

# RADIO AND TELEVISION

ELECTRONIC NEWS

# WEEKLY

NEW YORK, WEDNESDAY, APRIL 30, 1947

## ANOTHER

IN A FAMILY OF  
10 ELECTRICAL  
AND MECHANICAL  
**Record Players**

*Brock*



No. 7X-75

**COMPARE . . .  
COMPARISON PROVES**

Ideal for College, Camp,  
Beach or Home, because  
these features are all  
wrapped into one:

- BIG VOLUME
- COMPACT
- EXCELLENT TONE
- LIGHTWEIGHT
- CLASSIC PERFORMANCE
- SIMPLE BEAUTY
- MODERN DESIGN

### **Electrically Amplified PORTABLE RECORD PLAYER**

78 R. P. M. Rim-Drive Motor. 110-120 volts, 60 cycles, AC current.  
9-in. flock-sprayed turntable. Plays 10 and 12 in. records. 5-in.  
speaker. Tone and volume control.

**SOLD through LEADING DISTRIBUTORS from COAST to COAST**



No. 7X-15

**DAVIDSON**



*Manufacturing Co.*

FACTORY • EATONTON, GEORGIA  
GENERAL SALES OFFICES • 133 CARNEGIE WAY, N. W., ATLANTA, GA.

# AIR KING

## *Crown Princess Console*



Superheterodyne receiver with...full range tone control...built-in loop aerial...six tubes (including rectifier)...two dual purpose tubes give eight tube performance — Alnico V Permanent Magnet Speaker... Automatic volume control. Edge lighted slide rule dial.



Latest type record player with... Foolproof automatic changer for ten or twelve inch records... Featherweight low-pressure tone arm... Crystal pick-up... Permanent needle.



Cabinet styled by top designer to fit any decorative scheme... in satin walnut finish... storage space for 180 records.



MODEL 4708

### *A distinctive Console with a Popular Price*

Here is an instrument of inspired design and precision engineering for the customer who wants the very best value for the money he has to spend. Air King is offering this exceptionally fine console at an amazingly low price. The Crown Princess Console combines a high fidelity radio receiver and the finest dual post automatic record player for quality reproduction of fine music. It is a set that your customers are looking for, a set you will be pleased to display. Produced by the skilled craftsmanship of Air King for naturalness of tone and lasting beauty—it will be a proud addition to any home.

**\$134<sup>75</sup>** tax included  
5% higher zone II



*The Royalty of Radio Since 1920*

# AIR KING

## RADIO

Division of HYTRON RADIO & ELECTRONICS CORPORATION

★ WE HAVE A LIMITED NUMBER OF DISTRIBUTOR AND DEALER TERRITORIES OPEN ★  
Write or wire: Air King Products Co., 1523-29 63rd St., Brooklyn, N. Y. Export Address: Air King International, 75 West Street, New York 6, N. Y.





## CHICAGO READY FOR RADIO MEN

THOUSANDS ARE EXPECTED  
Parts Show at Stevens Hotel to Be  
Principal Event During Week  
of May 12 — Trade Groups to  
Conduct Annual Meetings.

CHICAGO, ILL., Monday — Thousands of radio tradesmen from every section of the country are getting ready for their annual march on Chicago for the Radio Parts and Electronic Equipment Show to be held at the Stevens Hotel, during the week of May 12. One of the largest delegations will arrive from New York City on a special train leaving the metropolis on Saturday afternoon, May 10, and scheduled to reach here the following morning.

Advance registrations indicate that last year's record attendance of 7,600 may be equalled this year.

Every type of radio part and accessory will be exhibited at the show proper in the Exhibition Hall of the Stevens. Other exhibits of parts as well as receiving sets will be displayed by manufacturers at nearby hotels, including the Palmer House, Morrison, Congress, Blackstone, Bismark, Harrison, Chicagoan and others.

A number of manufacturers will conduct meetings of their distributors and representatives during the week. The annual meeting of members and exhibitors of the Radio Parts and Electronic Equipment Shows, Inc. will be held on Monday, May 12 in the Stevens grand ballroom, at 12:30. Other groups planning to stage meetings during the week include the Association of Electronic Parts & Equipment Manufacturers, Sales Managers Club (Eastern Division), National Electronic Distributors Association and The Representatives of Radio Parts Manufacturers.

## Wholesalers' Unit Meets Next Week

ATLANTIC CITY, N. J., Monday—Distributors of radio and appliance products from every section of the country will gather at the Hotel Traymore, here for five days starting May 4 during the thirty-eighth annual convention of the National Electrical Wholesalers Association.

Various phases of radio, television and appliance merchandising and distribution will be discussed at the convention sessions. E. B. Ingraham, president of the Times Appliance Co., Inc., New York City, is chairman of the NEWA Appliance Division. Harry Alter, Chicago distributor; I. W. Daurforth, Francis E. Stern, of Hartford, Conn.; George F. Kindley, K. G. Gillespie; H. S. Schiele and J. J. Kaske are among the speakers scheduled to address various appliance and radio sessions.

## Jack Otter Made Director of Sales By Philco Concern

Ogilby IS ALSO ADVANCED

Promotions Announced by Thomas A. Kennally — New General Sales Manager Has Been With Philadelphia Firm Since 1926.

PHILADELPHIA, PA., Thursday — Promotion of John M. Otter to the position of general sales manager of the Philco Corp. was announced today by Thomas A. Kennally, vice president in charge of sales. Mr. Otter has been a member of the Philco organization since 1926 and for the past three years he has been sales manager of the Radio Division.

At the same time, Mr. Kennally announced the appointment of Fred Ogilby as sales manager of the Radio Division, succeeding Mr. Otter. Mr. Ogilby has also been associated with the Philco organization for many years.

"The appointment of Mr. Otter to this position of increased responsibility will further strengthen the Philco headquarters sales organization," Mr. Kennally declared, "This promotion continues our policy of choosing top sales executives from the ranks of men who have spent many years building Philco distribution with wholesale distributors and dealers throughout the United States."

A young veteran of the radio and appliance industry, with twenty-one years of active Philco sales experience behind him, "Jack" Otter, as he is familiarly known, has been selected for the key position of general sales manager because of his record in helping to create the nationwide Philco selling organization that includes over 134 wholesale distributors and about 27,000 dealers, it was pointed out.

Mr. Otter joined Philco in 1926 after graduating from Germantown High School in Philadelphia, and the next year was made district sales representative for Northeastern Pennsylvania.

(Continued on Page 10)

## Philadelphia Show Buyers Wary; Attendance of 15,000 Expected

PHILADELPHIA, PA., Monday—The National Housewares and Major Appliance Show was visited by more than 5,000 persons on opening day. It will close on May 2, and the prediction is made that more than 15,000 will attend.

Buyers from virtually every state in the Union and several foreign countries viewed the products of nearly 500 of the country's housewares and appliance manufacturers, but there was no rush to place orders. The visitors assumed an attitude of "watching and waiting."

Quality merchandise at lower prices and short-term orders were the topics of conversation among the buyers.

## RMA WILL CONTINUE EFFORTS TO RAISE FM SET PRODUCTION

HOLD TWO-DAY SESSION WITH CANADIAN GROUP

Discuss Proposal to Recommend Industry-Wide Adoption of Uniform System of Marking FM Receiver Dials in Megacycles or in Channel Numbers—Government Disposal of Surplus Components Continues Unsatisfactory.

ABSECON, N. J., Friday—The Radio Manufacturers Association board of directors today approved a report of the special committee on liaison with the FM Association and directed the committee to continue its conferences with FM broadcasters with the aim of keeping the industry and the public well informed on the progress of FM set and transmitter production.

