

RADIO AND TELEVISION

ELECTRONIC NEWS

WEEKLY


NEW YORK, WEDNESDAY, FEBRUARY 26 1947



● RMR-219... Beautifully styled cabinet of finest selected and matched ribbon-striped mahogany. Gives "Clear As A Bell" reception for complete shortwave and standard band broadcasting. Variable tone control gives every possible tonal variation with a simple twist of the wrist. Fast action record changer plays twelve 10" or ten 12" records.

Leaders in beauty—champions of tone... the new SONORA radio phonograph combinations have a buy-compelling eye appeal topped only by the famous "Clear As A Bell" Tone that has made SONORA a leader in perfect tone reproduction for over 30 years. Watch for the dramatic national ads in eleven of America's major magazines that tell your customers of the tone brilliance of new SONORA models. And watch the increased consumer preference for SONORA in '47.



The choice
in '47 is
Sonora 
Clear as a Bell
with
"Clear as a Bell"
Tone

● RKR-215... Table model phono-radio with automatic Record Changer. Plays ten 12" or twelve 10" records. New low-pressure crystal pickup and long-life needle. Big dynamic speaker, no aerial or ground required. Cabinet of choicest walnut veneer, glamorously styled with handsome curved lid that adds a note of distinction.

Sonora 
Clear as a Bell

HOME ENTERTAINMENT AT ITS BEST

SONORA RADIO & TELEVISION CORP
325 North Hoyne Avenue • Chicago 12, Illinois

RADIOS • FM COMBINATIONS • TELEVISION SETS • RECORDS • PHONOGRAPHS • RECORDERS



COURAGE TO BREAK WITH THE PAST



Before undertaking his famous conquest of Mexico, Cortez gave orders that all the ships which had carried his expedition to the New World, be *destroyed by fire*.

Thus, by this act of unflinching courage, Cortez severed the last tie with homeland and a mode of living which he considered imperfect.

Such courage to break with the past quite often today finds expression in truly new designs, radical improvements in production and improved methods of merchandising.

As an outstanding example in radio, a great many of America's leading merchants point to the Detrola Radio organization. It is now a matter of record that innovations introduced in the manufacture and sale of Detrola-made products have helped Detrola customers establish new standards of value in home radio receivers, automatic record changers and electronic equipment.

DETROLA RADIO
DIVISION OF INTERNATIONAL DETROLA CORPORATION
DETROIT 9, MICHIGAN

Detrola Radio

Engineers to Hold Convention, Show In N. Y. March 3-6

I. R. E. HEADS EXPECT 7,000

Latest Fruits of Radio, Electronic Research to Be Exhibited —
Affair Is Set for Grand Central
Palace and Hotel Commodore.

An attendance of 7,000 engineers is expected at the 1947 Institute of Radio Engineers' national convention-show to be held March 3 to 6 at the Grand Central Palace and Hotel Commodore, New York. Some 160 manufacturers will exhibit the most recent fruits of radio and electronic research.

Exhibits will be staged at the Grand Central Palace and technical sessions will be held at both the Grand Central Palace and at the Commodore Hotel. Dr. Ernst Weber, chairman of the technical sessions, reports that 120 papers will be presented by some of the foremost engineers and scientists in the radio industry.

Dr. James E. Shepherd is chairman of the convention committee; Dorman D. Israel, vice president and director of engineering of the Emerson Radio & Phonograph Corp., is head of exhibits requirements for the convention and show, and Virgil M. Graham, of Sylvania Electric Products, Inc., is publicity chairman.

A "kick-off" luncheon will be staged

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PAUL FRIEDMAN DIES; FATHER OF OFFICIALS OF TRAV-LER RADIO

CHICAGO, ILL., Thursday—Funeral services were held here today for Paul Friedman, father of the four sons who are affiliated with the Trav-ler Radio Corp., of this city. The "dad" of the Friedman family was 64 years old and had been ill for some time. He was in California with his wife, Bella, when a heart attack proved fatal.

In addition to his wife, the deceased leaves two daughters, Mrs. Lillian Sloan and Mrs. Rose Wilson, and four sons, Louis, Ellis, Tully and Joseph, the latter being president of the Trav-ler Radio Corp.

Int'l Detrola Corp. Shows Big Profits

DETROIT, MICH., Monday—The International Detrola Corp. and subsidiaries, this city, reported for the quarter ended January 31 a net profit of \$816,403, or 68 cents a share. This compares with a profit of \$1,012,124, or 84 cents a share, for the entire fiscal year ended on October 31, 1946. C. Russell Feldmann, president, reported.

RMA BOARD SEEKS GAINS IN FM RADIO PRODUCTION

Industry Gives Green Light To Radio in Every Room Idea

RMA HEADS REPORT ON A VARIETY OF TRADE ACTIVITIES
Many Subjects Are Considered at Chicago Meeting of Association —
\$50,000 to Be Spent in Sales Promotion Campaign — Committee
Chairmen Reveal Activity on Many Industry Fronts.

CHICAGO, ILL., Thursday — The board of directors of the Radio Manufacturers Association at its meeting at the Stevens Hotel, here, this week, gave the green light to the launching of the \$50,000 RMA "Radio-in-Every-Room" sales promotion campaign and the employment of the Fred Eldean Organization, of New York, to handle the details of the merchandising program, under the direction of the association's advertising committee.

John S. Garceau, of Farnsworth Television & Radio Corp., gave a complete report of the activities of the advertising committee, which he heads.

The RMA board accepted by unanimous vote a report from Dr. W. R. G. Baker, vice president of the General Electric Co., and director of the RMA engineering department, on the appearances of special association committee chairmen before the FCC in opposition to the establishment at this time of commercial color television standards.

RMA President R. C. Cosgrove, of Crosley, reported on the initial meeting of the RMA-NAB liaison committee conference in Washington last week and declared it was highly successful in establishing a means of cooperation between the radio manufacturers and broadcasters.

A report in detail on the Federal Trade Commission's new interpretation of the Trade Practice Rules for the radio receiving set manufacturing industry was made by Bond Geddes, RMA executive vice president. The board decided to defer action in the matter.

Joseph Gerl, of Sonora, chairman of the RMA excise tax committee, reported on the activities of his committee in seeking elimination or reduction of the 10 per cent radio excise tax and stated

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Majestic Moves Offices To Elgin, Ill., Building

ELGIN, ILL., Monday—All departments of the general offices of the Majestic Radio & Television Corp. and Majestic Records, Inc. have been moved to the new Majestic administration building adjoining the plant in this city, it was announced today by Parker H. Ericksen, vice president. Offices formerly were in St. Charles.

E. B. Lucas Heads Sales at Air King

EXPERIENCED RADIO MAN

Will Formulate Company's Plans
to Meet Coming Buyers' Market, David H. Cogan Declares
— Served With Other Firms.

Eugene B. Lucas has been appointed sales manager of Air King radios, it was announced last week by David H. Cogan, president of Air King Products Co., Inc., Brooklyn, N. Y., division of the Hytron Radio & Electronic Corp.



Eugene B. Lucas

Mr. Lucas will operate through the concern's nation-wide distributor set-up. Prior to his advancement he was advertising and sales promotion manager.

In making his announcement, Mr. Cogan said that Mr. Lucas will formulate the company's plans to meet the coming buyers' market. Before joining Air King last April, Mr. Lucas was sales manager of the cabinet division of Plymold Corp., of Lawrence, Mass. He is well known in the radio industry, having served with such radio manufacturers as General Electric, Colonial and Bendix.

A native New Yorker, Mr. Lucas attended Columbia University.

To Issue Report On All Problems

L. F. HARDY, CHAIRMAN
RMA Action Taken in Response to Request of FM Association — Designed to Spur Radio Production.

CHICAGO, ILL., Thursday— In a move designed to step up the production of AM-FM radio sets, the board of directors of the Radio Manufacturers' Association, at its three-day conference in the Stevens Hotel, here, this week, authorized R. C. Cosgrove, president of the association and vice president of the Crosley Division, Aviation Corp., to appoint a special committee to canvass RMA set and transmitter manufacturers, prepare a factual report on FM output, both current and through 1947, and confer with the FM Association on FM production problems.

Larry F. Hardy, vice president in charge of the Home Set Division of the Philco Corp., was named chairman of the special committee. Other members are: Ben Abrams, president of Emerson Radio & Phonograph Corp.; H. C. Bonfig, vice president of Zenith Radio Corp.; E. A. Nicholas, president, Farn-

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Philco Video Set A "Top Secret"

The Philco Corp. is treating its new projection model television set with unusual secrecy.

It was revealed last week that the receiver has been moved from the Philco plant in Philadelphia to New York City, where it has been placed in the main vault of the Central Hanover Bank & Trust Co. It was photographed in New York early this week.

The receiver, claimed to have four times the brightness and greater picture contrast than other projection type sets, was shown briefly at the recent FCC color television hearings and demonstration at Princeton, N. J. A special policeman stood guard over it there and any one showing particular interest was shooed away.

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Optimistic View

This should be a year of sustained business activity, Frederick H. Ecker, chairman of the board of the Metropolitan Life Insurance Co., declared last week at a convention of his firm's field representatives.

Despite a slight drop in the new interest rate on investments last year, Mr. Ecker found reasons for a confident approach to the future. "Basic factors are favorable to a period of sustained business activity," he stated. "Year-end forecasts of economists pretty generally warn of a business recession for 1947. We may talk ourselves into one, but the unanimity of view among the business prophets is probably the best reason for expecting a good year in 1947."

This statement comes as welcome relief from some of the pessimistic views expounded by many a self-appointed business soothsayer. Many have predicted for the coming months a slight recession in trade, although most of them were careful to point out that activity in the hard goods fields — especially radio, appliances and other allied durable goods industries — would continue on a sound basis throughout the year because of the large pent-up demand for such products.

As Mr. Ecker pointed out, "we may talk ourselves into a business recession, but the unanimity of view among the business prophets is probably the best reason for expecting a good year in 1947." In other words, Mr. Ecker does not think much of the opinions of our self-appointed experts. It should be remembered that it was these same self-appointed prophets who forecast shortly after V-J Day that "apple sellers would shortly

appear on the streets of the nation's cities" and that "early in 1946 there would be upwards of 7,000,000 unemployed in this country."

Well, the prophets turned out to be dead wrong, as is usually the case. Instead of a depression in 1946, this nation enjoyed its greatest year of peacetime production; earnings were substantial in most cases; sales were the highest of any peacetime year; savings were far greater than ever before and there was a general shortage of labor in most fields.

As top executive of the nation's largest financial institution, it appears much wiser to support his opinions than those of economic theorists who, in the most part, have little practical knowledge to support their predictions.

A Potent Force

The advertising and merchandising philosophy of the Richman Brothers Co., men's clothing retailer-manufacturer, was described in detail recently by H. P. Scharf, advertising manager of the firm. So pointed were his remarks that they are well worth consideration by executives in the radio industry.

"At long last, the mystery and misunderstanding that have shrouded it in the past are clearing up, and advertising is being recognized for what it is — not an indulgence in the vanity of seeing one's name in print — not an instrument with which to raise prices or foster monopolies, but a business tool which makes possible mass production and mass employment through the creation of mass markets," Mr. Scharf declared.

"As to our advertising," he continued, "our policy, first and foremost, is to tell the truth—in simple, sincere language. We take the long-range view, and devote more space to promoting and preserving the confidence of our customers than to selling merchandise.

"As a rule, our copy is short and pointed. But our policy in that respect is not dogmatic. Like Lincoln's pants, we believe copy should be as long as necessary to cover the subject. We believe advertising should be newsy and informative, and we point our ads to the events and conditions of the times. We believe in the effectiveness of white space, and use plenty of it.

"From an experience of fifty years in advertising, Richman Brothers can testify that next to having a good product and pricing it fairly, the most essential requisite to success in advertising is sticking everlastingly to it. In fact, I'll go so far as to say that unless a merchant or a manufacturer makes up his mind that advertising is an integral part of his business — like fixtures, machinery, materials, rent, light, heat, wages — yes, like the very product itself — it were wiser if he never advertised at all.

"If we have learned anything at all in recent years, it is that advertising is an essential instrument of modern business. Adver-

tising increases volume of trade, and thereby reduces rather than raises prices. Advertising builds confidence and good-will, and is a safeguard against unfair competition. It is high time that people realized that advertising plays a big part in making possible the social good of mass production, by creating mass markets — and it is mass markets in turn, that give jobs to millions in factories, stores, transportation and services.

"Advertising promotes higher standards in merchandise and merchandising by identifying the maker and distributor, and by inculcating a sense of responsibility to the buying public. In short, advertising — properly used — is a force for the general good. It is the duty of all business and all who are connected with advertising to encourage its correct and proper use and discourage its abuse."

Mr. Scharf's ideas are applicable to all industry. In fact, they read as if they might have come right from a textbook on the whys and wherefores of advertising.

Some Sales Soar

Despite the fact that complaints are being heard in many circles regarding a slackening of sales in radio and other lines, some organizations are doing at the present time a volume of business that makes their pre-war sales appear picayune.

Some radio and appliance distributors — who are blessed with a set-up of outstanding lines — are currently enjoying as much as three times the dollar volume which they did in 1941. Furthermore, their factory shipments do not even come close to supplying the demands of their dealers. However, it should be noted that these distributors are now operating at a gross profit averaging around 12 per cent as against a 16 per cent margin enjoyed before the war. On this basis, they require a substantially greater volume if they are to wind up with profits approaching or exceeding pre-war levels.

But the astonishing part of their operations is the seemingly unending demand from retailers of all types for the standard brand quality merchandise of every description — radios, appliances, records, etc.

It is no secret that many dealers throughout the country are disposing of their inventories of off-brand merchandise and not re-ordering. Instead, they are handling only the branded lines. Under these conditions, off-brand manufacturers will either have to turn out a better product or else sell their goods at prices which will induce consumer buying strictly on a price basis. In other words, some of the manufacturers will find it tougher and tougher to break into the market in competition with more widely-advertised brands.

And, reverting to the subject of soaring distributor sales, it should also be noted that these wholesalers are not achieving this volume without intense merchandising and promotional support. As a matter of fact, these jobbers acquired their lines and built up their business through such aggressive efforts.

CONSOLE PHONO-RADIO WITH MANY FEATURES ADDED TO SONORA LINE

CHICAGO, ILL., Friday—A new AC superheterodyne console phono-radio combination has just been announced



New Sonora Combination

by Sonora Radio & Television Corp., this city. Officials of the firm point out that a number of features have been incorporated into this instrument.

This Model RMR-218 has a dynamic speaker, variable tone control, automatic volume control, new type extra-sensitive built-in loop requiring no aerial or ground and an unusually styled quick-reading dial.

The phonograph includes an automatic record changer with new low-pressure crystal pickup and long-life needle; plays twelve 10" or ten 12" records in a single loading. The cabinet is of finely figured selected mahogany and the amber finish reflects old-world influence. Two record storage compartments are built into the cabinet. Eight tubes are employed. This instrument lists at \$235, including Federal tax.

Garrard Mountjoy Joins Stromberg-Carlson Co.

ROCHESTER, N. Y., Friday—Garrard Mountjoy, who resigned recently as president of the Electronic Corp. of America, Brooklyn, N. Y., has joined the Stromberg-Carlson Co. engineering department here, it was revealed this week.

A veteran in radio engineering, Mr. Mountjoy was also formerly associated with Lear, Inc., Sparks-Withington Co., and the RCA License Bureau.

Barney Krich a Father Of Six-Pound Daughter

NEWARK, N. J., Friday—Barney G. Krich, secretary of Krich-Radisco, Inc., this city, distributor of RCA Victor products, Norge appliances, Bendix automatic laundry and other lines, became the father of a six-pound baby girl last Saturday in the Mountainside Hospital, Montclair. The girl has been named Barrie Lyn.

This is the first addition to the Krich family.

RCA VICTOR PRESENTS TELEVISION RECEIVERS IN LOS ANGELES AREA

TOP EXECUTIVES ON HAND

Initial Dealer Deliveries on West Coast Planned for Early March — J. B. Elliott, H. G. Baker and Dan Halpin Attend Showings.

CAMDEN, N. J., Friday—RCA Victor this week completed plans which will make it the first to enter the television set market in the Los Angeles area with substantial quantities of receivers. it was revealed here today.

Following the pattern worked out and successfully executed when RCA Victor introduced its television home receivers most recently in St. Louis and previously in Detroit, Washington and elsewhere, the company will open its campaign with a series of dealer meetings on February 26-27 at the Ambassador Hotel in Los Angeles. The meetings are being held in co-operation with Leo J. Meyberg Co., RCA Victor home instrument distributor in the area.

This will be followed by installation of sample receivers in franchised dealer stores and then by the observance of T (for Television) Day in Los Angeles, when the receivers will be made available to the public. This is expected to take place early in March. RCA Victor is planning to send several carloads of its table model receivers.

As at previous dealer meetings, RCA Victor will unveil its initial group of four television receivers, consisting of two table models, a direct-view console model with AM-FM radio reception, a short wave radio and record player, and a large-screen projection-type console which also includes standard broadcast, FM and short wave radio.

RCA Victor Division representatives who will attend the dealer meetings include J. B. Elliott, vice president in charge of the Home Instrument Department; H. G. Baker, general sales manager; Dan Halpin, manager of television receiver sales, and J. C. Marden, promotion manager. Hal Maag, West Coast region manager for RCA Victor, is co-ordinating the entire program.

John L. Abbott Joins North American Philips

John L. Abbott has joined the North American Philips Co., Inc., at 100 West Forty-second street, New York, as application engineer in the Industrial X-ray Division.

Mr. Abbott was born in Fairfield, Idaho, and was graduated from the Colorado School of Mines in 1941. He was employed by Wright Aeronautical Corp. from 1941 to 1946 as senior metallurgist. Mr. Abbott holds the professional degree of Engineer of Metallurgy, and is a member of the American Society for Metals.

It is not only smart to be thrifty—it's also good business. Advertise in the RADIO and Television WEEKLY.

Olympic Executive . .



ELECTION of Morris Sobin as vice president and treasurer of Olympic Radio & Television, Inc., Long Island City, N. Y., was announced here by A. A. Juviler, firm president. Mr. Sobin joined the Olympic concern in December 1942 as a director. The full story on his election was carried in the February 19th issue of RADIO and Television WEEKLY.

CHARLEY GOLENPAUL IS BOSTON NEDA SPEAKER

BOSTON, MASS., Friday—Charley Golenpaul, jobber sales manager of the Aerovox Corp., New Bedford, Mass., addressed the Boston Chapter of the National Electronic Distributors Association at a meeting last Monday at the Box & Hounds Club, here. His subject was "Where Do We Go From Here?"

Among those present at the meeting were: Michael Scott, of Radio-Wire-Television, Inc., president of the chapter; Al Cramer, of Hatry & Young, chapter treasurer; Joe Peyser, also of Hatry & Young; Lew Scott, Melrose Sales Co., chapter secretary; Carl and Evans, and Norm Chapman, Evans Radio, Concord, N. H.; Henri Jappe, Arthur W. Mayer, Marcy Hall and Ed Fogg, all of the A. W. Mayer Co.; Edgar Ross, Flint Radio Co., Fall River, Mass.; Nat Gerber, Gerber Radio Supply Co.

Also, John Manoog, Radio Electronic Sales Co., Worcester; Dave Dean, of David B. Dean & Co., Taunton; Carl Coffin, Radio Supply Co., Auburn, Maine; Sam and Al Joseph, Radio Maintenance Supply Co., Worcester, and Milton Deutschmann, of the Radio Sack Corp.

Raytheon Reports Net Of \$1,149,440 in 6 Mos.

NEWTON, MASS., Thursday—The Raytheon Mfg. Co., this city, reported for the six months ended November 30 a net income of \$1,149,440, compared with a profit of \$1,382,150 in the corresponding period of the previous fiscal year.

EMERSON DROPS PRICE ON ITS PORTABLE SET FROM \$49.95 TO \$39.95

B. ABRAMS EXPLAINS MOVE

Seven-Tube Model Best Seller in Firm's Portable Line — Hopes to Widen Consumer Market and Gain the Benefit of Reductions Through Mass Production.

The Emerson Radio and Phonograph Corp. last week announced a price cut from \$49.95 to \$39.95 on one of its most popular portable radio models. According to Benjamin Abrams, president of Emerson Radio, his company's expectations in reducing the price are that, by thus further widening the consumer market and immediately stepping up production to a point where suppliers of raw materials and components will be warranted in quoting lower bids as a result of manufacturing and overhead economies on their own volume, it will be possible to maintain the new low figure.

The model selected by Emerson Radio for the experiment is now the fastest selling item in the company's portable radio line, the demand for which is considerably greater than its present rate of production—a super powered set which employs seven tubes and three-gang condenser, with all the new 1947 design and operating features.

Mr. Abrams said that he saw little hope of much lower prices for quality radio merchandise for some time to come, except through economies effected by mass production of raw materials and components and greater efficiency in fabrication and assembly. "Wage scales," Mr. Abrams declared, "have been on the upgrade, but production has not always kept pace with such rises. We are matching and, in some instances, exceeding the employe pay of other radio manufacturers, and, to that extent, our costs are fixed. Therefore, if we are to lower the prices of our products to the consumer, we must look elsewhere for economies in production and distribution. The price reduction in this instance is predicated

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Len Truesdell Is Feted By Bendix Associates

BALTIMORE, MD., Friday—Leonard C. Truesdell, who resigned last week as general sales manager of the Bendix Radio and Television Division, was tendered a farewell dinner last week by his associates at Bendix. The affair was held at the Belvedere Sheraton Hotel, here.

The retiring sales executive was presented a set of resolutions embellished in gold. Jack Dalton, who succeeds Mr. Truesdell as general sales manager, served as toastmaster. W. P. Hilliard, general manager of the Radio Division, Bendix Aviation Corp., was present at the party.

