

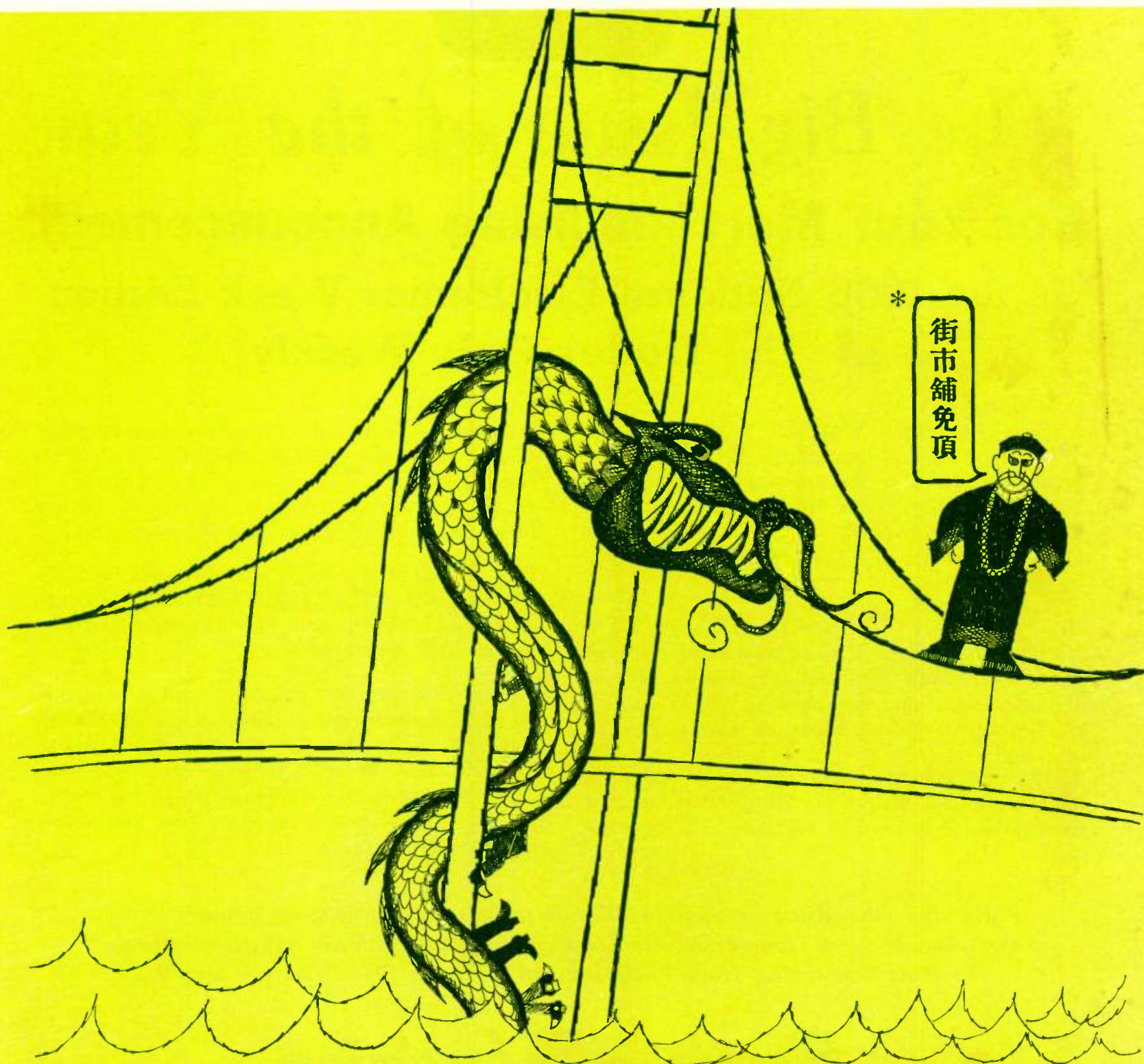
YOU READ IT FIRST IN

April 4, 1966

Radio & Television WEEKLY

SETS • PARTS • ACCESSORIES • HI-FI • INDUSTRIAL ELECTRONICS


1916-1966
OUR 50th YEAR



* OY VEY

Such a headache dragon size profit squeeze can give, you wouldn't believe.
Is worse than seeing pink Rickshaws.

See Honorable Con-FUSE-ius at Golden Gate of Profit.

Littelfuse Instant Profit bring fast, fast, fast relief to irritation brought on by up-
set profits. 9 out of 10 merchants agree,  Show always profit oriented.

LITTELFUSE

Booth 2313
Civic Auditorium
June 2, 3, 4
San Francisco



National Electronics Week



The Big Issue of the Year **For Your Merchandising Announcement** Is the 1966 National Electronics Week Edition of "The Trade's Only Weekly"

National Electronics Week will be the Big Event of the Year. It will feature the 1966 **NEW Program for Profits: Meetings and Conventions** (May 30-June 1); **NEW Business Forums** (June 2); **Exhibits** (June 3-4-5). It will be staged in the Civic Auditorium and Conferences in the Hotel Suites.

RADIO & TELEVISION WEEKLY's big **NEW** National Electronics Week Special Edition will be published on May 23rd and will feature product announcements and messages of all the leading manufacturers who will compete for the buyers' attention.

Your advertisement in the most closely read trade publication—and in the most important issue of the year—will be read by all those attending the

industry's most important trade events during National Electronics Week May 30th to June 5. This coverage will be a plus value over and above the regular national distribution, which covers every important marketing territory in the country.

Distribution of this important issue will be made from RADIO & TELEVISION WEEKLY's exhibit at the Hotel Hilton in San Francisco and also in the Civic Auditorium.

New markets and new customers will be available to all manufacturers participating in NEW in 1966 and in the May 23rd edition of RADIO & TELEVISION WEEKLY. You can make this your stepping stone to increased sales and profits by dramatically presenting your 1966 line in the May 23 **NEW** Issue.

Place your advertising reservation **NOW** to make sure your message appears in the **Most Closely Read Trade Publication** serving the industry. Make your presentation in the **Most Dominating Trade Publication** at the show. Closing date is May 9.

Radio & Television **WEEKLY**

The Industry's Most Powerful Advertising Force

145 Avenue of the Americas, New York, N. Y. 10013

National Electronics Week Program Details Announced

**Three-Day Show and One-Day Profit Forum Will Be
Highlights of San Francisco Event; NEW Show Daily
Will Be Published by RADIO & TELEVISION WEEKLY**

CHICAGO, ILL., Wednesday — Program details for 1966 National Electronics Week have just been announced by Kenneth C. Prince, general manager for the electronic industry's most important marketing event.

National Electronics Week will take place in San Francisco the week of May 30. Particularly important dates are Thursday, June 2, when the Profit Forum will be held, and Friday, Saturday and Sunday, June 3, 4 and 5, the three days for exhibits in Civic Auditorium. The early part of the week will be devoted to trade association meetings and conventions and manufacturers' sales meetings.

The Profit Forum is a one-day, four-part educational program featuring new ideas in selling, better business methods, ways and means of broadening existing markets, and merchandising in our modern world. Gail S. Carter, executive vice president of the National Electronic Distributors Association, is managing director of the Profit Forum; Edward Altschuler is coordinator. The program aims at giving

(Continued on Page 26)

Marquette Concern Signs to Buy Assets Of Setchell-Carlson

**For \$3 Million in Cash
And Notes; S-C Produces
Television Receivers**

MINNEAPOLIS, MINN., Wednesday — Setchell-Carlson, Inc., 32-year-old manufacturer of home entertainment and communications equipment, has signed a purchase agreement for the sale of all of the company's outstanding stock to Marquette Corp. of Minneapolis for \$3,000,000 in cash and notes. Setchell-Carlson manufactures color and monochrome TV sets among other equipment.

The purchase agreement, announced by Glenn E. Seidel, Marquette president, and B. T. Setchell, president of

(Continued on Page 22)

Sprague Expects Profit Rise Of 50 Per Cent During 1966

**Sales Should Increase 25 Per Cent to \$135 Million,
Robert C. Sprague Tells Stockholders at Annual
Meeting; Several New Products to Be Marketed**



Robert C. Sprague

NORTH ADAMS, MASS., Tuesday — A prediction that 1966 will be a peak year for the Sprague Electric Co. in both sales and earnings was made last week by Robert C. Sprague, chairman of the board and chief executive officer, at the annual meeting of stockholders.

Mr. Sprague said that he expected sales for 1966 will be up about 25 per cent to the neighborhood of \$135 million in comparison with \$107 million during 1965. Mr. Sprague also said that net profits should increase some 50 per cent to 55 per cent to about \$7.5 million in comparison with \$4.9 million last year. Earnings should be about \$4.50 per share compared with the previous record per share earnings of \$4.25 in 1962. Mr. Sprague told the meeting that the company's moving 9-week incoming order average is running about 48 per cent ahead of the

(Continued on Page 23)

FCC Will Consider Nationwide Pay-TV

**Commission Invites Comments by September 1 by
Interested Parties; Will Consider Over-the-Air
And Wire or Cable Systems; Seeks More Programs**

WASHINGTON, D. C., Thursday — The Federal Communications Commission stated last week that the idea of allowing nationwide pay-television broadcasts currently appears to be sound. The FCC has been studying this matter for 11 years.

In a notice proposing rules that would cover subscription TV, the commission invited comments by September 1 from interested parties "whether over-the-air subscription TV operations should be authorized on a permanent and nationwide basis." The FCC also asked for comments by the same date in connection with its inquiry into pay-TV operations by wire or cable.

In 1957, after a study of similar comments, the commission said it lacked sufficient evidence to rule on whether subscription TV should be authorized; but it agreed to accept applications for trial pay-TV operations employing broadcast facilities. Several such applications were filed. However, the only one to begin operations was a Hartford, Conn., experiment that began in June, 1962 over a local station and still is be-

(Continued on Page 22)

Terminal-Hudson Sales, Profits Rise; To Pay 5% in Stock

**Distributing Concern
Based in New York Had
Sales of \$16,822,000**

Terminal-Hudson Electronics, Inc. reported a 12 per cent increase in sales for the year ended December 31 and a 60 per cent gain in profits.

Net sales for the New York-based electronic parts distributing organization totaled \$16,822,000, compared with \$14,979,000 in 1964.

William Filler, president of Terminal-Hudson, reported net income for 1965 of \$396,000, equal to 39 cents a share, compared with earnings a year earlier of \$245,000, or 24 cents.

At a meeting held on March 22, the

(Continued on Page 26)

Record High Sales Reported By Capacitor Makers in 1965

**Volume Estimated At \$383 Million, Compared
With \$353 Million in 1964; Continued Growth
Anticipated; Biggest Gains for Tantalum Units**

WASHINGTON, D. C., Tuesday — Capacitors sold by U. S. manufacturers exceeded an estimated \$380 million in 1965, surpassing the 1963 high of \$353 million by some \$30 million, the marketing services department of the Electronic Industries Association has just disclosed. This is a record high for the industry.

During the first 11 months of 1965, U. S. manufacturers sold \$347 million worth of capacitors, up 12 per cent from \$311 million during the same period a year earlier. Capacitor sales reached 2,570,000 units during the 11-month period, an increase of 23 per cent over 1964.

EIA said tantalum capacitors continued to show the largest gains, increasing 69 per cent from 57 million units in the first 11 months of 1964

(Continued on Page 22)

Globe-Union Sales, Net Up

MILWAUKEE, WISC., Tuesday — Net sales of Globe-Union, Inc., and subsidiaries for 1965 totaled \$87,179,000, compared with \$77,514,000 in 1964.

Net income from operations totaled \$3,014,000, compared with \$2,609,000 in 1964. The company had a special income credit of \$206,000, bringing its net income to \$3,220,000 or \$2.42 a share, in 1965.

The company had a debit of \$320,000 in 1964, bringing its net income to \$2,289,000 or \$1.72 a share.

Globe-Union is the parent company of the Centralab Division, manufacturer of electronic components.

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The Price Picture

Holding the price line in the face of growing inflationary pressures has become a serious problem for American business, particularly the electronics industry.

Shortages of some materials and components have become acute and prices have skyrocketed. This is particularly true of ceramics, copper, wire and components which utilize copper. Some of the problems are being solved by switching to more available materials, such as plastics, for certain types of switches.

Color television set manufacturers have been unable for nearly a year to receive adequate supplies of picture tubes, wooden cabinets, deflection yokes and other components simply because the demand for color receivers expanded much faster than had been anticipated. The industry was not geared at this time in 1965 to produce 2.7 million color sets last year — a feat which must go down as a marvel in production achievement. But it did.

There is still no letup in the demand for color receivers, while at the same time black-and-white sets, phonographs, radios and high fidelity components of most categories continue to break new records in sales every month.

Costs of materials and labor continue to rise, but it is to the credit of this industry that prices of consumer electronic products remain virtually stable. It is no secret that the cost of a television set, phonograph, tape recorder or radio today is well below that of 10 or 15 years ago. This is true despite the fact that the real value of the dollar has shrunk considerably.

There continues in some areas a constant carping at business practices and business morals and business for profit. Well, what's wrong with a business that now offers a 5 or 6-transistor radio for around \$10? A set of this type sold for five times that figure 10 years ago. And, what's wrong with the morals of a business that now sells a 23-inch television set for \$169 and which sold a set with a tube half that size 15 years ago for double that amount; or a tape recorder now for \$69, whereas an inferior instrument sold for \$150 only 10 years ago?

"In This Corner"

WITH THE EDITOR

THE MERGER FEVER remains high in business in general and the electronics industry is participating intensely in this activity. However, it is a fact that some small firms are now playing hard to get.

MANY COMPANIES in this industry have announced publicly that they are actively seeking acquisitions.

PROSPERITY has made some prospects more aloof. One eastern firm that has been turning down offers explains that it can now foresee growth opportunities without merger. Last year, this same company was seeking a deal.

ON THE BASIS of the present boom, some firms have put exorbitant prices on their worth. However, flirtations still abound, and many of them cross industry lines with an eye towards diversification.

ONE WEST COAST photographic equipment concern reports that "we have had two passes in the past three months from companies completely foreign to the photographic field."

ONE NEW YORK FIRM says tight money probably will cause it to make more stock offers, rather than cash, to potential mates. By one count, no less than 2,361 consolidations were announced last year.

DIVERSIFICATION has been the key to success in the electronic industry. Parts distributors, who until several years ago sold only parts and accessories, are now very much in the business of distributing hi-fi equipment, phonographs, radios, CB products and even table appliances.

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Jerrold Develops Program Designed To Sell Antennas

"Show 'N Sell" Campaign Aimed at Showing the Dealers How to Market

PHILADELPHIA, PA., Thursday — A unique new program aimed at showing dealers how to sell more antennas and related reception products has been launched by Jerrold Electronics Corp.

Called "Show 'N Sell," the program is based on extensive effort by local distributors, backed up by Jerrold technical representatives and factory personnel.

"Show 'N Sell" assumes that TV antenna installers can increase their sales substantially if they use the merchandising techniques proven successful in other fields. Jerrold supplies dealers with all of the merchandising tools necessary to adapt these techniques to selling TV reception products.

Dealer Sales Meeting

According to Tom Shea, distributor sales division sales manager, participating distributors kick the program off with a hard-hitting dealer sales meeting.

"The distributor shows the dealers dramatic in-store displays, banners and other sales tools. He emphasizes the effectiveness of the arm patches, truck signs and window signs which identify the dealer as an antenna pro. Then, the distributor teaches the dealer how to use the door hangers, TV set danglers and other business producing aids as part of a unified merchandising program," Mr. Shea explained.

The Jerrold sales manager pointed out that some of the merchandising tools are designed to help installers sell through appliance stores and TV set dealers. "Many successful antenna installers" he said, "enlist the sales aid of retail stores attracting many customers."

The program is rounded out by advertising and promotional plans intended to increase dealers' direct sales also. According to Mr. Shea "dealers in test areas report double and triple antenna

sales as a result of a door hanger program alone."

Jerrold reports that 1965 was a record antenna year, with fall sales more than double those of any previous year.

"Based on the continued growth of color TV coupled with our 'Show 'N Sell' program," said Mr. Shea, "we anticipate that 1966 will be even better."

Major marketing event for the audio industry: 1966 NEW, May 30-June 5,

Sales, Earnings Up For Curtis-Mathes

DALLAS, TEXAS, Friday—Curtis-Mathes Manufacturing Co., this city, reported sales for the nine months ended February 28 totaled \$36.8 million. Profit for the nine months is estimated at \$2.3 million or \$1 a share.

No comparative year-before figures are available, because the company had been reporting only semi-annually. Curtis-Mathes had a loss of \$1,164,000 and volume of \$32,004,000 in the year ended May 31, 1965.

The firm is optimistic about sales and earnings for the remainder of fiscal 1966. It has completed its switch-over from black-and-white to color TV set production and also makes stereo equipment and phonographs.

"I've signed 23 dealers and needle sales are up 36.8% with Fidelitone's 'Make it Easy' sales program."

says Dick Wesenberg of Kiesub Corporation



"We are signing up more dealers than ever before now that our salesmen spend 50% less time servicing old dealers. And our orders

from old dealers are up 36.8%. They tell us that the 'Make it Easy' program and Fidelitone sales aids are great for them too.

FIDELITONE CAN "MAKE IT EASY" FOR YOU...

... to capture the new and replacement needle market in your area. You save time and money with Fidelitone's 100% distributor oriented 'Make it Easy' sales program. Fidelitone's newspaper ads, promotional tools, dealer training tapes and the monthly newsletter are all designed to increase dealer effectiveness —

and sales. The Fidelitone Instant-Identification Replacement Catalog is the most complete needle catalog available. All of this from Fidelitone to 'Make it Easy' for you.

Why not give Fidelitone a chance to 'Make it Easy' for you? Contact your Fidelitone representative or write:

Fidelitone

6415 N. Ravenswood Ave.
Chicago, Illinois 60626

Belden Mfg. Volume Up 26 Per Cent in '65

CHICAGO, ILL., Tuesday—The Belden Manufacturing Co. reported sales of \$53,509,000 last year, compared with \$42,256,000 in 1964, an increase of 26 per cent.

Net income for the wire and cable manufacturing firm was \$3,517,000, equal to \$3.91 a share, contrasted with profits a year earlier of \$2,350,000, or \$2.64 a share.