The meeting of the RMA directors was the concluding business session of the fourth joint conference with the Canadian RMA and was staged at the Seaview Country Club, here. Radio manufacturers of the United States and Canada discussed mutual problems during the two-day meeting.

Prior to the action of the U.S. RMA directors, R. C. Cosgrove, of Crosley, president of the RMA made a detailed report to the board on the factual survey of projected FM receiver and transmitter production in 1947, and a conference held with a liaison committee of the FM Association in Washington earlier this month. Mr. Cosgrove also stated that a second conference with the FM Association has been tentatively scheduled for May 22 in Washington.

S. L. Capell, of the Philco Corp., Ltd., of Canada, head of the Canadian RMA, presided at that group's business sessions.

Upon motion of J. J. Kahn, head of the Standard Transformer Corp., the U.S. RMA directors appropriated up to \$2,250 to underwrite an experimental clinic for radio servicemen in the Philadelphia area. Under plans developed by the Radio Parts Industry Co-ordinating Committee, this clinic will be sponsored locally by a chapter of the National Electronic Distributors Association, with the radio manufacturers providing a speaker and informational

(Continued on Page 26)

## RCA VICTOR PORTABLE ANNOUNCED TO TRADE; UNIT IS RECHARGEABLE

CAMDEN, N. J., Monday—"The Escort," RCA Victor's new portable radio with a rechargeable battery which permits operating costs considerably less than that of dry battery portables, is now being delivered to distributors in advance of an anticipated heavy vacation demand for portables, Henry G. Baker, general sales manager of the company's Home Instrument Department, announced today.

This instrument can be operated from household current or from its self-contained two-volt storage battery. Its playing time after each charge is expected to be about 30 per cent greater than comparable portables on the market today, Mr. Baker said. "The Escort" will carry the suggested list price of \$89.95.

This portable radio, which features the "Golden Throat" tone system, has a luggage-type covering protected with a coating of vinyl plastic. Fixtures are chromium finished. The flexible, leather-covered handle folds against the cabinet when not in use.

## Set Promotion Groups Confer

A joint meeting of the RMA Advertising Committee, the National Association of Broadcasters Sales Managers Sub-committee for Sales Promotion and representatives of the Fred Eldean Organization, public relations counsel in charge of the RMA "A Radio in Every Room—A Radio for Every Purpose" campaign, was held yesterday at the New York offices of the Eldean concern.

RMA representatives at the meeting included Stanley H. Manson, manager of public relations of the Stromberg-Carlson Co., and chairman of the RMA sub-committee handling this promotion; Earl L. Hadley, Bendix Radio Division advertising manager; L. E. Pettit, of the General Electric Co., and Victor Irvine, of the Galvin Mfg. Corp.

(Continued on Page 23)



# RADIO AND TELEVISION WEEKLY

Established 1916

THE TRADE'S ONLY WEEKLY

Published Every Wednesday

99 Hudson Street New York 13, N. Y.

VOL. 63—No. 18

APRIL 30, 1947

EDWARD H. DAVIS.....Publisher  
CY KNELLER.....Editor  
SIDNEY E. DAVIS.....Manager

Owned and published weekly by the Phonograph Publications Co., Inc., a New York corporation; Edward H. Davis, President and Treasurer; Angeline G. Davis, First Vice President; Sidney E. Davis, Executive Vice President; Simon Kneller, Second Vice President; E. L. Zimmerman, Secretary. Address: 99 Hudson Street, New York 13, N. Y.

## FIELD REPRESENTATIVE

Beaver Dam, Wis.: Bert Reichert; Bethlehem, Pa.: George Statler; Birmingham, Ala.: S. A. Maxwell; Boston, Mass.: Frank Pray; Bristol, Okla.: Ernest W. Fair; Chicago, Ill.: W. D. Morris; Cleveland, Ohio: Evelyn Bailing; Denver, Col.: Frances Conroy; Detroit, Mich.: Lon Allison; Hartford, Conn.: John A. Cox; Kansas City, Mo.: Elsie Wright; Los Angeles, Calif.: S. M. Bookey; Memphis, Tenn.: Clyde Grissam; Minneapolis, Minn.: Jacob L. Weinberg; New Orleans, La.: R. W. Hartshorn; New York, N. Y.: Richard Felix; Philadelphia, Pa.: Sol Sherman; Pittsburgh, Pa.: E. M. Marks; San Francisco, Calif.: Gisela Ney; Seattle, Wash.: Dud Brown; Spartanburg, S. C.: L. D. Bray; St. Petersburg, Fla.: Joseph Lawren; Toledo, Ohio: John M. Schlachter; Toronto, Ontario, Canada: William Freeman.

Entered as Second Class Matter April 18, 1916, at the Post Office at New York, N. Y., and re-entered May 16, 1939, under the Act of March 3, 1879. Annual Subscription Rates: United States, \$5; Canada, Cuba and Latin America, \$6; all other Foreign Countries, \$7. Payable in Advance. Single Copies, 25c. Telephone: Walker 5-2576-7-8.

Cable Address: "REGIBID" Western Union Code.

## What About Prices?

The present controversy over prices has gained such momentum in recent weeks that it has now become the No. 1 subject on the minds of the buying public. This is one of the principal factors in the recent drop in sales as reported by retailers, distributors and manufacturers in the radio industry.

It is no secret that radio inventories, in general, are high all along the line. Most dealers are loaded up and sets are not moving from their sales floors. Consequently, retailers have stopped ordering from the distributors, which means that the wholesalers' supplies of merchandise are backing up. This brings us to the manufacturers, who, in the first place, are carrying exceedingly large inventories of component parts—at high prices—and to make things worse, most of their orders have come to a virtual standstill. Factory production has been slowed down in many plants in order to avoid still greater inventories of finished radios.

It will require a Solomon to be able to come up with the correct answer as to who should lower prices of radio sets, if at all. Should the price cuts be made by the manufacturers, or should the dealer make the sacrifice? It's not an easy problem to solve in the face of a steady increase in wage rates and other high costs.

Records will prove that although manufacturers in general showed substantial profits last year, the fact remains that producers engaged in the radio industry did not fare any too well in this respect. Financial reports still do not indicate any exceptional earning records being achieved by manufacturers of radios.

But the fact remains, also, that some adjustments in prices will have to be made be-

fore long in order to stimulate consumer buying. Several suggestions have been advanced as a means of effecting a solution to the present stalemate. Everybody seems to be talking about price adjustments but there is very little action. And it is action that is badly needed.

Most manufacturers point the finger on steadily rising wages and insist prices can't be cut under these conditions, although prices are being lowered in a few isolated cases.

As a means of halting the inflationary trend, the merchants in Newburyport, Mass., last week cut retail prices a flat 10 per cent as an example to the rest of the nation. The first day of the experiment, sales in 157 of the 172 stores participating in the plan increased from 20 to 60 per cent over recent Tuesdays. The experiment has brought inquiries from numerous cities in all sections of the country, and the merchants are jubilant over the outcome. The prices of everything, from food and clothing to luxuries, were slashed in Newburyport. The only exceptions were items whose prices are fixed by fair trade regulations.

If the results in this experiment are an example of what price reductions will do in stimulating sales, the nation's business leaders would do well to give careful consideration to some method of reviving marketing activities.

## Boom In 1950-1960

The three-year economic survey, which has just been completed by the Twentieth Century Fund, indicates that this country is due to enjoy a ten-year boom from the years 1950 to 1960.