REFRIGERATOR SUPPLY NEAR DEMAND, BOSTON DISTRIBUTORS CLAIM

FOR FIRST TIME IN YEARS

Other Household Appliances Now
in Better Supply — Officials of
General Electric Are Visitors.

BOSTON, MASS., Monday—For the first time since pre-war days, retailers are putting signs on their windows reading, "Electric Refrigerators for Immediate Delivery!". Checking with a typical suburban retailer, Reynold Currier, of Currier Radio Co., Lexington, he reports that while he has just received a small shipment of Monitor refrigerators, he is still unable to get enough of the other makes to have any left over after filling orders on hand.

Dealers also seem well stocked with electric irons of nationally advertised makes. While a newcomer, the General Mills electric iron is taking its place among other top-grade irons and indications are that it will stay there, being well designed, attractively packaged, and with several good sales features.

An effective sales promotion is now going on with the new Howard chairside radio phonograph, which is attractively styled, and unusually good acoustically, and most important right now, attractively priced. The distributor, Louis M. Herman Co. of Boylston street, has listed in the newspaper advertisement as dealers, almost all the names of influential radio dealers indicating effective point-of-sale contact as well.

The general attitude of radio dealers is that they are purchasing agents for the public, rather than employees of the factory and its associated distribution system, and as such they scrutinize the intrinsic value of the model and take under consideration for purchase. It is on this basis, they say, that they can continue buying stock, knowing that they can keep it through a period of slow selling, should it develop, and free from a loss of value through a markdown in price.

We have recently mentioned that dealers would like to see radios with female electric outlets in the chassis, rather than cords and plugs, as well as additional outlets for nearby lamps, record players, clocks, etc.

The Alden Products Co. of 117 N. Main Street, Brockton, Mass. has also recognized this trend, and has developed and is marketing a new No. 4029ACE female chassis outlet at a low price, based on huge volume production and wide acceptance. Here is an item that every electronics designer should have in his sample box. Alden also has an associated line of similar stock items, as well as a unique production line plan which combines flexibility with low cost.

Jim Dolan, of the General Electric Supply Co. on Stuart street, reports that a recent visitor from the General Electric factory in Bridgeport, Conn., was E. Patrick Toal, sales manager for the receiver division, Electronics Department, who spent two days here discussing radio sales technique, and predicted good deliveries during the first half of 1947.

The already popular radio-clock model No. 50 now selling in the mottled brown plastics cabinet will be supplemented soon with similar models in ivory, ebony and in two-tone ivory and red. Radios in wooden cabinets are nearly ready to market, awaiting only the cabinets which, according to G.E.

Survey Shows Big Combination Demand; To Pay \$194 for Console, \$89 Table Types

The American public will purchase far more combination radio-phonograph sets than ordinary radios this year, according to results of a survey just completed by Collier's Weekly.

About seven of every ten sets purchased will be combination radio-phonographs and most of these will be console models, the study revealed. In fact, console radio-phonographs will make up about 50 per cent of all set purchases. The report is based on replies to questionnaires sent to a carefully apportioned cross-section of the publication's subscribers.

Nearly half of Collier's families—actually, 47.9 per cent—plan to buy a new radio set during 1947, the survey reveals, and of this number 49.3 per cent plan to buy combination radio-phonograph consoles. Another 19 per cent say they are going to buy combination radio-phonograph table models. Another 23.7 per cent said they will buy table sets and 5.7 per cent portables.

"This trend toward owning the larger and more expensive console sets can be attributed to the ever-increasing desire of the public to have recorded music in the home," the survey reports.

The report shows that the prospective set purchasers expect to pay a medium price of \$194 for a console radio-phonograph and \$89 for a table radio-phonograph.

"Although 55 per cent of Collier's families have decided on the makes of radios they'll buy, the market is wide

quality standards, must be of seasoned woods and finished externally to match the design standards of the interior assembly on the chassis.

The Eastern Co. of Cambridge has received a stock of the new RCA Inter-Com Systems at under \$50 retail. It's a three unit job with two desk units containing mike speakers and push-to-talk buttons in attractive bakelite case, and a separate three-tube amplifier, complete with connecting wire. It is so simple in operation and installation that it is a "package unit" sales item of wide usage, in the home, in business, and industrially. Additional desk units are available at a modest price. Usable over half mile distances, it's also splendid for farm use.

—FRANK PRAY.

H. H. SILLIMAN NAMED TO NEW BENDIX POST

BALTIMORE, MD., Monday—Horace H. Silliman, New England district manager of the Bendix Radio Division, Bendix Aviation Corp., has been appointed manager of distribution for the company, it was learned here today.

In his new post, Mr. Silliman succeeds J. T. "Jack" Dalton, who has been advanced to the position of general sales manager for Bendix radio. Mr. Silliman has been active in radio for many years. He was formerly associated with the United American Bosch Corp., erstwhile radio set manufacturer in Springfield, Mass.

open for establishing brand preferences in the minds of the remaining 45 per cent," the survey reports. "These families are not yet sold on any one specific brand and offer an open field ahead for aggressive radio manufacturers."

Frequency modulation is reported to be gaining "widespread acceptance." Nearly four out of every ten Collier's families (38.5 per cent) are interested in having FM sets. On the other hand, the survey shows that precisely one-third of the questionnaire respondents do not know what FM means. This is said to show the need for a continuous education program.

The survey reports that four of every five wanting an FM set are willing to pay more for such a set. They indicated that they expect the cost on an average would be about \$30 more than for an ordinary set.

There is also a substantial market for television sets "providing telecast facilities are made available in the near future." About one-sixth of the families plan to buy such sets when the facilities are available, but the survey shows that three-fourths visualize a television receiver in combination with radio receivers.

The survey shows that 32.7 per cent of all Collier's families plan to buy one or more phonographs during 1947. "To many of the readers (24.4 per cent) this means first-time phonograph buying," the survey reports. "To record manufacturers this in turn will mean the creation of greater demands."

CORDINER OPTIMISTIC OVER PRODUCTION OF ELECTRIC APPLIANCES

WASHINGTON, D. C., Monday—Ralph H. Cordiner, vice president of the General Electric Co., told the American Retail Federation here today that there is very prospect that his company would produce more radios, refrigerators, ranges, home freezers and washers this year than it did in 1941.

The General Electric executive added that a year of "unrestricted production" would probably mean lower retail prices in 1948, but pointed out that prices of electrical appliances had not kept pace with the rising cost of living. Price reductions, therefore, might not be so marked in this field as in others.

Mr. Cordiner said the electrical appliance industry expected to produce in 1947 between 3,000,000 and 4,200,000 refrigerators; 825,000 electric ranges, 700,000 home freezers and between 2,500,000 and 4,000,000 washers.

L. C. McCarthy Elected To Electronic Lab. Board

INDIANAPOLIS, IND., Monday—L. C. McCarthy, of Chicago, has been elected to the board of directors of Electronic Laboratories, Inc., this city.

FIRST FM SET MODELS ANNOUNCED TO TRADE BY STEWART-WARNER

4 TABLE RADIOS INCLUDED

One Console Combination FM-AM
Instrument Is in Line — New
'Air Pal' Midget and Console
Chairside Also Added.

CHICAGO, ILL., Saturday — First production of Stewart-Warner radio sets affording FM reception, with sets scheduled for delivery to purchasers by dealers in April, was announced today by F. A. Hiter, senior vice president in charge of the radio division of Stewart-Warner Corp., this city.

Four table model FM-AM sets, in plastic cabinets and wood cabinets, and two console type FM-AM radio-phonograph combinations, comprise the initial Stewart-Warner FM production. Announced at the same time were three models of a completely new AM midget set, the "Air Pal," for immediate delivery, and the "Consolette," chairside or table model AC radio-phonograph combination, in two models. An AM set, it is for March delivery.

One new console FM-AM combination is available with an intermix record changer, which accommodates ten and twelve-inch records simultaneously. The other FM-AM combination has a standard changer, a straight panel and one compartment. On both sets, the AM covers 540-1600 kc., and the FM band 88-108 mc., as finally approved by the FCC. There are six push buttons plus manual tuning and eight tubes plus rectifier. Both sets are for AC operation.

The midget "Air Pal," in ivory, brown or ebony plastic, is an AC-DC miniature set weighing but three and a quarter pounds. It has four miniature tubes plus rectifier, and has vernier planetary drive for accurate, easy tuning.

The table model FM-AM sets are in wood or plastic cabinets, the former in walnut or desert-tan and the latter in mahogany or ivory. There are seven tubes plus selenium-type dry rectifier.

The new, 1947 models of the "Consolette," an AC radio-phonograph combination which becomes a table model combination when the four accessory legs are removed, also were announced.

ROBERT LAMAR NAMED TO SYLVANIA AD STAFF

The appointment of Robert E. Lamar to the advertising staff of the Radio Tube Division of Sylvania Electric Products, Inc. was announced yesterday by Henry C. L. Johnson, advertising manager. He was formerly an editor of company publications in the industrial relations department.

From April, 1941 until early last year he served in the Army where he was editor of the Army newspaper at Aberdeen Proving Ground for three years. Later he was a member of the editorial staff of Firepower, the Ordnanceman's Journal, published at the offices of the Chief of Ordnance, Washington, D.C.

THE TRAVELER

T. A. O'Loughlin, president of the Philco distributing organization in Newark, N. J. bearing his name, is vacationing in Florida.

P. R. Dawson, renewal sales manager of the Tung-Sol Lamp Works, Inc., Newark, N. J., is attending an automotive trade exhibit in Texas.

Louis Grossberg, head of the Milo Radio and Electronics Corp., national distributor of radio and electronic equipment, writes from Palm Beach, Fla., that he is enjoying his vacation despite a few days of inclement weather.

D. W. May, head of the New York distributing firm bearing his name returned to his offices last week following a visit to the Farnsworth headquarters in Ft. Wayne, Ind. He was accompanied by Sam Hammer, of the May organization.

Harold Karlsruher, well known official of the Emerson radio organization, returned to the New York headquarters last week following a Florida vacation, on which he was accompanied by Mrs. Karlsruher. He plans to make a tour of the eastern markets soon.

Hank Levin, of the Seaboard-Ronley Corp., is on his way back to New York following a vacation in Mexico which he spent with Mrs. Levin. Jack Aron, president of the company, returned last week from a tour of the midwestern trade.

The Bill Hendricksons, Jr. and Sr., New England representatives for the National Union Radio Corp. and other lines, are visiting in the metropolitan New York area this week.

Lee Maynard, St. Louis manufacturers representative, is expected in New York next week.

Harold F. Cook, advertising manager of the Tung-Sol Lamp Works, Inc., Newark, N. J., is back at his desk following an out-of-town trip.

John Maynard, of Dallas, Tex., manufacturers representative, will be in New York next week for the I.R.E. convention and show.

Dave Housman, president of Automatic Radio Mfg. Co. of Boston, Mass., spent a well-earned vacation in Florida the early part of February. He was accompanied by Fred Altschul, vice president, and Sol Sherman, factory representative in the metropolitan area.

Fred Kahn, New York radio manufacturing executive, is having a grand time fishing off Key West, Fla. One of his catches, a Cero mackerel, is still first in the current tournament.

Morris F. Taylor, manufacturers representative, with headquarters in Silver Spring, Md., is planning on a visit to New York next week.

JOBBER, RETAILERS IN DETROIT PAINTING ROSY SALES PICTURE

MOST LINES SELLING WELL

Particularly Console Models for Which Demand Is Big — Philco Suffers Fire Loss.

DETROIT, MICH., Monday—In a report on business conditions in Detroit among radio dealers the consensus seems that business is, in general, picking up. One of the dealers contacted, Dan O'Conner, head of radios at J. L. Hudson Co., stated that buyers' preferences were still toward larger console combination and that table combinations and table model radios were selling slowly. The only table models which show any signs of moving rapidly are the really low priced sets and these are very difficult to procure.

In the distribution picture the business is painted very brightly by Lew Ingram, president of the Ingram Distributing Co. The Ingram Co., one of the oldest firms in the State, is the distributor for Motorola radios. Mr. Ingram stated that business was excellent and that volume had remained steady throughout the months of January and February. He was confident that dealers would soon see a rise in sales and as soon as merchandise begins to roll in larger quantities, sales records will soon surpass all existing figures. Charles Held, owner of the distributing firm which bears his name, was also optimistic about sales. Mr. Held is distributor for Wilcox Gay "Recordio" and claims that although shipments have been somewhat improved lately, he would have no difficulty in disposing of many more radios than his quota called for.

Fire destroyed the showrooms and offices of the Philco Distributing Co., this city, Saturday, February 15 with a large loss. Fortunately, stocks of Philco radios and refrigerators were not carried at the showrooms and damage was confined mainly to the Columbia record stock, for which Philco Distributors is the local wholesaler.

In a quick move designed to prevent any dealers stocks from getting too low, Philco Distributing has rented temporary warehouse space at a Central Detroit Warehouse for the Columbia records and shipments were made from this point.

The grand opening of Philco's showroom was held only a few weeks ago, and the now devastated offices were considered among the finest in the country.

In contrast to the above, a grand opening was held this week by Pan American Distributing Co. To inaugurate its new place of business, officials of the company had "Illinois Jacquet" one of the artists on Aladdin records in on a personal appearance and many dealers were there to greet him and examine the well appointed showrooms.

—LON ALLISON.

JOBBER PAY VISIT TO ZENITH HEADQUARTERS

CHICAGO, ILL., Friday—Recent visitors at the Zenith Radio Corp. plant here were Leo Maxwell and Cy Faught, of the Leo Maxwell Co., distributor at Oklahoma City, Okla., and R. E. McCarthy, of the A. A. Schneiderhahn Co., wholesaler in Des Moines, Iowa.

Trav-ler Radio Corp. Is Featuring Four Outstanding Models in Its New 1947 Line

CHICAGO, ILL., Saturday — The Trav-ler Radio Corp., of this city, has embarked upon a full scale campaign to merchandise its 1947 line of radios and radio phonographs, it was revealed here this week.

Featured in the 1947 line are Model 5031, shown here, a four-tube radio phonograph table model with a five-inch Alnico PM speaker, continental type dial and plastic grille, self-starting motor, light weight crystal pick-up and simulated leather-covered cabinet.

Model 5030 is practically the same as the Model 5031 except that it is a bit smaller and does not have a matching lid.

Model 5006, shown here, is a five-tube AC-DC table model housed in a completely enclosed plastic cabinet with novel "finger roll" tuning and Alnico 5 PM speaker.

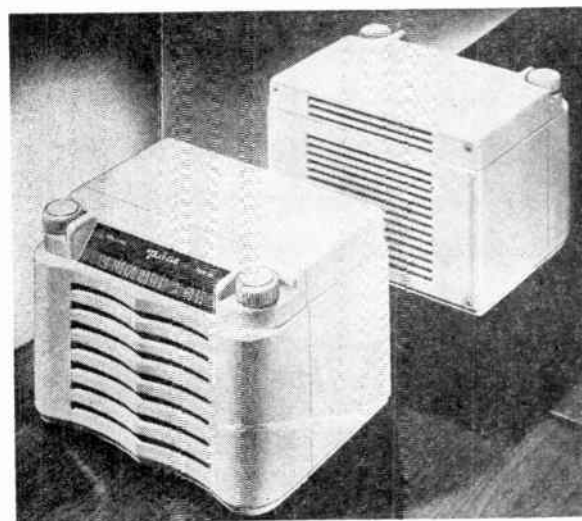
Model 7010 is a portable electronic phonograph with a simulated alligator or rawhide covering, and has a built-in power amplifier and over-sized six-inch Alnico PM speaker.

The Trav-ler firm, with plants located at Orleans and Bedford, Ind., is currently in full production on the aforementioned four models. Joe Friedman, president of the firm, explained that the modern Orleans plant is bearing the brunt of the production on these new models.

An announcement will be forthcoming concerning additional models in the 1947 line, it was disclosed.



Trav-ler Model 5031



Trav-ler Model 5006

L. B. Calamaras Making Tour of South, Southwest; To Attend NEDA Meetings

CHICAGO, ILL., Thursday — L. B. Calamaras, executive secretary of the National Electronic Distributors Association, left here this week for a tour of the Southwestern and Southern states.

During his trip, he will attend chapter meetings at San Antonio for all distributors in the Southwest area; in New Orleans for jobbers from Louisiana, Alabama and Arkansas; and in Orlando, Fla. for distributors in the Southeast section. Local and national problems, as well as matters concerning the forthcoming Radio Parts Show in May will be discussed in details at these meetings.

The Breakfast Club program, with Don McNeil, will be broadcast on a nationwide hookup from the NEDA Day breakfast to be held on May 12 in conjunction with the Radio Parts Show. The breakfast will be attended by NEDA members and their guests, members of the RMA, Sales Managers' Club and the Electronics Parts and Equipment Managers. It will be staged in the Stevens Hotel grand ballroom.

SENTINEL TO PRODUCE MINIATURE PORTABLE

EVANSTON, ILL., Saturday — The Sentinel Radio Corp., this city, has announced plans to start production at once on a miniature radio set measuring 4 inches in height, 4 inches in depth and 8 inches in width. A production figure of 100,000 units has been set for this year and company's distributors have been advised that they will receive shipments as quickly as they come off the production line.

The set is a three-way AC-DC and battery instrument, and will be available in a variety of two-tone colors. It will be priced under \$50.

Ernest Alschuler, president of Sentinel, declared that this "Treasure Chest" model is the tiniest radio yet offered to the trade. The company declared that more than twenty years of research, experimentation and laboratory work have been spent in developing the product.

Paul R. Krich, executive vice president of Krich-Radisco, Inc., Newark, N. J., distributor of RCA Victor and other lines, left last Saturday for a month's stay in Hollywood and Palm Springs, Calif. and Las Vegas, Nev.

WALTER WEISS HEADS QUALITY CONTROL FOR SYLVANIA RADIO TUBES

WITH COMPANY SINCE 1941

He Introduced Statistical Quality Control Methods in Meeting the Concern's Urgent Wartime Demand for Radio Tubes.

EMPORIUM, PA., Thursday — The appointment of Walter A. Weiss as supervisor of quality control for the Radio Tube Division of Sylvania Electric Products, Inc., was announced here this



Walter A. Weiss

week by H. W. Zimmer, vice president in charge of the Radio Tube Division.

Mr. Weiss will assume responsibility for the formulation and execution of quality control policy and the co-ordination of quality control activities in all plants of the Radio Tube Division, making his headquarters at the Emporium factory.

He joined the company in July, 1941, as a student engineer, later serving as a test equipment engineer. In September, 1942, he was appointed supervisor of quality control for the Emporium plant. As supervisor he introduced statistical quality control methods important in meeting the company's unusual and urgent wartime demand for radio tubes.

A senior member of the Institute of Radio Engineers; associate member of the American Institute of Electrical Engineers and a member of the Society of Quality Control Engineers; the Emporium Men's Club and the Sylvania Foremen's Club, he holds a B. S. degree in Electrical Engineering from Pennsylvania State College.

U. S. Radio Supply New Hytron Tube Distributor

CHICAGO, ILL., Friday—U. S. Radio Supply, of 5116 S. Harper avenue, this city, has been appointed distributor in this area for Hytron tubes, made by Hytron Radio & Electronics Corp., this city, it was announced this week.

Bronx Radio-Appliance Dealers Organize; Will Aim to Promote Good Will in Trade

Formation of the Bronx Radio and Appliance Dealers, Inc., has been announced by its newly elected president, Morris Freeman, of the Creston Radio Co.

The organization, incorporated recently, has as its main purpose the maintenance of 100 per cent cooperation among dealers, distributors and manufacturers. This dealer group will also endeavor to keep its own house clean and promote goodwill for the benefit of the radio and appliance industry in this section of the city, Mr. Freeman stated.

Mr. Freeman related that although he had been in the radio and appliance retail business for twenty years, and many of the members of the association

are also veterans in that field, there were many old time Bronx retailers at the organization's first meeting who were not acquainted with one another.

At the association's most recent meeting, the following officers were elected: President, Mr. Freeman; Vice presidents, G. Sokoloff, Concourse Music; Dave Wilf, Armory Radio; Treasurer, E. Modell, Modell of Fordham; Secretary, H. Tanfield, Pioneer Radio; Sergeant at Arms, Mr. Sosenko, Harrison Radio.

The executive board consists of M. J. Steelman, J. Shaneck, Max Freeman, Leonard Sachs, E. Jastrow, P. Blum, Mr. Sussman, T. Friedlander, Mr. Dubrow, R. Kneeter, D. Powers, R. Wool, I. Krubiner, Mr. Bergert, and Neil Monaco.

ADDITIONAL DUTIES FOR CHIPURNOI AT GIMBEL'S

Ralph Chipurnoi, radio and housewares merchandise manager at Gimbel Bros. department store in New York, will hereafter also merchandise china and glassware, it was announced by J. L. Eckhouse, the store's general merchandise manager.

Donald F. Dugan, assistant to Mr. Eckhouse, will continue to supervise radios, major appliances, housewares, and several other allied lines.

Harold Donley Released From Mansfield Hospital

MANSFIELD, OHIO, Friday—Harold B. Donley, manager of the Home Radio Division of Westinghouse Electric Corp., has been released from the Mansfield General Hospital, where he had been recovering from serious injuries sustained in an automobile accident in October.

Mr. Donley will convalesce at the home of Mr. and Mrs. Russel R. Cline here. He expects to return to his Sunbury, Pa., home in about two weeks.

Paine's of Boston Signs As Sponsor of Broadcast

BOSTON, MASS., Friday—Paine's of Boston, local radio-music shop, has signed to sponsor a new musical program over Station WNAC for fifty-two weeks. This transcribed series will feature the music of Wayne King and his orchestra.