Profits include a transfer of \$239,000 to copper reserves in 1965 and \$12,000 from the copper reserve to new income in 1964.

AEM-Central Elects Officers



NEW OFFICERS were elected at the annual meeting of the Association of Electronic Manufacturers, Inc., Central Division, held recently at the Flying Carpet Motor Inn, in Des Plaines, Ill. The following were elected: president, Jay J. Greengard, of Waldom Industries; first vice president, Roy Vetzner, of Vaco Products Co.; second vice president, Norman A. Ackerman, of Perma-Power Co.; treasurer, J. Wayne Cargile, of United Technical Publications; executive vice president, Kenneth C. Prince, of the Electronic Industry Show Corp., and secretary, David L. Fisher, also of the Electronic Industry Show Corp. After taking office, Mr. Greengard presented Norman Triplett, of the Triplett Electrical Instrument Co., the retiring AEM-Central president, with a plaque as a token of appreciation for his services to the association. Left to right in the top picture are: Messrs. Ackerman, Greengard, Vetzner and Cargile. In the lower picture, left to right are: Ken Prince, Jay Greengard presenting the plaque to Norm Triplett, and Dr. Robert McMurry, management consultant, who addressed the meeting.

Color, Monochrome TV Sales By Distributors Up From '65

WASHINGTON, D. C., Thursday — Despite the approach of spring, the demand for both color and black-and-white television sets for the week ended March 18 showed substantial improvement over 1965, the Electronic Industries Association revealed.

Distributor sales of color TV sets during the week ended March 18 totaled 79,000 units, compared with 38,000 for the corresponding week of 1965. Year-to-date sales by distributors of color sets totaled 774,000 units, compared with 420,000 last year.

Distributors sold 151,000 monochrome sets during the week ended March 18, compared with 128,000 last year. Year-to-date sales of monochrome sets totaled 1,684,000, against 1,634,000 in 1965.

Distributor sales of home and portable radios during the week ended March 18 totaled 250,000 units, com-

pared with 205,000 sold last year. Sales of auto radios for the week totaled 183,000, compared with 196,000 in 1965.

Distributors sold a total of 2,721,000 home and portable radios for the year through March 18, compared with 2,204,000 last year. Sales of auto radios through March 18 totaled 2,077,000 against 2,190,000 in 1965.

Sales by distributors of portable and table phonographs dropped to 45,000 units during the week ended March 18, compared with 101,000 phonos sold during the corresponding week of last year. Sales of console phonos during the week totaled 34,000, contrasted with 59,000 last year.

Year-to-date sales of portable and table phonographs totaled 609,000 units, compared with 606,000 a year earlier. Year-to-date sales of console phonographs were 444,000 units, compared with 317,000 a year ago.

E. I. Anderson Made RCA Sales Vice Pres.

Will Be in Charge of Value Assurance for Consumer Products Unit

Election of Earl I. Anderson to the new position of vice president, value assurance of the RCA Sales Corp. has just been announced by Raymond W. Saxon, vice chairman.

Mr. Anderson will be responsible for value assurance of RCA Victor black-and-white television receivers, radios, Victrola phonographs, and tape recorders.

Also included in Mr. Anderson's responsibilities will be product performance, including quality assurance and competitive analysis laboratories, value analysis, advanced technology applications, and facilities requirements planning, Mr. Saxon said.

He was previously manager of operations for the RCA Victor Home Instruments Division. Mr. Anderson will continue to report to Mr. Saxon, who is vice president and general manager of the RCA Victor Home Instruments Division, in addition to his RCA Sales Corp. post.

Mr. Anderson became manager, operations, for the RCA Victor Home Instruments Division in April, 1963. He had been chief engineer for the division previously for four years.

From 1937 to 1958, he was engineer in charge of the former RCA Industry Service Laboratory in New York.

Exhibits in Civic Auditorium are open Friday, Saturday, Sunday, June 3, 4, 5. Attend 1966 NEW, San Francisco.

Ralph Morley Dead; Board Chairman of Distributing Firm

Two Brothers Hold Key Posts With Michigan Firm Founded in 1863

SAGINAW, MICH., Thursday — Ralph C. Morley, chairman of the board of Morley Bros., distributing organization, died last week. He was 67 years old. He was the third generation to head the Morley Bros. firm, which was established 103 years ago.

A brother, Burrows Morley, is president of the distributing firm, and another brother, Edward B. Morley, is vice chairman and chairman of the executive committee.

Directors of the firm will select a new chairman at a special meeting on April 20.

Mr. Morley had been active in civic affairs and served overseas with the U. S. Army in World War I.

Surviving are his wife, Harriette; two daughters, his two brothers and a sister.

CTS Corp. Promotion For Clinton W. Hartman

ELKHART, IND., Friday — Clinton W. Hartman has been named executive vice president of the CTS Corp., this city.

He was formerly vice president in charge of microelectronics for the company, which manufactures electronic components and circuits.

Unlisted Stock Quotations

The growing electronics industry has developed an increasing interest in the investment opportunities present therein. Listed below are quotations for selected companies in the field. For further information on these and other companies write to Mr. Arnold Frank, 575 Madison Avenue, New York 22, N. Y., or telephone this publication: 929-1114. Not included in this listing are quotations for firms whose securities are listed on the regular exchanges.

TUESDAY, MARCH 29, 1966

COMPANY	Bid	Ask.	Wk. Prev.	COMPANY	Bid	Ask.	Wk. Prev.
Advance Ross	15 1/8	15 1/2	12 1/2	Kann-Ellert	1 3/4	2 1/8	1 3/4
Aerovox	13 7/8	14 3/4	13 5/8	Littelfuse	15 3/4	16 1/2	15 3/4
Allied Radio Corp.	15 3/4	16 1/4	17 1/4	Mercury Electronics	1 1/4	2	1 1/4
Almo	3	3 3/8	3	Meridian Electronics	1 3/4	2	1 7/8
Boro Electronics	3/4	1 1/8	3/4	Milgray Electronics	3 3/4	4	3 3/4
Component Spec.	5/8	1	5/8	Mountain National	2 1/2	2 7/8	2 1/2
Cramer Electronics	7 1/2	8	7 3/4	National Tel-Tronics	3 1/8	3 1/2	3 1/4
Designatronics	4 1/2	4 7/8	4	Pearce-Simpson	1 3/8	1 5/8	1 1/2
Dunlap Electronics	2 1/2	3	2 1/2	Radio Shack	17	18	16 1/2
Dynascan	3 1/2	3 7/8	3 1/2	RMS Electronics	1/2	3/4	1/2
EICO	1 5/8	2	1 5/8	Robins Industries	3 7/8	4 3/4	3 3/8
Electronic Wholesalers	4 1/2	5	4 1/2	Sonar Radio	3 1/2	3 3/4	3 5/8
Elmar Electronics	4 1/4	5	4 1/2	Sprague Electric	68	69	64 3/4
Entron	10	11	9 7/8	Sterling Electronics	4 1/8	4 3/4	4 3/8
Erie Tech.	16 7/8	17 3/8	14 5/8	Tenna Corp.	15 1/4	15 3/4	15 1/4
Fanon	3 3/4	4	3 1/4	Thurrow Electronics	5	5 3/8	5
Fidelitone	8	9 1/2	8	Viking Industries	16 1/8	17 1/4	13 1/2
Gem Electronic	1 1/8	1 5/8	1 1/4	Vocaline	3 1/8	3 5/8	3 3/8
Ideal Precision	1 1/8	1 3/4	1 1/4	R. V. Weatherford Co.	2 1/4	2 3/8	2 1/2
Jerrold	22	22 1/2	21 1/8	Wells-Gardner	37 1/2	38 1/2	34

Distributor Advisory Council Considers Belden Mfg. Plans

Semi-Annual Meeting Staged Between Distributors And Key Factory Personnel; Council Is Comprised Of Management Personnel of Parts Distributors



Distributors Meet with Factory Officials

CHICAGO, ILL., Tuesday—The semi-annual meeting of the distributors advisory council of the Belden Manufacturing Co., this city, was held recently at the Drake Oakbrook, in nearby Oakbrook.

Belden personnel attending this meeting were: Warren Stuart, vice president-sales; Charles Atwater, general sales manager; Warren Howe, marketing services manager and Ralph Glende, sales development manager.

The objectives of the Belden advisory council are to improve the Belden electronics wire and cable marketing program; to develop opportunities for the electronic parts distributors to increase their share of the wire and cable market; and to improve the relationship between the distributor and Belden Manufacturing Co. through free and frank discussion of all aspects of the distributor-supplier relationship.

The council membership is made up of top management personnel from

Belden electronic parts distributors throughout the country.

Members of this year's council are: Morrie Abramson, of Sterling Electronics, Houston, Texas; William B. Boyden, of Marsh Radio Supply Co., Milwaukee, Wis.; Len Cravath, of Cramer Electronics, Inc., Newton Upper Falls, Mass.; Phil Gustafson, of Hughes-Peters, Inc., Columbus, Ohio; Clint Williams, of Capital Radio Wholesalers, Inc., Washington, D. C., and V. N. Zachariah, of Zack Electronics, San Francisco, Calif.

Belden pioneered the idea of the distributor-manufacturer council in the electronic parts field and each year has provided many new developments as a result of this type of meeting.

Seated, left to right are: Phil Gustafson, Morrie Abramson, Vic Zachariah, William B. Boyden and Clint Williams. Standing, left to right, Ralph Glende, Warren Stuart, Charles Atwater and Warren Howe.

Littelfuse Meeting Set for April 18

DES PLAINS, ILL., Friday — The annual meeting of shareholders of Littelfuse, Inc. will be held at the Northwest Suburban YMCA, this city, on Monday, April 18, commencing at 3 P. M.

Nine directors will be elected. All the nominees, except James A. "Shine" Milling, are now serving on the board of the company. Mr. Milling is senior vice president of Howard W. Sams & Co., and has been nominated to succeed D. G. Turmail, the chief accountant of the company, and a director since 1950, who has requested that he not be re-nominated.

Arrow Electronics' Sales, Earnings Up

FARMINGDALE, N. Y., Tuesday — Higher income and sales were reported today by Arrow Electronics, Inc., distributing organization with headquarters in this city.

Maurice Goldberg, president of Arrow, reported sales for the year ended December 31 of \$7,424,000 a 19 per cent increase over the \$6,196,000 in sales recorded in 1964.

Net income for the year was \$172,000, equal to 40 cents a share, compared with earnings in 1964 of \$107,000, or 25 cents a share. This represents an increase of 60 per cent. The company operates several branches.

Sonotone Previews New Cartridge Line At Chicago Showing

Semiconductor Types Unveiled to Producers Of Record Players

CHICAGO, ILL., Thursday — Sonotone Corp., Elmsford, N. Y., previewed its new line of semiconductor transducer cartridges to leading record player manufacturers at a special showing in Chicago March 8, 9 and 10.

These new solid state cartridges are available in three versions: standard stereo, miniature stereo and standard mono. The cartridges are being marketed for the low priced, high volume production phonograph systems, using marginal amplifiers and speakers.

For 18 years, Sonotone has been a major supplier to the OEM and distributor replacement market with its original ceramic cartridges, plus crystal pickups. Sonotone has marketed over 20 million of these cartridges, with models designed for the very low-end phonograph systems to the expensive equipment of audio buffs.

Semiconductor Cartridge

This new line by Sonotone marks another step forward in the audio field with an improved semiconductor transducer cartridge, a company spokesman declared.

Richard J. Mahler, manager of the electronic applications division, Sonotone's marketing outlet for its audio products, said:

"Sonotone's new design of the semiconductor cartridge is an advancement in the present state of the art. We are confident we have perfected a cartridge with new advantages to the industry and the public."

Mr. Mahler listed the following benefits to record player manufacturers who design with Sonotone's semiconductor cartridges: 1. better record players; 2. eliminates components or uses less expensive components, without sacrificing performance; 3. simplified manufacturing techniques.

He listed benefits to the consumer as follows: 1. better listening pleasure; 2. simpler, thus more reliable systems; 3. all-weatherproof phonographs, since the Sonotone semiconductor cartridge avoids humidity and temperature problems.

Samuel W. Blumenthal Retires From H. L. Dalis

Samuel W. Blumenthal, veteran salesman, has retired from H. L. Dalis, Inc., Long Island City, N. Y., parts distributing firm, after 31 years with the company.

Mr. Blumenthal joined the Dalis sales force in 1935 and has called on dealers in Queens and Nassau counties.

A buffet dinner was staged recently by the Dalis firm in honor of Mr. Blumenthal. He was presented with a complete Polaroid outfit by the sales force.

Stevens Appointed General Sales Head Of Oxford Electric

Firm's Sales Up 150% During Single Month; Expansion Under Way

CHICAGO, ILL., Friday — The promotion of Harry Stevens to the position of general sales manager has just been announced by C. Paul Harpley, general manager of the Oxford Electric Corp., this city.

Mr. Stevens will actively direct Oxford's expanded marketing program in both the OEM segment of the firm's expanded speaker business as well as the



Harry Stevens

consumer market for replacement speakers. Since last November the Oxford organization has been undergoing an extensive modernization, expansion and automation program, designed to capture an even greater portion of both markets for the company.

Sales have risen dramatically, with January showing a 150 per cent rise over the corresponding period in 1965.

Company headquarters are at 3911 S. Michigan, Chicago.

Cramer Electronics Names A. J. Dinicola

NEWTON UPPER FALLS, MASS., Wednesday — Cramer Electronics, Inc., has just announced the appointment of Albert J. Dinicola as vice president and general sales manager.

In his new post, Mr. Dinicola will direct and coordinate all sales activities of the Cramer organization, which is headed by T. X. Cronin.

In addition to operations in New England, Cramer also maintains several distributing branches in different areas.

Con. Electronics Dividend

Consolidated Electronics Industries has declared a quarterly dividend of 25 cents a share, payable April 5 to holders of record on March 22.

Value of EIA Membership Outlined by Manufacturer

Important Source of Information Essential to Manufacturers Who Market Their Products Through the Electronic Parts Distributors

By M. R. FRIEDBERG

President, Antenna Specialists Co.
Chairman,
EIA Distributor Products Division

Have you ever tried to tell somebody why you believe in Motherhood? Explaining why you belong to your trade association is in the same category!

As a small "babe in the woods" entrepreneur you looked to the Electronic Industries Association as "mother": as your source of information; as your warm source for that comfort of be-



M. R. Friedberg

longing; and as your protector from the ogre of regulation and law.

As a company in the growing stages, you looked to EIA as your teacher who told you of the goings-on of the sinful and cruel world. EIA showed you the pitfalls of the law and pointed out your areas of future opportunities while providing a classroom for you to listen, evaluate and contribute with your fellow students in their discussions.

And finally as a well established corporation, you are able to join the mature decisions of parenthood in such impressive matters as EIA legislative endeavors. (Which really don't particularly involve you directly but do prevent another unnecessary brick being

added to that wall of regulation or perhaps help to add a needed brick). You might even feel that you, too, should become active in improving the morality of the nation and thus help to increase the stature of motherhood and fight sin!

Sounds fanciful, doesn't it? But really it is exactly what happens! Consider — where do you go to find the electronic industry practice in your area with regard to paid holidays for employees, vacations, sick pay and similar labor questions? The answers are in the EIA - industrial relations department yearly "Survey of Industrial Relations Practices and Supplementary Benefits." The "EIA Weekly Bulletin," "Patent Digest," and "Industrial Relations Digest" will keep you up with current changes in practice and law!

Or perhaps your problem is to decide the best way to market your products. A visit to the distributor products division or parts division industrial marketing committee meetings help you decide the route to the market place.

If your new product is an item primarily for government consumption then the government products division helps you find the correct arm of the government and at the same time points out for you the differences in contract clauses while giving you current contract data through the "Government Contract Awards."

Under any circumstances, the EIA engineering standards and engineering committees supply the necessary data to allow you to build your products to meet interchangeability requirements of industry and to help prevent the use of too stringent requirements by your customers.

In addition to all of these specific benefits, the opportunity of meeting management people sharing similar problems to your own and having the opportunity to discuss these situations with people who speak your own language is a plus value.

As you and your company grow, the opportunity to join the industry in its more sophisticated endeavors of legal, legislative and human betterment is always available to you, but like motherhood you must participate to enjoy the benefits!

Fanon Electronic Sales, Volume Up

NEWARK, N. J., Tuesday — Fanon Electronic Industries, this city, has doubled its net in the year ended January 31 to around \$176,000, or 40 cents a share, from \$89,000, or 20 cents a share, in fiscal 1965, according to Salo Nachtigall, president.

Fiscal 1966 sales rose to around \$4 million from \$2,937,000, with continued improvement anticipated, he added.

Workshop Planned By AEM-Central

CHICAGO, ILL., Tuesday — The next regular meeting of the AEM-Central Division will be held on May 17, it was reported.

However, the association will sponsor a workshop on "Techniques of Better Management" on April 15 at the Sheraton O'Hare Motor Hotel, Rosemont, Ill.

P. R. Mallory & Co. Completes 50th Year With New Records

Further Gains Expected in 1966 for Components Manufacturer; Will Inaugurate Strong Advertising, Promotion Campaign; Backlog Up 75 Per Cent

INDIANAPOLIS, IND., Thursday — P. R. Mallory & Co., Inc., completed the most successful year in its 50-year history in 1965.

Sales in 1965 totaled \$107,332,000, a 13 per cent increase over the \$95,025,000 recorded for the previous year. Earnings for the year were \$6,228,000, a 32 per cent rise over the \$4,710,000 in 1964. Earnings were \$3.23 a share, compared with \$2.45 in 1964.

G. Barron Mallory, president, and C. Harvey Bradley, chairman of the board, listed four factors which contributed to the company's record performance during the past year. They were:

- 1—The significant growth in 1965 of end product sales in most of the company's key markets, notably of home entertainment, household appliances, computers, automotive, utilities and cameras.
- 2—An important increase in the number of the company's component parts, batteries and materials used in finished equipment sold in many of these markets.
- 3—Improvement or elimination of low profit operations.
- 4—The further reduction of costs through more modern facilities, increased mechanization and improved purchasing practices, all

accomplished through the continuing efforts of the more than 7,600 Mallory employees at the firm's plants and facilities.