America is equipped to outdo war production during this decade and thus provide people with more goods and services than at the wartime peak, according to the report, entitled "America's Needs and Resources." The conclusion of Dr. J. Frederick Dewhurst, economist of the Fund, and his staff of twenty assistants is that the American economic system, far from being "mature," still is growing and holds great possibilities for capital expenditures in businesses, manufacturing plants, schools, highways, hospitals, and other industrial and living improvements.

The survey said free trade throughout the world could make available to the United States the raw materials needed for a high standard of living here. The study repudiated the opinion that war production had increased industrial productivity and rejected, too, the notion that an over-investment in manufacturing plants had been made during the late war, threatening a drag on the economy.

The Fund economists are of the opinion that the total goods and services produced in this country can reach \$177,000,000,000 in 1950 and \$202,000,000,000 in 1960 if we operate at levels which prevailed during the last half of the 1920's. The 1960 figure is higher than our wartime peak output of \$200,000,-

000,000 in 1944, indicating that we are capable of a national output in 1960 which is nearly three-fifths higher than our last pre-war year, 1940, and 88 per cent higher than our so-called boom year of 1929.

Commenting on the significance of the report, Evans Clark, executive director of the Fund, said: "Our inventive genius, our organizing ability and our skills have given us here in the United States the greatest productivity and the highest standard of living in the world, enjoyed by the largest proportion of the population—in spite of our strikes, depressions, unemployment and economic wranglings. If we can prevent the universal devastation of atomic warfare, and if we can continue to spread the benefit of a constantly increasing productivity in the United States, we can go on to economic and cultural heights as far—and farther—above those of today as those of 1947 are beyond the imaginings of our great-grandfathers back in 1840."

Even if this nation does experience a slight recession some time this year or early in 1948, businessmen will be heartened by the optimistic report of the Twentieth Century Fund, conducted by some of the foremost economists in this land.

## LETTERS

ASSOCIATED STORES, INC.

912 Franklin Street

Tampa 2, Fla.

April 21, 1947

Editor,  
RADIO and Television WEEKLY  
New York, N. Y.

Dear Sir:

I read with interest a letter to the Editor in your April 16 issue indicating a feud between a certain C. E. Richardson of Clark Music Co., Syracuse, N. Y., and a guy by the name of Jules Smith who seems to have something to do with a store over there on Ninth Avenue in New York City known as Davega (never heard of them).

Anyhow—it seems that Mr. Richardson objects to radios being called "sets," and prefers to call them "radio receivers."

Being a gentleman of the deep South engaged in the same line of business, I detest entering into a controversy with these Yankees, but I would like to go on record as saying that the choice of names—"set" versus "radio receivers"—in my opinion might best be the one that the people buy the most of. If more people buy "sets" from "Red" (pardon, I mean Jules) than they buy "radio receivers" from Mr. Richardson, that in my opinion settles the argument. Personally, it's the sound of the cash register that interests me more than the "settin" or the "receivin"! In fact, I've heard some radios called by names that Sid Davis (manager of RADIO and Television WEEKLY) would not dare to put in print. At least, that's what several of my store managers tell me.

My particular reason for writing you this letter is that this guy Smith says that, "a salesman just walked into my offices who wishes to sell me some \$150.00 sets for \$11.50." I just want to inform him and all of his Yankee radio friends that we can't get along on such a small mark-up here in the deep South. What with golf balls to buy (twelve months a year), bathing suits, beautiful gardens and lawns to keep up twelve months a year—and just think of the cost of sunburn lotion down here!

No, we don't care what they call those contraptions with tubes and condensers and stuff in them, but please inform Jules Smith to keep that certain salesman "away from our do'". We need more profit! (Manufacturers, please note).

Guess I'll go out now and play another eighteen holes, now that I've got this off my chest.

Sincerely,  
H. A. Brennan  
Vice President  
ASSOCIATED STORES, INC.



## JOHN J. CROSS FIRM APPOINTED FEDERAL DISTRIBUTOR IN N. Y.

### DUNKLY IS MADE MANAGER

Newly-Organized Wholesale Concern Will Merchandise Federal Radio Receivers, Television Sets and Household Appliances.

The appointment of John J. Cross, Inc. as distributor in the New York City area for the Home Radio Division of the Federal Telephone & Radio Corp., has just been announced. The wholesale concern has been organized by John J. Cross, who is the distributor in New Jersey for General tires.

Howard P. Dunkly, a veteran in the radio industry, has been appointed general manager of John J. Cross, Inc., which has its headquarters at Pier 11, North River, New York City. "Federal is entering the radio and television receiver field fully cognizant of its responsibility and position as a leader in the communications field, and will produce a complete line of this equipment in table sets, automatic radio phonograph combinations and television receiving sets at highly competitive prices," Mr. Dunkly declared. "Years of engineering and planning precedes this move on the part of Federal to enter this field, and rather than ride the 'gravy train' and produce poorly designed sets, using improperly matched component parts and thrown-together cabinets, it waited until it was in a position to offer merchandise worthy of its name and position," Mr. Dunkly added.

Federal's television receivers of new improved design and engineering will come through for delivery to dealers shortly, he said. It was also pointed out that Federal has developed an automatic washer, which together with other items in the major appliance field, will soon be offered to the trade. Several radio models are now being delivered.

Mr. Dunkly has been active in radio since 1929, with Atwater Kent, Radio Corp. of America and General Electric. He served key accounts and utilities while with Atwater Kent, and handled various major accounts for RCA. With General Electric, Mr. Dunkly was a radio specialist. He also served as a sales counselor in the metropolitan territory for the Rex Cole distributing firm.

## JACK CLUNE RESIGNS FROM NATIONAL UNION

Jack J. Clune has announced his resignation as sales manager of the National Union Radio Corp., Newark, N. J., effective today (Wednesday). Mr. Clune has been associated with National Union for seventeen years in various capacities and has directed the firm's sales during the past few years.

He expects to reveal details of his new connection in the radio industry shortly.

## Leonard Truesdell, of Hotpoint, Predicts Advance in Prices of Firm's Appliances

SPEAKS IN CHICAGO AT SHOWING OF COMPANY PRODUCTS

Says Increase in Cost of Materials and Rise in Wages Will Make Step Necessary — Television Broadcast Carries Theatre Performance — Paul Larson Predicts Great Things for Video Broadcasting.

CHICAGO, ILL., Monday—Speaking at a luncheon meeting in the Merchandise Mart here last week, at which his company gave the first public showing of its complete line of electric appliances, Leonard C. Truesdell, vice president in charge of marketing of Hotpoint, Inc., predicted early advances in prices of such appliances.

Despite widely publicized reports of easing prices, Mr. Truesdell said that prices Hotpoint is paying for materials are rising. Some such advances have been severe since January 1, he said, and, coupled with a 10 cents an hour wage increase just announced by his firm, with the prospect of possibly still higher wage scales when the national pattern is clarified, they revealed the forces behind rising prices.

Hotpoint, wholly-owned subsidiary of General Electric Co., is quoting present prices about 20 per cent above the 1941 average. This compares with an over-all average increase of 28 per cent on all General Electric products. An exception to the rise has been made on the G. E. electric dishwasher. In keeping with the company's marketing program, the price of this appliance is being held well below the pre-war level.

Products shown at the luncheon included the new redesigned electric range, dishwasher, electric water heater and refrigerator. The latter has been redesigned so that an eight-cubic-foot model occupies the same space as the old model of six-foot capacity. Mr. Truesdell did not indicate just what prices would attain on the firm's ap-

pliances, other than declaring that adjustments would be made on each item individually.