The entire personnel of Paine's was assembled in the firm's downtown store last Saturday prior to the initial broadcast to hear a preview of the program.

TO GATHER THE NEWS FOR YOU—

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

MACHLETT LABS. ADDS NEW REPRESENTATIVES

SPRINGDALE, CONN., Friday — Appointment of Fred J. Stevens, 15324 Mack avenue, Detroit, Mich., as power tube sales representative of the Machlett Laboratories, Inc., this city, has just been announced. He will cover the State of Michigan and Lucas County in Ohio.

Mr. Stevens has been interested in radio since 1919, and has been in commercial radio since 1921. Two field men are included in his present sales organization.

Machlett has also announced the appointment of Universal Factors, Inc., Kohl Building, San Francisco, Calif. as distributor of its power tubes in the Far East. Jack Kaufman heads the firm. The countries included in the Universal Factors territories are Japan, China, including Hong Kong, Philippines, Siam, French Indo China, Malay States, Netherland East Indies, Burma, India, Australia and New Zealand.

Mr. Kaufman couples an intimate knowledge of the Far East with lifelong experience in radio. For nearly twenty years, he was president of Henitz & Kaufman, Ltd., tube manufacturer, and was also executive vice president of Globe Wireless, Ltd.

Stromberg-Carlson Co. Official a Guest of Navy

ROCHESTER, N. Y., Friday—In recognition of the wartime service rendered by the Stromberg-Carlson Co. stations WHAM and WHFM, William A. Fay, company vice president in charge of broadcasting, was the special guest of the Navy when the newly commissioned heavy cruiser, USS Rochester, cleared the port of Boston Wednesday on a shakedown cruise to southern waters.

A special entertainment and public address system purchased from Stromberg-Carlson and installed by the firm's New England sound distributor, the DeMambro Co. of Boston, is one of the features of the USS Rochester.

AIR KING CONCERN INTRODUCES LATEST MODEL TO THE TRADE

Air King Radio, division of Hytron Radio and Electronics Corp., introduced the latest in its radio and phonograph line last week, the "Court Jester."

This model, a combination, features a superheterodyne radio receiver with



Air King's "Court Jester"

precision die-cut antenna for maximum signal and high sensitivity; an Alnico V PM speaker; and a stepped up power stage for increased volume. The cabinet, which is of modern design, has a hand rubbed walnut finish.

The Air King firm in an effort to meet the demand for lower priced combinations lists this model at \$39.95, a firm spokesman revealed.

A few distributor and dealer territories still are open, according to the Air King firm.

ARCH SAMUELSON MADE OPERADIO SALES HEAD

ST. CHARLES, ILL., Friday—Arch Samuelson has been named sales manager of the Operadio Mfg. Co., commercial sound division, it was announced by Fred D. Wilson, general sales manager. Mr. Samuelson has been associated with Operadio for several years as Midwest district manager.

Two additional district managers have likewise been appointed. J. F. McCraigh has been named West Coast district head, and Fred H. O'Kelley, of Atlanta, has been made Southeastern district manager.

Philips Man Appointed Publicity Group Head

V. W. Palen, publicity man of the North American Philips Co., Inc., New York, has been named temporary chairman of a new club, called the Industrial Publicity Association, formed last week by twenty publicists. Mr. Palen laid the groundwork for the organization.

Objective of the club is "to make industrial publicity service more efficient and valuable to the press, radio and other media whose function is to supply the public with information," Mr. Palen said.

Your all-star radio sales force for 1947 is Olympic's Supreme Court of Radio Listening



The wives and families of your customers' favorite radio stars are the Supreme Court of Radio Listening. When these famous people tell the big news about the new 1947 Olympic 'tru-base' radios, *everyone* pays attention!

Every month during 1947—three and four times each month—this Supreme Court of Radio Listening will be doing just that! Telling customers about the thrills of 'tru-base,' Olympic's *exclusive, electronic* development that enables *table* radios for the first time to reproduce the full, audible tonal range, from the richness of deepest bass notes to the wispy delicacy of reediest trebles. And that's just *one* of the *many* electronic advances Olympic is featuring for 1947.

The new Olympic cabinets are big 1947 news, too. 1947 cabinets are fashioned of precious hardwoods and lustrous plastics by master designers. They're cabinets that add richness to *any* living room. Cabinets so beautiful that these new 1947 models are meeting with an enthusiasm exceeding even the acclaim that greeted the 1946 models.

Smashing color ads in national magazines tell the powerful story. The big 1947 news about Olympic breaks in two of America's most potent customer-convincing magazines—The Saturday Evening Post and Collier's. With full page ads in full color. *Every month of the year!*

Add 'em up—all these strong points of the new 1947 Olympic Radios—and get a brand new idea of how to make bigger and better radio profits. Just think! 'Tru-base' *plus* other Olympic 1947 electronic advances *plus* greater cabinet beauty *plus* the convincing authority of the Supreme Court of Radio Listening. With all these, the coming year should be your biggest Olympic year... *your biggest radio year, ever!*



OLYMPIC RADIO & TELEVISION, INC., LONG ISLAND CITY 1, NEW YORK

ADMIRAL DUALTEMP IS SEEN IN LOS ANGELES

AT LUNCHEON FOR TRADE

New Refrigerator Given Enthusiastic Welcome by Members of California Industry.

LOS ANGELES, CALIF., Saturday —The long-awaited introduction to the Los Angeles area of the Admiral Dualtemp refrigerator took place at a luncheon meeting at the Elks' Club, February 2. The meeting, sponsored by Herbert H. Horn, Inc., Admiral distributors for southern California, was attended by representative dealers from the entire area from Santa Barbara to San Diego, who were unanimously enthusiastic in their acclaim and admiration of this latest addition to the Admiral line. They are confident that sales of the Dualtemp will set new records.

Ray B. Cox, general manager of Herbert H. Horn, Inc., opened the meeting and acted as master of ceremonies. He explained the future production possibilities for the Dualtemp. While deliveries are very limited now, Mr. Cox anticipates that the firm will be able to ship in good quantity by the end of the year.

Lou Willis, regional sales manager of Admiral explained to the dealers just what materials would be available for advertising. These include a five-piece lithographed display to accentuate the display of the Dualtemp on the dealer's floor.

Heading the list of important Admiral executives who participated in the meeting was W. C. Johnson, national

sales manager, who discussed Admiral's marketing viewpoint. Mr. Johnson predicted that this will be a history-making year in both sales and production of electrical refrigeration and that Admiral will take its place in the very front line of leaders in the field.

Miss Willie Mae Rogers, home economist for Admiral, gave an interesting demonstration of the Dualtemp in comparison with conventional types, including even Admiral's conventional model.

In order to make this demonstration, an Admiral Dualtemp was loaded to capacity with food ten days before the meeting and installed on the stage of the Elks' Club on the day of the meeting. The Dualtemp was not opened until the demonstration took place at the meeting, so that comparison could be made as to its ability to store foods for a long time as compared with conventional refrigerators. The response of the dealers who witnessed this sensational demonstration indicated that it was most convincing.

John Lyons, Admiral manager of Herbert H. Horn, Inc. estimated that the attendance at the meeting was the largest at any meeting ever held in southern California devoted exclusively to refrigeration.

—S. M. BOOKEE.

On Shobe Sales Staff

MEMPHIS, TENN., Friday —Waymon Turner, formerly assistant warehouse manager of Shobe, Inc., local radio and appliance distributing concern, has just been added to the firm's sales force, it was announced by Will Ray, sales manager.

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



RMS Expands Facilities For Cabinet Production; New Catalog Available

Radio Merchandise Sales, Inc., 550 Westchester avenue, New York City, has recently expanded its facilities for the production of a variety of new radio and phonograph cabinets. A pioneer manufacturer in this field, this concern is making these cabinets available for jobber distribution, thereby opening up a new and lucrative field for jobbers,

Sid Pariser, president of the firm, declared this week.

Mr. Pariser also revealed that the new RMS 1947 catalog is now available for distribution to jobbers. The company has nationwide distribution.

New Post for Warner

BOSTON, MASS., Friday—Edward Warner, formerly assistant radio and major appliance buyer at the C. F. Hovey Co., this city, has been named buyer of small electrical appliances, a newly created post.

Radio Manufacturers!

VIM OFFERS YOU SPOT CASH FOR YOUR SURPLUS RADIOS

- Table Model Radios
- Table Model Combinations
- Console Model Combinations
- Portables
- Record Players

NO QUANTITY TOO LARGE! CASH WAITING!

Here is an opportunity to dispose of all your surplus radio sets for spot cash. Name of manufacturer will be withheld from all advertising promotions if desired. Write or phone!

VIM—325 GOLD ST., BROOKLYN I, N. Y.—Phone MAin 4-5800

MILWAUKEE ELECTRIC GROUPS SPONSORS OF EDISON CELEBRATION

MILWAUKEE, WIS., Tuesday—“Edison—the Third Son of February,” was the subject of a talk at an Edison centennial dinner here by J. F. Reynolds, vice president of A. J. Farnham Co., Inc., an Edison distributor. Held at the Public Service Building, the dinner was sponsored by the American Institute of Electrical Engineers, in co-operation with the Engineers’ Society of Milwaukee, the Institute of Radio Engineers, and the Illuminating Engineering Society.

Ray T. Christenson, personnel director, and Myron H. Disch, general factory superintendent, both of the Wrought Washer Manufacturing Co., recently attended an Industrial Management Institute for plant superintendents, given at the University of Wisconsin, in Madison, by the University School of Commerce and the University Extension Division, in cooperation with the Wisconsin Manufacturers’ association.

Plans to use Rib Mountain, near Wausau, as the site for several proposed FM radio towers struck a snag recently when the Wisconsin Conservation Department objected that such use of the area was against the department’s policy and that it would destroy a scenic view now enjoyed by many vacation visitors each year.

Stations proposed for the site include one operated by the Journal Co. of Milwaukee; a state-owned station, and one planned by the Wausau Record-Herald.

Louis Hirsig, president of Wolff, Kubly & Hirsig, one of the largest radio, appliance and record outlets in Madison, suffered a bruised left side recently when his car collided with another.

Gambles Store, in Madison, is currently attracting much attention from buyers of recordings with a sale of recordings at 29 cents each, or four for one dollar.

The General Electric Co.’s “House of Magic” was taken to Beaver Dam, February 18, under sponsorship of electrical dealers of that city.

The University of Wisconsin has accepted a \$300 grant from the Radio Corp. of America to continue its scholarship at the school.

—BERT REICHERT.

Sam Katz Team Runner-up In Contract Bridge Match

Sam Katz, of Eastern Electrical Supply Co., Newark, N. J., was a member of the contract bridge team which was runner up in the Vanderbilt Cup team-of-four bridge tournament concluded last Saturday night at the Hotel Pierre, New York.

Mr. Katz is one of the nation’s foremost contract bridge experts, and has been associated with Eastern Electrical for many years. The firm distributes Sentinel radio, Horton washers and ironers, Odin gas ranges, Clark electric water heaters and a long list of nationally known traffic appliances.

McCabe, Haas Advanced By Times Appliance Co.

Times Appliance Co., New York distributing organization, has announced the promotion of Peter J. McCabe to

the post of assistant to Arthur F. Calahan, vice president and general sales manager. Mr. McCabe was formerly manager of refrigerator sales for Times Appliance.

Milton Haas has been named manager of refrigerator sales for the distributing concern.

It is not only smart to be thrifty—it’s also good business. Advertise in the RADIO and Television WEEKLY.

WAA SELLS 2 FORMER RADIO TUBE FACTORIES

WASHINGTON, D. C., Friday—The War Assets Administration has announced the sale of two plants for the manufacture of radio receiving tubes. One plant located in Bowling Green, Ky., was sold to the Electro Voice Corp. for \$781,000, and the other at Tell City,

Ind., was sold to the General Electric Co. for \$851,000.

Both plants were operated during the war by General Electric Co. and before that by the tube division of the former Ken-Rad Tube and Lamp Corp., which was absorbed by General Electric. The Bowling Green plant cost the government about \$1,100,000 while the Tell City factory originally cost about \$1,000,000, according to announcement by the Government.

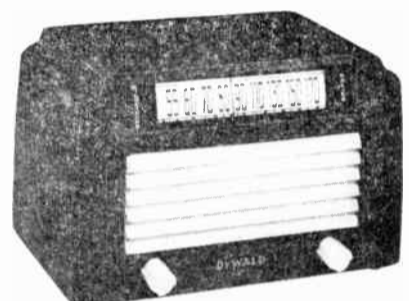
A Quarter-Century of Proven Quality



DeWald A-500 "Leader"



DeWald A-501 "Lyre"



DeWald A-502 "Jewel"



DeWald A-605 "Connoisseur"



DeWald A-505 "Excel"

Crowning the achievements of more than a quarter century DeWald presents this new line—a “Hit Parade” of Star Values.

Here are cabinets of distinction—engineering that is a triumph of electronic progress—values that are outstanding.

Here is a line that carries on the high standards that so many thousands have come to expect from DeWald.



For complete information write to:

DeWald Radio Mfg. Co.
35-17 37th Avenue, Long Island City 1, N. Y.
Chicago Office: Bernat Sales Co.
624 So. Michigan Avenue, Chicago, Ill.



Chicago Jobbers, Retailers Preparing For Spring Drive on Radios, Appliances

MOST MERCHANTS IN WINDY CITY SEE SALES BOOMING

Several Large Concerns Complete Improvements — Additional Franchises Being Arranged by Wholesalers — Emerson to Start Promotion — Wells-Gardner & Co. Purchases Factory Site.

CHICAGO, ILL., Monday — Noting that approximately 15,000 post-war radio sets have been added to the 50,000 in local homes prior to the war, Marion Claire, director of WGNB, sister FM station of WGN, has announced that the former station's schedule will be expanded to twelve hours daily, beginning March 1. At this time the station airs programs five hours a day, from 3 to 10 P. M., whereas the new schedule will call for 11 A. M. to 11 P. M. broadcasting. G. William Lang, chief engineer of WGNB, has estimated the FM audience in the Chicago region at more than 200,000 today.

Following a preview to be held by General Electric Co. in the Continental Hotel of its television and major appliances on February 26 and 27, R. Cooper, Jr., Inc., G-E distributor here, will follow with a presentation of the G-E Model 801 console television receiver. The announcement was made by Gordon Hough, radio sales manager of Cooper.

Mr. Hough stated that, in view of the importance of the G-E television franchise, the presentation to dealers, to be given by his firm beginning February 28 and ending March 3, will be a strictly invitation affair. Franchises will be offered, he said, to firms having the prestige, locations and responsibility essential to proper merchandising and servicing of video sets. "This is no reflection," he said, "on the many dealers handling G-E radio sets, but it must be understood that television is something else, and it demands the highest possible qualification."

The model 801, to be shown to the selected dealers, contains an AM radio receiver, and is expected to sell at somewhere between \$500 and \$550. Mr. Hough stated that the Cooper firm expects to be able to deliver model 801s to dealers, beginning the first or second week in March.

Dealers are becoming more selective, in the opinion of Joe Hendrickson, manager of the Farnsworth office in Chicago. Departing from the ways they fell into during the war, they now want better merchandise, and goods worth the price asked. He finds, in his contacts with dealers, that table model radios are not moving as briskly as they were, and that dealer receipts of consoles are not equal to the demand.

Early March will see the start of a limited quantity of deliveries on new Farnsworth deluxe ten and fourteen-tube automatic combination phonograph-radios featuring AM, FM and shortwave radio reception. These will include, Mr. Hendrickson said, an eighteenth century conventional cabinet, in walnut and bleached mahogany, with ten-tube radio, selling at approximately \$289.50; a Heppelwhite mahogany period cabinet, with fourteen-tube radio, at about \$375, and a Chippendale mahogany cabinet at about \$125, this also containing a fourteen-tube radio receiver.

Remodeling operations at the Randolph street store of Hudson-Ross, Inc., have proceeded to the point where the new elevator shaft is being constructed. This will give customers access to the

second floor de luxe salon, showing higher-priced combination radio-phonographs, appliances, refrigerators and ranges. Improvements are also going on at the firm's Adams street store, where a modern display fixture is being installed for the showing of radios and small appliances.

Dick Hirsch, president of Hudson-Ross, said that business continues at a high level in the radio, appliance and record lines. Company officials are watching the trend closely, he stated, and guarding against the tendency of some dealers to carry inventories too

(Continued on Page 22)

Macy Installs New Type Record Selector Booths

New automatic record selector booths have been set up in the record department of Macy's in New York. These unique push-button control players were installed by the Platarama Corp., Passaic, N. J. With the use of these selector booths, one sales person can attend the twelve customers accommodated by the booths.

BRAND NEW



SYLVANIA'S TECHNICAL MANUAL

**DESCRIBING OVER
450 RADIO RECEIVING
TUBES!**

Here's the new, handy volume of valuable tube information radio retailer service departments have been waiting for. Bigger, better-than-ever, this latest Sylvania Technical Manual — listing over 450 tube types (old and new) — has been made available as a result of extensive and careful study of radio tube characteristics and applications.

Get yours today!



SYLVANIA

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

DISTRIBUTOR IN ITALY RCA NAMES TELONDA

Appointment of the Telonda International Corp. as distributor in Italy of all products of Radio Corp. of America was announced today by Meade Brunet, vice president of RCA and managing director of the RCA International Division, New York.

G. A. Biondo, formerly European

sales manager of the RCA International Division, has been elected president of the Telonda International Corp., which has headquarters in New York and branches in Rome and Milan, Italy. During the past twenty years, Mr. Biondo was associated with the RCA organization in research engineering and export sales work.

Dr. Alessandro Barfi, formerly chief engineer of the Italian Broadcasting Co., has been named Telonda technical director and head of its Italian branches.

Monarch Records Names Rogers Export Concern

Howard Styne, president of Monarch Records, Inc., of New York announced last week that he had appointed the H. H. Rogers concern as export agency for the Monarch line of records.

Distributors have been set up in twenty-six foreign countries, Mr. Styne revealed. Territories covered include South America, Europe and Africa.

SEATTLE AREA HEARS FIRST FM BROADCAST

SEATTLE, WASH., Friday—This Pacific Northwest metropolis experienced its first Frequency Modulation broadcast yesterday when KRSC-FM undertook a full-time schedule at full 1500 watt power of programs aimed to popularize the new method of communication.

The station is beaming its FM service from 8:45 in the morning until 11 at night. And, according to Manager Robert Prebe, only four commercials will be allowed an hour.

Inaugurating the new service in this far corner of the United States, a demonstration broadcast was relayed to the Washington State Press Club library where a reception was held in honor of the occasion. George Freeman, chief engineer, was present to detail to the newspapermen, interested members of other radio station staffs and radio dealers and salesmen, the comparative features of frequency modulation and amplitude modulation.

Bill Henry, Stromberg-Carlson representative in this territory, had one of his factory's largest models on hand for the demonstration and Joe Weber, of the distributing firm of Huletz Electric Co. was on hand to assist in turning the dialing knobs and in balancing the aerial.

Ted Bell, program director for Station KRSC, outlined the policy to be followed by the station in broadcasting and insisted that his job was one of providing the listening audience here with good signals that they might get not only good reception, but good programs.

The fact was stressed by Mr. Bell that the FM set had to be properly tuned in order to obtain true fidelity and he urged owners of FM sets here to have service men check their sets in order that the instruments would perform in proper manner.

A series of sound effects were demonstrated over the special broadcast as was the comparison between an old-time recording and a modern vertically cut disc. Another demonstration concerned the harmonics obtained by playing a Hawaiian steel guitar over both FM and then reproducing a recording of the same music as received over AM.

Mr. Prebe stated that only the granting of a construction permit prevents his station from proceeding with the erection of a television broadcasting station here. "The mechanics of the operation, now that we have our FM station in operation, should be simple. And we sincerely believe that we may be broadcasting television within one year. Once granted a construction permit, then F.C.C. attitude on black and white or color television would represent the last and only remaining hedge to hurdle." —DUD BROWN.

A. EARLE FISHER MADE JEWEL SALES MANAGER

Appointment of A. Earle Fisher as sales manager of the Jewel Radio Corp., 583 Avenue of the Americas, New York City, was announced last week by Don Ferraro, president of the company.

Mr. Fisher was formerly for eighteen months West Coast regional manager for the Emerson Radio & Phonograph Corp. He achieved the rank of lieutenant colonel in the Army Air Forces during three and a half years of war service. Part of this time was spent as radio engineering officer of the Allied Forces Headquarters in Italy.

and ready for you!

HELPFUL VOLUME
MADE for
RADIO
RETAILERS'
SERVICE
DEPARTMENTS

Radio servicemen will surely welcome this handy reference manual, with its important features, including: Fundamental Properties of Vacuum Tubes; Characteristic Curves; General Tube and Circuit Information; Resistance-Coupled Amplifier Data—and more.



SEE YOUR
SYLVANIA
DISTRIBUTOR
OR WRITE DIRECTLY TO
Radio Tube Division, Emporium, Pa.

Now
378
pages!

ELECTRIC



FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS



RAYTHEON'S THE NAME
Raytheon's the name that will continue to make the biggest and longest lasting news in the tube industry. Raytheon high fidelity tubes continue to meet new high peaks of tube efficiency because they're made right, tested continually in manufacture and because they *always* combine advance design with complete dependability.



Excellence in Electronics
RADIO RECEIVING TUBE DIVISION
NEWTON, MASSACHUSETTS CHICAGO

HAYNES-GRIFFIN TO ENLARGE ITS STORE

Haynes-Griffin, New York City radio, television and record retail outlet located at 391 Madison avenue, is in the final stages of the enlargement and renovation of its store. According to John G. Zitis, manager of the radio and appliance department, the renovation will be completed within three or four weeks.