10,000 Manufacturing Customers

Mallory is a supplier to more than 10,000 manufacturers and countless consumer customers throughout the United States and the free world.

The company executives further said: "As we enter 1966, marking our first half-century of progress, we have good reason to be confident of further growth in the years ahead. The backlog of unfilled orders at the end of 1965 increased 75 per cent over the backlog a year earlier, and we have geared our manufacturing facilities to meet this challenge in the year ahead."

"We believe our principal markets will continue to grow in 1966 and beyond, and that we will capture even greater shares of these and other markets. As an example of marketing progress, during 1966 we will accelerate, with strong promotional and advertising support, the program initiated last year to introduce a new line of batteries to the consumer market under the trademark of Duracell," the Mallory executives concluded.

National Video Sales Increased Sharply; Net at High Level

CHICAGO, ILL., Wednesday — For the quarter ended February 28, the National Video Corp., this city, tripled its sales to \$24,353,000 from \$7,813,000 a year earlier.

Net income for the quarter ended February 28 was \$1,836,000, equal to 67 cents a share, compared with a net loss of \$338,000 a year earlier.

For the nine months ended February 28, National Video had net sales of \$61,161,000. Income for the period was \$4,967,000, or \$1.81 a share. This compares with a net loss a year earlier of \$567,000 on sales of \$17,228,000 a year earlier.

National Union Corp. Declares a Dividend

The National Union Electric Corp. has declared a quarterly dividend of 17½ cents a common share, payable May 9 to stock on April 25, placing its dividends on a quarterly basis.

National Union is the parent company of the Emerson Radio & Phonograph Corp.

CBS Charges Denied By Sylvania Electric In Patent Action

Suit Involves Patent On Color TV Tubes; "No Invention" Charged

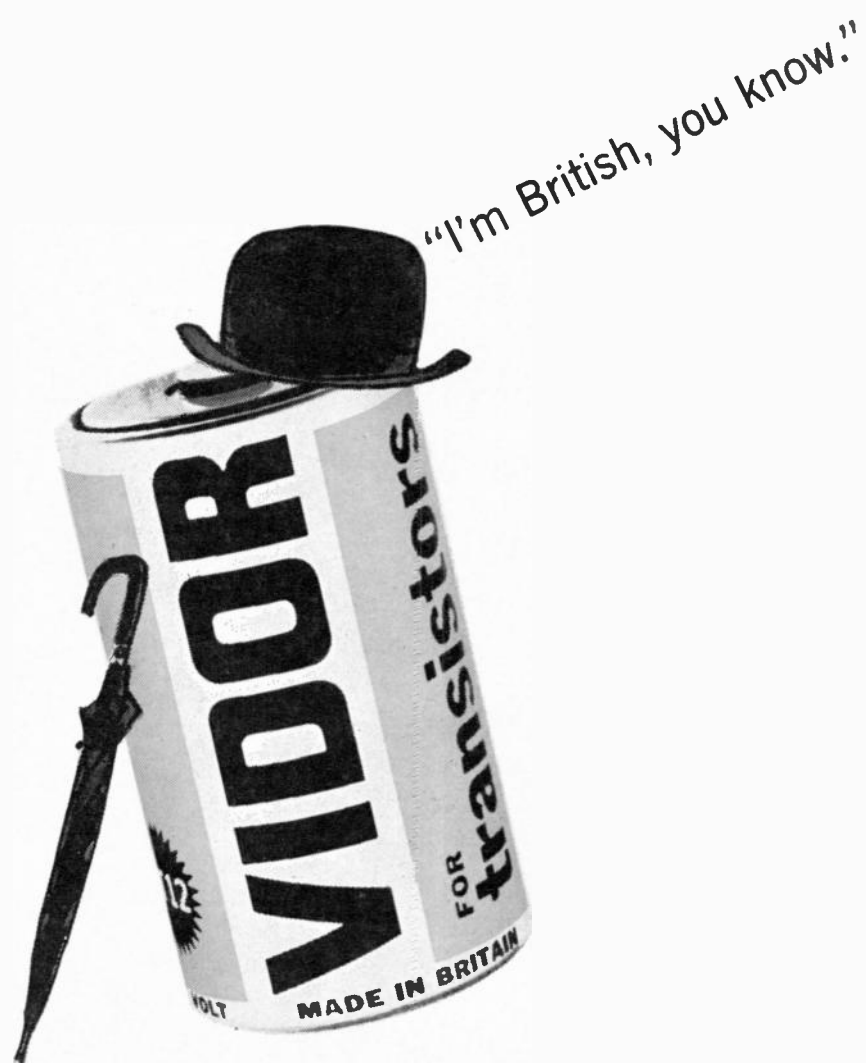
BOSTON, MASS., Tuesday — Sylvania Electric Products Inc. has filed an answer in Federal Court here denying previously announced charges of patent infringement brought by the Columbia Broadcasting System.

Claim Patents Invalid

Sylvania attorneys denied that the patents, covering production of color television picture tubes, were legally issued and valid. They said the patent holder didn't invent or discover any new useful art, machine or manufacture as is required for a patent to be valid under Federal law.

CBS in its suit asked that Sylvania be enjoined from making and selling the picture tubes and that an accounting be made of profit Sylvania made while allegedly violating CBS patents. CBS also asked for an unspecified amount of damages.

Sylvania countered that the suit should be dismissed.



New VIDOR batteries are such a spectacular No. 2 line you'll work your tail off to make them your No. 1

Because now you can sell *fine British quality* at
discount-outlet...or precedent-shattering profits

Britain... quality. They're the same. Garrard, Rolls-Royce, Wilkinson, to name a few.

Long enough, you've heard the same old song on battery deals and markups. Listen to something new and exciting now.

IRC's VIDOR. With an introductory deal to knock your hat off. And it's just the beginning.

You can sell VIDOR for class, which it is, to the carriage trade. At your usual prices or even more. VIDOR matches or exceeds the quality of any battery you've ever handled. This way, you can make a bloomin' fortune.

Or you can sell VIDOR for mass, discount-priced... *and still get a bigger markup than you're getting now!* That's a pretty good way to get rich, too.

Either way, you've got to win. VIDOR has the kind of quality-profit story you haven't heard before. And VIDOR is here to stay.

Hop in now, right at the start. The quicker you do, the more money you'll make. Call your IRC representative for all the profitable details today.

Consumer & Distributor Products Div.,
IRC, Inc., Philadelphia, Pa. 19108.



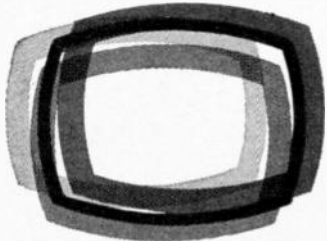
Westinghouse Council Names H. C. Poole

SEATTLE, WASH., Saturday (CS) — H. Clayton Poole of Poole Electric here has been named to a two-year term on the Westinghouse national dealer council.

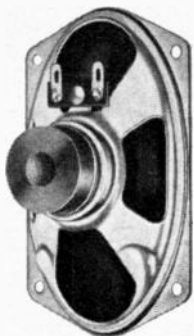
The group meets with company management periodically to advise on retail trends and other matters.

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Survey by So. California ERA Unearths Interesting Data

LOS ANGELES, CALIF., Saturday (CS) — The Southern California Chapter of Electronic Representatives Association today released to RADIO & TELEVISION WEEKLY the results of its second annual survey.

The chapter has 104 members. In February the chapter was given national recognition as the "Chapter of the Year" at the national ERA convention held in Palm Springs, Calif.

The survey was made as a joint project of the Southern California Chapter of ERA and IMA Inc., a Los Angeles management consulting firm.

Some of the highlights of the survey based on a 33.6 per cent response of the members were:

1. The 35 responding companies represent 371 years in business. The average rep firm is 10.6 years old; 11.4 per cent of the firms have been in business more than 20 years; 31.4 per cent have been in business more than 10 years; 28.6 per cent have been in business 5 years or less.

2. Two-thirds of the responding firms also cover Arizona, Nevada and four firms cover as far a territory as New Mexico. Twenty firms operate 35 branch offices, most of them being in the San Francisco area.

3. Approximate 1964 sales volume was \$89.5 million. The average annual sales volume per firm was \$2,557,143, compared to a 1963 average sales volume of 61 reporting firms of \$2,716,393.

The 1965 sales volume is expected to exceed that of 1964 by 11.5 per cent.

4. The percentage of total business fell into the following categories: Audio, 4.1 per cent; Distributor, 12.9 per cent; Industrial Components, 45.2 per cent; Instruments and Systems, 37.8 per cent.

5. Fifteen companies indicated they did some stocking. The total dollar volume of business from stock by these 15 firms was estimated to be in excess of \$4.5 million.

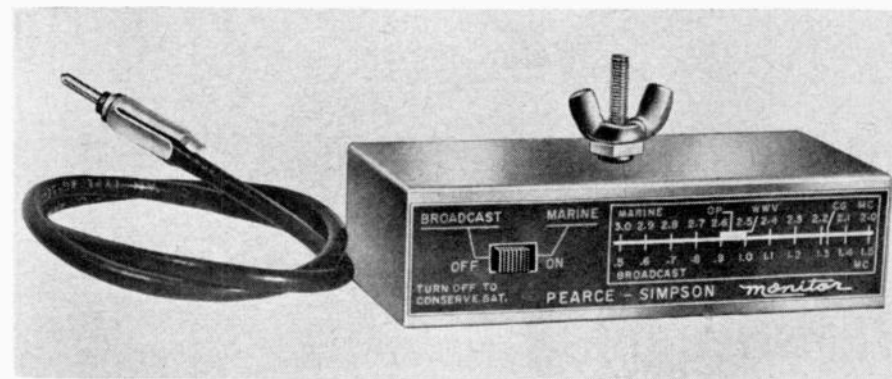
6. The firms represented a total of 359 lines with an average of 10 lines per firm. Sixty per cent of the firms handle 10 or more lines.

7. Respondents reported a total of 116 lines changed during the past two years — an average of 1.8 per firm per year. Fifty-nine lines were dropped by the rep firms and 57 were lost due to factory decision. Forty per cent of those lost due to factory decision went to direct sales.

8. The firms employ a total of 323 persons. Average firm has 9.2 employees. Ninety-six per cent of the salesmen have an average of 3.5 years of college training; 69 per cent have 4 or more years.

Larry Courtney is the chapter's president; Bert Moore is vice president; P. Nurches is secretary-treasurer; M. A. Stolaroff, John O'Halloran and Jack Carter are on the board of governors.

New Pearce-Simpson Monitor Converts Ordinary Car Radio Into Marine Band Set



Pearce-Simpson Unit

MIAMI, FLA., Thursday — Pearce-Simpson, Inc., this city, announced today marketing plans for its new Monitor, which converts an ordinary domestic or foreign car radio into a powerful marine band receiver with just a flick of the switch. The device measures 4 1/2 inches wide x 1 inch high x 2 1/2 inches deep. It weighs 6 ounces and can be installed in 10 minutes.

The operator may tune to ship-to-ship broadcasts and find out firsthand where the fish are biting. With the Monitor, the operator can receive marine weather reports, Coast Guard emergency signals and marine operator broadcasts. Time checks are instantly available by tuning to station WWV, National Bureau of Standards station.

Self-contained with its own built-in power supply and solid state circuitry, the Monitor draws an unbelievably low current drain of 1/5000 amp or 200 times less current than an ordinary flashlight bulb.

The Monitor is quickly and easily transferable from car to car. It works with a regular automobile antenna. The inexpensive replacement 9 volt transistor battery is easily obtained at drug and hardware stores everywhere. One battery can last up to two years and longer depending upon use, according to Pearce-Simpson.

The Monitor comes complete with battery and clear, easy-to-follow installation instructions and a calibration chart. It is priced at \$19.90.

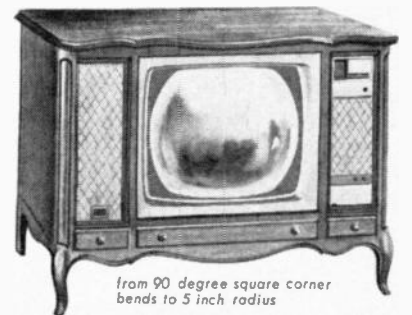
Seminar Is Planned By San Diego WEMA; Set for April 18

Variety of Subjects to Be Discussed by 3 Top Marketing Executives

SAN DIEGO, CALIF., Tuesday (CS) — E. T. Clare, marketing chairman of the San Diego Council of WEMA, announced today that a WEMA marketing seminar will be held on April 18 at the Hilton Inn, Mission Bay.

There will be three top marketing speakers in the morning session and 16 marketing round tables scheduled for the afternoon. Some of the round table session will be centered on sales promotion, trade show sales techniques, successful advertising, public relations, marketing research methods, joint proposals, technical literature and other informative and instructive topics.

WEMA members have been invited to select four round tables, one for each 45-minute session, and Mr. Clare suggests it would be advisable to bring along another member of the firm to get double exposure at each round table. Cost of the seminar will be \$15 for WEMA members; \$25 for non-members, and will cover luncheon, coffee breaks and all other materials. Mr. Clare is with Cohu Electronics, Inc., Box 623, San Diego, Calif.



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M.P.I. Industries, Inc. Jackson, Miss., the largest user of Schreiber System Presses have just ordered 6 more presses for a total of 27 units in constant operation.

The new SCHREIBER SHELL FORMING PRESS (model SPH3026) produces strong, rigid lightweight wrap-around plywood shells in any shape in 2 minutes, for manufacture of furniture, desks, drawers, TV, stereo cabinets, luggage, etc. Shells can be sliced into multiples.



completely joined 360 degree wrap-around plywood shells (on SPC3026)

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Cinch Promotion For Alden C. Olsen; Vice President, Sales

**Joined Firm Year Ago;
Has Broad Experience
In Connector Sales**

CHICAGO, ILL., Tuesday — Alden C. Olsen has been named vice president, sales, for Cinch Manufacturing Co., Chicago-based manufacturer of electronic components. Mr. Olsen's promotion was announced by Floyd M. Cate, vice president of marketing for the Cinch Electronics Group, which coordinates design, engineering, and production activities for Cinch Manufacturing Co., and five other divisions of United-Carr Inc.

Mr. Olsen joined Cinch a year ago



Alden C. Olsen

as director of sales. He has a wide background in connector sales. Prior to his affiliation with Cinch, he had been with ITT Cannon Electric Co. for eight years, most recently as western regional sales manager.

Mr. Olsen is an active member of the board of governors of Occidental College, Los Angeles, his alma mater. He is a graduate of the UCLA executive planning program, and his other graduate studies include work at the National Institute of Public Affairs and at American University in Washington, D. C., as well as graduate courses in marketing at the University of Southern California.

International Rectifier To Increase Work Force

EL SEGUNDO, CALIF., Friday — The International Rectifier Corp. has just announced that it will expand the work force of its semiconductor division in Los Angeles to 1,200 from the current 1,000 this year because of increased orders.

The company said its backlog is up 45 per cent from a year ago. The concern also said that rumors that it was moving its headquarters to New York are false, and involve a misunderstanding of its announced moving of its overseas headquarters to New York from Brussels.

National Union Sales, Net Increased Sharply

The National Union Electric Corp. reported for the year ended December 31 net sales of \$87,009,000, compared with \$37,487,000 in 1964.

Net income for 1965 was \$2,424,000, equal to \$2.20 a share, compared with earnings of \$1,714,000, or \$1.55 a share.

National Union owns 62 per cent

of the shares of the Emerson Radio & Phonograph Corp. National Union and Emerson Radio are both headed by C. Russell Feldmann.

Philco Contract

PHILADELPHIA, PA., Wednesday — The Philco Corp. has received a \$3.5 million contract from the U. S. Post Office Department for eight address readers that will be field tested and evaluated in six major cities.

Contracts Awarded To Raytheon Concern

LEXINGTON, MASS., Wednesday — The Raytheon Co. has received a pair of Army contracts totaling \$6,379,000 for engineering, design and development work on an improved Hawk air defense missile.

Raytheon also received a Navy contract totaling \$2,650,000 for fire control systems for defense missiles.



who who who

*is the other Centralab's
biggest customer?*

Over in Milwaukee there's *another* Centralab. It manufactures switches, controls and potentiometers, capacitors, packaged circuits, and technical ceramics . . . to the specifications of its O.E.M. customers.

Its biggest single customer is *Us* . . . Centralab Distributor Products. We work 20 miles away, in Menomonee Falls, figuring out what products you, the distributor, want and need. Then we let the other Centralab manufacture it for our warehouse.

Mail goes to the same address—P.O. Box 591, Milwaukee, Wisconsin 53201, but our TWX, 910-260-3620 and phone Area Code (414) 251-5660 are direct to Menomonee Falls.

Our separation—physical and mental—from this other Centralab is very important to you, because it means that you're doing business with a strictly distributor-minded supplier: your orders never take a back seat to OEM production requirements, and your product choice is based on your requirements, not their over-runs.

Combine that top service with progressive distributor policies and consistent product leadership . . . and you can see why almost every electronic distributor values Centralab . . . and that's the way we plan to keep it!



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More Than 200 Components and Devices Exhibited by RCA at IEEE Show in N. Y.

Products Range From Tiny Integrated Circuits to Super Power Tubes Several Feet Tall; 15-Inch Color TV Picture Tube Shown; Triac Makes Bow at Show

The Radio Corp. of America exhibited more than 200 of its newest electronic components and devices to the public at the four-day show of the Institute of Electrical and Electronics Engineers (IEEE), which opened March 21 at the Coliseum in New York, and continued until March 24.

The display featured many advanced devices that will make possible new and improved products for the consumer, military and industrial electronics markets, according to John B. Farese, division vice president, RCA Electronic Components and Devices.

RCA's latest electronics devices range in size from ultra-miniature integrated circuits to super-power tubes for military radar which are several feet tall. Some components sell for less than \$1 while others are priced at several thousand dollars.

RCA showed four of the company's new economy-line linear integrated circuits, each made from a tiny chip of silicon smaller than the letter "o" of a typewriter. These ingenious circuits will sell for as low as \$1.25 each in production quantities and are for use in FM sound systems and other commercial and industrial equipment applications.