James A. Frye, manager of the radio and appliance division of Stromberg-Carlson's Chicago office, has notified all the firm's dealers in this area that the 1947 Stromberg-Carlson cooperative advertising plan has been approved by the factory for participation by its franchised dealers. Mr. Frye characterized the project as one that "will become a very important phase of the dealer merchandising plan." The dealers will be told the details when the Stromberg-Carlson representatives get around to the various territories, in the near future.

Said to be the first time it has been done in the United States, a stage play, "Night Without End," was televised from the Eighth Street Theatre here last Sunday night. While householders sat at home and viewed the video presentation, a regular audience witnessed the play in the theatre. The same kind of telecast has been done on an experimental basis by the British Broadcasting Corporation in London, but it remained for Station WBKB to give Chicagoans a taste of what television may adopt as steady fare in building up programs.

Allan S. Johnson, sales engineer of Webster-Chicago Corp., is on a series of swings around the country in which he is calling on the manufacturing accounts, distributors and dealers, and is

(Continued on Page 29)

## Radio Craftsmen Names 7 New Representatives

CHICAGO, ILL., Friday—The Radio Craftsmen, Inc., 1341 South Michigan avenue, manufacturer of the Craftsmen Built products, including loud speakers and receiver kits, announces the appointment of seven new sales representatives. They are:

Bud Fisch, 419 West Sherwood terrace, Fort Wayne, Ind.; Royal Higgins Co., 600 South Michigan avenue, Chicago; Verner O. Jensen, 2616 Second avenue, Seattle, Wash.; Koenig Sales, 19 West Linwood boulevard, Kansas City, Mo.; L. D. Lowery, 1314 Arch street, Philadelphia; S. A. Shaw, 1123 Broadway, New York, and Carl A. Stone, 3415 Eighth street, Los Angeles.

The export department is under the direction of D. M. Ortiz, 1607 Howard street, Chicago.

### TRADE ITEM

Melodcee Records, Inc., phonograph records, J. Richter, 40 Exchange place here, has been incorporated with 200 shares of no par value stock.

## LURIA FIRM APPOINTED BY STEWART-WARNER

CHICAGO, ILL., Friday—L. Luria & Sons, Inc., of Miami, has been named exclusive distributor of Stewart-Warner radios for the southern half of Florida, it was announced here by Floyd D. Masters, sales manager for the Radio Division of Stewart-Warner Corp.

Luria & Sons has been in business since 1898 and is located at 400 S. W. Second avenue. The company distributes several nationally known brands of electrical and household appliances.

## North Carolina Charter For Appliance Concern

CHARLOTTE, N. C., Tuesday—J. & S. Appliance Co., of this city, has filed articles of incorporation with the Secretary of State at Raleigh. The new concern, which proposes to distribute home appliances, is capitalized at \$100,000. Incorporators are Chester Snow, Ed Jaffre and J. G. Reder, all of Charlotte.

## TELEVISION SET SALES BRISK IN WASHINGTON DURING SPECIAL DRIVE

RETAILERS ARE ENTHUSED

Official of Southern Wholesalers, Inc., Reports Many Video Receivers Sold by Dealers in the Capital City Area.

WASHINGTON, D. C., Friday—High consumer interest in television was again demonstrated here as Television Week came to a close with many retailers reporting complete sell-out of their entire initial stock of RCA Victor receivers and an accumulation of orders, according to Irving Dalo, sales manager of the Radio and Television Department of Southern Wholesalers, Inc., local RCA Victor distributors.

Beginning with a heavy advertising campaign in the Sunday, April 13, newspapers and elaborate window displays by the sixty-five franchised RCA Victor outlets in Washington, the week was highlighted by numerous promotions. Almost all of the dealers had television receivers displayed in their windows with many in operation, attracting crowds running into the hundreds at individual locations during the afternoon broadcasts.

The RCA Victor television dealers joined to sponsor the telecast of the opening big league game on Monday, April 14, between the Washington Senators and the New York Yankees over WTTG. When this game was rained out, a substitute film was used and the dealers sponsored the Friday game between the Senators and the New York Yankees. Many of the retailers used radio commercials announcing the campaign and all had demonstration sets in the stores.

Initial allotments to the franchised dealers allowed for each to have at least two television receivers for demonstration purposes plus a quantity for immediate sale. Despite the rain on the opening day, 25 per cent of the receivers in stock were sold on the opening day, according to Mr. Dalo. By mid-week half of the receivers were sold.

Many of the retailers remodeled their departments in preparation for "Television Day, setting up demonstration

(Continued on Page 19)

## MAGUIRE SHOWS LOSS OF \$3,619,947 FOR '46

Maguire Industries, Inc., radio and electronic manufacturing concern, reported for the year ended October 31 a net loss of \$3,619,947, after including a \$674,052 tax carry-back credit, but before a \$386,936 net renegotiation refund for 1944. This compares with a net income for the year ended October 31, 1945 of \$464,805, equal to 46 cents each on 1,008,820 shares, subject to renegotiation.

Net sales were \$10,328,533, as compared with \$18,436,634.



## DEALERS' GATHERING HELD AT WALDORF BY STROMBERG-CARLSON

**DR. RAY MANSON SPEAKER Merchandising Plans Revealed — Video Sets Will Be Released by Summer, Company Announces.**

Approximately 400 dealers and their families were the guests of the Stromberg-Carlson Co., Rochester, N. Y., and Gross Distributors, Inc., New York City, at a gathering held at New York City's Waldorf-Astoria Hotel, last Sunday.

During the course of the meeting, franchised Stromberg-Carlson dealers from New York, New Jersey, Massachusetts, and Connecticut listened while Dr. Ray Manson, president; Lloyd L. Spencer, vice president and general sales manager; Clifford Hunt, sales manager of the radio and television division from the Rochester firm and Benjamin Gross, head of the New York City distributing concern, outlined price policies, merchandising and advertising plans, showed the complete Stromberg-Carlson line of FM and AM consoles and table models and gave the firm's schedule on television.

Dr. Ray Manson stressed that AM is still the dealers' bread and butter market, but that FM is here and should be sold along with AM consoles. Two television models were introduced and these should be coming off the production line by the middle of the Summer, it was revealed. Both are console type instruments with a ten-inch screen and FM and AM sound.

Blyss Gates, sales manager of the Gross concern, served as master of ceremonies. Among those in attendance in addition to the speakers were Stanley H. Manson, director of public relations for Stromberg-Carlson; Harry Bittan, controller of distribution; John G. Wolfe, operations manager; George F. Bart, merchandising manager; Robert Gross, sales promotion manager, and Tom L. Donnelley, credit manager, from Gross Distributors.

After the meeting was adjourned the gathering was taken to Yankee Stadium to view the New York Yankee-Washington Senator baseball game.

## BENDIX AVIATION CORP. SHOWS 3 MOS.' PROFITS

Operations of the Bendix Aviation Corp. for the quarter ended December 31 last, which was the first of the company's fiscal year, resulted in a net profit of \$1,385,212, equal to 65 cents a share of common stock, it was reported on Monday. This contrasts with a net loss of \$1,022,416 for the similar period of 1945, which was after an estimated refund for a carry-back tax credit of \$3,600,000.

The earnings were exclusive of an appropriation of \$168,370 from reserve for post-war reconversion and for other costs attributable to the war. In the first quarter of the previous fiscal year \$995,269 was appropriated from reserve for post-war reconversion.

## E. H. Davis, "Weekly" Publisher, Marks Fifty Years in Journalism

**STARTED AS OFFICE BOY Will Tender Party to Employees and Their Wives in Celebration of Golden Anniversary — Owns Other Publications.**

Edward H. Davis, publisher of RADIO and Television WEEKLY, and its companion business papers, "United States Tobacco Journal" and Confectionery - Ice Cream World," will complete fifty years' association with the trade paper organization this week.