The result of the renovation will be the doubling of the store area with a frontage on Madison avenue of about 100 feet. Provisions are also being made

for four acoustically perfect record booths and a television booth, it was announced.

Merchandising features of the store will include a spacious shopping area to facilitate customer traffic; large store windows with nothing to obstruct the passers-by in viewing the store interior, and the absence of all signs and posters (this is an old firm policy) as they detract from the customers buying habits.

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

BATTERY DELIVERIES ARE EXPEDITED BY RCA

HARRISON, N. J., Thursday — To speed the delivery of RCA batteries from the factory to distributors, the RCA Tube Department has inaugurated a new warehousing system, according to A. C. Duncan, in charge of RCA battery sales.

Under the new system, distributors place orders for RCA batteries with the warehouse serving their area, rather than with the RCA renewal sales office in Harrison. Principal warehouses for this service are located in Los Angeles, Chicago, and Jersey City. The

RCA warehouses in Chicago and Jersey City will be able to serve mid-western outlets with greater efficiency, by forwarding orders from distributors in surrounding areas to battery warehouses in Lancaster, Ohio, Sioux City, Ia., and Memphis, Tenn., it was pointed out this week by officials of the corporation.

TO GATHER THE NEWS FOR YOU—
RADIO and Television WEEKLY maintains the largest staff of reporters and news correspondents of any radio trade publication.



The world's leading producer of auto aerials presents models unsurpassed in . . .

- DESIGN** { Each smart looking model is engineered and equipped to fit every car on the road.
- QUALITY** { Every model has been tested and approved by car and radio set manufacturers.
- DOLLAR VALUE** { Always "most for the money" Ward aerials are going *down* in price Feb. 1, 1947. List prices will be from \$2.95 up.

WARD

Aerials

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

Write us for full information!

IN CANADA: Atlas Radio Corp., 560 King Street, West, Toronto, Ontario, Canada
EXPORT DEPARTMENT: C. O. Brandes, Mgr., 4900 Euclid Avenue, Cleveland 3, Ohio

Peter Jackson Company

5040 Ravenswood Avenue

Chicago 40, Ill.

Telephone: Longbeach 4431

For our 25th Anniversary Sale We Offer
Hard to Get

RADIO TUBES

For Immediate Shipment — Below Distributors Cost

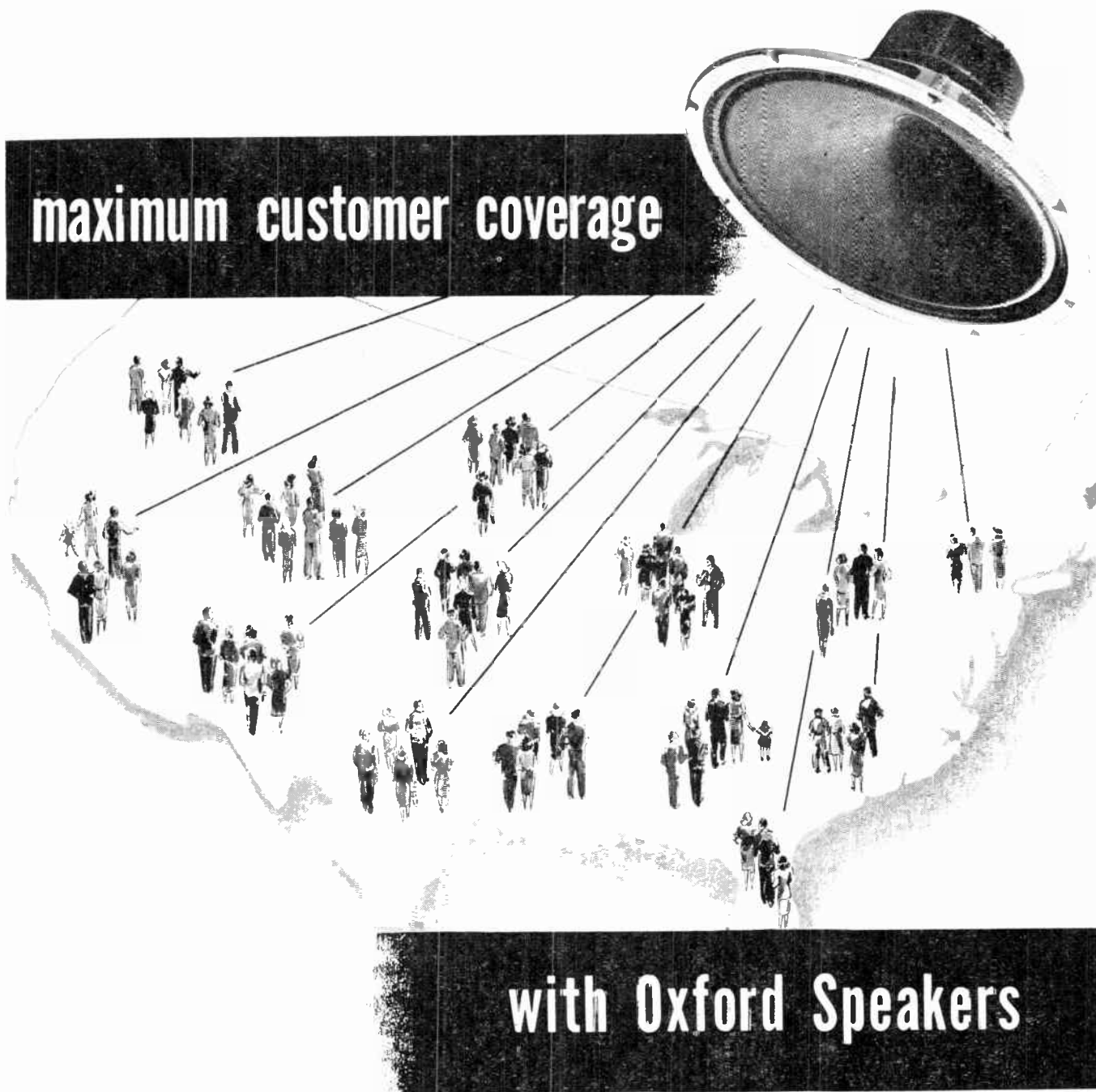
R. M. A. GUARANTEED—INDIVIDUALLY BOXED

Rated Accounts 2% 10 Days

All Others 2% C.O.D.

Type	Price	Type	Price	Type	Price
1A7GT	\$.65	6SA7GT	\$.45	25Z6GT	\$.60
1H5GT	.65	6SQ7GT	.50	26	.35
1L4	.30	6SK7	.45	27	.35
1N5GT	.65	6SN7GT	.50	32L7GT	.85
1Q5GT	.75	6SQ7GT	.45	35L6GT	.60
1R5	.40	6V6	.55	35W4	.45
IT4	.30	7A4	.50	35Z5GT	.45
1U5	.40	7AF7	.50	39/44	.45
1V	.55	7B6	.50	41	.50
OY4	.45	7C6	.50	42	.45
3A4	.40	7Y4	.40	47	.60
3Q5GT	.60	12A8GT	.55	50B5	.60
3S4	.40	12AT6	.45	50L6GT	.60
5U4G	.50	12BA6	.45	70L7GT	.85
5Y3GT	.40	12BE6	.45	75	.45
6A7	.52	12SA7GT	.60	76	.45
6A8	.65	12SK7GT	.60	77	.40
6C6	.50	12SQ7GT	.60	81	.85
6F5GT	.50	12SR7	.60	117L7GT	1.00
6J7G	.45	25L6GT	.60	117Z3	.85
6K6	.50	25Z5	.60		

Each Tube carries the Standard R.M.A. Guarantee. Defective tubes returned during the guarantee period will be replaced.



ONE of the least discussed points in loudspeaker sales is how many customer requirements can be filled from a jobber's stock. Obviously the smaller the stockpile the Jobber must maintain to service his trade, the more rapid his turnover, and the more money he can make. The OXFORD SPEAKER line has been carefully engineered and designed with the thought in mind that it should serve the most customers with the least number of speakers. Hence it is the OXFORD SPEAKER line that provides Maximum Customer Coverage. This built-in MCC factor is why the better jobbers say, "OXFORD SPEAKERS. All Jobbers' Choice."

***OS/AJC**

OXFORD SPEAKERS ALL JOBBERS' CHOICE

OXFORD ELECTRIC CORPORATION



Copyright, 1947, OXFORD ELECTRIC CORPORATION

3911 SOUTH MICHIGAN AVENUE • CHICAGO

Jensen

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

TRADE GROUP STUDIES FM RADIO PROMOTION

(Continued from Page 3)

worth Television & Radio Corp., and S. P. Taylor, sales manager of Western Electric Co. Mr. Cosgrove will be an ex-officio member of the committee.

The action was taken in response to a formal request from Roy Hofheinz, president of the FM Association, which had set up a liaison committee to con-

fer with RMA on the whole question of FM set production, particularly in the low cost field. The FMA committee comprises Mr. Hofheinz; Arthur Freed, vice president of the Freed Radio Corp.; Dr. Ray H. Manson, president of Stromberg-Carlson Co., and Bill Bailey, FMA executive secretary.

The RMA directors, in adopting a resolution creating the liaison committee with the FM Association, declared that its purpose is to make public all the facts on FM-AM set production and to assure the broadcasters that everything is being done as rapidly as possible by the radio industry to produce FM equipment and to make FM-AM of good quality available in the low-

cost field. Several directors stated that advertisements by some FM stations, advising the public not to buy a radio unless it is an FM set, are having a harmful effect on FM promotion by arousing the resentment of radio dealers who now have few FM-AM receivers.

Several directors pointed out that small production of FM-AM receivers in 1946 was due to design and production difficulties, resulting from the more complex character of FM sets, and to the shortage of certain components used in FM but not in AM receivers. Some manufacturers pointed out that they consequently had been unable to carry out extensive FM-AM production last year, but they predicted a large volume in 1947 output.

'YEAR OF TRANSITION' FORECAST FOR 1947 BY JOBBER IN CLEVELAND

PREDICTS BUYERS' MARKET

H. H. Kennedy Gives Views on
Future Business — Cold Spell
in City Boosts Electric Heaters.

CLEVELAND, OHIO, Monday—Frigidaire Sales Corp. introduced five new model of electric ranges at a meeting of 350 Frigidaire dealers and salesmen in Hotel Carter, last week. Recent information on new refrigerators, electric water heaters and home freezers was given and company officials were present to outline extensive plans for sales, advertising and training plans to the group.

H. H. Kennedy, Frigidaire branch manager, prophesied that 1947 would be a "year of transition" with a buyer's market gradually replacing the seller's market.

Crain-Brennan Associates, factory representative, expects delivery this month on the tiny new portable Sentinel radio which plays on AC, DC or battery and is small enough to be packed in a traveling bag. It also anticipates the arrival of the new automatic table model combination retailing at \$69.95, which should appear on retail store shelves soon.

The partners also report a shipment of Nesco roasters this month, the first since last Fall. With the J. Schrader Co. now back in production, bed spot lamps and small novelty lamps are beginning to come through again. This company has recently established a jobbing policy instead of selling direct to chains.

The recent prolonged cold spell during which gas pressure was greatly reduced, contributed to a large increase in sales of Arvin electric heaters, reports Irving S. Leon Sr.

According to Mr. Leon, steady shipments of Arvin radios, both table models and the floor model combination with automatic record changer are coming through, and the first shipments have been received on the Arvin ironing tables and steel dinette sets. Late in March, Mr. Leon expects to see the first shipment of the Arvin combination waffle iron and sandwich grill.

Mr. and Mrs. Leon Sr. are receiving congratulations on the arrival of their first grandson, Gary Alen Leon, the son of Mr. and Mrs. Irving S. Leon, Jr.

The Midland Electric Co., Farnsworth distributor here, has recently taken on two new lines, the new Elgin San-Way garbage eliminator, and Northern Electric blankets.

According to John U. Walker of Midland, the Sani-Way incorporates a new principle in eliminating garbage and can either be installed with an Elgin sink, or in any of the modern sinks with a wide drain.

Manufactured by the Thomas W. Berger, Inc. of Cincinnati, first samples of Sani-Way are expected soon, with follow-up shipments coming along shortly afterwards.

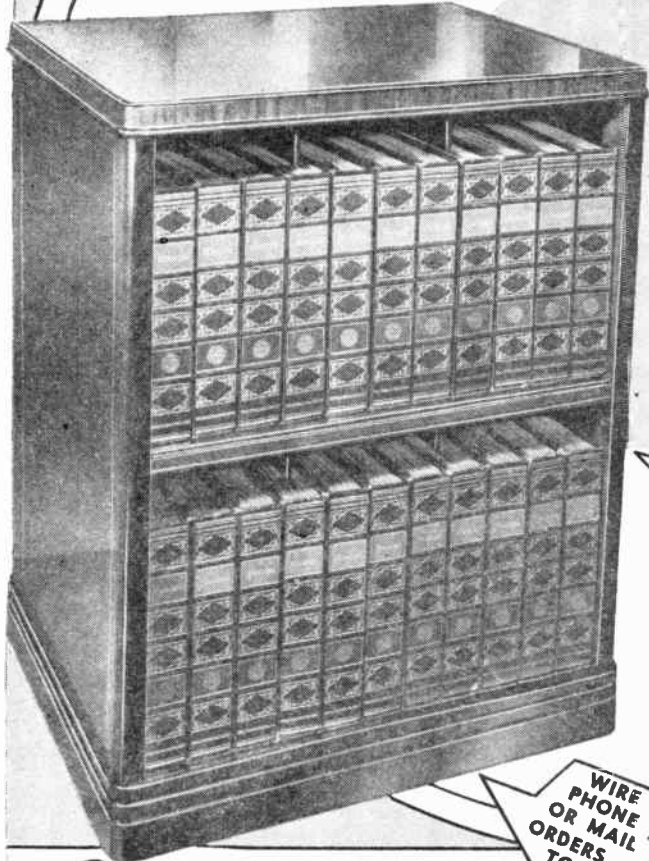
—EVELYN BAILING.

JOBBER...we're ready now to

ship *deluxe* **Musagrاند** IN DEMAND

RECORD CABINETS

Holds 22 Albums . . . 264 Records



← **SPACIOUS TOP WILL HOLD ANY SIZE TABLE-MODEL RADIO PHONOGRAPH COMBINATION.**

← **DIMENSIONS 31x18x23 1/2**

← **WALNUT AND MAHOGANY VENEERS, SUPERBLY FINISHED.**

← **PACKED IN AIR-CUSHIONED CARTONS.**

MADE TO
RETAIL for
39.95

WIRE
PHONE
OR MAIL
ORDERS
TO

MANUFACTURED BY

ECKENROTH CO.
32-50 ROSS ST., BROOKLYN, N. Y.

Jobbers
**PROTECTED TERRITORY
STILL AVAILABLE for JOBBERS
AND WHOLESALERS . . . INQUIRIES
INVITED. GOOD PROFITS ON THESE
TOP QUALITY CABINETS THAT
"STAY SOLD"!**

HOME APPLIANCES TO FEATURE EXHIBIT OF PHILADELPHIA TRADE

AT "HOMEMAKERS" CENTER Display Will Be a Permanent One — Wholesale Distributors Purchases Five-Story Building.

PHILADELPHIA, PA., Thursday—The largest exhibit of home products since the electrical shows were discontinued several years ago, will be held here as part of the permanent "Homemaker's Center" sponsored by the Philadelphia Evening Bulletin at Eighth and Chestnut street. The Center will be opened here on February 26, with proper ceremonies. It will consist of a large auditorium wherein will be held home economic demonstrations for daily invited audiences of approximately 600 women, who will spend three hours inspecting the booths arranged in a simulated Philadelphia street, having lunch and attending lectures.

Wholesale Distributors, well known and popular appliance distributor of Fada radios among their items, has purchased a five-story, modern, fire-proof building at Forty-sixth and Girard avenue. This structure will be remodeled for the specialized needs of the organization. At present, the Wholesale Distributors organization is spread over three buildings, including two warehouses and an office building. The move into permanent headquarters will serve to consolidate all the company's organization and services.

Leonard Smith, sales manager of the M-G-M records distributed by Trilling & Montague, has arranged a special artists promotion for Lauritz Melchior. The singer will be heard on a special broadcast over WIP from the Philadelphia Zoo. The broadcast will take place February 25. Melchior will test the reaction of Sinbad, the Philadelphia lion, to Leo the famed M-G-M trademarked beast.

The Elliott-Lewis Distributing Co. Inc., has made the week of February 24 to 28 "Product Demonstration Week". During this period a special series of product demonstrations for dealers will be held. Among the many factory representatives on hand during that session will be Les Friedman, sales representative for the Sentinel radio, and J. Hoskins, of the Premier Vacuum Cleaner Co.

Philadelphia Distributors is improving and modernizing its showrooms to secure space and background for the exhibition of furniture and appliances. It is now awaiting shipment of the Stewart-Warner AM and FM combination console models, for which the firm has many orders. The first Stewart-Warner television sets are expected to arrive here about March 1. The first sets awaited for demonstration will be console models.

Bob Roberts, division manager of Electromaster electric range, spent the past week visiting with dealers in the Philadelphia area.

SOL SHERMAN

N. Y. Dealer Uses Home For Video Demonstration

An effective means of merchandising television is currently being employed by the Sico Radio Co., Inc., New York City retail outlet. The head of this store, Lester Cowan, has used his home, which is located in the same building as his store, to demonstrate a video set in operation.

This method of demonstration has

proved successful as the customer views the broadcast in an atmosphere similar to that in his own home.

The store carries the leading radio lines including, Philco, G.E., RCA, Emerson, Bendix, Zenith, Westinghouse and Crosley in addition to the major record and appliance lines.

Mr. Cowan, a veteran in the radio retail field for the past fifteen years, reported that his record department is headed by Wm. Tulin, while Murray Winkle serves as chief engineer and

also as head of the service department of the organization.

Hurley Founder Dead

CHICAGO, ILL., Monday — Alva J. Fisher, a founder and formerly first vice president and production manager of the Hurley Machine Co., this city, washing machine manufacturer, died on Friday in Sarasota, Fla., it was revealed here today. He was eighty-five years old.

ANOTHER GREAT *New* UTILIPHONE



ELECTRONIC

Announces the RADIO-UTILIPHONE

(INTERCOM-RADIO RECEIVER)

Increasingly vital to business and professional men are up-to-the-minute news . . . market reports, important addresses, and scores of other features made available instantly by radio. Now Electronic combines all these advantages with the convenience of an intercom system in a single top-quality instrument—the Radio-Utiliphone. It unites a powerful Electronic 6-tube superheterodyne radio, with the famous high-amplification Utiliphone Intercom System. It's handsome . . . it's easy to use . . . it's easy to install . . . it's something new, essential and exclusive to make volume sales for Utiliphone distributors and dealers. Write for full information on the Radio-Utiliphone (Model 76 RU) . . . and regular Utiliphone Intercom Systems, 5-station (Model 73S4) and 2-station (Model 2660).

ELECTRONIC LABORATORIES, INC., INDIANAPOLIS, INDIANA



Limited Number of Distributorships Available • Wire or Phone Sales Division, Indianapolis, RIley 1551

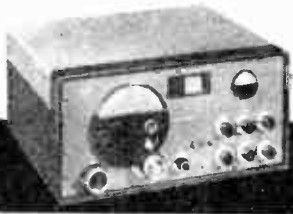


Master station (at top) and sub-station (above), housed in handsome walnut veneer cabinets, add distinction to any surroundings. List price for these 2 units, \$75.00. Additional sub-stations, \$15.00 each, list. (Prices slightly higher Denver and West.)



Ease and convenience of Radio Utiliphone give complete satisfaction on intercom service. Accommodates up to 4 sub-stations. Operated as radio receiver, provides powerful and high-fidelity broadcast-band reception.





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

hallicrafters

The Radio Man's Radio

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

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



RADIO AND TELEVISION DEALERS' ASS'N HAS INTERESTING SAN FRANCISCO TRADE MEETING

TOPICS VITAL TO JOBBER AND RETAILER ARE DISCUSSED

Increasing Interest Noted Among Former Service Men in Radio Affairs — Eustace Vynne, of Farnsworth, a Visitor — California Electric Supply Inaugurates New System — Hale Features S-W Video Set.

SAN FRANCISCO, CALIF., Monday—The Radio and Television Dealers' Association, Inc., had an exceptionally interesting and well attended meeting last week. Many retailers, not yet members of the organization, availed themselves of President Rudy Feil's invitation to participate in this session when three guest speakers were presented, who discussed various vital topics of importance to the trade.

The speakers were: O.H. Walker, secretary-manager of the Credit Managers' Association; C. S. Whitworth, public relations manager, and Raymond H. Lapin, from the San Francisco Retail Council.

There is ever-increasing interest in the radio field, especially among young veterans, and both the day and night classes at the Western College of Ra-

dio, 735 Larkin street, are filled to capacity. John F. Kramer, owner of the Western College of Radio, said that one of the most encouraging aspects is that there are now plenty of jobs, and, upon graduation, students have no difficulty finding placement, which is a wonderful spur to their earnest studying.

Generally, deliveries of radio-phonograph combinations, and heavy home appliances, are improving, although it still will be a long time before back-orders can be filled in any appreciable degree. Bill Landis, factory representative, 1335 Market street, stated that Ainsley Dynaphone eighteen-tube AM-FM console sets are now being delivered to dealers. One Minute conventional washers are expected by the middle of March. The Wilson line of home and commercial freezers is in production

and will reach the west coast shortly.

Eustace Vynne, west coast manager of the Farnsworth Radio & Television Corp., spent several days here and said that production of Farnsworth radios is being steadily accelerated. The main bottleneck was the lack of cabinets, but since Farnsworth acquired its own cabinet factories, this difficulty has been overcome. The firm will start soon to ship ten- and fourteen-tube consoles in large quantity.