New Color Tubes

RCA demonstrated three different sizes of new rectangular color television picture tubes which employ a "rare earth" phosphor to provide brighter reds and natural reproduction of the color spectrum. The RCA 25-inch and 19-inch color tubes are now being used in popular color TV models while the newer 15-inch rectangular tube is designed for future compact color receivers. All three RCA color tubes were shown operating while suspended from thin "piano" wires which fed electrical signals to them.

In the space electronics section, RCA showed several components which are destined for important assignments in future space exploration projects. Among these devices are:

1—A component called an "X-Band transistor-multiplier," which will perform functions in the velocity sensing and rendezvous radar equipment of the lunar excursion module for NASA's Apollo program.

2—A new "ruggedized" ceramic-metal photomultiplier tube, the first of its kind designed for space applications, which will enable scientists to detect and measure the extent and nature of any harmful radiation on the moon, mars or more distant planets.

3—A device known as an L-band solid state power source which aids the dart rocket to measure atmospheric weather conditions and transmit this information to ground stations.

RCA also introduced what is claimed to be the industry's shortest scan conversion tube. This tube, only 10 inches

in length, stores and translates radar impulses into television signals. It was designed for use in ultra-compact radar systems of military aircraft.

Four new RCA developmental overlay transistors for community antenna television, aircraft communications and microwave applications were unveiled to IEEE visitors. A 22-minute film on the impact RCA's overlay transistor technology has had on the high-frequency, high-power solid state market was shown continuously in the Philippine Room on the second floor mezzanine of the Coliseum.

During the four-day show, RCA exhibited the first Triac to sell for less than \$1. The company demonstrated the economic advantages of the sensitive-gate Triac for full-wave electronics control devices over equivalent silicon-controlled rectifier (SCR) circuits. New markets in electronic controls for household appliances are expected to be opened through this development.

All components and devices exhibited by RCA were engineered and manufactured at plants located in Harrison, Woodbridge and Somerville, N. J.; Lancaster and Mountaintop, Pa.; Cincinnati and Findlay, Ohio; Marion, Ind., and Needham Heights, Mass.

Clarostat Promotes Herbert E. Taylor

DOVER, N. H., Tuesday — The Clarostat Mfg. Co., Inc., has just announced the promotion of Herbert E. Taylor to the position of manager, outside sales, distributor sales division. Mr. Taylor will be responsible for



Herbert E. Taylor

travel assignments for personnel in the distributor sales division and sales schedules for distributor sales direct office and representatives on a national basis. He will report directly to the vice president of sales and marketing.

Mr. Taylor has been associated with Clarostat since 1956 as personnel assistant, work factor analyst and recently as national distributor salesman.

United Radio Supply Sponsors Meeting For Oregon Dealers

**RCA Engineers Discuss
TV Set Servicing and
Transistorization**

PORTLAND, ORE., Wednesday (CS) — "An evening with RCA" was the title of a recent meeting sponsored by United Radio Supply for its dealers and service specialists.

Engineers from RCA discussed the tubes, transistors, and associated circuits used in new receivers, and presented practical demonstrations of servicing and diagnostic techniques, using the latest RCA home entertainment equipment and RCA test instruments.

Much emphasis was placed on color TV servicing with demonstrations included. RCA color experts gave a run-down on the latest RCA sets, features of some sets, and the differences between sets.

Another important part of the meeting was a discussion of transistorization, and its effect on servicing. One demonstration showed methods of checking transistorized gear using an audio generator, an oscilloscope, and a VTVM. Another demonstration showed methods of checking an FM stereo tuner, using an RF generator, and a stereo FM signal stimulator.

In addition to demonstration, the discussions were illustrated by many color slides, and a question and answer session concluded the evening.

Refreshments and door prizes were also included in the meeting.

The program enjoyed an excellent turnout, with some dealers attending from parts of eastern Oregon and southern Oregon, according to Charles Douglass, vice president of United Radio Supply. "This year's response was the best we've ever had," he stated.

Steger Will Increase TV Cabinet Capacity

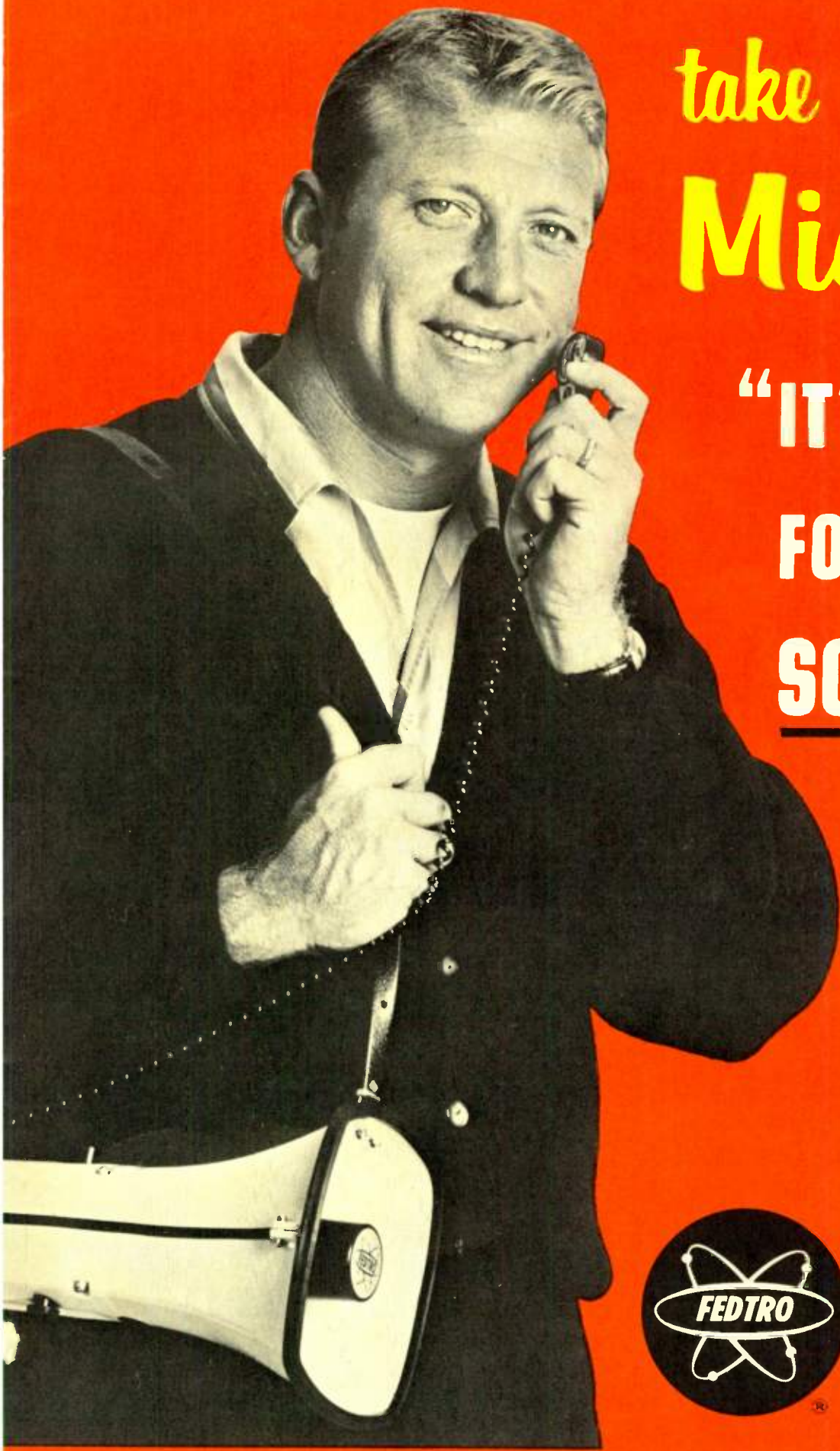
JACKSON, MICH., Friday — The Sparton Corp. has just announced that its Steger Furniture Mfg. Co. subsidiary will nearly double its production capacity of television and stereo phonograph cabinets as part of an exclusive expansion program.

Capacity of the Steger subsidiary will be boosted to 1,100 cabinets a day from 600, John J. Smith, president of Sparton, said.

Mr. Smith said the expansion, slated for completion in mid-summer, is designed to make Steger one of the major suppliers in the television and stereo cabinet field. Cost of the expansion was not disclosed.

Collins Lands Contract

CEDAR RAPIDS, IOWA, Wednesday—The Collins Radio Co. has received a contract totaling \$8,812,000 from the Navy for components for aircraft radio sets.



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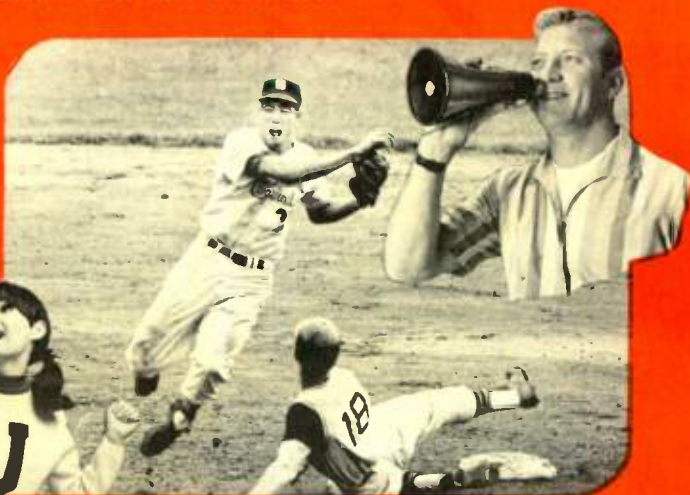
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15



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creatively designed and engineered to make it
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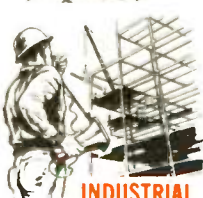
Your Center is shipped to you completely set-up, with every Powerhouse Megaphone securely mounted in place, ready to sell... **NOTHING FOR YOU TO DO!**



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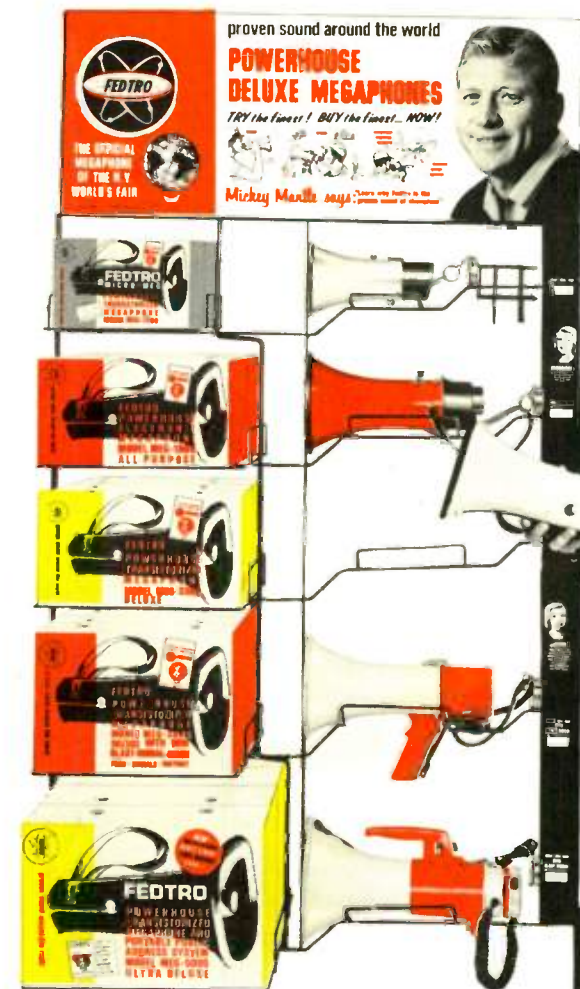


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Customer With His Shoes Well Shined Is Good for Credit at Witham's Store

Person's Stability Can Be Judged by His Shoes, Says Harold Witham, Head of Bakersfield, Calif. Retail Store; Has Service, Rental Departments



Skip (l.) and Harold Witham Talk Shop

BAKERSFIELD, CALIF., Friday (CS) — The shine on a customer's shoes is the method used by Harold Witham in evaluating credit applications from the customers of his Witham's Radio-TV store, here.

Taking a calculated risk on credit financing has helped Mr. Witham and his son Skip build their radio-TV retailing operation into one of the largest volume stores in this areas.

"Some people," Mr. Witham explains, "might consider it a screwball idea, but we decided a long time ago that one good measure of a person's stability is his shoes. If they are shined and neat, that's a pretty reliable reflection of the person's personality, we've found."

Credit Sales

With profits based in large measure on credit sales, Mr. Witham recently acquired a second building half a block from his store. This serves now as a combination warehouse and used goods outlet.

One factor prompting purchase of the nearby building is a proposal to make an adjoining street into a major thoroughfare linking to a new freeway.

"If the traffic pattern merits it," Mr. Witham said, "we could use this second building some day as the main store."

His son, Skip Witham, 31, is the vice president of the family owned business. Mrs. Olga Witham is office and credit manager. The store employs 15 people.

Skip Witham spends about 60 per cent of his time on sales work and the rest on management responsibilities. He started working in the business, as a janitor, during his high school days. Following two years in a military academy and a three-and-a-half-year enlist-

ment in the Air Force, he rejoined his father in the store.

On about 75 per cent of the firm's sales, no money changes hands. Credit also is easy to arrange for customers wanting appliance service. As much as 80 per cent of the store's service work is done on credit.

"This," Mr. Witham points out, "encourages sales of new merchandise by add-on contracts, and keeps a steady flow of traffic coming into the store."

Service men are asked not to double in brass as salesmen, but much of their work does produce leads to sales of new equipment. Each service man makes an honest appraisal of equipment needing service.

If it is beyond repair, he calls into the store and puts the customer in touch with a Witham salesman. If it is economical to repair, the service man urges repair rather than a new purchase.

Service men provide an itemized estimate and make certain all customers understand the charges for time actually spent on repairs. "You've got to be honest with customers," Mr. Witham contends.

"We attempt to run a one price store," Mr. Witham said, "and it works. Our customers know they'll buy at the same reasonable price whether they come into the store or call on the telephone. We very seldom make a deal on a haggled price."

A major share of the business does come in by telephone. Whenever possible, the store delivers merchandise the same day it is purchased or contracted for. And the same day service on repair calls has helped establish a reputation for concern about customer needs.

The store rents black-and-white used

TV sets for \$10 a month, plus installation. Used appliances rent for \$8 a month. About 7 per cent of the total gross comes from rentals and the sale of used merchandise.

Mr. Witham got into the appliance business at the age of 19 as a piano and phonograph salesman. He switched to gasoline service station work and rose to station manager in 1929 before opening a music store in partnership with an appliance salesman.

In 1942, the partners flipped a coin to see who would remain with the store during the war. Mr. Witham served in the Air Force reserves as a flight instructor and then returned to Bakersfield in 1945 to open his present store.

Father and son are shown in the picture discussing a business problem.

Varian, Applied Physics Consider Merger Plans In Share-for-Share Deal

LOS ANGELES, CALIF., Friday—The management of Varian Associates and the Applied Physics Corp. have reached a tentative agreement to merge Applied Physics into Varian in a share-for-share exchange with an indicated value of \$15,825,000, officials of the two companies said.

Final board action by the companies is required, as well as approval by a majority of Applied Physics shareholders and by regulatory agencies. An officer of the latter company said that there are still details to be worked out, but that the share exchange ratio is not expected to be altered.

Applied Physics of Monrovia, Calif., makes analytical instruments for scientific research. Varian, of Palo Alto, Calif., makes electronic components and equipment and scientific instruments.

Consumer Products Enjoy Lively Sales At Video Electronics

Record Players, Radios Help Volume for Firm In Kansas City, Kans.

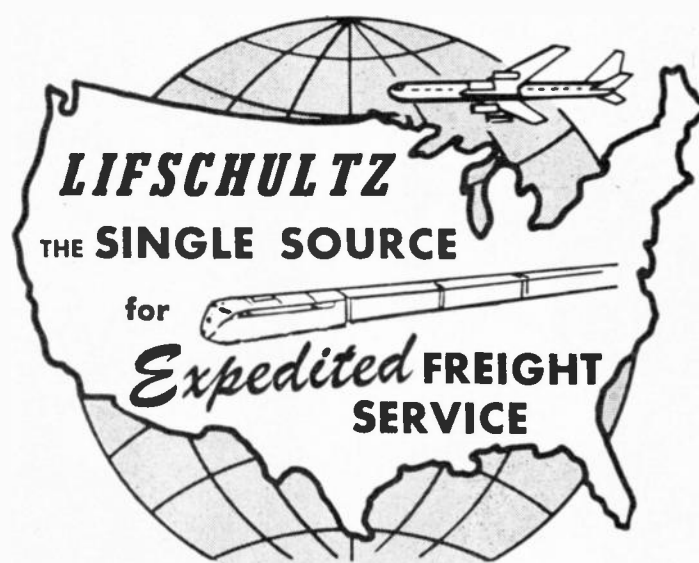
KANSAS CITY, MO., Wednesday (CS) — An expansion move in the consumer goods field has given a lift to sales at Video Electronic Supply, 731 Central avenue, Kansas City, Kansas. This is the word from Harry E. Curry, the owner, who reports that it has helped sales quite a bit.

"We have added record players and soon will be carrying the Arvin line of TV receivers," he said. "We are handling Westinghouse record players and small radios. These are selling well and have really helped our total sales picture considerably."

Mr. Curry said that business as a whole has been rather spotty. "Sometimes we have more than we can handle," he pointed out, "but other times it is rather slow. However, we are averaging out slightly above a year ago in our sales."

The color television rage in Kansas City has helped in some items, he said, such as antennas and rotators. Movement of the latter, he added, is way up and the larger antennas are moving well because of the need for them for good color reception.

The company carries Blonder-Tongue, Rembrandt and Target antennas. Another item that is having a good response is tubes. Mr. Curry has Westinghouse, Raytheon and Gem tubes, the latter made by Arcadia Co., St. Louis, and all of them are doing well, he told RADIO & TELEVISION WEEKLY.



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Amphenol to Acquire Liberty Copper Firm; A Cash Transaction

Makes Variety of Copper And Magnet Wire; Plant In Downers Grove, Ill.