In celebration of this occasion, Mr. Davis will tender a party next Monday to members of his organization and their wives at Billy Rose's Diamond Horseshoe. A large portion of the ringside section has been reserved for the occasion.

Mr. Davis joined the "United States Tobacco Journal" on May 3, 1897 as an office boy at \$5 a week. The publication was founded in 1874 by Oscar Hammerstein, the late theatrical impresario. He advanced to the position of office manager, advertising manager, and was named publisher in 1922.

Mr. Davis' more than fifty years of activity in journalism is another of those Horatio Alger stories. Prior to entering the employ of the "United States Tobacco Journal" as office boy, he was a copy boy with the New York "Journal," when that publication had its editorial office in the old Tribune Building on Nassau street. His devotion to the tobacco industry, in which he has been active since a mere boy, has kept him occupied in this field—more so than in the trades served by his other publications.

Mr. Davis has traveled all over the world in contacting members of the tobacco industry and, consequently, is better known throughout the tobacco trade than perhaps any other person in the business.

## TELE-TONE SALES AT SATISFACTORY LEVEL

Despite the current letdown in small radio set purchasing, John S. Mills, vice president of Tele-Tone Radio Co., reports large sales for the company's \$17.95 Dyna-mite model.

Mr. Mills, who has just returned to New York headquarters from a three-week sales survey trip, which included the South and Southwest, also stated that dealers have placed large orders for Tele-Tone's new \$29.95 portable set, soon to go on the market.

## Noblitt-Sparks Shows \$372,491 Net for 3 Mos.

COLUMBUS, O., Tuesday—Noblitt-Sparks Industries, Inc., of this city, announced a net profit of \$372,491 for the quarter year ending this March, contrasted with a net loss of \$447,192 for the same period in 1946.

It was in 1916 when Mr. Davis established "The Phonograph," which is now known as RADIO and Television WEEKLY. The phonograph, talking machine and record industry was just about coming into its own at that period. After a survey among the leading



Edward H. Davis

members in that field, Mr. Davis discovered that a real live weekly newspaper would be most welcome and, as a result of his efforts, what is at present known as RADIO and Television WEEKLY was founded.

The same situation cropped up in the mind of Mr. Davis in so far as the confectionery and ice cream industry was concerned some twenty years ago. He felt at that time that a weekly news service would be most beneficial for members of these respective fields and thereupon, early in 1929, "The Trades' Only Weekly" for the ice cream and confectionery trades was established.

## EMERSON-NEW JERSEY BUYS A NEW BUILDING

NEWARK, N. J., Monday—Samuel Gross, president of Emerson-New Jersey, Inc., 122 Branford place, this city, has announced the purchase of a new building at 985 Broad street. The new site extends for one city block and will give Emerson-New Jersey the additional space necessary for its expanding business, Mr. Gross stated.

Two new salesmen have been added to the firm's staff. They are Melburn Copold, who is covering Passaic, Morris, Sussex and Warren counties, and Saul Sherman, who is handling Somerset, Bergen and Hunterdon counties.

## Named to RCA Post

Stephen J. de Baun, formerly with the press department of the National Broadcasting Co., is now publicity director of the RCA showroom at 36 West Forty-ninth street, New York City.

## KEENE JACKSON LEAVES AVIOLA RADIO TO FORM SALES FIRM WITH SON

GLENDALE, CALIF., Friday — W. Keene Jackson has resigned his position as sales manager of Aviola Radio Corp., Phoenix, Ariz., and has returned to California to join his son, Keene S., as a radio manufacturer's representative.

For many years Keene Jackson was sales manager of International Kadette and was among the pioneers in the sale of the AC-DC plastic cabinet radio. He joined Detrola as general sales manager in 1940 and when that company was sold he came west with the late John J. Ross to open a radio manufacturing plant in southern California. The plant was moved to Phoenix last year.

His son, Keene S. Jackson, has had years of experience in radio engineering, having been with Philco and RCA for four years, and with U. S. Signal Corps Laboratories for five years. For the past year he has served as west coast sales representative for prominent electronic manufacturers.

In joining his son, Mr. Jackson said, "We will continue in radio as manufacturer's representatives as the Keene Jackson Co. with offices in the Security Building, in Glendale. We plan to attend the Radio Parts Show in Chicago from May 13 to the 16 and will make our headquarters at the Congress Hotel."

## MOTOROLA TO STAGE SECTIONAL MEETINGS

CHICAGO, ILL., Monday—The first of a series of four Motorola Radio sectional distributor meetings will be held June 3 at the Drake Hotel, Chicago.

Executive and key personnel present at the meeting will include: P. V. Galvin, president of the Galvin Mfg. Corp., maker of Motorola products; E. H. Wavering, vice president of automotive division; W. H. Stellner, vice president of the home radio division, and W. H. Kelley, sales manager. Distributors from the North Central, Mid-West, Allegheny and Great Lakes areas will be present in Chicago to preview the Motorola 1947 home radio line. Developments in the car radio and car heater fields will also be covered at the meeting.

During the week of June 9, a similar meeting will be held for Eastern distributors in the New York area, followed by meetings in New Orleans and San Francisco.

## RCA Will Demonstrate Large Color Television

PHILADELPHIA, PA., Monday—The Radio Corp. of America will present its first public demonstration of large screen theatre-type color television at the Franklin Institute, this city, on Wednesday, April 30.



## Philco Promotes Sales Executives . . . .



Left to Right, Fred Ogilby, Thomas A. Kennally  
And John M. Otter  
(See Story on Page 3)

## INCREASE IN WAGES FORCES G-E TO RAISE LISTS OF APPLIANCES

IS ANNOUNCED BY WILSON  
National Association of Manufacturers Reveals Only 20% of the  
Members Answering Questionnaire Have Reported Price Cut.

The General Electric Co. announced on Monday list price increases of from 6 to 17 per cent on several of its electrical appliances in keeping with a recent statement by Charles E. Wilson, president, that wage increases would necessitate raising prices an average of 7 per cent. Appliances affected by the price changes include refrigerators, home freezers and the new G-E automatic washer.

Other increases planned involve electric ranges, sinks and dishwashers. The General Electric Co. recently raised its employees' wages 15 cents an hour.

"Inflation is here," Mr. Wilson declared, "and prices will go higher regardless of the Newburyport experiment. We have industrial strife and economic upsets beyond anything we ever had before. A wave of wage increases is sweeping the country. With increased costs, prices are bound to go up."

At the same time, the National Association of Manufacturers disclosed that only one of every five members replying to a questionnaire reported price cuts on at least one product since the beginning of the year. Those replying said the main reasons they could not make price cuts now were: first, the uncertainty of cost and supply of materials; second, uncertainty as to wage scales, and third, low labor efficiency.

## Jorgensen Names Shaw

S. A. Shaw, factory sales representative with offices at 1123 Broadway, New York, has been appointed by Jorgensen Engineering, Inc., of Beloit, Wisc., to cover the eastern territory. The company manufactures pilot light sockets, assemblies and terminal boards.

## ELECTROMATIC CORP. SELLS EQUIPMENT OF FACTORY IN YONKERS

The complete contents of a radio factory, owned by the Electromatic Mfg. Corp., 88 University place, New York, will be sold at auction next Wednesday, May 7, at 11 A.M., at the company's plant located on Old Nepperhan avenue, corner of Saw Mill River road, Yonkers, N. Y.

A woodworking plant, spraying and finishing equipment, work benches with electric track, office equipment including desks, typewriters, filing cabinets and a stenciling machine, a large quantity of radio parts and new table model receiving sets, and quantities of leatherette, wax paper and black wadding will be sold.