Lloyd Sutton, manager of Frank Edwards Co.'s radio and appliance division, distributor of Farnsworth radios, Deep-Freeze home freezing units, and Trilling electric heaters, is showing a handsome Farnsworth AM-FM console. Deep-Freeze deliveries have improved. Dave Trilling, head of Trilling-Montague Co., Philadelphia, recently spent a week here.

John E. Amberg, advertising manager of California Electric Supply Co., stated that the firm has inaugurated a new system whereby only such products are displayed on which it is prepared to take orders on an allocation basis. Shown here are Crosley Shelvador refrigerator, Crosley electric stoves, brand-new Crosley table model combinations, and fourteen-tube, four-band Crosley console combinations, available in Honduras or Philippine mahogany cabinets, which in John Amberg's estimation is the "jewel of the whole market."

H. R. Basford Co., distributor of Zenith radios, Columbia records, Tappan ranges, etc., recently held a series of dealer meetings for Tappan gas ranges, according to Thomas F. Maschler, Basford advertising manager. The meetings were held in Fresno, Sacramento, San Jose, and here in the Mart auditorium.

Kaemper-Barrett, Admiral radio distributor, is currently demonstrating the Dalmatron communication system, for which the firm is distributor in northern California and in western Nevada. According to E. (Ed) J. Halliday, sales manager, outstanding features of the Dalmatron communication system are that it is simple to install and easy to operate. Any amount of units can be co-ordinated over a large area to form an all-master system.

Edward F. Hale Co.'s radio and appliance division is featuring a ten-tube Stewart-Warner television, AM-FM radio-phonograph console set for which 30-day deliveries are accepted, according to Kenneth Williams. The new Horton drop-leaf ironer creates much interest among dealers.

Schuyler-Wilson Co., of 1335 Market street, Federal distributor, has received a new Federal two-band table radio in walnut cabinet. Also shown is the Chinese Treasure Chest model. Bruce A. Wilson, partner in the firm, said that he is confident that when Federal really hits its stride in production of both

radio and home appliances, there will be some outstanding offerings.

—GISELA NEY.

C. A. PRIEST ELECTED I. R. E. SECTION HEAD

SYRACUSE, N. Y., Friday—C. A. Priest has been elected chairman of a newly formed Syracuse section of the Institute of Radio Engineers. He is manager of General Electric's transmitter division here.

F. M. Deerhake, who acted as temporary chairman and who organized and arranged the first meeting February 6, has been elected vice-chairman of the group. Post of secretary-treasurer went to R. E. Moe.

Sixty-two members were present at the first meeting. Felicitations from the I. R. E. board of directors were transmitted by W. C. White, principal speaker of the evening, and a member of the board. He pointed out new opportunities for development of microwaves in the domestic field, and used apparatus to demonstrate a few applications.

Henry Lowen Appointed Radio Buyer by May Co.

DENVER, COLO., Monday—The May Co. retailer in this city, has announced the appointment of Henry Lowen as radio buyer. Mr. Lowen will be in full charge of the radio department, including sales and service.

O. S. Scott, formerly in charge of the radio department, will continue as head of major appliance sales and service.

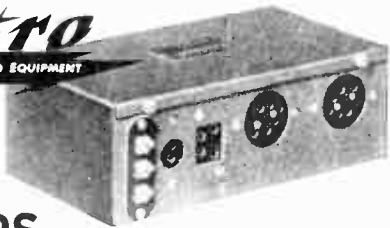
Attention Manufacturers and Distributors

We are desirous of contacting manufacturers or distributors of appliance, radio or specialty items suitable for an aggressive sales effort in our retail stores in Chicago. We are prepared to put special emphasis on any items of merit where the manufacturer is interested in a hard-hitting sales program.

Contact
Lake Shore Electronics

Main Office:
4560-64 Broadway, Chicago 40, Ill.
Phone—Longbeach 4710
Att: David Ettelson

ELECTRO
ELECTRICAL AND RADIO EQUIPMENT



BATTERY ELIMINATORS

Sell Them Now for Winter Use With Portable Radios

A Complete Line for Every Requirement!

Models to convert dry battery radios to efficient AC receivers. Other models to convert dry battery radio for use only with 6 volt storage battery.

Cost but a few cents per hundred hours of operation.
Completely filtered—hum free—silent and efficient.
Sturdily constructed—no liquids or moving parts—operate in any position.

MODEL "Q"—Operates an 1.4 volt 4, 5 or 6 tube radio from 6 volt storage or dry battery, or Wincharger. Ideal for farms, camps, autos, boats, etc.

MODEL "R"—Operates 2 volt 4, 5, 6 or 7 tube radio from 6 volt storage or dry battery, or Wincharger. (0.5 Amp. filament max.)

MODEL "P"—Operates any 1.4 volt 4, 5 or 6 tube radio from 110 volt 60 cy. source. Cuts down current use and saves batteries for portable use.

MODEL "F"—Operates any 2 volt, 4, 5, 6, or 7 tube radio from 110 volt 60 cy. source. (0.5 Amp. filament max.)

Canadian representative, Atlas Radio Corp., Toronto, Canada.

ELECTRO PRODUCTS LABORATORIES

— Pioneer Manufacturers of Battery Eliminators —
549 WEST RANDOLPH ST. CHICAGO 6, ILLINOIS

MILO

Your "Q" for Quality

Selling to:
INDUSTRIAL FIRMS
SCHOOLS
AMATEURS
SERVICEMEN, ETC.

NATIONAL DISTRIBUTORS of
RADIO and ELECTRONIC
EQUIPMENT

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

HOME FURNISHING AND HOME BUILDING SHOW TO BE HELD IN APRIL

The Home Builders Council of New York, New Jersey and Connecticut will sponsor the Metropolitan Home Show at the Grand Central Palace, New York City April 19-26.

Spurred on by the appearance of new materials and new ideas in home construction this exhibit will show the latest methods in home design and home furnishing. Besides the displays of the Home Builders Assoc., many radio, appliance manufacturers and suppliers are expected to take part in the show.

The Westchester County Gas and Electrical Appliance Dealers Association will sponsor an exhibit to point out to the Westchester residents attending the show the many services available to them from Association members in their community, it was revealed by Philip Waldron, organization president.

Josef Zimanich Joins Columbia Record Staff

Joseph Zimanich, well-known figure in the recording and entertainment world, has joined the staff of Columbia Records, president Edward Wallerstein announced last week. Widely known to his many friends in the industry as "Jimmy," he has worked in many branches of show business and in every phase of the record field, from classical music to jazz.

Bull's-Eye Displays!



'Point of Sale' Dealer's Helps

to aid you in putting over your sales of Fada Radios.

- Neon Clocks
- Neon Signs
- Colored Decals
- Streamers
- 4 Set Display Stands

for

"the Radio of Tomorrow — TODAY!"

FADA OF NEW YORK
928 BROADWAY NEW YORK 10, N. Y.

MANUFACTURERS! DISTRIBUTORS! WHOLESALERS! LEONARD ASHBACH COMPANY SCORES AGAIN IN A GREAT RADIO TUBE SALE!

Once Again We Offer Nearly One Million Nationally Famous Radio Tubes In Hundreds of Types. You Will Note That Many are the Hard to Get Criticals. Our Tremendous Buying Power Brings You This Gigantic Event and Priced in Three Categories. Some at Dist. Cost—Below Dist. Cost and None Higher Than OPA Last Bracket.

PHONE—WIRE—WRITE

ORDERS WILL BE FILLED IN ROTATION RECEIVED

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

Qua.	Type	Pr.	Qua.	Type	Pr.	Qua.	Type	Pr.	Qua.	Type	Pr.
3000	—1A7GT	.65	4000	—6H6	.48	2000	—7C5	.65	5000	—35Z5	.52
2000	—1N5GT	.65	1900	—6C5	.55	1800	—12SR7	.65	1400	—35Y4	.85
2000	—1H5GT	.60	20000	—6J6	.50	5000	—12SQ7GT	.65	3000	—14Q7	.85
1200	—1L4	.40	5000	—6SA7GT	.58	8000	—12SK7GT	.65	3300	—14A7	1.12
500	—1LD5	.95	6000	—6SQ7GT	.58	4000	—12SA7GT	.72	2900	—14B6	.85
5000	—1LN5	1.12	800	—6SD7	.45	12000	—12SN7	.51	2500	—80	.42
1100	—1LH4	1.12	12000	—6SH7	.45	3000	—12C8	.48	900	—45	.48
7000	—1R5	.60	2300	—6SL7	.70	8000	—12A6	.62	700	—46	.48
4000	—1T4	.48	2000	—6V6GT	.60	6000	—12BE6	.55	8000	—9003	.35
400	—3Q5	.90	2800	—6SN7	.62	6000	—12AT6	.55	350	—955	.65
1600	—3A4	.48	8000	—7A7	.65	6000	—12BA6	.55	1100	—VR90	.55
4100	—5R4G7	.55	4000	—7B4	.65	5000	—35W4	.55	1000	—VR150	.48
2900	—5U4G	.55	5000	—7B7	.65	5000	—50B5	.85	7000	—SP30	.45
8000	—5Y3GT	.45	5800	—7B6	.65	2000	—25Z6	.63	6000	—SP45	.45
2635	—6AC7	.60	6200	—7Q7	.65	3000	—25L6	.70	5000	—OY4	.48
4100	—6AG5	.60	8000	—7N7	.60	10000	—35L6	.70	1000	—77	.45
4100	—6AG7	.70	3000	—7E5	.55	3000	—50L6	.70	2000	—27	.40
3000	—6AL5	.40	2000	—7Y4	.65	1700	—50A5	.92			
2800	—6C4	.40	3000	—7F7	.75						

And Hundreds of Other Types. Send us Your Requirements

Thousands of Famous Make VOLUME CONTROLS (with or without switches)
5,000 Ohm. 50,000 Ohm. 100,000 Ohm. 500,000 Ohm. 1 Meg. Prices on request.

SPEAKERS PHONO-MOTORS CONDENSERS PICK-UP ARMS AUTOMATIC CHANGERS LINE CORDS

And Hundreds of Other Critical Parts

SPEAKERS			PHONO-MOTORS			CONDENSERS			Automatic Changers	
Quan.	Mag.		Quality Brand			Quan.	Mfd	Volt	Quan.	Type
3500	4"	AL 5 .67	9-In. Turn-Table			8000	30-30	150	900	Model 650 Detrola
2200	4"	AL 5 1 oz.	5,742 Pieces			3000	50-30	150	575	Arc-1-Maguire
5304	4"	AL 3 3 1/2 oz.	RESISTORS			3000	40-20	150	750	Crescent
3100	5"	AL 5 1 1/2 oz.				5-Watt Wire. 250-Ohm.	4000 FP	8 or 10	450	
1600	5"	AL 5 1 oz.	10-Watt Wire. 3000-Ohm.	3700 FP	20	450				
1200	5"	AL 5 .68	10-Watt Wire. 6000-Ohm.	All Sizes in Micas						
1604	4x6	450 Ohm. Dyn.	10-Watt Wire. 12000-Ohm.	Output Transformers						
2000	6 1/2"	AL 5 1 1/2 oz.	10-Watt Wire. 500-Ohm.				6V6	1250		
		Rola With 6V6 P.P.						Line Cords		
		Output Transformer						6 Ft. No. 18 With	Tinned Ends . . . 25,000	

LEONARD ASHBACH COMPANY

152-54 W. HURON STREET

All Phones Whitehall 2065

CHICAGO, ILLINOIS



RECORD NOTES

COLUMBIA TO RECORD FULL LENGTH OPERAS FROM STAGE OF MET

BRIDGEPORT, CONN., Thursday—The Metropolitan Opera Association and the Columbia Recording Corp., of this city, signed a long term contract last week which provides for the recording of full length operas from the stage of the Metropolitan Opera House.

The agreement, signed by Edward Johnson, general manager of the Metropolitan Opera Association, and Edward Wallerstein, president of the Columbia Recording Corp., gives Columbia exclusive right to record perform-

ances by the Metropolitan Opera Company.

Mr. Wallerstein stated: "Today, Columbia and the Metropolitan are inaugurating a new phase in opera appreciation and musical education for the nation. We feel that music lovers everywhere will welcome the opportunity to hear in their own homes a complete recording of an opera exactly as it is produced on the stage of the Metropolitan in New York. In this way, anyone who owns a phonograph will have a fireside seat at a Metropolitan Opera production."

Goddard Lieberman, vice president in charge of the Columbia Masterworks Division, announced that recordings would begin before the Metropolitan leaves on its Spring tour.

Charles Goodman Named Hollander Record Head; Distributes M-G-M Line

ST. LOUIS, MO., Friday—Charles Goodman has been appointed manager of the newly organized record department of the Hollander & Co., Inc., 3900 West Pine boulevard, this city, recently named distributor of M-G-M records in this area. The Hollander firm will serve a total of 126 counties in Missouri, Illinois, Arkansas, Oklahoma and Kansas. The company also distributes Zenith radio, Deefreeze freezers, Coleman heating equipment and other lines.

Initial deliveries to dealers on M-G-M records are expected to be made sometime during March.

Mr. Goodman has had considerable experience in the record and advertising fields. He was formerly with Capitol Records.

DORSEY SET ISSUED BY RCA VICTOR FIRM

CAMDEN, N. J., Tuesday — Latest releases of RCA Victor records feature a four disc album of "Tommy Dorsey All-Time Hits." Included in the album are "Boogie Woogie," "On the Sunny Side of the Street," "Somewhere a Voice is Calling," "Hawaiian War Chant," "Embraceable You," "After You've Gone," "Chicago" and "Opus No. 1."

Singles available to the dealers now are "Santa Catalina" and "Say So" by Freddy Martin; "Misirlou" and "Baby Made a Change in Me" by Herbie Fields; "Fat Man Blues" and "Eeny Meeny Dixie Deeny" by Zeke Manners; "Stars Fell on Alabama" and "Baby, Get Lost" by Leslie Scott; and "An Empty Mansion" and "I'll Meet You In the Morning," by the Harmoncers Quartet.

Muscraft Firm Lists Four February Records

Muscraft Records, Inc., New York City yesterday listed four singles that are currently available to the disc dealers.

Included are "Mama" and "Sorrento" by Phil Brito; "Try A Little Tenderness" and "Willow Road" by Mel Torme and his Meltones; "Souvenir" and "Hora Staccato" by Paul Lavalle, and "Interlude" and "March of the Boyds" by Boyd Raeburn.

Isidor Lubin Is Added To Decca Record Board

Jack Kapp, president of Decca Records, Inc., announced today that Isidor Lubin has been elected a director of the corporation. Mr. Lubin is United States representative on the Economic and Employment Commission of United Nations. He was formerly president of the American Statistical Association, and is now president and chairman of the board of Confidential Reports, Inc.

Latest Sterling Discs

Sterling Records, Inc., of New York City, has announced the release of two novelty westerns now available.

They are: "I'm Sorry If That's the Way You Feel" and "Farther and Farther Apart" by the Oklahoma Wranglers; and "Wealth Won't Save Your Soul" and "When God Comes and Fathers His Jewels" by Hank Williams and his Country Boys.

In New Record Post

NEWARK, N. J., Friday—Appointment of Joseph Phillips as junior assistant buyer of records at the Kresge department store in Newark was announced here this week.

Advertise in a paper that commands reader interest. RADIO and Television WEEKLY does it.

Dynavox

The Finest Name in Electric Phonographs
Presents the Best in Style—Tone—Quality—
Performance—Value for 1947



The SWINGMASTER A Phono Achievement

Compact—2 Tubes—High Fidelity Pick-up—5" Alnico V Speaker with the Quality and Tone of a Console that will amaze you. Hand-somely designed in a 2-tone solid wood cabinet.

SOLD THROUGH AUTHORIZED DISTRIBUTORS
A few territories still available—Write for particulars



MODEL No. AP-514—3 Tubes—
With the new fool-proof Milwaukee Record Changer—De-Luxe Solid Wood Chase with DuPont Fabricoid Covering.

DYNAVOX CORPORATION Long Island City 1, N. Y.

Exclusive Wholesale Distributor of DYNAXOX

for the Metropolitan New York Area

including the counties of New York, Bronx, Kings, Queens, Richmond and Nassau and Suffolk counties in Long Island.

SANFORD ELECTRONICS CORPORATION
WHOLESALE DISTRIBUTORS

136 LIBERTY ST. Tel.: BARclay 7-2242 NEW YORK 6, N. Y.

Exclusive Wholesale Distributor of DYNAXOX

for Westchester and Rockland Counties

Stewart-Warner radios; Waring products; Dormeyer mixers; Kitchenaid mixers; Camfield toasters; Sessions clocks; Sperti sun lamps; Durabil' irons, Dominion products and a complete line of table appliances.

APPLIANCE DISTRIBUTORS, INC.

Westchester's Leading Distributors of Radios and Appliances
51 LAWTON ST. Tel.: New Rochelle 2-0144 NEW ROCHELLE, N. Y.



GENERAL ELECTRIC

Electronic

RADIO TUBES

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



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



RCA VICTOR TO USE METROPOLITAN STARS FOR OPERA PROJECT

Plans to record full length operas by the leading singers of the Metropolitan Opera Company, were disclosed here last week by J. W. Murray, vice president in charge of record activities. The recordings will be made in this country with specially assembled orchestra and chorus.

The success of the recently recorded versions of "Boris Godounoff" and "Carmen" has convinced the RCA Victor officials that recording of operas in a recording studio is much more satisfactory than recording the actual performance.

Mr. Murray said that for more than a year RCA Victor has been building up a roster of top-flight vocal talent with the opera project in mind.

KEYNOTE HEAD CITED FOR HOSPITAL DRIVE

Eric Bernay, president of Keynote Recordings, Inc., last week was cited by the Board of Trustees of New York's Sydenham Hospital for his work as co-chairman of a group that staged fund-raising benefits to help wipe out the hospital's deficits.

ZENITH STOPS THEFTS OF COBRA TONE ARMS WITH SPECIAL SIGNS

CHICAGO, ILL., Friday — Repeated thefts of Cobra tone arms from the Zenith record demonstrator installed in listening booths of record stores throughout the country posed a problem that retailers asked Zenith Radio Corp. to help solve.

Albert L. Casey, of Marshall Field & Co., illustrated the position of the stores when he said in Chicago, "Field's can't very well put up a sign reading, 'don't steal this Cobra tone arm.'"

Since the tone arm is only part of the Zenith way to play records, Zenith Radio Corp. prepared and is distributing to all retailers using its record demonstrator an embossed sign, which reads:

"Please do not request us to have your present phonograph equipped with a Cobra tone arm. This cannot be done! The Cobra tone arm is useless on any ordinary radio or phonograph as it requires special tubes and the Zenith circuit inside the set to make it work."

The sign did the job, and it was not necessary to put up a "Do not steal this Cobra" notice.

Advertise in a paper that commands reader interest. RADIO and Television WEEKLY does it.

COLUMBIA RELEASES HANDEL'S MESSIAH

BRIDGEPORT, CONN., Tuesday — The Columbia Recording Corp. has released Handel's Messiah under its Masterworks label.

"The Messiah," recorded in England by the Huddersfield Choral Society and the Liverpool Philharmonic Orchestra, was pressed here in Columbia's Bridgeport plant. The soloists include Isobel Baillie, James Johnston, Gladys Ripley and Norman Walker.

The entire composition consists of nineteen twelve-inch records and lists at \$22.50.

It is not only smart to be thrifty—it's also good business. Advertise in the RADIO and Television WEEKLY.

RECORDING ARTISTS ARE ANNOUNCED BY M-G-M

Frank B. Walker, general manager of M-G-M Records last week announced the artists that would record for this label.

They are: Blue Barron, Lionel Barrymore, Jimmy Dorsey, Jimmy Durante, "Ziggy" Elman, Helen Forrest, "Slim" Gaillard, Kathryn Grayson, Harry Horlick, Van Johnson, Johnny Johnston, Gene Kelly, the King's Men, Korn Kobblers, Hal McIntyre, Lauritz Melchior, "Sy" Oliver, Carson Robinson, David Rose, Allen Roth, Raymond Scott, Kate Smith, Mark Warnow, Keenan Wynn and "Buddy" Weed.

With its distribution set up, M-G-M will launch its merchandising program in March.

Attention—Portable Phonograph Manufacturers! Tone-Arms Reproducers



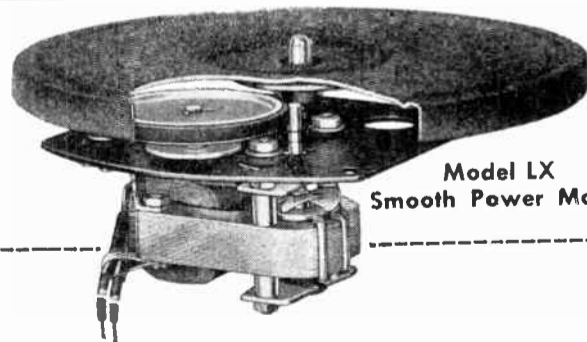
Manufactured by **E. TOMAN & COMPANY**

2613 W. 21st Place Chicago 8, Illinois

EASY ON THE EAR

WITH

Smooth Power



Model LX Smooth Power Motor

• That's what counts with your customers! Give them faithful reproduction, free from wow and rumble, and your selling job will be easier and more profitable.

You'll get that fine performance from our complete Smooth Power line of phonomotors, recorders and combination record-changer recorders. They're carefully engineered and faithfully built for quick pick-up, constant speed and freedom from noise and vibration. They're easy on the ear.

They'll make fitting companions for your own fine products.

THE GENERAL INDUSTRIES co.