BROADVIEW, ILL., Tuesday — Amphenol Corp. has contracted to purchase the assets of Liberty Copper & Wire Co., Downers Grove, Ill., for an undisclosed amount of cash.

Liberty Copper & Wire produces drawn, stranded, plated and tinned copper wire as well as magnet wire. Its main plant in Downers Grove covers 49,000 square feet including a recently completed addition. It also operates an 8,000 square foot plant in Brookfield, Ill.

Anthony P. Falduto, president of Liberty Copper, will remain as general manager of the operation, which will become part of the Amphenol Cable Division.

Charles C. Camillo, president of the Amphenol Cable Division, said: "This acquisition will open up new markets for Amphenol in line with our program to broaden our product lines and our participation in more segments of the electrical and electronics markets."

Mr. Camillo added that the acquisition will permit Liberty Copper to broaden its base of business to serve more customers on a nation-wide scale.

790-Page Industrial Catalog Issued by Hughes-Peters Firm

Lists Products of 150 Manufacturers of Lines Carried in Stock; Firm Headed by P. E. Gustafson Has Its Headquarters in Columbus, Ohio



Hughes-Peters Principals Review Catalog

COLUMBUS, O., Saturday (CS) — Hughes-Peters, Inc., central Ohio industrial electronic parts wholesaler, last week released its 1966 catalog, containing 790 pages and a listing of 150 different product lines carried in stock by the company.

A company spokesman reports that some 4,000 of the "hard back" catalogs will be delivered to industrial firms, research and development concerns, broadcasters and other institutions in the area.

Philip E. Gustafson, president, and Carl Moras, vice president and general manager of the Columbus division, point out that this is the most complete

catalog ever devised by the firm in its operations.

Shown in the catalog are such product lines as: Micro Switch, micro switches; General Electric, tubes and semiconductors; Radio Corp. of America, tubes and semiconductors; Burgess, batteries; Potter & Brumfield, relays; Belden Manufacturing Co., wire; Superior Electric, powerstats; United Transformer, transformers; Thomas & Betts, ty raps for wiring; Cannon Electric, cable connectors; Simpson Electric, meters; Sprague Products, capacitors; Sola Electric, voltage regulators; Bud Radio, steel cabinets; Hoffman Electronics, semiconductors.

Hughes-Peters recently designed and installed a \$15,000 paging system in the Mt. Vernon (O.) plant of the Pittsburgh Plate Glass Co.

The system incorporates 150 telephones covering five acres under one roof and includes 190 speakers, in which 1800 watts of amplification were used.

Shown looking at the new catalog are, left to right: Philip E. Gustafson, Carl Moras, and John Vickers, assistant general manager of the Columbus division.

Appointments Made By the Eastern Co.

CAMBRIDGE, MASS., Thursday — Several key appointments have just been announced by the Eastern Co., this city, long-time distributor of RCA Victor products in this area.

Lionel Brooks has been appointed to the new position of vice president. He was formerly vice president, sales. Joseph Cunningham has been named general sales manager and will direct the sales of all products distributed by the Eastern Co.

Thomas Saint has been made general manager of the RCA Whirlpool division, a post formerly handled by Mr. Cunningham. Jerry Segel has been promoted to advertising and sales promotion manager, succeeding Mr. Saint, and Thomas Sheehy has been made sales manager of the builder division, succeeding Mr. Segel.

Sylvania to Analyze Electronic Systems In Education Field

Joint Study Announced With Reader's Digest; Broad Survey Planned

Formation of a joint study group to investigate the potential of electronic systems in the broad field of education was announced today by the Reader's Digest Association, Inc. and Sylvania Electric Products Inc.

In a joint announcement, Gene K. Beare, president of Sylvania, and Paul W. Thompson, executive vice president of Reader's Digest, said the program is designed to "combine Sylvania's know-how in the fields of electronics and communications with the writing, editing, and publishing skills of Reader's Digest for the purpose of developing advanced methods of instruction that will improve educational programs.

Representatives of both companies will serve on the joint study group which will work closely with educators, school systems, and universities in determining the present and anticipated needs of the public, educational institutions, industry, and government for educational systems of all kinds.

The group also will analyze and appraise the possible joint use of electronic equipment and publications in such areas as the organizing, storing, and retrieving of information, the presentation of instructional information and material by audio-visual methods, and the rapid handling of information in print or audio form by electronic techniques. Consideration will be given to the requirements of such specialized fields as medicine and the physical sciences.

Textron Director

PROVIDENCE, R. I., Tuesday — Leslie H. Warner, president of the General Telephone & Electronics Corp., has been elected a director of Textron, Inc.

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Laminated
Black-and-White**

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for quality since 1949.**

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Manufacturers of Cathode Ray Tubes

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(201) 925-8870

Woolworth Promotion For Walton Backhous

C. Walton Backhous has been appointed regional vice president of the midwestern office of the F. W. Woolworth Co. in Minneapolis.

He was formerly assistant regional manager for Woolworth in Cleveland. In his post, he succeeds Richard A. West, who has been transferred to the firm's corporate headquarters in New York City.

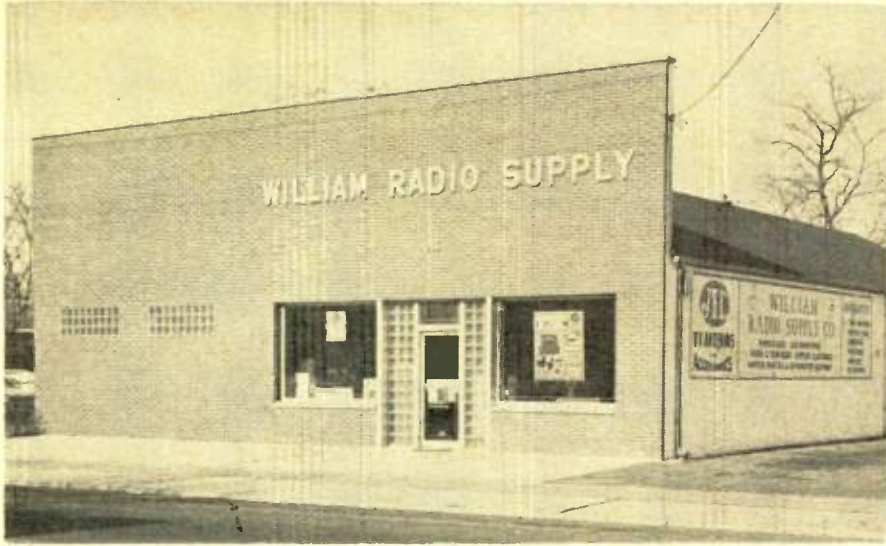
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William Radio Supply Marks Its Twentieth Anniversary



William Radio's New Headquarters

HIGHLAND PARK, N. J., Wednesday — The William Radio Supply Co., parts distributing organization, is now celebrating its 20th anniversary.

The firm was established on March 15, 1946 by Leonard Axelrod with 400 sq. ft. of space, catering to the needs of amateur radio men and electronic experimenters.

From this one-man operation, the firm has grown steadily and is now housed in its new 5,500 sq. ft. building at 265 Woodbridge avenue in Highland Park. The company markets the products of nationally known manufacturers of electronic components to major industries throughout central New Jersey.

Sony Demonstrates TV Movie Recorder; Unit Employs Discs

**For Commercial Use;
Records 30 Seconds of
Monochrome Pictures**

The Sony Corp. of Japan demonstrated in New York last week a machine that records 30 seconds of black-and-white TV movies, without sound, on a flexible plastic disc about 18 inches in diameter. The disc is coated with magnetic recording tape.

Sony is currently believed to be the only company which sells a TV tape recorder aimed at the consumer market. That machine is priced at \$995, including a 9-inch TV receiver. Sony and other companies make expensive TV tape recorders for commercial use.

At the Sony demonstration last week, Akio Morita, executive vice president, made it clear that Sony doesn't believe discs will be practical for home recorders or even for any lengthy TV recordings. Sony's disc recorder, called the Videomat, is aimed at commercial use in public places, including possible coin-operated installations.

Mr. Morita said production of the Videomat will start late this summer. Present plans call for the machines to be leased rather than sold. No price has been set, but Mr. Morita indicated that the sale price may be somewhat between \$2,000 and \$3,000.

Two weeks ago, an unconfirmed report indicated that the Columbia Broadcasting System was developing a ma-

chine that would record TV pictures on discs. CBS later emphatically denied that it was working on any such device.

The machine demonstrated by Sony is 5 ft. tall and looks like a vending machine, with a 19-inch TV screen and a TV camera built in. The recording disc provides immediate playback of 30 seconds of action and can be erased and reused many times. Mr. Morita said the Videomat may have applications in the home, but this would depend on extending the time limit of the recording. However, Sony indicated that it was working on applications of the disc machines for the mass market.

Sony also has a disc recorder that stores still pictures in color, primarily to be used in demonstrations of color TV sets.

New Position at G-E For John E. McElfresh

OWENSBORO, KY., Wednesday—John E. McElfresh has been appointed manager of industrial distributor planning for General Electric's electronic components sales operation. Formerly, he was district sales manager for the operation in Pittsburgh.

According to Olavai H. Halttunen, manager of distributor sales, Mr. McElfresh will have responsibility for industrial products such as tubes, semiconductors, voltage regulation and control devices, general purpose controls, indicating instruments and industrial capacitors.

A 1942 graduate of Union College, Mr. McElfresh served as a captain in the Air Force in World War II. He joined G-E at Schenectady, in 1955 as a distributor sales specialist in the company's tube sales headquarters.

Thurman and Johnson Promoted by Terry Co.

DENVER, COLO., Monday (CS)—Ward E. Terry, president of Ward Terry & Co., has announced appointment of D. J. Thurman as senior vice president of the Denver-based firm, which is regional distributor for RCA Victor and RCA Whirlpool products.

Mr. Thurman was succeeded in his previous post as treasurer by David R.

Ris, who at the same time was elected to the board of directors.

Mr. Terry also announced the appointment of Vernon M. Johnson, branch manager in Albuquerque, N. M., to the office of vice president.

Motorola Dividend

CHICAGO, ILL., Friday—Motorola, Inc. has declared a quarterly dividend of 25 cents a share, payable April 12 to holders of record on March 31.

Winegard's New CS-283; the only UHF-VHF Signal Splitter with a printed circuit!



How do you improve on a product that out-performs and outsells all competition? It isn't easy. But Winegard has done it with the new CS-283 UHF-VHF Signal Splitter! True, the CS-283 still attaches easily (with only a screwdriver) to the terminals on the back of any TV set or UHF converter. And it still separates the UHF and VHF signals coming from an all-band antenna.

But that's where the resemblance ends. The new CS-283 has a printed circuit—the only one on the market!

The result? The most efficient performance possible with lower VSWR; near perfect 300-ohm impedance match; 15db minimum isolation between UHF and VHF; and the total elimination of capacitance between coils.

That's the new (and better) CS-283 UHF-VHF Signal Splitter. Still only \$3.00 list. And still available free of charge with any Winegard Chroma-Tel antenna.

What do your customers need for the best possible UHF-VHF-FM reception—in color and black & white? Matching Transformers? Splitters? Hi-Lo Couplers? You name it and Winegard makes it. And makes it better. And, chances are, Winegard created and perfected it! Call your Winegard distributor or write for complete information today.

Winegard antenna systems

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Triac Is Developed by RCA; Device for Appliance Control

Solid State Unit "Leap Frogs" Current Electronic Control Technology; Company Envisions \$500 Million Market for Such Devices by 1970; To Sell for \$1

The Radio Corp. of America last week announced a new electronic device that, it is claimed, will substantially improve the performance and usefulness of more than 75 per cent of the electrical appliances now found in the home, ranging from food mixers to washing machines.

The tiny device—called a "sensitive-gate Triac"—will be a silent genie in simplifying and easing scores of tedious household chores like cooking, sewing, washing, and drying, according to C. E. Burnett, division vice president, RCA Industrial Tube and Semiconductor Division.

"RCA's new low-cost Triac 'leap frogs' current silicon controlled rectifier (SCR) developments, both technically and economically have applications in a wide variety of home appliances," he said.

Mr. Burnett said the new sensitive-gate Triac combines the equivalent of

five transistor functions on a single chip of silicon. Each Triac does the work of two SCR's and eliminates other components in a typical electronic control circuit, resulting in more compact, reliable and economical appliance control devices.

Ease Household Chores

"The housewife can now expect to see major improvements in household appliance performance, a myriad of new product developments to ease her busy day and reliability never before achieved with electro-mechanical appliance controls," Mr. Burnett said.

The household appliance industry is a \$11 billion a year business today, Mr. Burnett said. He predicted that by 1970 more than 250 million solid state control devices will be incorporated in household appliances, and the

annual volume of such devices will approximate \$500 million a year.

Mr. Burnett said cost no longer is the prohibitive factor in bringing electronics into the kitchen, laundry, furnace room or workshop—"the challenge now is in the hands of the appliance applications engineer who must translate consumer desires into practical worksaving features."

Electronic devices, such as Triac, can take the guesswork out of cooking, washing, drying, cleaning, heating, air conditioning, sewing, and a multitude of other chores that require precise control of heat, light, humidity and the speed of motorized appliances and tools, he added.

A whole new generation of electronic appliances is now possible. Electronics will no longer be relegated to an entertainment function in the home. Mr. Burnett added, but will play a prominent role in comfort control, meal preparation, laundry, house cleaning and workshop pursuits.

Light-Dimmer Controls

A major application of the new device, for example, will be in lamp-socket light-dimmer controls.

The three-way table and floor lamp will be passed in five years, he said, and the consumer will demand complete stepless control of the light level from full-bright to dim. The RCA sensitive-gate Triac makes possible for the first time miniaturized electronic circuits that will fit into a standard lamp socket. Up to this time, light dimmer controls have been practical only in wall-switch boxes because of the space requirements of SCR circuits.

Production quantities of the new sensitive-gate Triac will be available in the fourth quarter of 1966 and priced at less than \$1 each in volume quantities. Evaluation quantities are available now at \$1.62 each to enable the electronic control designer to test and evaluate the outstanding performance of the new device.

RCA's advanced diffusion technology, which combines five transistor functions in a single sensitive-gate Triac silicon chip, is more precise than that required in the production of integrated circuits, Mr. Burnett said. This same diffusion technology enabled RCA to bring the first low-cost SCR to market in early 1964, which started the electronic control revolution in the appliance industry, he added.

Joins TRW Unit

LANSDALE, CALIF., Friday — Jay Embry has joined the TRW semiconductor and capacitor operations as staff assistant, it was announced today.

Sproch Firm Named Electro-Voice Rep

BUCHANAN, MICH., Wednesday — Sproch Sales Inc., 3521 West Broward boulevard, Fort Lauderdale, Fla., has been appointed Electro-Voice representative for the state of Florida. Under the direction of Jack Sproch, the firm will be the official sales representative for all Electro-Voice products.

Mr. Sproch has been associated with



Jack Sproch

the electronics industry for 12 years both in distributor sales and management capacities and for the past seven years as a manufacturers' representative. He is at present serving as treasurer of the Sunshine Chapter of the Electronic Representatives Association and is a member of the IEEE. Mr. Sproch is also familiar to radio amateur operators as W4ZBB.

Lou Johnson Official Back From Vacation; Two Awarded Holidays

PORTLAND, ORE., Wednesday (CS) — Ernie Gibbs, sales manager of Lou Johnson Co.'s Motorola division in Portland, recently enjoyed an extended vacation in Mexico and the Hawaiian Islands. Joining him in Hawaii were Mr. and Mrs. Paul Wagner, district manager of the Lou Johnson Co. in Eugene.

Two executives of Lou Johnson Co. in Portland recently won expense-paid holidays as prizes in Motorola sales contests. Gino Paperini, Motorola car radio sales manager for Lou Johnson Co., won a four-day trip to Miami, Florida in Motorola's national sales contest. Bud Smith, district manager for the company, also won an expense-paid vacation in a company sales contest.

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Switchcraft Conducts Training Course With 13 Salesmen From Allied Electronics

"Learn By Doing" Is Theme of the Multiple-Switch Program; Designed to Acquaint Industrial Salesmen With Versatility of Switch Line



Diplomas Presented to Allied Salesmen

CHICAGO, ILL., Tuesday—"Learn by doing" was the order of the day recently for 13 salesmen of Allied Electronics, this city.

These 13 men attended a Switchcraft "Multi-Switch" training school instructed by Tom Dowell, Switchcraft distributor sales manager, and Kurt Lutzenberger, Switchcraft multi-switch engineer. The school was staged through the cooperation of Myron Bond, Allied Electronics industrial sales manager.

"The goal of 'Multi-Switch' training," Mr. Dowell said "is to acquaint industrial salesmen with the versatility of the 'Multi-Switch' line. By learning 'Multi-Switch' assemblies and applications under first-hand guidance

of Switchcraft factory personnel, salesmen are able to assist design engineers in specifying the best 'Multi-Switch' to meet their switching requirements."

At completion of the school, each Allied industrial salesman was awarded a diploma attesting to achieved proficiency at the "Multi-Switch" training school.

Shown at "Multi-Switch" training school diploma presentation ceremony, left to right standing: E. Bezronkoff, R. Goldstein, R. Weisz, R. Baloun, C. Shelton, Myron Bond, D. Morton, Tom Dowell, Kurt Lutzenberger, E. Douglas, J. Miller, M. Fowler, and K. Kimec. Seated left to right: C. Coren, J. Girmscheid and J. Rogers.

General Telephone Offering Sold Out

A 2.5 million share offering of General Telephone & Electronics Corp. common stock, valued at \$104,375,000, was oversubscribed last week. It was placed on the market at \$41.75 a share.

Proceeds from the sale will be used this year to help buy some \$127 million of common stock of the company's telephone subsidiaries to finance their construction programs.

Sylvania Electric Products is a subsidiary of General Telephone.

Muter Co. Reports Net Income for '65

CHICAGO, ILL., Tuesday — The Muter Co. reported for 1965 net sales of \$15,829,000, compared with \$16,555,000 in 1964.

Net income from operations was \$206,000, compared with a loss of \$37,000 in 1964. The company reported a special net gain of \$466,000 in 1965. The net income for the year was equal to 15 cents a share.