Len Welling, sales manager, stated that the company plans to announce its new line of models at an early date.

## Al Friedman Will Head New Olympic Division

Al Friedman, veteran radio sales executive, has joined the sales organization of Olympic Radio & Television, Inc., of Long Island City, N. Y. Mr. Friedman will serve in a special capacity handling the firm's private brand business. He will also contact special accounts.

Percy Schoenen, vice president of Olympic, announced the appointment last week and stated that he felt gratified that he was able to secure an experienced radio man of Mr. Friedman's caliber to head this division of Olympic's operations.

## Webster-Chicago Official Visiting East Coast Trade

CHICAGO, ILL., Monday — A. S. Johnson, sales engineer for the Webster-Chicago Corp., is demonstrating his company's Model 80 portable wire recorder during a tour of eastern distributors and dealers.

## THE TRAVELER

David Housman, president of Automatic Radio Mfg. Corp., of Boston, Mass., spent several days in New York last week and while here conferred with Sol Sherman, factory sales representative in the East territory.

Dave Slobodien, president of Apollo Distributing Co., Newark, N. J., is back at his office from a vacation in Florida, while Fred Goldberg, treasurer and general manager, has returned from a visit to the Crosley plant in Cincinnati.

Jack Bergman, head of Gem Phono Manufacturing, Inc., New York, maker of phonograph needles, is at present completing a tour which took him to the Pacific Coast.

Milton Benjamin, sales official of Sonora Radio & Television Corp., with offices in New York, is spending a couple of weeks on the West Coast contacting the trade there. He plans to stop at the Chicago headquarters of Sonora on his return to New York.

Lou Corwin, head of the Los Angeles company of the same name, was a visitor in New York and Philadelphia last week contacting many of his old trade friends. Lou formerly was a partner in the Roycraft Co., Minneapolis, before going to the coast.

Al Leban, factory sales representative of Regal Electronics Corp. in the Philadelphia and adjoining territory, paid a visit to the new Regal plant in New York last week and conferred with Walter Spiegel, president of the company.

Max G. Goldberg, head of the Servwel Products Co., New York, manufacturer of radio components, spent last week-end at Atlantic City, N. J.

J. M. Winer, president of Dynamic International, Ltd. and Dynamic Electronics-New York, Inc., is on a business trip to Mexico City. He will make his headquarters at the Gran Reforma Hotel.

## Barbey Co. Will Open New Building and Mark Thirtieth Anniversary

READING, PA., Monday—The George D. Barbey Co., will formally open its new distributing headquarters at Second and Penn streets, this city, during a dual celebration to be staged from May 2 to 4. The company is also marking its thirtieth anniversary.

A dinner will be staged at the Wyomissing Club on Friday, May 2, for manufacturers. The George D. Barbey Co. distributes radio and electronic products and is headed by George D. Barbey, who formerly served as president of the National Electronic Distributors Association.

## GAROD REPORTS KEEN TRADE INTEREST FOR NEW 3-WAY PORTABLE

Garod Radio Corp., Brooklyn, N. Y., reports keen trade interest in its new luxury portable model which retails at \$39.95 without batteries, but including



Garod 3-Way Portable

Federal tax. Max W. Weintraub, Garod president, revealed that the public had justified the trade interest and that sales have increased steadily.

The new lightweight portable weighs less than 6½ pounds with batteries and is designed to play anywhere on AC, DC, or batteries. Designated as the Silver Anniversary Model 5D3, the radio has a built-in loop antenna hidden in the front-raising plastic cover. Gayly colored in bright pastels and two-tone combinations, the case has been designed to appeal to the younger set and the summer vacationer.

A cooperative advertising campaign has started with a great majority of Garod's more than 5,000 dealers tying in with the promotion on the new portable.

Garod will also release this month a standard size table model radio retailing at \$19.95. The new "Ensign" model employs wartime developed multi-purpose tubes capable of delivering quality reception, and the walnut plastic cabinet includes a large full vision slide-rule dial. The same receiver will also be available in an ivory plastic cabinet at a slightly higher price.

Mr. Weintraub explained that the new low price policy for small radios is possible because serious material shortages are ending and raw material suppliers are now able to effect savings in parts, made possible by large scale production.

## Atlas Sound of Brooklyn Appoints Jules Bressler

Jules J. Bressler, for twenty years engaged in the radio and motion picture sound fields, has been made representative for the industrial and jobber trade in the New York metropolitan area and northern New Jersey, by the Atlas Sound Corp., 1449 Thirty-ninth street, Brooklyn.

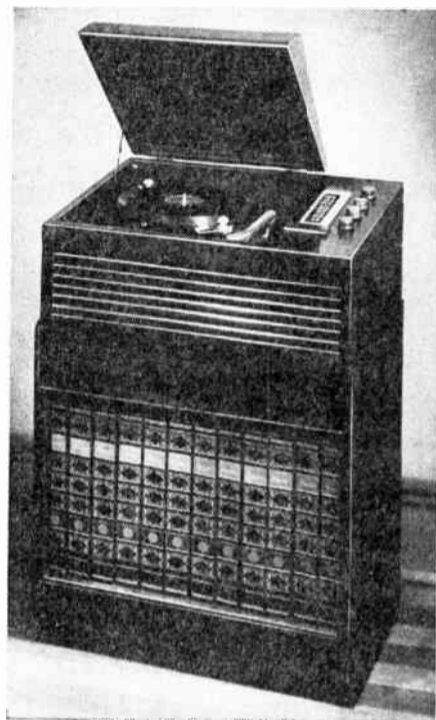


## AIR KING PRODUCTS IS OFFERING CONSOLETTA WITH MANY FEATURES

SIX TUBES AND A RECTIFIER

Has Alnico V Permanent Magnet and Automatic Volume Control, Record Player With Automatic Changer — Is Called Foolproof.

The Air King Products Co., Inc., is offering the Crown Princess Consolelette, which the company states combines a high fidelity radio receiver and the fin-



New Air King Consolette

est dual post automatic record player for quality reproduction of fine music.

Further describing the Crown Princess, the company says it has a super-heterodyne receiver with a full range tone built in loop aerial; has six tubes, including rectifier; that two dual purpose tubes give eight-tube performance; has Alnico V permanent magnet, and has automatic volume control and edge lighted slide rule dial.

Describing the consolette further, the company states: it has a foolproof record player with automatic changer for ten- or twelve-inch records, a feather-weight low-pressure tone arm, a crystal pick-up, and a permanent needle. The finish is satin walnut hand-rubbed and there is storage space for 180 records. It is being offered at \$134.75.

## Grand Appliance Co. Uses Circus Motif in Broadside

CLEVELAND, O., Monday — S. C. Bernhardt, vice president of Grand Home Appliance Co., of this city, announced today that the company had mailed a new colorful broadside to 10,000 dealers.

Following a circus parade motif, the broadside summons dealers to a place on the "Grand Wagon in the Profit Parade." It features the new Grand gas range, model 747.

## RMA Labor Seminar Set For Next Week; Leaders Will Speak

AT HOTEL PENNSYLVANIA

Nationally - Known Executives in Industrial Relations to Address Two-Day Conference for Radio Tradesmen in New York.

Edgar L. Warren, director of the Conciliation Service, U. S. Department of Labor, will be one of two luncheon speakers at the third RMA Industrial Relations Seminar to be held May 7-8 at the Hotel Pennsylvania, New York City, the Radio Manufacturers Association announced last week.