DEPT. MW

ELYRIA

OHIO

MINERVA

**NOW! WITH ALL THE IMPROVEMENTS
YOU'VE BEEN WAITING FOR IN FINER,
MORE BRILLIANT RADIOS!**

Corporation of America • 238 William Street • New York 7, N. Y.

*A few territories now open for live-wire distributors.
Write today for details.*



Chicago Jobbers, Retailers Preparing For Spring Drive on Radios, Appliances

(Continued from Page 12)

high in proportion to their sales-inventories, he declared, that list not only inferior goods of unknown makers, but also some products of big manufacturers of nationally recognized standing.

Mr. Hirsch, together with Mrs. Hirsch and their eight-year-old son, are leaving this week for a three-week vacation in Palm Beach, Fla.

Following a conference with President Benjamin Abrams of Emerson Radio & Phonograph Corp., who was in Chicago last week, Rube R. Schoenberg, general manager of S. E. Schulman Co., Emerson distributor in this section, stated that Emerson's plan for nationwide promotion is the most stimulating news of the industry.

Foremost, said Mr. Schoenberg, is Emerson's intention to concentrate on

the production of its lower-priced sets, as opposed to the policy of giving precedence to the larger, higher-priced models. Next, he stated, are Emerson's plans for national advertising of the line. These will begin with the model 540, a five-tube superheterodyne set with built-in loop, a receiver that will, he said, virtually "fit the palm of the hand." This little receiver measures only 6½ inches wide, 4¾ inches high and 3¼ inches deep, with a high degree of efficiency, due to war-developed miniature tubes.

Production at the factory, added Mr. Schoenberg, has now reached a high level. Promotion efforts are scheduled for this section within the next few weeks, and Emerson dealers may expect to receive increasing quantities of the new low-priced sets, to take advantage of the advertising.

Getting down to actual figures, Mr. Schoenberg said that by far the great-

er part of the Emerson production from now on will consist of sets to sell at \$29.95 and less. Dealers are now being shipped the new models and will continue to receive them, in keeping with the demand expected to result from the push that will be put behind the Emerson line.

Mr. Schoenberg was especially enthusiastic over the price reduction in the model 536 seven-tube portable with three-gang condenser, which has been cut from \$49.95 to \$39.95, both prices less batteries. Deliveries are being made on this set this week, and dealers will continue to receive them as fast as they come in.

After occupying on lease the premises for the past ten years, Wells-Gardner & Co. has bought the plant occupied by it here at Kildare and Schubert avenues, where it makes radios for mail order and other concerns. The structure on the property is of one and three stories and contains 140,000 square feet of floor space, occupying a site by 350 by 360 feet.

—WALLACE MORRIS.

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

Vacuum Cleaner Output Continues at High Rate

CLEVELAND, O., Friday—Holding to a 3,000,000-a-year rate established in the final quarter of 1946, factory sales of standard-size household vacuum cleaners in January totalled 258,892. This was 109 per cent greater than the January, 1946, sales of 123,918, and was the fourth highest month in the industry's history, according to figures announced here today by C. G. Frantz, secretary-treasurer of the Vacuum Cleaner Manufacturers' Association.

January sales were topped slightly in the last three months of 1946.

Starling Promoted

RALEIGH, N. C., Friday—Appointment of Cooper Starling as manager of Blackwood's, Inc., local appliance store, has just been announced by O. C. Blackwood, president. Mr. Starling had been assistant manager.

**WHOLESALE
RADIO PARTS** **MANY HARD-TO-GET
ITEMS IN STOCK**
SEND FOR
OUR CONFIDENTIAL JOBBER PRICE SCHEDULES

**We Extend To All
JOBBERs and
DISTRIBUTORS
Attending I. R. E. Show
AN INVITATION
TO VISIT US**

Only A Short Distance From
GRAND CENTRAL PALACE
HOURS—9 A.M. to 6 P.M. DAILY

SEABOARD-RONLEY CORP.

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

New Jersey  NEWARK
DISTRIBUTOR

It's here!

The new General Mills Tru-Heat iron, the first post-war appliance sensation! Jam full of new, sales-appealing improvements. . . Super accurate Tru-Heat control . . . Extra large ironing surface . . . Safety side rest. . . Important features to boost your sales for a quick, easy turnover.

Betty Crocker
of General Mills says:
"Here's the iron
for faster,
easier ironing!"



**THE NEW
General Mills
Tru-Heat Iron**

Distributed by

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

TELEVISION INDUSTRY SEEKS NEW ANTENNA

Manufacturers of electronic equipment were invited last week to submit designs for television antenna systems for multiple-family dwellings to the Television Broadcasters Association. The invitation was contained in a letter signed by Ernest A. Marx, general manager of the television receiver division of the Allen B. DuMont Laboratories, Inc., and chairman of the association's subcommittee on apartment house antenna installations.

"This system must be able to allow a tenant to purchase any make of television receiver, plug it in on the system and receive usable signals," Mr. Marx wrote.

He pointed out that there was a great demand for such systems and said the committee would be pleased to investigate any system submitted.

First Blackstone Washer Deliveries for New York

Initial deliveries of the new Blackstone Corp. automatic home laundry were made this week by Gross Distributors, Inc., New York to dealers.

The unit has an agitator, which the company says washes clothes more thoroughly than other methods.

Advertise in a paper that commands reader interest. RADIO and Television WEEKLY does it.

JOHNSON, CASH NAMED TO NEW NORGE POSTS

DETROIT, MICH., Friday — Thurlo F. Johnson has been appointed sales manager of the central region for the Norge Division of Borg-Warner Corp., and L. B. Cash, formerly his assistant, has been elevated to Mr. Johnson's former position of national service manager, according to M. G. O'Harra, vice president and director of sales. The appointments are effective immediately, according to a recent announcement by the company.

The moves resulted from the resignation of J. H. Frohlich, formerly central sales manager, who has left the Norge factory staff to become sales manager of the appliance department for the Sampson Co., Norge distributor in the Chicago area.

Pioneer Broadcasters Celebrate Anniversaries

Two of the nation's pioneer radio stations celebrated their twenty-fifth anniversaries last week with special programs.

WGY, Schenectady, N. Y., operated by the General Electric Co., marked its birthday on February 21 with a dinner and a one-hour anniversary program.

WOR, New York, presented an all-day program of celebrities on Saturday.

HOFFMAN RADIO HAS NEW DEMONSTRATION FOR SYMPHONIC SET

LOS ANGELES, CALIF., Saturday — Walter S. Harmon, recently organized as a manufacturers' agent, has a goldfish bowl that is becoming famous. He was for ten years vice president and chief engineer of the Hoffman Radio Corp. and its predecessor, Mission Bell Radio Co., and was previously chief engineer for the Emerson Radio & Phonograph Co. of New York.

Mr. Harmon puts a bright new shiny fish into the bowl every time he gets a new client. He started in with a tiny, drugstore sized bowl, then he needed a larger one. Now that he has over a dozen clients, he has to go shopping for still another bowl and figures on getting one as big as those used by Selective Service in the Draft.

R. J. McNeely, director of sales for the Hoffman Radio Corp., and D. D. Spence, assistant sales manager, barely see each other these days. The other day Mr. Spence returned from a sales conference in San Diego. The minute he took his hat off and dropped his brief-case on his desk, Mr. McNeely eased out of the chair and dashed East to open Arkansas, Texas and Oklahoma as Hoffman sales territory. The duo act was pony-express precision, just like the old days when changing horses was a matter of seconds.

Hoffman Radio Corp., has prepared a demonstration record for its new B-1000 Symphonic Combination, with Al Bennett, chief engineer, doing the technical arranging. One side records the merchandising story, while the other has music and speech to demonstrate the wide range and true fidelity of the set. The disc was designed to be played by dealers in their demonstration booth to potential customers.

—S. M. BOOKEE.

Dun & Bradstreet Index Up 2.1% During January

According to the Dun's Review Trade Barometer released over the week-end by Dun & Bradstreet, Inc., consumer expenditures for commodities increased 2.1 per cent to 259.0 in January with 1935 to 1939 as a base period.

The index, adjusted for seasonal variations and the number of business days in the month, represents only the flow of goods and services into consumptive channels. Measured by dollar volume, consumer purchases declined from the all-time high reached in December with the January barometer at 20.4 per cent above the 215.1 of a year ago. Price declines were slight and were limited mainly to some soft goods and staple articles.

General Instrument Corp. Nets \$1,388,030 in 10 Mos.

ELIZABETH, N. J., Monday — For the ten months ended December 31, the General Instrument Corp. and subsidiaries reported a net profit of \$1,388,030, or \$2.85 a share on 486,858 capital shares. Net sales totaled \$18,488,084.

It is not only smart to be thrifty—it's also good business. Advertise in the RADIO and Television WEEKLY.

FAYBILL Offers To Quantity Buyers Immediate Delivery on STANDARD TUBES

Receiving Tubes
(RCA, Hytron, Sylvania, G.E. etc.) in individual bulk carton or individually boxed

Type	Quantity	Price
1A7	1000	\$.69
1LA6	2000	1.10
1LN5	4000	.89
5Y3GT	3100	.39
6SQ7	2600	.52
6H6	1100	.45
6SN7	1300	.45
6SL7	600	.60
7C5	400	.63
7B7	3600	.59
7A7	3600	.59
7B6	3600	.59
7Q7	3600	.59
12AT6	1000	.52
12BE6	1000	.52
12A6	1000	.50
12H6	350	.49
12SA7	1000	.59
12SQ7	1000	.57
12SK7	1000	.59
12SG7	340	.58
12SN7	300	.50
14A7	2700	.59
14Q7	2000	.59
14B6	1800	.59
35Z5	1000	.50
35L6	2400	.59
35W4	1000	.55
50A5	700	.88
50B5	2900	.63
50L6	2400	.59

Transmitting Tubes

(RCA, Hytron, Sylvania, G.E. etc.) Individually Boxed

Type	Quantity	Price
2C26	1000	\$.48
2X2/1879	1000	.63
3BP1	100	1.85
5BP1	400	3.00
5CP1	100	3.00
6AG5	300	.59
6J6	300	.59
955-956-954	3000	.45

This is a partial list of tubes in stock. Inform us of your requirements. We have thousands in stock.

SPECIAL

5000—1626 JAN. standard brand	\$.38
5000—6AL5 JAN. standard brand	.35
*400—Astatic Y-30 mike complete with stand and amphenol plug, individual boxed	3.35
*500—Astatic pickup L-70 complete with hardware	1.50
*(lots of 50 or more)	
**120—Webster M-15 115/230 volts 60 cycle	3.50
** (lots of 20 or ore)	

WE BUY

Are You Overstocked?

We need motors, tubes, condensers, resistors, controls, or what have you. Factory closeouts or surplus desired.

**FAYBILL
DISTRIBUTING CO.**
81 LEONARD ST. NEW YORK, N. Y.
CAnal 6-9368

Manufacturers—Distributors—Jobbers

RADIO TUBES

Below Distributor's Cost

Tubes are guaranteed new stock

NATIONALLY KNOWN BRANDS

Type	Price	Type	Price
12SA7GT	\$.50	12AE6	\$.40
12SQ7GT	.48	35W4	.40
12BA6	.40	35L6GT	.48
12AT6	.40	50B5	.55

Sold in Lots of 300 or More of Each Type

SPEAKERS

PM 5" Alnico 5—1½ oz. slug	\$1.15
PM 6" Alnico 5—1½ oz. slug	1.35

Sold in Lots of 72 or More

SPECIALS

2 Gang Superhet Variable Condensers	\$.85
Coils IF—1st—2nd (Set)	.75
Oscillator Coils	.10
Loops	.20
Filter Condensers—40-40—Fresh Stock	.30

Limited Stock—Order Immediately. 20% With Order, Bal. COD.

HARAS MANUFACTURING CO.
13 E. 16th St. Phone GRamercy 7-4490 New York, N. Y.



Distributed Exclusively by
ARVIN-SALMANSON CO. of New York, Inc.
 1107 BROADWAY WATKINS 9-7640 NEW YORK 10, N. Y.
 Metropolitan New York and Northern New Jersey Territory. Service Dept.: 18 East 17th Street, New York 3, N. Y.

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

ARVIN-SALMANSON CO., INC.
 2126-30 EDMONDSON AVE., BALTIMORE 23, MD. WASHINGTON, D. C.
 GILmore 7552 Phone REpublic 4696
 Maryland, District of Columbia, Lower Delaware and Adjacent Virginia and West Virginia Counties



EXECUTIVE DESCRIBES 3 TYPES OF AERMOTIVE PERMEABILITY TUNERS

KANSAS CITY, MO., Friday—Aer-motive Equipment Corp. of this city is manufacturing for the radio set manufacturers and distributor three types of hi-gain permeability tuners, to replace the variable condenser, antenna and oscillator coil.

The types are a 210 slide rule dial for superheterodyne; a 230 aeroplane dial for superheterodyne, and a 260 aeroplane dial direct drive for regenerative circuit.

All tuners are constructed complete with three color scale, with drive shaft and pointer all mounted on unit. Units tune from 540KC to 1600KC and are pre-tacked at the factory to match dial.

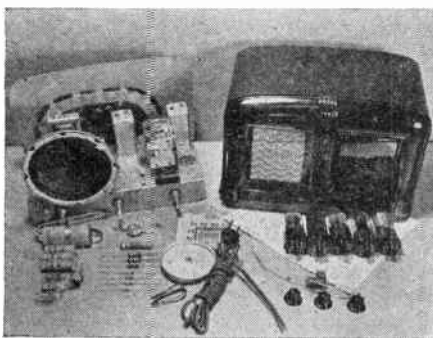
Types A 210 and A 230 consist of a tuned antenna and oscillator circuit. A tapped oscillator coil to match is furnished with each. Type A 260 replaces a single section condenser and antenna coil. Each unit is individually packed with complete instructions and circuit diagram.

Harry Braverman, head of the company points out that it is advantageous to use these units in all one band radio kits; for the serviceman, dealer, amateur, experimenter, engineer and radio schools. Alignment is simple, and saves 25 per cent of time in building a set, he maintains.

Advertise in a paper that commands reader interest. RADIO and Television WEEKLY does it.

GROSSMAN CONCERN HAS NEW RADIO KIT IN FULL PRODUCTION

The Grossman Radio & Electric Co., 120 Cedar street, New York, is now in full production on its new five-tube,



New Grossman Kit

AC-DC superheterodyne electronic radio kit.

The kit (shown here) is accompanied by eight pages of instructions, pictorial diagrams and schematics. Features of the kit are tone control and an attractive walnut cabinet.

Ben Grossman, firm president, revealed that the kit will be sold only through recognized jobbers and distributors. Initial shipments have been well received by the local trade, Mr. Grossman added.

Nash-Kelvinator Corp., has announced a dividend of 25 cents a share on its capital stock, payable on March 28.

EMERSON DROPS PRICE ON ITS PORTABLE SET FROM \$49.95 TO \$39.95

(Continued from Page 5)

on the assumption that the economies that worked before the war will work again, even in the face of certain fixed costs of labor, material shortages and other curtailments which bedevil most industries today.

"The economics of manufacture, price and distribution are not always obvious," Mr. Abrams said, "but it seems crystal clear to us that the mass production which this country needs in order to maintain full employment must find a corollary in lower consumer prices. The two must go hand in hand and it is up to the good-will and resourcefulness of management and labor to work out the formula together. The price reduction just announced by Emerson will undoubtedly be costly to the company at the start, but we are confident that the process of greater production and wider distribution will gradually bring operations to a reasonable profit level," Mr. Abrams concluded.

RCA ISSUES NEW TUBE PROMOTION MATERIAL

HARRISON, N. J., Friday — Sales aid catalogs on RCA, RCA Victor, and Cunningham tube brands, designed to give distributors and their dealer and servicemen customers a concise summary of the range of tube promotional material have been released to distributors, it was announced today by Julius Haber, manager of tube advertising and sales promotion.

The catalogs which are in color, describe each promotional item in detail, and stress the importance and prestige of dealer and serviceman identification with the best known names in radio.

Included are window, counter and interior store displays, indoor and outdoor signs, printed Scotch tape, service

coats, clocks, test stickers, printed letterheads and envelopes, rubber stamps for imprinting the manufacturer's literature, billheads, printed gummed wrapping tape, direct mail cards, ad mats, technical literature, and service publications.

It is not only smart to be thrifty—it's also good business. Advertise in the RADIO and Television WEEKLY.

NORTHEASTERN DISTRIBUTORS INCORPORATED

TODAY

—as in the past—one may be judged by the company one keeps.

Particularly is this true with business associates and their distributing representatives.

You are in mighty good company when associated with such "leaders in their line" as

**ZENITH
THOR
GIBSON
GRAND
ELGIN
QUAKER**

and other nationally famous trade-mark names for which NORTHEASTERN DISTRIBUTORS, Inc., are the exclusive sources of supply for Independent Dealers throughout Eastern Massachusetts and Southern New Hampshire territory.

588 Commonwealth Ave.
BOSTON, MASS.

BEAUCAIRE Inc.

114 MONROE AVENUE

ROCHESTER 7, N. Y

Distributor of

PHILCO
Radios - Refrigerators - Freezers

SPEED QUEEN
Washers - Ironers

CLARK
Electric Water Heaters

GRAND
Gas Ranges

SETH THOMAS
Clocks

BENDIX
Washers - Ironers - Driers

AMERICAN CENTRAL
Kitchens

EUREKA
Vacuum Cleaners - Cordless Irons

PROCTOR
Small Appliances

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

STERN & COMPANY of HARTFORD, Conn.

Distributors of America's Leading Brands of Small Appliances

"STERN'S SELLING SLANTS" mailed on request.

COLUMBIA and OKEH RECORDS

"TODAY'S TOP FRANCHISE"

- THOR
Home Laundry Equipment
- GIBSON
Refrigerators—Ranges
- UNIVERSAL
Vacuum Cleaners & Appliances
Sole State Service Distributors



HAVE YOU SEEN OUR NEW BUYER'S GUIDE?

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

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



WALKER-JIMIESON, INC.

311 SOUTH WESTERN AVENUE, CHICAGO 12, ILLINOIS • CANAL 2525

UNUSUAL INTEREST IN RECORDS IS REPORTED IN KANSAS CITY AREA

ALBUM SALES ARE BOOMING

Increase Is Laid to Heavy Promotion Under Way by Many Merchants Throughout Southwest.

KANSAS CITY, MO., Friday—Keen interest in all types of recordings—single and albums, standard and popular releases—is reported by local distributors of phonograph records.

Harry Miller, branch manager of the Decca Distributing Corp., reports that initial shipments of albums of Al Jolson's songs and of Bing Crosby's "Blue Skies" tunes were sold out as soon as they were received. A back-order list for these albums includes all dealers served by the local branch of Decca, which covers Nebraska, Kansas and the western half of Missouri.

In addition to heavy sales of popular records, the Decca office has had a consistently high demand for the good standard items, including the albums of sacred music by well-known artists.

Mr. Miller stated that three factors have contributed to the brisk business

in records. The public has shown an increasing interest in at-home entertainment, the entertainment offered by records has shown a gradual improvement, and the popularity of the radio-phonograph combination has created a new market for the record industry.

At Capitol Records Distributing Co., shipments of merchandise are increasing, but supplies are still far short of demands. In spite of this, a number of promotional activities are under way.

Included in these is an advertising campaign directed to high school and college students. Beginning in March, advertisements are to be published in school newspapers in the sales territory. Releases giving a variety of information of interest to record buyers will be mailed regularly to some 800 college newspapers.

Joseph Gleeson, branch manager of Capitol, has announced that three of the six local senior high schools—Westport, Central and Southwest—will have Capitol advertising in their publications.

Mr. Gleeson said that his firm is also conducting an advertising campaign in newspapers circulating in communities served by its dealers. All towns fifty miles apart are included in the program, which provides for the use of an advertisement every two weeks.

The local office is publicizing the new

informational service offered by Capitol. Persons seeking information on any recording under any label or about artists may write to the Hollywood office of Capitol. Daniel E. Anderson is in charge of the Information Bureau.

RCA Victor distributors from Kansas City, St. Joseph and Springfield, Mo., and Wichita, Kans., attended sales training meetings in this city on February 18 and 19. Gordon Bell, sales manager of the Kansas City record division, conducted the classes, which will be relayed to retail sales people by the distributors.

Mr. Bell reports that although dealers are unable to fill their orders, they are showing interest in promotional plans and frequently visit his office to discuss programs. The high point of interest now is "Tommy Dorsey Week," February 24 to March 3, when all RCA Victor dealers will push Dorsey albums and singles.

At the Frederick Lee Co., distributor of a number of labels, the current push is on a children's album, Cosmo's "Tubby, the Tuba."

—ELSIE WRIGHT.

Portable Products Opens Office in New York City; General Television Parent

The Portable Products Corp., Pittsburgh, Pa., last week opened general sales offices in the Woolworth Building, New York City.

The company operates eight manufacturing plants in this country and Canada. The General Television & Radio Corp., of Chicago, is a subsidiary of the Portable Products Corp.

New Blackstone Washer Previewed by Gross Firm

A preview of the Blackstone automatic washer was held last week by Gross Distributors, Inc., New York distributor, at its offices and showrooms, 570 Lexington avenue.

Miss Bonnie Duke, recently appointed home economist for the Gross firm, served as hostess.

Westinghouse Makes Contracts for Cabinets

SUNBURY, PA., Thursday—A long-term contract to purchase the entire output of radio cabinets made by the Mifflinburg Body Works, of Mifflinburg, has been signed by the home radio division of the Westinghouse Electric Corp., it was announced here this week.

Under the contract, the Mifflinburg firm will deliver 40,000 console and table cabinets in the next four months. It has been supplying cabinets in a limited quantity to the home radio division for the past year. Before the war, the firm produced custom-made bodies for station wagons.

