA**

FREEDOM IS EVERYBODY'S BUSINESS