Standard Kollsman Elevates Tumminaro

CHICAGO, ILL., Thursday — Joseph P. Tumminaro has been promoted to the position of general manager-tuner division of Standard Kollsman Industries Inc., it was just announced by James W. Burke, group vice president.

Mr. Tumminaro, formerly vice president of manufacturing, has been with Standard Kollsman for 20 years. His new responsibilities will include marketing, engineering, manufacturing and material activities in SKI's plants in Melrose Park, Ill.; Oshkosh, Wis., and its newest plant in Ottumwa, Iowa.

Mr. Tumminaro, a graduate of Loyola University, started with Standard Kollsman as personnel manager and has filled key positions in almost every department of the firm's tuner division.

Raytheon Co. Dividend

LEXINGTON, MASS., Thursday — A quarterly dividend of 20 cents a share has been declared by the Raytheon Co.

The dividend is payable on April 28 to holders of record on April 7.

LTV Ling Altec Buys Division of Du Mont From Fairchild Co.

Acquires Two-Way Radio Communications Business In Cash Transaction

CLIFTON, N. J., Friday—Acquisition of the Du Mont Laboratories mobile two-way radio communications business of this city from the Fairchild Camera & Instrument Corp. by LTV Ling Altec, Inc., subsidiary of Ling-Temco-Vought, Inc., was announced last week by Alvis A. Ward, president of LTV Ling Altec.

Mr. Ward said the cash acquisition included the exclusive right to use the registered trade mark name "Du Mont" in the field of two-way mobile radio communications for commercial, industrial or governmental use. It also included all manufacturing rights, current business and inventories.

To Be a Division

Du Mont two-way radio communications will operate as a division of Gonset, Inc., a subsidiary of LTV Ling Altec.

In a reorganization in 1965, Fairchild established a new instrumentation division consisting of the scientific instrument department of Du Mont and the instrument department of its semiconductor division, and set up the Du Mont electron tube division as a separate operation.

The Du Mont divisions were also formerly part of Allen B. Du Mont Laboratories, Inc., founded by the late Dr. Allen B. Du Mont, and acquired by Fairchild Camera several years ago.

Higher Profit Seen By Vornado Concern

Vornado, Inc. expects to report profit for the year ended last January 31 in the neighborhood of \$5.50 a share, up from \$4.733,000, or \$3.61 a share in fiscal 1965, when there were about 7 per cent fewer shares outstanding. Frederick Zissu, chairman, told a special meeting of shareholders last week. Vornado operates the Two Guys chain of discount stores.

Sales for the year ended January 31 totaled \$258,750,000, up from \$200,149,000 a year earlier.

Shareholders at the meeting approved a previously proposed 2½-for-1 split of Vornado common and increased authorized shares to 6,250,000 from 2,500.

Since fiscal 1967 began, Vornado sales have been running about 40 per cent ahead of the year-earlier period, Mr. Zissu reported. He expects sales for fiscal 1967 to exceed \$300 million.

Conventions, Forums, Exhibits. Geared to your needs, your interests at 1966 NEW, May 30-June 5, San Francisco.

Transistor Electronics Sales, Earnings Rise

The Transistor Electronics Corp. reported for the nine months ended January 31 net sales of \$2,530,000, compared with \$1,980,000 a year earlier.

Net income for the nine months ended January 31 was \$207,000, equal to 62 cents a share, contrasted with \$75,000, or 23 cents a share a year earlier.

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Stripes of Quality



FCC Will Consider Nationwide Pay-TV

Commission Invites Comments by September 1 by Interested Parties; Will Consider Over-the-Air And Wire or Cable Systems; Seeks More Programs

(Continued from Page 3)

ing conducted jointly by Zenith Radio Corp. and RKO General, Inc., a subsidiary of General Tire & Rubber Co. It employs Zenith Phonovision equipment used in the transmissions to subscribers' sets.

In past years, there also have been pay-TV ventures using cable connections in Oklahoma, California and Canada. Because the domestic ventures did not make use of broadcast signals, they were exempt from FCC jurisdiction.

FCC Response

The latest commission action was in response to a proposal from Zenith and its licensee, Teco, Inc., that called for the nationwide authorization.

"The material submitted by Zenith and Teco justifies going forward in this proceeding," the FCC stated. "The Hartford trial has provided us for the first time with considerable factual information to serve as a basis for arriving at policy decisions. Although we

have reached no final conclusion," the commission added, "it appears that it may well be in the public interest to authorize such operations on a permanent nationwide basis."

In line with its policy of seeking greater program diversity, a goal it has been pursuing with particular enthusiasm under Chairman E. William Henry and his predecessor, Newton Minow, the commission added: "It may well be that competition between conventional and subscription TV may result in improved and more varied fare, both for subscription viewers and those who continue to rely on conventional television service."

The FCC said that based on the Hartford results, it doesn't appear likely that pay-TV would siphon significant numbers of viewers from regular broadcast stations. But it cited a number of points dealing with protection of regular broadcasters that it would like covered in the comments. For example:

1—Should pay-TV operations be limited to larger communities with at least several regular stations, or to broadcasts over ultra high frequency stations?

2—Should operations be limited to a "maximum or minimum number of hours or to certain segments of the broadcast day?"

3—Should means be provided "to insure that service be available to all eligible stations on a nondiscriminatory basis?"

Record High Sales Reported By Capacitor Makers in 1965

(Continued from Page 3)

to 97 million units in 1965. Due to the growth of slug and wire solid dry electrolytic capacitors, the average value has dropped 20 cents (80 cents to 60 cents), holding the dollar increase to 27 per cent, \$46 million in 1964 to \$58 million in 1965.

Other capacitor types reflecting sub-

Radio Corp. Has Orders For 600 Color TV Cameras

More than 600 color television cameras with a value in excess of \$40 million are scheduled to be produced and delivered by the Radio Corp. of America this year to meet the unprecedented demand for color TV broadcast and studio equipment.

MAJOR PRICE, PRODUCT REVISIONS

MANUFACTURERS REPORTING PRICE INCREASES

AUDIOTEX: Tone arm lift 30-066 revised to 30 cents net.

J. W. MILLER: Several coils and coil forms revised upward.

PARKER METAL: Several products revised upward.

RAYTHEON: Several receiving tubes revised upward; also several power tubes.

MANUFACTURERS REPORTING PRICE DECREASES

AUDIOTEX: Adapter 30-506 revised to \$1.13 net.

EUPHONICS: Phono pick-up cartridge U15-14 revised to \$17.37 net.

J. W. MILLER: Catalog No. 4300-0 revised to 93 cents net.

PARKER METAL: Several products revised downward.

RCA: Several semiconductors revised downward.

RMS ELECTRONICS: Several antennas and accessories revised downward.

RAYTHEON: Several receiving tubes and power tubes revised downward.

MANUFACTURERS REPORTING NEW PRODUCTS

ANTENNACRAFT: Big Show and Big Shot kit antennas added at respective nets of \$4.77 and \$7.77.

J. W. MILLER: Several coils and coil forms added.

PARKER METAL: Several products added to line.

RCA: Picture tube 21DLP4 and several semiconductors added to line.

RMS ELECTRONICS: Several antennas and accessories added to line.

MANUFACTURERS REPORTING DISCONTINUED PRODUCTS

HARMAN - KARDON: Amplifiers CA-15, SA-2000; phono top PT-2; tuner ST-2000 and tone control module TC-1 discontinued.

NATIONAL RADIO: Component AA-5.

PARKER METAL: Several products.

RMS ELECTRONICS: Numerous antennas and accessories.

RAYTHEON: Numerous receiving tubes.

Price changes courtesy of United Pricing Reports, a United Technical Publication, Garden City, N. Y.

Marquette Concern Signs to Buy Assets Of Setchell-Carlson

(Continued from Page 3)

Setchell-Carlson, will also include two other companies that operate as part of the Setchell manufacturing complex.

They are Walco Industries, Inc., a manufacturer of wood cabinets for home entertainment equipment, and Wright-Zimmerman, Inc., manufacturer of speakers and other critical electronic components for the home entertainment industry.

Setchell-Carlson sales for the year ended April 30, 1965, were approximately \$5,000,000. Sales are presently running at an annualized rate approximately double the 1965 figure. Marquette sales for the year ended December 31 were \$33,508,631.

Marquette, principally a manufacturer of battery chargers, welders and diagnostic engine analyzing equipment and a marketer of private brand major appliances, entered the entertainment field for the first time in 1965 with the introduction of a line of stereo and stereo-TV combination units manufactured by Setchell.

The three companies acquired by Marquette will continue to operate under their present managements as wholly owned subsidiaries. All are all located in New Brighton, Minn., a suburb of St. Paul.

BUY FROM A SPECIALIST

MAGNETIC RECORDING TAPES



Type	Reel	Type	Reel
100' Mylar	1 3/4"	750' Mylar	3 1/4"
200' Mylar	2"	900' Mylar	3 1/4"
150' Mylar	2 3/8"	600' Mylar	4"
225' Mylar	2 3/8"	900' Mylar	4"
275' Mylar	2 3/8"	150' Acetate	2 3/8"
150' Mylar	3"	150' Acetate	3"
225' Mylar	3"	225' Acetate	3"
300' Mylar	3"	250' Acetate	3"
500' Mylar	3"	275' Acetate	3"
350' Mylar	3 1/4"	300' Acetate	3"
600' Mylar	3 1/4"	300' Acetate	4"

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FACTORY SALES OF CAPACITORS (In millions of units and dollars)

Capacitor Type	1st ELEVEN MONTHS 1964			1st ELEVEN MONTHS 1965		
	Units	Dollars	Average Value	Units	Dollars	Average Value
Paper & Film Dielectric	504	\$94	\$.19	581	\$ 98	\$.17
Tantalum Electrolytic	57	46	.80	97	58	.60
Aluminum Electrolytic	169	69	.41	201	79	.39
Mica, Glass and Vitreous						
Enamel Dielectric, Fixed	174	32	.18	189	30	.16
Ceramic Dielectric	1,114	45	.04	1,410	54	.04
Variable	75	26	.35	92	27	.29
Total*	2,094	\$311	\$.15	2,570	\$347	\$.14

* Totals may not add due to rounding.

Sprague Expects Profit Rise Of 50 Per Cent During 1966

Sales Should Increase 25 Per Cent to \$135 Million, Robert C. Sprague Tells Stockholders at Annual Meeting; Several New Products to Be Marketed

(Continued from Page 3)

figure at this time last year. Among the reasons for the record growth in volume were the continuing high sales of components for color television and for electronic computers, as well as stabilization of the previous two-year downtrend in orders for components for military end equipment.

The company's employment is now at an all-time record high of 11,400 world wide, with 10,400 on the payroll in the United States. Mr. Sprague said that while the company's expenses for research and development will continue to increase modestly, it will be down percentage-wise, due to the substantial increase in volume, from the 8 per cent to 9 per cent of sales which the company has been spending as part of its major effort to achieve a high degree of advanced technology in the semiconductor and microcircuit areas.

The chairman said that the company's new 130,000 square foot microelectronics plant in Worcester, Mass., will start operation in early June. He expects that an additional 1,000 people will be employed in Worcester by the end of the year. As the result of a recently concluded technology interchange with Signetics Corp. of Sunnyvale, Calif., a Corning Glass Works subsidiary, in which both companies are exchanging their technology and know-how and research and development on certain mutually agreed upon areas in the monolithic microcircuit field, he expected that both organizations will substantially increase their share of the market.

Although competition will be tough, "two heads are better than one," he said. Under this arrangement, it will be possible for any equipment manufacturer to buy integrated circuits from either company and be sure of a second source of identical product. He said that he believed many major electronic

equipment manufacturers will prefer to buy from independent companies, such as Sprague and Signetics, rather than from competitors who also manufacture microcircuits.

The agreement will help give Sprague early and immediate production at Worcester to supplement its present microcircuit products on which output at the company's Concord, N. H. facility is limited because of a very severe labor shortage in that area, he explained. He noted that Concord microcircuit operations are running at one-third rated capacity because of this problem.

Production Rise

Mr. Sprague said that the company's plans call for production at the rate of 5 million integrated circuits a year from the Worcester plant by July 1 of next year and at the rate of 10 million a year at the end of 1967. "We are going to be up to our necks in integrated circuits," Mr. Sprague told the meeting.

Mr. Sprague also told the stockholders that among new Sprague research and development innovations to be produced at Worcester were new 4 nanosecond high-speed transistor-transistor logic circuits for computers, said to be the fastest of their type available, as well as tantalum nitride resistor networks, compatible with integrated circuits, which are expected to have very wide application interconnecting digital and analogue computer systems. He also said that another product of Sprague's major research and development effort in integrated circuits, which has been concentrated in the linear circuit field, will be a series of "gain blocks" and "variable gain blocks" for use in communications systems as well as the input and output circuits of computers. Production of these also will begin at Worcester this fall.

The stockholders voted to increase

the authorized share of \$2.50 par value common stock from 2 million to 3 million shares.

In response to questions from stockholders, Mr. Sprague said that no increase in the present dividend rate of \$1.20 per year plus an annual 2 per cent stock dividend is contemplated at this time. One major way of securing funds for a "growth" company's contemplated expansions is through a reasonable retention of earnings, he noted. In response to another question, Mr. Sprague said that listing of company stock on the New York Stock Exchange has been under discussion for several years. While the probability that the company will seek listing is considerably higher now than in the past, no decision to do so has been made.

IRC to Use Computer In Seeking Reports

PHILADELPHIA, PA., Wednesday — IRC, Inc. has arranged to use the Knowledge Availability Systems Center of the University of Pittsburgh for computerized literature searching.

In making the announcement, Dr. John J. Bohrer, vice president of research and development, said: "The firm will have access to more than 5,000 reports generated monthly, plus those accumulated since the center's inception four years ago. Through prudent use of this accumulated information, we hope to eliminate costly duplication of research and development effort."

When IRC requests a specific subject search, the key filing words for abstracts for all NASA and DOD unclassified reports, plus 1,100 American and foreign technical journals, are rapidly and automatically scanned. Pertinent abstracts can be supplied within 24 hours. After abstract evaluation, copies of the relevant reports are immediately available.

The Knowledge Availability Systems Center's technology transfer program is designed to assemble, by computer, facts from international aerospace projects. The NASA-sponsored program is part of the "spin-off," directed by the President and Congress, to expedite the dissemination of government-financed developments to industry.

Promotions Made By Avnet Concern

Leonard Carduner, Head Of British Industries, Upgraded by Parent Firm

Avnet, Inc. last week announced several promotions among its senior personnel.

Morton D. Weiner, formerly senior vice president, was elected to the new post of executive vice president. He has been assigned responsibilities for the coordination of the activities of all divisions.

Leonard Carduner was named a corporate senior vice president in charge of the consumer products division. Mr. Carduner continues as vice chairman of Avnet and as president of the British Industries Corp., a division of Avnet.

Elected a director of Avnet was John Busacker, who is president of the Busacker Electronics Equipment Corp. and Contact Electronics, Inc., each divisions of Avnet.

Anthony Hamilton, president of the Hamilton Electro Sales division, has been named senior vice president of the company in charge of the electronics division.

Join the Gold Rush of 1966! Register now for National Electronics Week—in San Francisco, May 30-June 5.

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SOLID-STATE AMPLIFIER FOR SMALL ANTENNA SYSTEMS

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The nation's leading manufacturer of antenna-system equipment

Transitron May Buy Midland-Wright Unit

WAKEFIELD, MASS., Thursday — The Transitron Electronic Corp., this city, announced this week that it has agreed in principle to acquire the Midland-Wright division of Pacific Industries, Inc. Terms of the transaction were not disclosed.

Midland-Wright, located in Kansas City, Kans., manufactures and markets quartz crystals and filters to the electronics and communications industries.

Midland-Wright has annual sales of around \$5 million, with profit before taxes about 9 per cent of sales.

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UHF-VHF TELEVISION TRANSMISSION LINE

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UNCONDITIONALLY WARRANTED FOR 20 YEARS

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Omni-Ax

FOR BETTER COLOR, UHF-VHF, AND FM RECEPTION

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Shielded 300 ohm Foam

This innovation from REGO for 300 ohm antenna systems surpasses all other attempts to manufacture the "ideal" shielded 300 ohm lead in wire.

OMNI-AX has dielectrics of high quality low loss foam polyethylene, a braided shield of finely woven copper, and a jacket of high density black polyethylene.

With OMNI-AX your COLOR and Black White UHF-VHF picture is sharper, and FM listening is clearer.

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New Transmission Line for TV Sets Marketed by Saxton

Promises to Resolve Key Problems, Says President of Company

CONGERS, N. Y., Tuesday — A new, insulated air spaced transmission line, designed to improve television reception, is now being marketed by Saxton Products, Inc., 215 N. Route 303 in Congers. It can be used for VHF, UHF and color TV, as well as for TV transmission systems, FM radios and many other uses.

In virtually all situations involving TV reception, this new wire has demonstrated its effectiveness, according to Ed Abbo, president of Saxton Products.

This new Saxton transmission line has a terminal impedance of 450 ohms. This higher-than-usual impedance is the result of the wider (one-inch) spacing between the two conductors, Mr. Abbo explained. The wider spacing, plus the combination of polyethylene and spaced air insulation has virtually eliminated signal losses, he added.

Since most TV home antennas and sets have 300 ohm impedances, terminal matching is necessary with this new Saxton No. 1562 transmission line. Matching can be achieved with transformers, also marketed by Sax-

Library of Training Texts Is Offered With Purchase of RCA Test Instruments

HARRISON, N. J., Thursday — A free library of more than 30 essential electronic training texts and reference manuals is being offered with every five RCA test instruments purchased between now and September 15, according to Harold F. Bersche, division vice president, RCA Distributor Products.

The free technical training library, which is essential for both the electronics instructor and student, includes one Radiotron Designing Handbook for the instructor, plus any combination of 30 of the following publications for student use: RCA Receiving Tube Manual, Transistor Manual, Phototube and Photocell Manual, Transmitting Tube Manual, Silicon Controlled Rectifier Experimenter's Manual and Battery Manual.

To qualify for this offer, the customer orders the RCA test instruments

ton, or by cutting away the solid insulating material between the conductors and bringing the loose tails closer together to connect with 300 ohm terminals.