Petition Filed Against United Manufacturers

A petition in bankruptcy was filed in the Federal Court of New York last week against United Manufacturers, Inc., radio concern, of 261 Broadway, New York.

outstanding

- CABINETS
- RECORD-CHANGERS
- FM
- STANDARD BROADCAST

Farnsworth

Television • Radio • Phonographs

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

Emerson

RADIO

Headquarters for Northern Illinois

For Details of the Emerson Dealer Franchise Consult

S. E. SCHULMAN CO.

801 South Wabash Avenue
Chicago, Illinois



AMERICAN CONDENSER COMPANY

4410 RAVENSWOOD AVE., CHICAGO 40, ILLINOIS

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



LEADERS IN INDUSTRY GIVE "GREEN LIGHT" TO "RADIO SET IN EVERY ROOM" PROMOTION

(Continued from Page 3)

that a Republican proposal for excise tax cuts, temporarily sidetracked by income tax legislation, calls for an eventual cut in the radio excise tax from 10 to 5 per cent. The committee will continue to press for action, Mr. Gerl said. The excise tax committee will be en-

larged to include a subcommittee of manufacturers of communications receivers in an effort to eliminate the excise tax on this class of commercial receivers.

G. W. Thompson, of Noblitt-Sparks, chairman of the RMA industrial relations committee, reported that progress is being made by a subcommittee on an analysis in preparation of industry labor contracts and that plans are being

made to hold a third RMA industrial Relations Seminar in New York some time next May.

Max F. Balcom, of Sylvania, chairman of the RMA surplus disposal committee, reported on a recent conference with WAA officials seeking to expedite the shipments of radio and electronic surplus but declared that shipments are still slow and that considerable equipment remains to be disposed of by WAA.

A. D. Keller, of Federal Telephone, chairman of the RMA export committee, made a brief report on the activities of his committee in seeking lower duties for U. S. radio products in the eighteen countries with which the State Department proposes to work out reciprocal trade agreements.

The next meeting of the RMA board of directors will be held April 24-25 at the Seaview Country Club, Absecon, N. J., at which time the directors will be host to the Canadian RMA board of directors.

The RMA parts division executive committee and section chairmen met with Chairman J. J. Kahn, of Standard Transformer, presiding.

A preliminary report was made by G. Richard Fryling, of Erie, Resistor Co. on a survey of brand marking and dating practices of thirty-one parts manufacturers represented by the executive committee and section chairmen. The parts group decided that a more comprehensive survey should be made to give all members of the RMA parts division an opportunity to report on their practices.

The parts division group referred to the RMA engineering department a proposal for selenium rectifier standards.

R. C. Baggs, of the International Resistance Co., Philadelphia, as chairman of a special RMA subcommittee of the parts division, made a broad presentation, both to the parts division meeting and to the parts coordinating committee session suggesting a merchandising program to aid radio service men in improving and enlarging their business.

The program, as outlined by Mr. Baggs, would be sponsored by radio manufacturers and distributors jointly if approved by their respective trade associations. Mr. Baggs and his subcommittee were asked to prepare a more detailed program of action and a plan for financing the project and to report at the next meeting of the radio parts coordinating committee.

new building at 187 So. Dudley street, this city.

J. M. Allen and C. P. Jones are recent additions to the firm's radio parts departemnt. Many of America's nationally known products are distributed by Mills-Morris including RCA electron tubes, Eveready radio batteries and Motorola aeriials, etc.

The territory covered includes Western Tennessee, Northern Mississippi, and parts of Arkansas, Kentucky, Alabama and Missouri.

It is not only smart to be thrifty—it's also good business. Advertise in the RADIO and Television WEEKLY.

"ONE OF AMERICA'S GREAT DISTRIBUTORS"



Serving New Jersey Dealers for 40 Years

RCA VICTOR	Radios - Television Radio Phonographs - Records Tubes - Radio Parts - Batteries Electronic Parts Sound Equipment - Test Equipment
BENDIX	Automatic Home Laundry Automatic Home Ironer Automatic Home Dryer
NORGE	Rollator Refrigerators Re-ta-tor Washers Home Freezers - Farm Freezers Gas Ranges - Electric Ranges Bottle Gas Ranges Home Heaters - Water Heaters Air Conditioners Commercial Refrigeration Water Coolers
EUREKA	Complete Home Cleaning System Upright Vacuum Cleaners Tank-Type Vacuum Cleaners Electric Cordless Iron Electric Waste Food Disposers
AMERICAN	All-Steel Kitchens - All-Steel Sinks Automatic Dish Washers Garbage Disposers Home Freezers
NEW HOME	Sewing Machines
KNAPP-MONARCH	Table Appliances
VORNADO FAN	Air Circulator
SETH THOMAS	Electric Clocks
WESTCLOX	Electric Clocks
COMFORTAIR	Portable Weather Unit
WESTINGHOUSE	Lamps

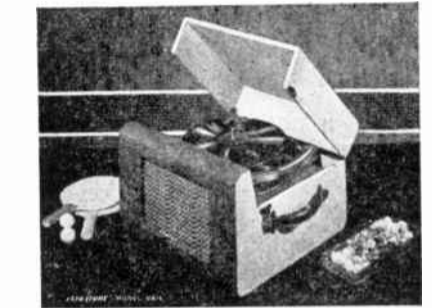
KRICH-RADISCO INC.

422-432 ELIZABETH AVENUE NEWARK 8, N. J.

Phone: Bigelow 8-7400

Mills-Morris Co. Now In New Headquarters

MEMPHIS, TENN., Monday — The Mills-Morris Co. distributor of radios and radio parts, is now occupying its



DISTRIBUTED IN BOSTON AREA

BY E. Stanley Freeman, Inc.
80 Federal Street,
Boston 10, Massachusetts



for dimensional accuracy!

DKE stamped metal parts can now be supplied in any quantity on short notice. 20 years experience in producing all types of cups, sleeves, flanged shapes, and fabrications to specification. Tools, jigs, fixtures produced on premises for precision and economy.



THE ENGINEERING CO.
DANIEL KONDAKJIAN
27 WRIGHT ST., NEWARK, N. J.

INQUIRIES INVITED

For Good Listening! ... it's Superior

ELECTRO-TONE

ELECTRO-TONE CORPORATION
221 HUDSON STREET
HOBOKEN, N. J.

Superior RADIO-PHONOGRAPHS · PORTABLES · AUTOMATIC and MANUAL RECORD CHANGERS

ENGINEERS TO HOLD CONVENTION, SHOW IN N. Y. MARCH 3-6

(Continued from Page 3)

by the I. R. E. on Monday noon at the Roosevelt Hotel, at which plans for the conference and show will be outlined by Dr. W. R. G. Baker, president of the I. R. E. and vice president in charge of the Electronics Department of the General Electric Co., as well as other show officials.

Charles R. Denny, chairman of the Federal Communications Commission, will be the featured speaker at the annual I.R.E. banquet to be held Wednesday evening, March 5 at the Commodore. F. R. Lack, vice president of Western Electric Co., will serve as toastmaster.

The 1947 Institute Medal of Honor, the 1947 Morris Liebman Memorial Prizes, the 1947 Browder J. Thompson Memorial Award and Fellowships given by the Institute will be announced at the banquet.

On Tuesday noon, March 4, the president's luncheon will honor the incoming 1947 president of the Institute, Dr. Baker. He will be introduced by Dr. F.

B. Llewellyn, of Bell Telephone Labs., toastmaster and retiring 1946 president. Vice Admiral C. A. Lockwood will be the guest speaker at the luncheon. Also present will be the newly elected members of the I.R.E. directorate.

These are J. E. Brown, assistant vice president and chief engineer of the Zenith Radio Corp.; Mr. Lack; J. R. Poppele, vice president of the Bamberger Broadcasting Service, and David B. Smith, director of research of the Philco Corp.

1,000 Television Sets

CHICAGO, ILL., Friday—More than 1,000 television receivers are now in use in this city, it was revealed this week by Balaban & Katz, operator of Television Station WBKB, Chicago.

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

Where Do Little Battery Plugs Come From?

IMMEDIATE DELIVERY

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

Our engineers are glad to help with special plug problems.

WRITE FOR DESCRIPTIVE LITERATURE

Jobbers' Assortment

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

Metal Cabinet is FREE
Model BP-2000 List Price Value \$235.85

Famous Servicemen's Kit

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

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

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

it's NEW

RMS Record Album CABINET

it's BEAUTIFUL!

MODEL RA-1000



A NATURAL Seller for your Platter Dealers—BECAUSE:

- It's MODERN in Design
- It Fills a Definite Need
- It's Priced to SELL!

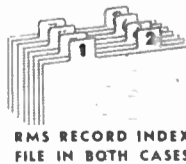
RECORD ALBUM CABINET RA-1000—The new RMS Record Album Cabinet is finished in rich brown leatherette, and smartly styled to grace any living room. It's solidly built of heavy wood veneers. Four compartments can accommodate two dozen or more 10" and 12" record albums.

ALBUM CABINET STAND MODEL RAS-1—Sturdy four-legged wood frame, polished veneer, ruggedly built to support album cabinet.

RMS Portable Record Cases

Your dealers will welcome these new RMS numbers. They're just what music lovers everywhere have been asking for!

MODEL PRC-10—All Plywood Construction. Portable Leatherette Covered Record Case, accommodates 50 10" records. Each case equipped with complete record index file, numbered from 1 to 50 inclusive, as well as numbered permanent index in cover of case. Overall size: 11 1/4" high, 11" wide, 8" deep. Brass plated hardware, lug-gate type plastic handle.



MODEL PRC-12—Same, but for 25 12" records.



OUR NEW CATALOG —just off the press!
Complete RMS 1947 line illustrated and described. We invite inquiries from WHOLE-SALE DISTRIBUTORS AND JOBBERS ONLY.

RADIO MERCHANDISE SALES, INC

550 WESTCHESTER AVENUE

NEW YORK 55, N. Y.

*Finest Name
in
Radio
Phonographs*

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

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

Electric League of Pittsburgh Told That This Year Will See New Production Record

NO DEPRESSION COMING, WESTINGHOUSE OFFICIAL SAYS

Frank D. Newberry Says Close Co-operation Between Government and Industry Is Necessary — Tributes Paid to Thomas A. Edison and Alexander Graham Bell — Housewares Club Holds Dinner.

PITTSBURGH, PA., Saturday — Frank D. Newberry, vice president of Westinghouse Electric Corp., in charge of the New Products Division and Statistical Research, gave an inspiring talk recently before the Electric League members and guests on the subject "Is depression in the offering?" Mr. Newberry gave an emphatic "no" as his answer, after careful evaluation and presentation of the facts.

He believes that production will establish new records in '47, double that of strike-bound 1946, and the outlook is excellent for the next ten years. While there might be some slight maladjustments from time to time, no serious setbacks are anticipated, he said. As a result of his studies and forecasts, Westinghouse is investing 120 million dollars in new buildings and equipment.

Mr. Newberry believes that industry and Government can largely eliminate the valleys of depression, by wisely using the know-how and other avail-

able tools. There must be restraint in the uses of greatly expanded credit, a legacy of the war. Development of a sound two-way foreign trade, increasing our imports alongside of an expanded export business on a healthy basis, instead of the 1920 boom largely financed by Government and bank loans. Other factors in a prosperous economy include increased production, reduction of unit costs, higher wages earned through the use of more and improved power driven equipment, he told his audience.

Gwilym A. Price, president of Westinghouse paid tribute to Thomas A. Edison on the 100th Anniversary of the birth of the inventor, and the Bell Telephone Co. held "Open House" to celebrate the 100th Anniversary of the birth of Alexander Graham Bell, inventor of the telephone, by inviting the public to visit its various exchanges. Divided into small groups, the guests were conducted by guides through intricate mechanisms, with trained per-

sonnel explaining in detail each operation, and answering the thousands of lay questions. Of special interest were the explanations of coaxial cable and relay towers, being built in anticipation of television expansion.

The Pennsylvania and Atlantic Seaboard Hardware Ass'n held its annual convention at the William Penn Hotel, which was well attended. This was the first convention held by this association since early war days. But few appliances were shown.

The Pittsburgh Housewares Club held its monthly dinner at the Roosevelt Hotel with about 100 members and guests present. Eddie Frankel, vice president, appliance manager of Spears', conducted the meeting, assisted by Si Lasner vice president of the Anchor Distributing Co.

The speaker was Arnim Friedman of the American Weekly, Chicago, who made a special trip to Pittsburgh to bring a pertinent message. While Mr. Friedman was enthusiastic about the business possibilities because of the sound financial position of industry, greatly increased trained personnel acquired as a by-product of the war, large savings in cash and Government Bonds, widely distributed, and the needs and wants of the buying public, the electric and housewares industry faces a serious task in building a real selling organization, he said, if it can maintain its economic position. He claims that all down the line, "we have forgotten how to sell. We do not know our stuff," he stated.

Many firms will be forced out of business, in his opinion, in the competitive days now and ahead, unless we get back to fundamentals, and learn how to do a real selling job.

Jack McNeff, for many years in the appliance business as a Norge representative, and more recently in industrial lines, has been appointed district

manager of the Railley Corp. of Cleveland. Jim McNaughton, for many years with G. E. Supply Corp. has been transferred to the Kansas City branch of the same company and George Hards, who established a large and successful radio and appliance business in Dormont which was sold to the Massey-Buick Co., has returned to Pittsburgh after a considerable stay in Florida.

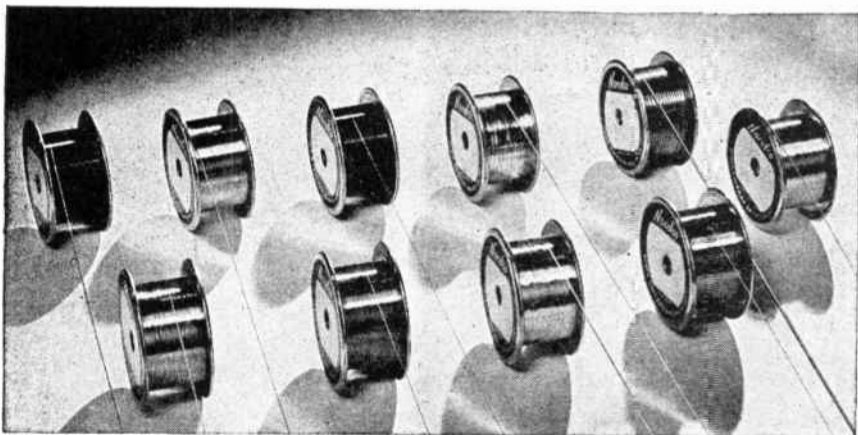
A secret radio tube, powerful enough to block out 300 miles of radar, was revealed by several of Westinghouse scientists. The tube is six inch high and was developed in local laboratories by Dr. D. H. Sloan and Dr. L. G. Marshall of the University of California. The tube played an important part in hiding the movements of the huge air fleets over Germany during the days of the invasion. The tube can be tuned to any frequency and is being developed for use in television and FM., and it is believed has applications in the field of power transmission.

Station WWSW, youngest of the local five, was authorized by the Federal Communication Commission to change its wave-length from 1490 to 970 Kilocycles, and increase its power from 250 watts to 5 Kilowatts. It was also granted unlimited time on the air under a plan providing for use of a directional antenna.

E. M. MARKS

Receiver Asked

NEWARK, N. J., Friday—The Garnet Radio Corp., of 69 Glenwood place, East Orange, radio set manufacturing concern, was ordered by Vice Chancellor Kays to show cause Monday why it should not be adjudged insolvent and a receiver appointed under the state receivership law.



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

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

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

IGOE BROTHERS, Inc.

35-37 HALSEY STREET

NEWARK 5, N. J.

Northern New Jersey Distributor of

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

AEROPPOINT ^{UHF*} Emerald

PERMANENT JEWEL TIP PHONOGRAPH NEEDLE TRANSCRIPTION-QUALITY REPRODUCTION FOR HOME PHONOGRAPHS... \$10

AERO NEEDLE COMPANY • 619 N. MICHIGAN AVENUE • CHICAGO 11, ILLINOIS

* Ultra High Frequency

THOUSANDS SEE TELEVISION SHOWS IN ST. LOUIS DURING OPENING OF FIRST STATION IN THAT AREA

RCA VICTOR AND INTERSTATE SUPPLY JOIN WITH STATION

Four Hundred Retailers Participate in Special Meetings Conducted for Opening Telecasts — Major Industrial Houses Sponsor Programs During Initial Week — Sets Placed on Sale.

ST. LOUIS, MO., Friday—The inauguration of television service in St. Louis last week was aided by a concerted plan undertaken by the RCA Victor Division of the Radio Corp. of America, the Interstate Supply Co., local RCA Victor distributors and Station KSD-TV which brought the broadcasts to thousands during the opening week.

KSD-TV, operated by the St. Louis Post-Dispatch, is credited with being the first completely post war television station to go into operation on a regular schedule. The station launched an ambitious first week's schedule of twenty-one hours of varied programs. To accomplish this feat, station officials flew much of the critical equipment, including super-sensitive RCA Image Orthicon television cameras, from the RCA Victor plant at Camden, N. J., to St. Louis by private plane, and skilled veteran television showmen were recruited from Chicago to aid the station in setting up its program. The installation of station equipment was directed by Robert L. Coe of KSD-TV.

Special dealer meetings were held by RCA Victor Home Instrument Department officials in cooperation with the Interstate Supply Co. for some 400 retailers in the St. Louis area. At these meetings, dealers saw a private telecast of the St. Louis Golden Gloves boxing tournament and other programs. To further speed the advent of television in the city, dealer salesman training sessions were conducted during the

evenings to prepare St. Louis retail salesmen properly to demonstrate RCA offered in the city. A thousand guests attended the first public demonstrations of television in the main ballroom of the Statler Hotel.

Public response to television in St. Louis was enthusiastic. Many thousand flocked to the stores which broke advertisements announcing that they would place television sets on sale. Crowds outside some of the stores demonstrating television receivers in their windows were so dense they completely blocked the sidewalks. Initial shipments of hundreds of television receivers to Interstate Supply Co. were sold out soon after their arrival. These first sets made available in St. Louis were table model RCA Victor sight-and-sound receivers featuring 52-square-inch and 23-square-inch picture tubes.

Much of the success of the campaign was due to the fact that daytime programs were presented throughout the first week, permitting dealers to demonstrate the sets to customers during business hours. Program included sporting events, fashions, dramatic presentations, news, motion pictures of various special events, commercials, quizzes and other audience participation shows, and man-on-the-street interviews. Hundreds packed into the cocktail lounge of the Statler Hotel, site of the first hotel installation in St. Louis, to see the broadcasts.

Sponsors using KSD-TV during its

first week on the air included the Union Electric Co. of Missouri, the Southwestern Bell Telephone Co., Shell Oil Co., Monsanto Chemical Co., Bulova Watch Co., Dazey Manufacturing Co., Bemis Brothers Bag Co., St. Louis Independent Packing Co., Trimfoot Co., Johnson-Stephens-Shinkle Shoe Co., and the Hyde Park Breweries.

Television images broadcast by KSD-TV were rated by experts as the best yet achieved. This was accomplished by the incorporation of many warborn and postwar television equipment developments in the facilities of the station, all of which were supplied by RCA, from microphones and camera lenses to antenna. The station operates two super-sensitive RCA Image Orthicon television cameras, making unnecessary the extremely brilliant lighting ordinarily required for television subjects. With these cameras it is possible to televise out-of-door news, sports and special events at any hour of the day or night. They are also being used to televise live studio productions. The depth of focus on the new cameras removes many of the barriers encountered with the pre-war type of iconoscope cameras.

Station facilities here also include a RCA microwave radio relay link transmitter and receiver, station broadcast transmitter, an RCA three-bay Super-Turnstile antenna, and an RCA 16mm television motion picture projector and film camera.

By April, station officials expect to have television service covering an area of 4,300 square miles, with an estimated population of nearly one and a half million.

It is not only smart to be thrifty—it's also good business. Advertise in the RADIO and Television WEEKLY.

TRADE ITEM

Servel, Inc. has postponed its annual meeting from February 27 to April 24 because of a delay in taking inventory, Louis Ruthenberg, president announced.

NOW & LATER

Now . . . STANDARD ARCTURUS can supply you with many hard-to-get tubes from its diversified stock of W.A.A. surplus and regular tubes.

Later . . . STANDARD ARCTURUS can offer you a complete line of electronic tubes of every type and description—known the world over for high-fidelity tonal quality and long, dependable service.

Now . . . is the time to align yourself with ARCTURUS—the oldest name in radio tubes. Mail us your tube requirements *immediately* . . . and you will receive our monthly bulletins on available tubes.



Write for our catalogue

IMMEDIATE SHIPMENT

Wholesale

RADIO PARTS

HENRY O. BERMAN CO., Inc.
Electronic Distributors
12 E. Lombard Street • Baltimore 2, Md. • LE. 7002

QUAM *Adjust-a-Cone* **SPEAKERS**

Look for the U'-SHAPED COIL POT
Mark of Quam Quality

QUAM-NICHOLS COMPANY
Builders of Quality Speakers since 1923
33rd PLACE AT COTTAGE GROVE • CHICAGO 16, ILLINOIS



AN ETHICAL
DISTRIBUTOR

PEERLESS RADIO DISTRIBUTORS
92-32 Merrick Road, Jamaica 3, New York
REpublic 9-6080

BRANCH: 71 MURRAY ST., N. Y. 7 • BA 7-6377

Radio in all its phases
TUBES • CONDENSERS • RESISTORS • PUBLIC ADDRESS
SYSTEMS AND PARTS • MICROPHONES • CHANGERS
• PICKUPS • PHONO MOTORS • LINE CORDS, ETC.