Mr. Warren, who will speak Wednesday, May 7, on "The Role of Conciliation in Modern Labor Relations," has had a hand in the settlement of major labor disputes since he took his present office early in 1946. Prior to that he was chairman of regional War Labor Boards, first in Kansas City and later in Chicago. From 1938 to 1943 he was director of the Industry Committee Branch of the Labor Department's Wage-Hour Division.

Another outstanding figure in industrial relations, Abraham A. Desser, of the National Industrial Conference Board, New York City, will speak at the second day luncheon, on Thursday, May 8. Mr. Desser is one of the foremost authorities in the United States on management research.

Several other speakers equally outstanding in their respective fields have been engaged for the two-day session on industrial relations by R. C. Smyth, chairman of the RMA sub-committee in charge of seminars and directors of industrial relations for the Bendix Radio Division, Baltimore, Md.

Glenn W. Thompson, president of Noblitt-Sparks Industries, Inc., Columbus, Ind., who is chairman of the RMA Committee on Industrial Relations, will open the seminar at 10:30 A. M. on May 7. The morning speaker at the initial session will be Dr. M. S. Viteles, director of personnel research and training of Philadelphia Electric Co., Philadelphia. A world authority on psychological training, Dr. Viteles will talk on "The Selection and Training of Personnel."

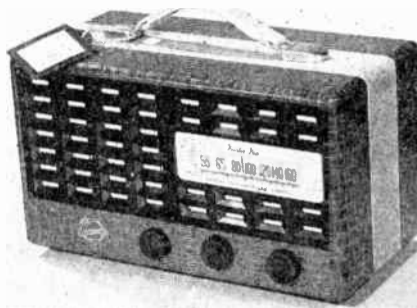
Dr. Newman L. Hoopingarner, professor of business psychology at the School of Commerce, Accounts and Finance, New York University, will speak Wednesday afternoon, May 7, on "The Psychology of Handling People as Applied to Industrial Relations."

On Thursday, May 8, Albert Ramond, president of Albert Ramond and Associates, Inc., New York, will open the second session with a talk on "Philosophy and Practices of Wage Incentives." Mr. Ramond was formerly president of the Bedaux Co. from which the Bedaux System derived its name.

The second morning talk will be made by Edward N. Hay, head of the firm of E. N. Hay and Associates, Philadelphia.

## MINERVA INTRODUCES NEW PORTABLE RADIO; LIST PRICE IS \$29.95

The newest radio set to roll off the Minerva Corp. of America production lines is Model 729, a full-size, three-



Minerva New Portable

way portable with a battery life of over 125 hours.

Actual size of this set is 13 inches long, 7 inches high, 6½ inches deep. The Porta Pal, as it is called, has an attractive deluxe, two-tone fabric covering, and modern honeycomb grill for eye appeal. A leather push-up handle with brass fittings and leather identification tag are included with each set.

The radio itself embodies the newest engineering advances that are said to give greater power and high fidelity reception. It plays on AC-DC or self-contained batteries with built-in loop antenna, and retails at \$29.95 (less the batteries), with standard discounts to the trade.

## HOEVELER TO MANAGE

### I. AND M. SUFRIN FIRMS

PITTSBURGH, PA., Friday—I. and M. Sufrin, distributor of the Stewart-Warner line of radios and electric appliances, has announced appointment of George A. Hoeveler as general manager.

Mr. Hoeveler is well known in industrial and business circles and is experienced in executive management and merchandising.

He will co-ordinate the various interests of Isadore and Martin Sufrin, whose other companies consist of Pittsburgh Salesbook Co., Sufrins, Inc., and manufacture of Steel City Gem paper clips.

## New Manager Is Named By Grinnell in Bay City

BAY CITY, MICH., Thursday—John R. Robinson has been appointed manager of the Grinnell Bros. store in this city. He succeeds E. G. Hurdelbrink, who retired two months ago. Mr. Robinson was formerly with the Herpolscheimer department store in Grand Rapids.

The Grinnell store handles all types of musical merchandise, including radios, radio-phonograph combinations, records and pianos.

## FM BROADCASTING TO EXPAND COVERAGE OF PAPERS IN NORTHWEST

SEVERAL ANNOUNCE PLANS

Publishers See a Great Field for Better Service to the Public — Appliances Are Now Available.

SEATTLE, WASH., Friday — At a meeting of Washington weekly newspapermen this week in Port Townsend, the newspapermen discussed changes in the Puget Sound area and expressed the opinion that the changes in merchandise and merchandising have been nothing compared to what is and will take place.

They pointed to what has taken place in twenty years in the radio business. Many expect to expand their publishing operations by going into the Frequency Modulation field. They have learned that they cannot compete in the national field in news, but they have found that people still want local news and they feel that a small FM station will have a local attraction if the proper formula can be evolved.

An interesting highlight of the meeting was the report of John Astell, publisher of the farthest west newspaper in America which he issues at Forks, Wash. There, he said, the electric power supplied by a diesel plant and the rates are so high that the only appliances the people have hooked on their light lines are radios with a result that there is every other form of appliance that has been shipped to local dealers on a quota basis are still on their floors for sale.

Len Barlow, who manages the Peerless Electric Co., stated that there are ten salesmen covering the state contacting nearly 1,500 dealers. The only electronic device carried in stock is the Talk-a-phone. Some time ago the firm did represent Dewald radios but is not in the field at the present time, that line being represented in part by Sullivan Electric.

But, according to Mr. Bigelow, if a nationally known line of advertised radios were available, his firm would certainly be in the market to consider a proposition.

Peerless Electric is located in what is going to be Seattle's electric appliance distribution center. Next door to Peerless is the McKay Appliance Co.

Manager of the McKay concern is Charles Tinker, who reports the best merchandising device of the week is a table combination set. He has in stock a good supply of matched walnut radio cabinets. They go as a unit deal. "While we wait for all the consoles we would like to have, we are pushing many a sale by this method," he states.

According to Mr. Tinker, an accurate check of the number of dealers he is serving amounts to 263 and "they are doing a good selling job for us, so business in this part of the country must be pretty fine," he said.

—DUD BROWN.

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



# THE RACK THAT'LL RACK UP RECORD SALES (AND PROFITS) FOR YOU!



A complete "COMEDY DEPARTMENT" ...Vivid full-color covers ... beautiful tubular metal rack displays five albums deep

**H**ere they are—the most talked-of collection of record albums to hit the trade in years. This great group of top stars in the entertainment field *for the first time as far as is known* on phonograph records.

**And what records!** Terrific material specially designed for these recordings and every one recorded—get this—before an actual audience to give that three dimensional quality which makes for truly top entertainment.

**Your customers** are going to want these for thrilling, new home entertainment—perfect gifts—collectors' items to treasure. List price **\$4.50** (plus tax) per album.

**And—remember—**we are limiting each dealer. Get your quota of Top-Ten Records . . . Monitor Equipment Corp., 640 West 249th Street, New York 63, N. Y.

**MONITOR COMBINATION RADIO-PHONOGRAPH** ... with a new airplane type radio... and an all automatic record changer with exclusive new fast, gentle, silent record operation and automatic cut off ... (plays 10" and 12" records interchangeably in any order without adjustment). Embodies new war-time electronic developments.



**TOP-TEN\* RECORDS**

Distributed by

**MONITOR**

*The Most Distinguished Family of Home Appliances*

\*Trade Mark Audience Records, Inc.

SEE JUNE 9th ISSUE OF LIFE MAGAZINE FOR OPENING CONSUMER ANNOUNCEMENT



## Jack Otter Made Philco Sales Head

(Continued from Page 3)

He continued in that capacity until 1935, when he was named sales manager of the Philadelphia branch of Philco Distributors, Inc.