The open wire concept goes back many years, Mr. Abbo said. In 1922, radio hams used non-insulated open wire with weather-proofed wooden spacers. Until recently, however, open wire has been more expensive and awkward to handle, Mr. Abbo noted. Modern production techniques have reduced the cost and the use of plastic insulation (dielectric) has made it efficient and easy to handle.

he needs through any authorized RCA test equipment distributor. For each technical training library, five warranty registration cards must be sent directly to RCA test equipment headquarters, 415 South Fifth street, Harrison, N. J. The warranty cards should be sent in a school envelope with an indication of a selection of the manuals desired. The texts will be mailed directly to the purchaser. Warranty cards must be received by RCA no later than September 30.

Qualifying Equipment

The purchase of any combination of five of the following RCA test instruments qualifies the purchaser for this offer: VoltOhmyst, color Kine tester, senior VoltOhmyst, 3-inch scope, RF signal generator, VOM, AC VTVM, 5-inch scope, marker generator, FM stereo signal simulator, marker adder, DC microammeter, audio generator and TV/FM sweep generator. Each of the publications offered will provide the instructor and student with a storehouse of practical electronic "know-how."

Appointments Made By Audio Devices

Three major appointments by Audio Devices, Inc., manufacturer of magnetic tapes for data processing, instrumentation and sound recording, have just been announced by Herman Kornbrodt, vice president, sales and marketing. These moves, according to Mr. Kornbrodt, are another step in the company's expansion program.

Richard H. Vaughan has been named national sales manager, a newly-created post, with headquarters at Audio Devices' main offices in New York City. Mr. Vaughan has been with the company in various capacities since 1954.

His recent post as manager of Audio's mid-Atlantic office in Silver Spring, Md. will be taken over by Andrew J. H. Rice, who was assistant manager.

Robert Fraser, formerly product manager, lubricated tapes and cartridges, has been named European marketing director, with headquarters in London. Mr. Fraser was previously with Sound Corp. of America, a tape cartridge firm, acquired by Audio Devices in 1963.

Secondary Offering Made by Bourns, Inc.

A 400,000-share (\$6.3 million) registered secondary offering of Bourns, Inc. capital stock was placed on the market last week at \$15.75 a share through underwriters led by Goldman, Sachs & Co. and Blyth & Co.

Funds generated by the sale will accrue to Marlan E. Bourns, president and chairman, who continues to hold 73 per cent of the company's stock.

Mytron Electronics Offers Trade-in on Obsolete Tubes

Firm Offers 20% Discount Against Purchase of New Entertainment Types

Distributors overstocked with old and obsolete entertainment type receiving tubes of any manufacturer are now offered a full 20 per cent trade-in discount against purchase of brand new tubes from among the more than 800 types available from Mytron Electronics Corp., 86-25 Rockaway boulevard, Ozone Park, N. Y.

The discount trade-in applies against Mytron's existing trade prices including tubes on firm's "Specials List," a company official explained. Here's how it works: distributors can send in their obsolete tubes (entertainment types only), in their original jobber boxes, and order a like quantity of any type tube at any list price from Mytron's current inventory. The 20 per cent trade-in will be deducted from the total invoice value when billed.

Used or defective tubes cannot qualify and Mytron reserves the right to reject tubes not acceptable in this limited promotion offer, the company stated.

Federal Pacific Co. Sales, Earnings Up

NEWARK, N. J., Wednesday—The Federal Pacific Electric Co. forecast net earnings in the fiscal year ending June 30 of around \$1.30 a share from the fiscal 1965 net of \$3,453,000, or \$1.06 a share.

The company expects sales for the year ending June 30 will rise to around \$130 million from last year's \$117,599,000.

The report to stockholders said that "earnings seem likely to rise more steeply than sales with the prospect that net income in each of the final two quarters will exceed that of the preceding quarter."

In the fiscal six months ended December 31, net income climbed to a record \$1,860,000, or 58 cents a share, from \$1,303,000, or 36 cents a share, a year before. Sales rose to a record \$63,250,000 from \$53,890,000.

Radonics Firm Reports Sales "Good and Steady"

ST. LOUIS, MO., Wednesday (CS)—Clarence Mangels, president of the seven unit Radonics Electronics chain, reported that business "is good and steady."

Everything is moving along, tubes, parts, etc. Mr. Mangels declared that the antenna business is holding up. So far, the distributing firm has not experienced any "critical" shortages of supplies.

"Deliveries are about normal," he told the "Weekly."



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- Use grille top for "display of the week"

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FREE DISPLAY

world's finest line-acoustic grille cloth



Acoustone

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TV Bulb Facilities Will Be Expanded by Owens-Illinois, Inc.

Will Increase Capacity By 25 Per Cent on Color, Black-and-White Bulbs

TOLEDO, OHIO, Thursday—Owens-Illinois, Inc., has just announced a multi-million dollar expansion in its two television bulb plants, which will increase by 25 per cent its capacity to produce color and black-and-white glass picture tube envelopes for the rapidly growing television industry.

A new glass melting furnace will be placed in operation at the company's Columbus, Ohio, plant this month for the manufacture of bulbs for use here and abroad, W. B. Achenbach, vice president of the Owens-Illinois consumer and technical products division, said.

Conversion to television bulb production of an existing glass melting furnace at the Owens-Illinois plant at Muncie, Ind., is scheduled to be completed by next summer, Mr. Achenbach said. When the conversion is completed, the Muncie plant's production, like that at Columbus, will be devoted entirely to television bulbs, he added.

"The new facilities at Columbus and Muncie will include significant improvements in glass processing and technology developed by Owens-Illinois research," Mr. Achenbach said. "Their completion will give us increased flexibility in meeting the needs of the television industry."

The expansion at the Columbus and Muncie plants will bring to eight the number of furnaces Owens-Illinois has melting glass for the production of color and black-and-white picture tube bulbs, he added.

The Owens-Illinois executive said the U. S. television industry is expected to produce more than 4.5 million color sets this year, compared with the 1965 output of 2.5 million, while black-and-white set production is expected to be down only slightly from last year's 8.1 million sets.

Sparton Lands Contract

JACKSON, MICH., Friday — The Sparton Corp. has received an \$8,740,000 Navy contract to make sonobuoys.

Robert Milsik Co. Conducts Annual Sales Gathering



At Milsik Sales Meeting

DETROIT, MICH., Tuesday — The Robert Milsik Co., manufacturers representative organization with headquarters at 19375-95 James Couzens Highway, this city, conducted its annual sales meeting recently in the Northland Towers, this city.

The firm, which is headed by Robert Milsik, celebrated its 39th anniversary at the meeting. The Robert Milsik Co. covers Michigan, Indiana and Ken-

tucky, and maintains branch offices in Grand Rapids, Indianapolis and Louisville.

Left to right seated in the picture are: Dick Clemence, Jack Moore, John Simpson, Robert Milsik, Jerry Newkirk, who was visiting from Howard Sams & Co., Chuck Milsik and Dick Isola. Standing, left to right are: Dick Clause, Bob Champagne and Ron Hartsema.

Olson Electronics Opens St. Louis Unit; Its 22nd Outlet

ST. LOUIS, MO., Saturday (CS)—The Olson Electronics chain has opened its twenty-second store in St. Louis at 1517 Olive Street near the downtown area and the premiere has been very gratifying.

The store held its grand opening sales beginning yesterday but today a crowd of some 150 persons was attracted to the new outlet as a result of a half-page spread in the Post-Dispatch. Howard Chrzas is the manager. The chain has its headquarters in Akron, O.

Among the opening day specials were: Olson 1000 ohms volt Multiter, regular \$4.98, at \$2.99, one to a

customer; Olson 30 watt stereo amplifier, \$39.99, limit one; Dymo label-maker, regular \$4.44, for \$2.99; auto reverberation kit, \$12.99, solid state; Olson 5-pack tube kit, \$1.19; 1,200 feet Mylar recording tape, 69 cents, 3 for \$2; FM-AM clock radio, \$19.99; fluorescent desk lamp, 15 watt bulb, \$4.99; 6-transistor radio, \$3.99 with earphones and battery; 9 transistor AM-FM radio, telescoping antenna, regular \$12.99, for \$8.99, with battery, earphone, limit one.

Purchasers were given free a genuine cultured pearl for each \$10 they spent.

Automatic Issues License

MELROSE, MASS., Tuesday—The Automatic Radio Mfg. Co., this city, has announced the licensing of Radio-wealth, Inc., of Rizal, Philippines, to manufacture and distribute auto radios and other equipment.

Expect Peak Sales For Admiral Corp. In 3-Month Period

Profit Ahead of 1965; Color Tube Division to Earn Profit Shortly

CHICAGO, ILL., Wednesday — Ross D. Siragusa, chairman of the board of the Admiral Corp., and Vincent Barreca, president, predicted last week that based on sales to date, the company's first quarter volume should set a new record for any three-month period. Profit is expected to exceed last year's.

The previous record quarterly sales totaled \$93,570,000 in last year's fourth quarter period. In the first quarter of 1965, Admiral had sales of \$67,476,000 and net income of \$1,543,000, or 62 cents a share.

The company officials also noted that product and component shortages are likely to continue during the year if the nation's economy maintains its current high level of activity.

Messrs. Siragusa and Barreca said they expect the color tube division to earn a substantial profit after reaching the expected break-even point in the second quarter.

Soviet Union Plans To Lift TV Output

MOSCOW, U. S. S. R., Thursday — The Soviet leadership has announced a new five-year program designed to substantially increase the living standards in this country of 232 million persons.

More cars, television sets and refrigerators and better diets were promised. Average non-agricultural wages would rise to 114 rubles (\$126.67) a month, under the plan.

Television set output would more than double from 3.7 million sets last year, and refrigerator output would more than treble from 1.7 million units. Passenger car production, which was only 201,000 cars in 1965, would approximately quadruple during the five-year period.

CLASSIFIED ADVERTISING SECTION

— Advertisements in This Section Are Payable in Advance —

CLASSIFIED RATES

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

LINE	1 Time	3 Times	6 Times
3	1.80	4.65	7.45
4	2.40	6.20	11.40
5	3.00	7.74	14.25
6	3.60	9.30	17.10
7	4.20	10.84	19.95
8	4.80	12.40	22.80
9	5.40	13.95	25.65
10	6.00	15.58	28.50

AGGRESSIVE manufacturers representative wants additional lines. We are currently servicing Calif., Arizona and Nevada, or any part of this area. Calling on Distributors, Discount Houses, Department Stores and Hi-Fi Houses. We can offer warehousing and invoicing facilities, traveling 3 men. Warehouse located in greater Los Angeles area; also have branch office in San Francisco. Particularly interested in an Antenna and Wire line. All inquiries kept in confidence. Send all inquiries direct to Dell Associates, 14757 1/2 Oxford St., Van Nuys, Calif.



**BIGGER PROFITS
FASTER TURNOVER
WITH
CHEMTRONICS
CHEMICALS**

SALES REPRESENTATIVES

TOP-NOTCH, for well-known component line, calling on distributors. Territories available: Upstate N. Y., New England, Mich., Ind., Ky., So. Calif., Nev., Kans., Mo., No. Ill., Wash., Ore., Miss., Nebr., Iowa, Ohio, W. Pa., West Va., Alaska, Mexico, Hawaii and Canada. Reply stating lines represented and territory covered. Box No. 239, RADIO & TELEVISION WEEKLY.

For sale Electronic Parts Store, Phoenix, Ariz. Box No. 235, RADIO & TELEVISION WEEKLY.

**IMMEDIATE DELIVERY
ALLEN-BRADLEY
INSULATED COMPOSITION
RESISTORS**

1/10W., 1/4W., 1/2W.,
1W., 2W.



5% — 10%

Write for price bulletin

RESISTOR WHOLESALESALES Corp.
71 Murray St., New York 7, N. Y.
WO 2-7862

DISTRIBUTOR LINE WANTED

Well established large Pioneer Rep firm in Los Angeles, with separate Distributor Division personnel and warehouse, desirous of adding one reliable major line to supplement present activity. Territory of So. California, So. Nevada, branch office in Arizona, covered regularly. Has following of all reputable electronic distributors. Box 276, RADIO & TELEVISION WEEKLY.

WANTED

Electronic Parts & Equipment.
May Be Complete or Incomplete.

Write Giving Quantity
& Description.

NO LOT TOO LARGE!

Olson

**ELECTRONICS
INCORPORATED**

Irving P. Olson Tel. JE 5-9191
260 S. Forge St., Akron, Ohio 44308

TUBES—LARGEST STOCK IN USA

Quotations answered same day.

We also BUY unused Tubes

Write: BARRY ELECTRONICS
512 BROADWAY, N. Y. C., N. Y. 10012
212 Walker 5-7000

Electronic Sales

A National leader in sales of walkie-talkies, tape recorders, stereo systems and other electronic equipment needs aggressive salesmen.

Should be experienced in sales to electronic distributors.

Earnings commensurate with experience to \$15,000 plus commission on sales.

To arrange local interview,
send resume to: R. E. BARNES

AMD Electronics
663 Dowd Avenue
Elizabeth, New Jersey 07201

LARGE STOCK G-E, RCA, Tung-Sol, Raytheon. Jobber boxed, late code. Fantastic discounts. Immediate delivery. Call collect 9 A. M.-5 P. M. 617-648-8250.

WHOLESALE DISTRIBUTOR PARTS SALESMAN, BROOKLYN, QUEENS. EXPERIENCED. Box 278, RADIO & TELEVISION WEEKLY.

U.H.F. Tuner Sarks pancake (Less 6AF4) new not rebuilt \$1.00 each — if needed knob set w/instructions to convert V.H.F. sets to all channel .50c each set. Lee's Electronics, 1111 East Belmont, Fresno, Calif.

National Electronics Week Program Details Announced

(Continued from Page 3)

electronic industry management and sales personnel more "input" from other industries and outside experts.

The three days following the Profit Forum are devoted to an exhibit of products and to conferences between manufacturers and the customers through whom they sell their products. Trade classifications for whose benefit the Show is run include electronic parts distributors, commercial sound contractors, audio/hi-fi specialists, marine, CB, and other specialty houses, and a variety of other electronics merchandisers of electronic parts and equipment. The Show will open Friday, Saturday and Sunday, from 10 A. M. until 6 P. M. (5 P. M. on Sunday, June 5).

Admission to National Electronics Week exhibits is free to qualified trade personnel who register in advance for badges. "Guest" badges will be sold at the door, for \$5 each, for those who fail to register in advance. On Sunday, June 5 only, \$2 "Sunday Guest" badges will be available to electronic service men, procurement personnel, and other customers of customer companies, who present special credentials available from their supplier.

In addition to the important business activities, Mr. Prince called attention to the social program for National

MANAGER AVAILABLE

TV parts & hi-fi retail & wholesale. 15 years of successful experience in all phases. 10M/yr. earning category. Queens, N.Y.C. area. Box 286, RADIO & TELEVISION WEEKLY.

NATIONAL SALES Manager wanted by New England mfr to cover OEM and distributors. Stereo and radio experience essential. Box 285, RADIO & TELEVISION WEEKLY.

WANTED

Phono motors without turntables; single speed, 90 volt or 110 volt; new. Large quantities: cash. Box 279, RADIO & TELEVISION WEEKLY.

GARRARD—WILL BUY

any quantity 45 rpm spindles Lrs 3, 4, 5, 6, 9, 10. Box 284, RADIO & TELEVISION WEEKLY.

REPS WANTED

Complete line of medium priced hi-fi and replacement speakers. Most territories open. Reply stating lines carried and territory covered. Box 282, RADIO & TELEVISION WEEKLY.

FOR SALE

Well established electronics and audio retail stores. N. Y. area—retiring—excellent opportunity—principals only—Interested parties contact Box 283, RADIO & TELEVISION WEEKLY.

Electronics Week. A glamorous dinner-dance, "The Sights and Sounds of San Francisco," will make the Continental Ballroom of the San Francisco Hilton Hotel the social mecca for the electronic industry on Friday evening, June 3. On Thursday, June 2, two unusual cocktail parties will lure convivial crowds. Radios' Old Timers, for 20-year veterans in the industry, will combine a cocktail party with a harbor cruise in beautiful San Francisco Bay. Meanwhile, the Electronic Young Tigers will take over Varni's Roaring Twenties for the evening and will "live it up" in what has been described as "the most elegant saloon in America."

Ladies Program

In addition to these "coeducational" activities, sightseeing and shopping excursions have been planned for the fair sex during the day on Thursday, Friday and Saturday.

The industry's response to 1966 National Electronics Week has clearly lived up to the Show's "Gold Rush" theme, Mr. Prince said. Manufacturers of electronic industry products and supplies quickly snapped up all the available exhibit space in Civic Auditorium, and customer registrations are now pouring into the Show Corp. offices in record numbers, Mr. Prince added. Badge acknowledgements will be mailed approximately May 1 to registrants.

Mr. Prince also announced a variety of other Show news. A NEW SHOW DAILY will once again be published on the four key days of National Electronics Week, Thursday, Friday, Saturday, and Sunday, June 2 through 5. The Daily will again be operated, as a service to exhibitors and their customers, by RADIO & TELEVISION WEEKLY.

International Rectifier Corp., one of the exhibiting companies, has announced that it will sponsor a free shuttle bus service between the four headquarters hotels and the Civic Auditorium. Headquarters hotels include Del Webb's Townhouse, the San Francisco Hilton, the St. Francis, and the Sir Francis Drake. Because of the unprecedented projected attendance, many NEW attendees will be housed at other excellent San Francisco hotels, Mr. Prince said.

Terminal-Hudson Sales, Profits Rise

(Continued from Page 3)

board of directors declared a 5 per cent stock dividend, payable on April 29 to holders on April 4.

Terminal-Hudson also operates Hollywood Radio & Electronics, Inc., in Hollywood, Calif.