CLASSIFIED SECTION

— Advertisements in This Section Are Payable in Advance —

CLASSIFIED RATES

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

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

DISPLAY: Sixty Cents Per Line

SALES HELP—Radio Salesman, portable AC-DC battery set, now calling on trade with kindred line. Commission. Write fully. Yale Industries, 1170 Broadway, New York.

PARTS MANUFACTURERS
Opportunity available for services of manufacturers' representative having room for one more active account for the metropolitan New York area. Box No. 804, RADIO and Television WEEKLY.

WANTED — Sales Representative by radio tube company. To cover key accounts in exclusive territory soon to be allocated. Write O. Meyer, 1521 Farwell Ave., Chicago 26, Ill.

MANUFACTURERS' REPRESENTATIVE — Covering metropolitan and outlying area, seeks additional lines of radio parts and appliances. Background of lifetime experience in electronic and radio industry. Write Box No. 800, RADIO and Television WEEKLY.

FOR SATISFACTION — Buy guaranteed LE-HI RADIO TUBES. Le-Hi Electrical Co., 660 Broadway, Newark 4, N. J. Dept. R-W. Edward A. McGrath, Pres. Phones: Humboldt 5-3530, 3531.

FOR SALE—23,000 radio tubes, guaranteed new. All except a few numbers are standard brands. Lots of good numbers included in this list. Write for list and discounts. Earl J. Budd, 318 S. Washington Avenue, Lansing, Mich.

TO MANUFACTURERS
We can supply you immediately with approved AC line cords with either plastic or rubber caps at new low prices. Bruce Electronics Co., 1478 Coney Island Ave., Brooklyn, N. Y.

**IMMEDIATE DELIVERY
NEW LOW PRICES!**
AC LINE CORDS FROM \$115
PER 1000 UP.

AC UNDERWRITERS APPROVED
LINE CORDS TINNED AND
HANKED AT NEW LOW PRICES
IN QUANTITIES.

NO. 18 POSJ UNDERWRITERS
APPROVED WITH LABELS
AT SPECIAL PRICES.
INQUIRE FOR PRICES.

BOX 790,
RADIO and Television WEEKLY.

FOR SALE—3-tube Phono-Amplifier, Volume and Tone Controls, uses 50L6, 12SQ7 and 35Z5, less tubes, ea. \$2.70, quantity of 50, ea. \$2.50; 2-tube Phono-Amplifier Standard Brand Materials Super Wack, less tubes, ea. \$2.35, quantity of 50, ea. \$2.15. 25% with order—Bal. C. O. D. HARVEY APPLIANCE CO., 25-02 Steinway St., Astoria, L. I., N. Y.

RADIO EXECUTIVE—General Manager, qualified by more than 20 years' highly successful record in every phase of management. Capable assuming full responsibility procurement, planning, production and sales. Box No. 799, RADIO and Television WEEKLY.

SALESMEN WANTED (2) to cover Metropolitan area with nationally known brand of radio. Telephone Worth 2-3645.

PHONOGRAPH CASES—We furnish and cover portable cabinets. Also bind and sew through wood. Phonograph and radio cabinets our specialty. L & L Leather Products Co., 24 Band St., Philadelphia 6, Pa.

ARE YOU QUALIFIED to be a radio, appliance and parts jobber? Very attractive proposition and exclusive territories now open for those who can qualify and will call on the trade regularly. Contact immediately P. L. Rudden, manufacturers' representative. Western Merchandise Mart, San Francisco, Calif.

.01-600V PAPER TUBULAR CONDENSERS, \$.02 ea. 10 Watt-150 Ohm Wire-Wound Resistors, \$.08 ea. Lots of 500 or more. Box 784, RADIO and Television WEEKLY.

IMMEDIATE DELIVERY — Variable condensers, superhet, RF section 388 mmf without trimmer; Osc 108 mmf with trimmer; 3/8" knurled shaft, 7/8" long clockwise rotation. Box No. 813, RADIO and Television WEEKLY.

DISTRICT SALESMEN — Nationally known radio manufacturer with national distributor set-up has opening for territorial men to contact distributors and key accounts. Only men with a radio sales background and definite following, who can show an earning record of at least \$10,000 per annum need apply. Furnish complete information in first letter. Same will be held strictly confidential. Address Box No. 811, RADIO and Television WEEKLY.

SALESMAN wanted for metropolitan New York, upstate New York and New England to sell known brand radios and household electrical appliances. Also sales representatives all over the country. Box 812, RADIO and Television WEEKLY, or call Murray Hill 3-8289.

RADIO DISTRIBUTOR interested in buying a large quantity of BC-375 Army surplus transmitters and BC-348 receivers, also any other surplus merchandise. Box 814, RADIO and Television WEEKLY.

RADIO SALESMEN

Prominent Radio Manufacturer has opening for two experienced salesmen to contact dealers and distributors. Considerable traveling. Salary and expenses. Box 816, RADIO and Television WEEKLY 99 Hudson St., New York 13, N. Y.

MANUFACTURERS—California representative, established many years, with excellent recommendations from present accounts, wants to add good non-conflicting line for parts jobbers and manufacturers. Will be in New York, Chicago to talk business first two weeks March. Box 807, RADIO and Television WEEKLY.

SALESMAN-MANAGER-BUYER — 40, married, 20 years' experience in radio and appliances; available immediately. Write Box 815, RADIO and Television WEEKLY.

TUBES: Available at 40c each—4,000 12A6, Jan. inspected, standard brand, regular factory packed, 100 to a carton. Write Box No. 802, RADIO and Television WEEKLY.

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

DISTRIBUTORS IN CHICAGO

WILCOX-GAY RECORDIO
GRAND GAS RANGES
FREEZ-ALL FOOD FREEZERS
INTERNATIONAL OIL HEATERS
ARMSTRONG IRONERS
MIRACLE APPLIANCES
EVEREADY BATTERIES

CLARION RADIOS
ROYAL VACUUM CLEANERS
HANDY HOT APPLIANCES
CORY COFFEE BREWERS
VACULATOR COFFEE BREWERS
MAGIC FLO PERCOLATORS
MELL-O-CHIMES

WAKEM & WHIPPLE INC.
66 W. Ohio St. WHOLESALE DISTRIBUTORS Chicago 10, Ill.

FIELD SALES EXECUTIVE

Wholesale Distributor of Top Line Phonograph Records would like to contact experienced merchandising man to head up Record Operation. Volume now running over million dollars annually. Location—Exceptionally desirable market in Middle West. Compensation—Guarantee and overriding arrangement. Will approach \$10,000 on present volume. Give complete personal description and outline of experience in first letter.

Box No. 805
RADIO and Television WEEKLY
99 Hudson Street New York 13, N. Y.

in New Jersey it's —

ALL-STATE DISTRIBUTORS INC.

45 CLINTON STREET, NEWARK, N. J.

MARKet 3-5313

Exclusive in Northern N. J.

HOWARD RADIO
MADE BY

"America's oldest Radio Manufacturer"

Wholesale Distributors of: RADIOS • PHONOGRAPHS • ELECTRICAL APPLIANCES • RECORDS • ACCESSORIES

WHERE TO BUY --- WHERE TO SELL

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

Where the Magnitude
Of Selling Power
Is Reflected

RADIO
AND
TELEVISION **WEEKLY**
ESTABLISHED 1916

A Trade Directory Of
Leading Firms In
These Fields

Radio-Television Manufacturers

Admiral Corp. Chicago, Ill.
Air King Radio Brooklyn, N. Y.
Ansley Radio Corp. Trenton, N. J.
Apex Radio Corp. New York, N. Y.
Automatic Radio Mfg. Co. Boston, Mass.
Aviola Radio Corp. Phoenix, Ariz.
Belmont Radio Corp. Chicago, Ill.
Bendix Radio Division Baltimore, Md.
Brunswick Radio & Television Division of
Radio & Television, Inc. New York, N. Y.
Crosley Corp., The Cincinnati, Ohio
Dalbar Mfg. Co. Dallas, Texas
Dearborn Industries Chicago, Ill.
DeWald Radio Mfg. Corp. Long Island City, N. Y.
DeKo Radio Div. of G. M. Kokomo, Ind.
DuMont Labs., Inc., Allen B. Passaic, N. J.
Electronic Mfg. Corp. New York, N. Y.
Electronic Corp. of America Brooklyn, N. Y.
Electronic Devices Co. New York 1, N. Y.
Electro-Tone Corp. Hoboken, N. J.
Emerson Radio & Phono. Corp. New York, N. Y.
Espey Manufacturing Co. New York, N. Y.
Fada Radio & Elec. Co. Long Island City, N. Y.
Farnsworth Tel. & Radio Corp. Ft. Wayne, Ind.
Fred Radio Corp. New York, N. Y.
Galvin Mfg. Corp. Chicago, Ill.
Garod Radio Corp. Brooklyn, N. Y.
General Electric Co. Bridgeport, Conn.
Hallcrafters Co., The Chicago, Ill.
Howard Radio Co. Chicago, Ill.
Industrial Electronic Corp. Brooklyn, N. Y.
International Detrola Corp. Detroit, Mich.
Lear, Inc. Grand Rapids, Mich.
Majestic Radio & Telev. Corp. St. Charles, Ill.
Meck Industries, John Plymouth, Ind.
Minerva Corp. of America New York, N. Y.
Noblitt-Sparks Industries, Inc. Columbus, Ind.
Olympic Radio & Television. Long Island City, N. Y.
Philco Corp. Philadelphia, Pa.
Pilot Radio Corp. Long Island City, N. Y.
RCA Victor Division, RCA Camden, N. J.
Regal Electronics Corp. New York, N. Y.
Sentinel Radio Corp. Evanston, Ill.
Sonora Radio & Television Corp. Chicago, Ill.
Sparks-Withington Co. Jackson, Mich.
Stewart-Warner Corp. Chicago, Ill.
Stromberg-Carlson Co. Rochester, N. Y.
Symphonic Radio & Elec. Corp. Cambridge, Mass.
Tele-Tone Radio Co. New York, N. Y.
Televox, Inc. Mt. Vernon, N. Y.
Telicon Corp. New York, N. Y.
Templeton Radio Mfg. Corp. New London, Conn.
Trav-Ler Radio Corp. Chicago, Ill.
U. S. Television Mfg. Corp. New York, N. Y.
Viewtone Telev. & Radio Corp. Brooklyn, N. Y.
Warwick Mfg. Corp. Chicago, Ill.
Westinghouse Electric Corp. Sunbury, Pa.
Wilcox-Gay Corp. Charlotte, Mich.
Zenith Radio Corp. Chicago, Ill.

Appliance Manufacturers

Admiral Corp. Chicago, Ill.
Crosley Corp., The Cincinnati, Ohio
Gibson Refrigerator Co. Greenville, Mich.
General Die & Stamping Co. New York, N. Y.
Jacobs Co., F. L. Detroit, Mich.
Noblitt-Sparks Industries, Inc. Columbus, Ind.
Philco Corp. Philadelphia, Pa.
Trilmont Products Co. Philadelphia 3, Pa.
Wittie Mfg. & Sales Co. Chicago, Ill.

Electronic Tube Supplies

Eisler Engineering Co. Newark, N. J.
Engineering Co., The Newark, N. J.
Goat Metal Stampings, Inc. Brooklyn, N. Y.
North American Philips Co. New York
RCA Tube Division Harrison, N. J.
Sylvania Elec. Products, Inc. Emporium, Pa.

Electronics Manufacturers

Bendix Radio Division Baltimore, Md.
DuMont Labs., Inc., Allen B. Passaic, N. J.
Electronic Corp. of America Brooklyn, N. Y.
Emerson Radio & Phono. Corp. New York, N. Y.
Fada Radio & Elec. Co. Long Island City, N. Y.
Farnsworth Tel. & Radio Corp. Ft. Wayne, Ind.
Federal Tel. & Radio Corp. Newark, N. J.
Garod Electronics Corp. Brooklyn, N. Y.
General Electric Co. Schenectady, N. Y.
Philco Corp. Philadelphia, Pa.
Raytheon Mfg. Co. Waltham, Mass.
RCA Victor Division, RCA Camden, N. J.
Sound Products Co. White Plains, N. Y.
Stromberg-Carlson Co. Rochester, N. Y.
Vokar Corp. Dexter, Mich.

Record, Recorder, Phonograph Equipment Manufacturers

Aero Needle Co. Chicago, Ill.
Alliance Mfg. Co. Alliance, Ohio
Apex Radio & Television Corp. New York, N. Y.
Audio Industries Michigan City, Ind.
Capitol Records, Inc. Hollywood, Calif.
Columbia Recording Corp. Bridgeport, Conn.
Continental Electronics Brooklyn 22, N. Y.
Daval Co. 19 W. 44th St., New York, N. Y.
Decca Records, Inc. New York, N. Y.
Disc Co. of America New York, N. Y.
Duosonic-New York Bronx 55, N. Y.
Duo-tone Co. New York, N. Y.
Dynavox Corp. Long Island City, N. Y.
Electronic Devices Co. New York 1, N. Y.
Electro-Tone Corp. Hoboken, N. J.
Garrard Sales Corp. New York, N. Y.
General Industries Co. Elyria, Ohio
Edgar J. Horn New York, N. Y.
International Detrola Corp. Detroit, Mich.
International Merit Prod. Corp. New York, N. Y.
Jackson Industries, Inc. Chicago, Ill.
Jensen Industries, Inc. Chicago, Ill.
Lincoln Electronics Corp. New York, N. Y.
Majestic Records, Inc. New York, N. Y.
Micro-Sonic Corp. New York, N. Y.
Monarch Records, Inc. Brooklyn, N. Y.
Musicraft Records New York, N. Y.
Musitron Co. Chicago, Ill.
Peerless Album Co., Inc. New York, N. Y.
Permo, Inc. Chicago, Ill.
Presto Recording Corp. New York, N. Y.
RCA Victor Division, RCA Camden, N. J.
Recordise Corp. New York, N. Y.
Recotone Corp. New York, N. Y.
Senata Electronics Corp. Chicago 5, Ill.
Sonora Radio & Television Corp. Chicago, Ill.
Sound Products Co. White Plains, N. Y.
Steelman Radio Corp. Bronx 57, N. Y.
Sterling Records, Inc. New York, N. Y.
L. H. Symons Associates New York 14, N. Y.
Talk-A-Phone Co. Chicago, Ill.
E. Toman & Co. Chicago 8, Ill.
Tone Products Corp. of America New York, N. Y.
Universal Microphone Co. Los Angeles
Waters Conley Co. Rochester, Minn.
Webster-Chicago Corp. Chicago, Ill.
Wilcox-Gay Corp. Charlotte, Mich.

Radio and Electronic Tubes

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

Radio Parts Manufacturers

Aermotive Equipment Corp. Kansas City, Mo.
Aeronics, Inc. New York, N. Y.
Aerovox Corp. New Bedford, Mass.
American Condenser Co. Chicago, Ill.
Astatic Corp. Conneaut, Ohio
Camburn, Inc. Woodside, N. Y.
Coronet Electric Co. Chicago, Ill.
Dumont Electric Co. New York, N. Y.
DX Radio Products Co. Chicago, Ill.
Electro Motive Mfg. Co. Willimantic, Conn.
Electro Products Labs. Chicago, Ill.
Electronic Laboratories, Inc. Indianapolis, Ind.
General Electric Co. Schenectady, N. Y.
General Instrument Corp. Elizabeth, N. J.
Illinois Condenser Co. Chicago 22, Ill.
Insuline Corp. of America, Long Island City, N. Y.
International Resistance Co. Philadelphia, Pa.
JFD Manufacturing Co. Brooklyn, N. Y.
Jensen Manufacturing Co. Chicago, Ill.
Legri S. Company New York, N. Y.
Lloyd Plastic Products New York, N. Y.
Merit Coil & Transformer Corp. Chicago, Ill.
Oxford Electric Corp. Chicago, Ill.
Philco Corp. Philadelphia, Pa.
Precise Electronics Co. New York, N. Y.
Pyramid Electric Co. Jersey City, N. J.
Quam-Nichols Co. Chicago, Ill.
Raytheon Mfg. Co. Waltham, Mass.
RCA Victor Division, RCA Camden, N. J.
Servwel Products Co. New York, N. Y.
Snyder Mfg. Co. Philadelphia, Pa.
Solar Mfg. Corp. New York, N. Y.
Sound Products Co. White Plains, N. Y.
Spirling Products Co. New York, N. Y.
Sprague Electric Co. No. Adams, Mass.
Sylvania Elec. Products, Inc. Emporium, Pa.
Wm. T. Wallace Mfg. Co. Peru, Ind.
Ward Products Corp. Cleveland, Ohio

Radio and Parts Wholesalers

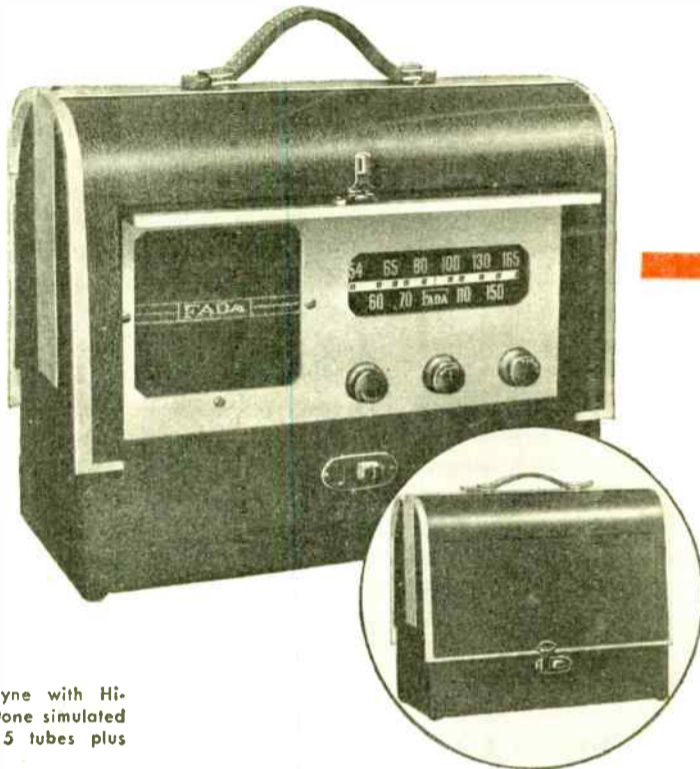
All State Distributors, Inc. Newark, N. J.
Apolio Distributing Co. Newark, N. J.
Appliance Distributors, Inc. New Rochelle, N. Y.
Arvin-Salmanson Co. of N. Y., Inc., New York, N. Y.
Arvin-Salmanson Co. of New England, Boston, Mass.
Arvin-Salmanson Co., Inc. Baltimore, Md.
Ashbach Co., Leonard 152 W. Huron St., Chicago
Beucaire, Inc. 114 Monroe Ave., Rochester, N. Y.
Berman Co., Inc., Henry O. Baltimore, Md.
Brooks Radio Dist. Corp., 853 B'way, New York, N. Y.
Central Queens Elec. Sup. Corp. Brooklyn, N. Y.
H. L. Dalis, Inc. New York
Eastern Electrical Supply Co. Newark, N. J.
Emerson-New Jersey, Inc. Newark, N. J.
Emerson-New York, Inc. New York, N. Y.
Emerson Radio of Pennsylvania Philadelphia, Pa.
Emerson Radio of Washington Washington, D. C.
Everybody's Supply Co. Philadelphia, Pa.
Fada of New York, 928 Broadway, New York, N. Y.
Gross Distributors, Inc. New York, N. Y.
Grossman Radio & Elec. Co. New York 6, N. Y.
Hatry & Young Hartford, Conn.
Igoe Brothers, Inc. Newark, N. J.
Krich-Radisco, Inc. Newark, N. J.
Lake Shore Electronics Chicago, Ill.
Legri S. Company New York 25, N. Y.
Milo Radio & Electronics Corp. New York, N. Y.
Northeastern Distributors, Inc. Boston, Mass.
Olson Radio Warehouse Akron, Ohio
Peerless Radio Distributors Jamaica, N. Y.
Risco Sales Co., 414 Second Ave., New York, N. Y.
Robbins Co., Chas. W. 853 Broadway, New York
Sanford Electronics Corp. New York, N. Y.
Schuman Co., S. E., 801 S. Wabash Ave., Chicago, Ill.
Seaboard-Ronley Corp. New York, N. Y.
Stern & Co. Hartford, Conn.
Sterling Radio Products Co. Houston, Texas
Wakem & Whipple, Inc. Chicago, Ill.
Walker-Jimieson, Inc. Chicago, Ill.
Wolfe Radio Distributing Co.
34 W. 17th St., New York
Wolfe Radio Co., Ben 14 W. 17th St., New York

FADA



The Radio of **TOMORROW...TODAY!**

**THE LAST WORD
IN
3-WAY PORTABLES**



MODEL P82

Tri-power portable Superheterodyne with Hi-Gain tuned RF stage in rich two-tone simulated leather covered wood cabinet. 5 tubes plus rectifier tube.

TOPS IN TABLE MODELS...

YOU CAN ALWAYS DEPEND ON

FADA Radio

Famous Since Broadcasting Began!



MODEL 1000 — 6 TUBES

AC-DC Superheterodyne in beautiful gem-like "Fada-lucent" cabinets. Five Tubes plus Rectifier Tube.



FADA 5-tubes — plus-rectifier-tube models are equipped with the new FADA "Sensitive-Tone" ... assuring greater sensitivity and clearer reception.



MODEL 605 — 5 TUBES

AC DC Superheterodyne in modern walnut plastic cabinet. Four tubes plus rectifier tube.

FADA RADIO AND ELECTRIC COMPANY, INC., LONG ISLAND CITY, N. Y.