WHERE TO BUY — WHERE TO SELL

The Concerns Listed, Advertisers in the "Weekly," May Well Be Described as a Blue Book of the Electronics Industry

A Trade Directory Of
Leading Firms In
These Fields

Radio & Television WEEKLY

Where The Magnitude
Of Selling Power
Is Reflected

Radio Receiver and Television Manufacturers

ATR Electronics, Inc. St. Paul, Minn.
Admiral Corp. Chicago, Ill.
Arvin Industries, Inc. Columbus, Ind.
Automatic Radio Mfg. Co. Melrose, Mass.
Blaupunkt Radio (N. Pickens Co.) Woodside, N. Y.
Blonder-Tongue Labs. Newark, N. J.
Delmonico International Corp, Maspeth, L. I., N. Y.
Hallcrafters Co. Chicago, Ill.
Lafayette Radio Electronics Corp., Syosset, N. Y.
Matsushita Electric Corp. New York 17, N. Y.
Metropolitan Supply Co. New York, N. Y.
Motorola Consumer Prods., Inc., Franklin Park, Ill.
Nordmende Sterling Long Island City, N. Y.
Olympic Radio & Television, Long Island City, N. Y.
Pearce-Simpson, Inc. Miami 35, Fla.
Philco Corp. Philadelphia, Pa.
RCA Sales Corp. Indianapolis, Ind.
Regency Electronics, Inc. Indianapolis, Ind.
Sampson Electronics Div. (Hitachi) .. Chicago, Ill.
Sony Corp. of America New York 36, N. Y.
Sylvania Electric Products, Inc. .. Batavia, N. Y.
Symphonic Electronics Corp. New York, N. Y.
Telefunken (American Elite) L. I. City, N. Y.
Utica Communications Corp. Chicago 18, Ill.
Westinghouse Electric Corp. Metuchen, N. J.
Zenith Radio Corp. Chicago, Ill.

Phonograph and Recorder Equipment Manufacturers

Alliance Mfg. Co. Alliance, Ohio
American Geloso Electronics .. New York 1, N. Y.
Arvin Industries, Inc. Columbus, Ind.
Astatic Corp., The Conneaut, Ohio
Audiola Corp. Brooklyn, N. Y.
Audiophones Corp. Beverly, Mass.
BSR (USA) Limited Orangeburg, N. Y.
Duotone Co., Inc. Keyport, N. J.
Dynavox Corp. Long Island City, N. Y.
Electro-Voice, Inc. Buchanan, Mich.
Euphonic Corp. Guaynabo, Puerto Rico
Fanon Electronic Industries, Inc. .. Newark, N. J.
Fidelitone, Inc. Chicago 26, Ill.
General Industries, Inc. Elyria, Ohio
Jensen Industries, Inc. Addison, Ill.
Jensen Manufacturing Division Chicago, Ill.
Major Electronics, Inc. Brooklyn, N. Y.
North American Philips Co. New York, N. Y.
Pilot Radio Corp. East Station, Yonkers, N. Y.
Qualitone Industries, Inc. Tuckahoe, N. Y.
RCA Sales Corp. Indianapolis, Ind.
Recoton Corp. New York, N. Y.
Riemer Co., Inc., David New York 1, N. Y.
Robins Industries, Inc. Flushing 56, N. Y.
Ronette, U. S. A., Inc. Valley Stream, N. Y.
Shure Brothers, Inc. Evanston, Ill.
Sonora Corp. of America New York 6, N. Y.
Sonotone Corp. Elmsford, N. Y.
Symphonic Electronic Corp. New York, N. Y.
Telephonic Dynamics Corp., North Bellmore, N. Y.
United Industries Corp. Brooklyn 32, N. Y.
Universal Woodcrafters, Inc. La Porte, Ind.
Telefunken (American Elite) L. I. City, N. Y.
Tele-tone Co., Inc. Mt. Vernon, N. Y.
The Turner Microphone Co. .. Cedar Rapids, Iowa
Vaco Industries, Inc. Yonkers, N. Y.
Waters-Conley Co. Chicago, Ill.
Webcor, Inc. Chicago 10, Ill.
Zenith Radio Corp. Chicago, Ill.

Table and Cabinet Manufacturers

Abel & Bach, Inc. Chetek, Wis.
Adler Mfg. Corp. Riverside, Pa.
Cabinet Industries, Inc. Danville, Pa.
Davis & Co., J. W. Dallas, Tex.
Gusdorf & Sons, Inc. St. Louis 17, Mo.
H. I. S. Industries Brooklyn, N. Y.
Jayell Mfg. Co. New York 56, N. Y.
Peerless Products Industries Chicago 51, Ill.
Snyder Mfg. Co. Philadelphia 40, Pa.
Universal of High Point High Point, N. C.

Radio-TV Parts Manufacturers

ATR Electronics, Inc. St. Paul, Minn.
Acoustone—Div. of Newcastle Brooklyn, N. Y.
Aerovox Corp. New Bedford, Mass.
Arco Electronics, Inc. Great Neck, N. Y.
Bud Radio, Inc. Willoughby, Ohio
Bussmann Mfg. Division St. Louis 7, Mo.
Calvert Electronics New York, N. Y.
Centralab Milwaukee 1, Wis.
Clarostat Mfg. Co. Dover, N. H.
Components Specialties, Inc. Merrick, N. Y.
Cornell-Dubilier Electronics Newark 1, N. J.
Cosmic Radio Corp. Bronx, N. Y.
Eby Sales Co. Jamaica, N. Y.
Game Industries Brooklyn, N. Y.
Gregory Amplifier Corp. Bronx, N. Y.
Griffiths Electronics, Inc. Linden, N. J.
Industrial Electronic Hardware Co., New York City
International Resistance Co. Philadelphia, Pa.
JFD Electronics Corp. Brooklyn, N. Y.
Jensen Manufacturing Division Chicago, Ill.
Keystone Electronics Corp. New York 13, N. Y.
Littelfuse, Inc. Des Plaines, Ill.
Loral Corp. Scarsdale, N. Y.
Mallory & Co., Inc., P. R. Indianapolis, Ind.
McGregor Electronics Ind., Inc. .. McGregor, Iowa
Mechanical Institute Boonton, N. J.
Memcor Components Div. Huntington, Ind.
Midland Int'l Corp. No. Kansas City, Mo.
National Tel-Tronics Corp. Yonkers, N. Y.
Oaktron Industries Monroe, Wis.
Oxford Transducer Co. Chicago, Ill.
Quam-Nichols Co. Chicago, Ill.
Radio Materials Corp. Chicago, Ill.
Raytheon Co. Lexington, Mass.
RCA Electronic Components and Devices
..... Harrison, N. J.
Resistor Wholesalers Corp. New York, N. Y.
Semitronics Corp. New York 13, N. Y.
Sprague Electric Co. North Adams, Mass.
Standard Kollsman Industries .. Melrose Park, Ill.
Superior Electronics Clifton, N. J.
Sylvania Electric Products, Inc. Warren, Pa.
Switchcraft, Inc. Chicago 30, Ill.
Triad Dist. Div., Litton Ind. Huntington, Ind.
Utah Electronics Corp. Huntington, Ind.
Vidaire Electronics Mfg. Co. Roosevelt, N. Y.
Volkert Stampings, Inc. Queens Village, N. Y.
Wendell Fabrics Corp. New York, N. Y.
Workman Electronic Products, Inc., Sarasota, Fla.
Ben Wolfe Radio & Electronic Corp. ... New York
Zenith Radio Corp. Chicago, Ill.

High Fidelity Equipment

Acoustone—Div. of Newcastle Brooklyn, N. Y.
Adler Mfg. Co. Riverside, Pa.
AMD Electronics Elizabeth, N. J.
Argos Products Co. Genoa, Ill.
Astatic Corp., The Conneaut, Ohio
Bogen Communications Division .. Paramus, N. J.
British Industries Corp. Westbury, N. Y.
BSR (USA) Limited Orangeburg, N. Y.
Davis & Co., J. W. Dallas, Tex.
Delmonico International Corp., Maspeth, L. I., N. Y.
EICO Electronic Instr. Co., Inc. ... Flushing, N. Y.
Euphonic Corp. Guaynabo, Puerto Rico
Jensen Manufacturing Division Chicago, Ill.
Mellotone, Inc. New York, N. Y.
RCA Sales Corp. Indianapolis, Ind.
RFS Industries Inc. Port Washington, N. Y.
Recoton Corp. Long Island City, N. Y.
Robins Industries Corp. Flushing 54, N. Y.
Ronette, U. S. A., Inc. Valley Stream, N. Y.
Sherwood Electronic Labs. Chicago, Ill.
Shure Brothers, Inc. Evanston, Ill.
Sonotone Corp. Elmsford, N. Y.
Superex Electronics Yonkers, N. Y.
Telefunken (American Elite) L. I. City, N. Y.
University Loudspeakers ... Oklahoma City, Okla.
Utah Electronics Corp. Huntington, Ind.
Zenith Radio Corp. Chicago, Ill.

Intercommunication Systems

Bogen Communications Division .. Paramus, N. J.
Fanon Electronic Indus. (MASCO), Newark, N. J.
Talk-A-Phone Co. Chicago 25, Ill.

Television Accessories, Antennas

Alliance Mfg. Co. Alliance, Ohio
Alpha Wire Corp. Elizabeth, N. J.
Antenna Specialists Co. Cleveland, Ohio
Antennacraft Co. Burlington, Iowa
B&K Mfg. Co., Div. of Dynascan Chicago, Ill.
Belden Mfg. Co. Chicago 44, Ill.
Birnbach Radio Co. New York 13, N. Y.
Blonder-Tongue Labs. Newark, N. J.
Brach Mfg. Co. Sayreville, N. J.
Channel Master Corp. Ellenville, N. Y.
Chemtronics, Inc. Brooklyn, N. Y.
Cornell-Dubilier Electronics Newark 1, N. J.
Daily Tube & Form Co. ... Montgomeryville, Pa.
Electronic Chemical Corp. Jersey City, N. J.
EICO Electronic Instr. Co., Inc. Flushing, N. Y.
E-Z Mobile Antenna Mount Algonac, Mich.
Finney Co., The Bedford, Ohio
G. C. Electronics Rockford, Ill.
Gavin Instruments, Inc. Somerville, N. J.
Injectorall Electronics Great Neck, N. Y.
International Wire & Cable Co. Chicago, Ill.
Jerrold Electronics Corp. Philadelphia, Pa.
Jersey Specialty Co. Wayne, N. J.
JFD Electronics Corp. Brooklyn, N. Y.
Kenwood Mfg. Co. Kenilworth, N. J.
Mercury Electronics Corp. Mineola, N. Y.
New-Tronics Corp. Cleveland 13, Ohio
On-Guard Corp. of America New York, N. Y.
Parker Metal Goods Co. Worcester, Mass.
Peerless Products Industries Chicago 51, Ill.
Precise Electronics & Development Co.
..... Div. of Designatronics, Mineola, N. Y.
Qualitone Industries, Inc. Tuckahoe, N. Y.
RCA Electronic Components and Devices
..... Harrison, N. J.
RCA Parts & Accessories Deptford, N. J.
Rego Industries Hoboken, N. J.
RMS Electronics New York, N. Y.
S & A Electronics Toledo, Ohio
Saxton Products Congers, N. Y.
Sencore, Inc. Addison, Ill.
Snyder Mfg. Co. Philadelphia, Pa.
Spirling Products Co. Hicksville, L. I., N. Y.
Superex Electronics Corp. Yonkers, N. Y.
TACO (Jerrold Electronics Corp.), Philadelphia, Pa.
Telco Electronics Mfg. Co. Rockford, Ill.
Tenna Corp. Warrensville Heights 28, Ohio
Vaco Products Co. Chicago, Ill.
Victor Elec. Wire & Cable Corp., W. Warwick, R. I.
Vidaire Electronics Mfg. Co. Roosevelt, N. Y.
Waldom Electronics, Inc. Chicago 32, Ill.
Wen Products, Inc. Chicago 31, Ill.
Winegard Co. Burlington, Iowa
Zenith Radio Corp. Chicago, Ill.

Television and Radio Tubes

Amperex Electronic Corp. Hicksville, N. Y.
Barry Electronics Corp. New York 12, N. Y.
Calvert Electronics New York, N. Y.
Delmonico International Corp., Maspeth, L. I., N. Y.
International Electronics Corp. (Mullard), N. Y. C.
Lewis and Kaufman Ltd. Elizabeth, N. J.
Metropolitan Supply Co. New York, N. Y.
Mytron Electronic Corp. Ozone Park, N. Y.
National Television Tube Co., Saddle Brook, N. J.
RCA Electronic Components and Devices
..... Harrison, N. J.
Raytheon Co. Lexington, Mass.
Sheldon Electronics Linden, N. J.
Sylvania Electric Products Inc., Seneca Falls, N. Y.
Telefunken (American Elite) L. I. City, N. Y.
Unity Electronics, Inc. Elizabeth, N. J.
Zenith Radio Corp. Chicago, Ill.

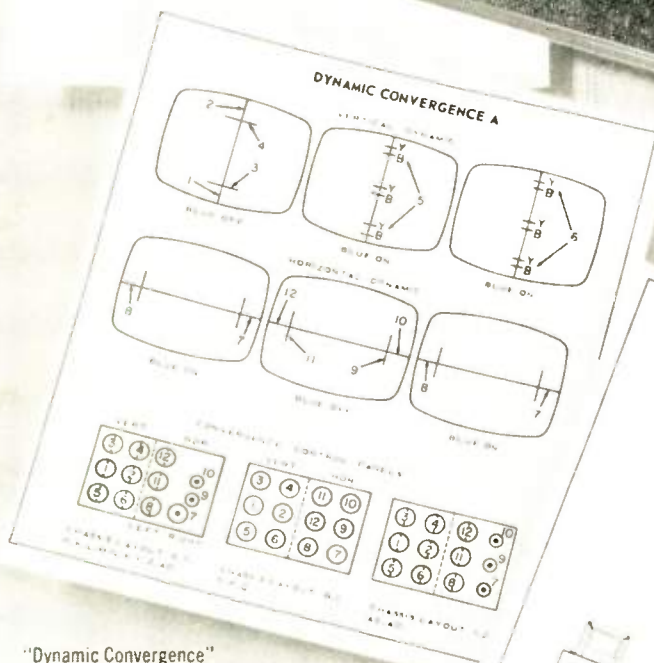
Semiconductor Products

RCA Electronic Components and Devices
..... Harrison, N. J.
Semitronics Corp. New York, N. Y.
Sprague Electric Co. North Adams, Mass.
Sylvania Electric Products, Inc. .. New York, N. Y.
Telefunken (American Elite) L. I. City, N. Y.
Tung-Sol Electric, Inc. Newark, N. J.
Vidaire Electronics Mfg. Co. Roosevelt, N. Y.
Workman Electronic Products, Inc., Sarasota, Fla.

Now in one handbook...the service information you need for 12 makes of color TV sets

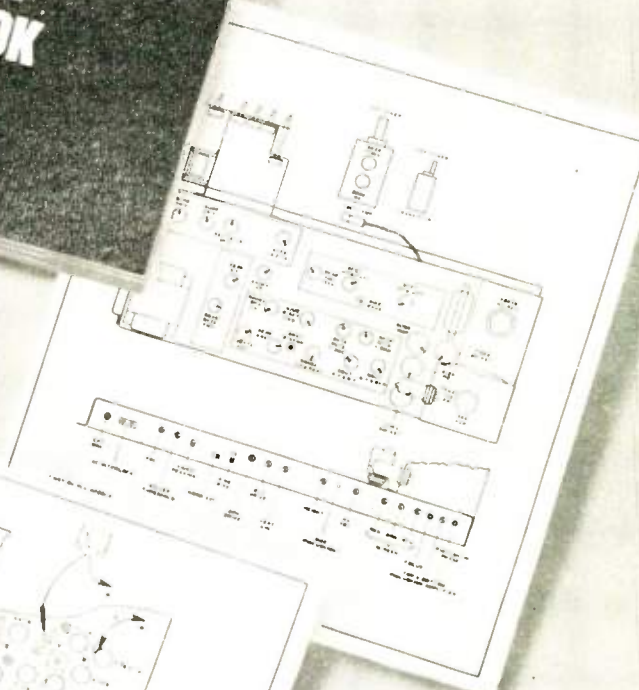
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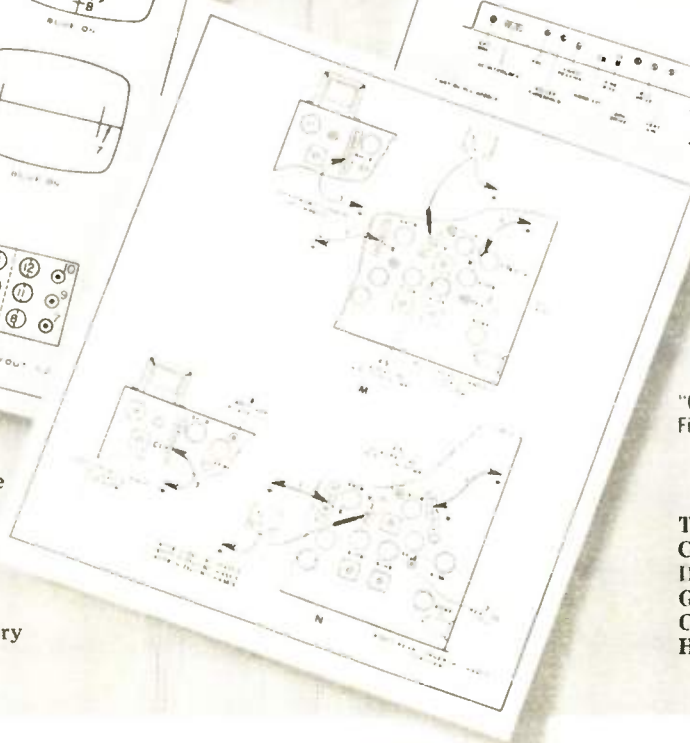


"Dynamic Convergence"

Just look up the chassis number of the set you are working on in the CHASSIS INDEX and you will be guided to the proper sections of the 140-page RCA Color TV Service Handbook. All the information is based on the manufacturer's own service notes. You'll want to carry a copy in your tube caddy on every color TV service call.



"Chassis Layouts"



"Color AFPC Field Adjustments"

TO KEEP UP WITH COLOR, SEE YOUR RCA DISTRIBUTOR ABOUT GETTING THE RCA COLOR TV SERVICE HANDBOOK (1A1553).

RCA ELECTRONIC COMPONENTS AND DEVICES, HARRISON, N. J.



The Most Trusted Name in Electronics

RCA's personal quality performance program aims for missile-type reliability in commercial receiving tubes. Under this program thousands of RCA people have pledged to strive for error-free performance so that when you replace with RCA receiving tubes you're sure of a satisfied customer.