In 1937 he was appointed manager of the Detroit office, and was then made general manager of the Chicago branch of Philco Distributors, Inc. Two years later he was named sales manager for the Middle West and in 1944 was made sales manager of the Radio Division with headquarters in Philadelphia, when the company's selling organization was being enlarged and strengthened in preparation for the post-war period.

Mr. Ogilby joined Philco in 1931 as a sales representative for the New York

branch of Philco Distributors, Inc., became sales manager in Brooklyn four years later, and in 1936 was named New Jersey sales manager for the branch. The next year he was placed in charge of sales of Philco Distributors, Inc. in New York City, the company's largest wholesale distributing operation.

From 1938 to 1945, he served as general manager of the Philco branch in Philadelphia, and last year returned to New York as general manager of that branch.

## BENDIX GUARANTEES TO MAINTAIN PRICES OF RADIOS THRU '47

INCREASE IN COSTS NOTED

First News of Action Announced to District Managers and During Sales Conference in Baltimore — Entire Line Covered.

BALTIMORE, MD., Friday—Bendix Radio Division of the Bendix Aviation Corp. today issued to its national distributor organization a guarantee of existing list prices on its entire current line of broadcast receivers. According to J. T. Dalton, general sales manager for radio and television, the understanding holds for the balance of the year.

In commenting on the decision to make the guarantee, W. P. Hilliard, general manager of the Bendix Radio Division said:

"We have consistently sought to decrease prices throughout the entire period of our post-war production. Our efforts have not succeeded in reducing prices, but rather have kept them from untoward increases. Much as we would like to meet the present demand for reduced prices at this time, we cannot see a possibility for such action when increased notices on most components and other materials are reaching us every few days. Most of these are due to readjustments with labor.

"Our guarantee of prices at this time is meant to take some of the guesswork from the distributor and retailer and enable them to face the realities with ease of mind," said Mr. Hilliard.

First news of the price guarantee was given to Bendix Radio district managers' meeting at the factory in Baltimore. It was said that Bendix Radio sales efforts will be bolstered by several new promotions which the men are taking with them to their territories.

"Within the past two weeks we have seen far-reaching success of several distributor promotions," Mr. Dalton added. "While buying has slumped in certain markets, we feel that the market is there for the dealer who will seek it aggressively."

## New York "Rep" Chapter To Stage Annual Dinner

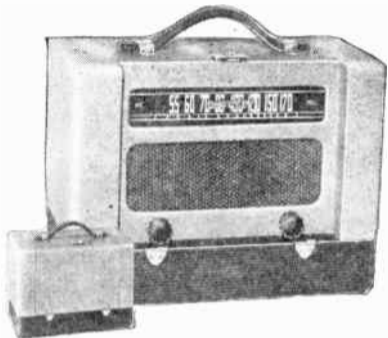
The New York Chapter of The Representatives will hold its annual dinner and party on the evening of May 21 at the Hotel New Yorker, New York.

This party, which will be the twelfth successive yearly function to be staged by this group, regularly concludes the formal activities of the year by the New York manufacturers representatives.

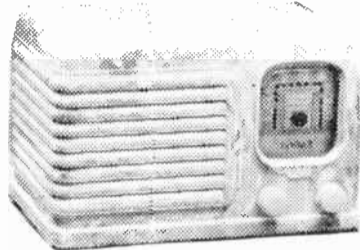
Executives of radio and electronic manufacturing concerns together with officials of various distributing firms in the metropolitan area have been invited to attend.

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

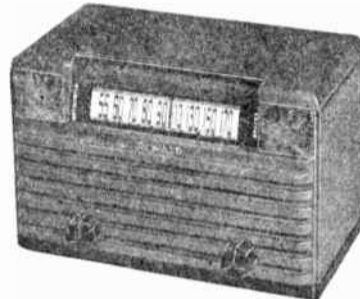
*A Quarter-Century of Proven Quality*



DeWald 507



DeWald 514



DeWald 503

# STARS

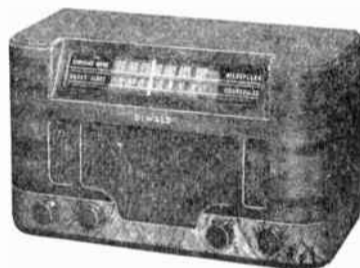
*of the*

# DEWALD

*"Hit Parade"*



DeWald A-605 "Connoisseur"



DeWald A-505 "Excel"



DeWald A-501 "Lyre"

**A Fast-Selling  
Complete Line  
From \$19.95  
Up.**

See us at the  
Show, May 12th  
HOTEL BLACKSTONE  
11th FLOOR  
CHICAGO, ILL.

If you want  
SOMETHING  
BETTER

*Demand*

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.

**JOBBERs: Some Choice Territories Now Available**

**DeWald Radio Manufacturing Corp.**

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

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

**DEWALD** A FAMOUS NAME IN  
**RADIO**  
SINCE 1921



## THOUSANDS SEE UST TELEVISION SETS AT HOME SHOW IN N. Y.

What was claimed to be the largest single public television demonstration ever given in New York City was presented at the Metropolitan Home show, Grand Central Palace, last week by United States Television Mfg. Corp.

With large theatre space holding several hundred people, UST "big-picture" television entertained the crowds Saturday with the complete telecasts of the Giants-Dodgers ball game, the Wood Memorial Handicap, and assorted programs including the telecast of the circus. The Metropolitan Home Show, with exhibits of national manufacturers and architects, showed all equipment and appliances a home of today requires. Over the week-end 24,000 persons visited the exhibits, and it is considered that practically all passed through the television exhibit at one time or another during the programming.

UST is featured its new, blonde mahogany, modernistic projection and direct-view console models as well as its conventional eighteenth Century dark mahogany models. Individuals from all parts of this country, and even the Philippines, asked many questions concerning television and FM. FM stations were tuned in on the UST set when television programming was not available, in response to the many requests.

The UST Theatre showed all scheduled programming. It is estimated that over 100,000 people attended the Home Show during eight days.

## Frigidaire to Re-open Its Birmingham, Ala., Branch

DAYTON, OHIO, Friday — Frigidaire's current nation-wide expansion program was exemplified in a statement by F. M. Davison, southeastern regional manager, who announced the re-establishment of the Birmingham branch of the Frigidaire Sales Corp. along with the re-appointment of L. W. Curl as branch manager.

"The reopening of this branch is an indication of the importance that Frigidaire is placing on the market potential of the Birmingham territory," declared Mr. Davison. "Re-establishment of the Birmingham branch is a significant step forward in the company's over-all expansion program. Extensive new product lines are being introduced. Production is being stepped up and the field organization is being strengthened."

Mr. Curl was manager of the Birmingham branch at the time it was discontinued during the war years. Meanwhile, he has been branch manager at Baltimore and, more recently, has been in charge of activities in the Birmingham territory. He has been associated with Frigidaire for more than 20 years.

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

## FARNSWORTH WINS AD AWARD FOR 3RD TIME

Presentation on last Thursday at the Waldorf-Astoria Hotel, in this city, of a medal award by the Art Directors' Club of New York, to Farnsworth Television & Radio Corp. for magazine advertising, marked the third consecutive year the honor has been won by Farnsworth.

Gjon Mill's color photograph of a

scene from a Ballet Theater production of Stravinsky's "Firebird" won this year's medal for Farnsworth. Robert Riggs' color paintings interpreting Liszt's "Hungarian Rhapsody No. 1" and Wagner's "Die Gotterdammerung" won the award for Farnsworth advertisements in 1945 and 1946.

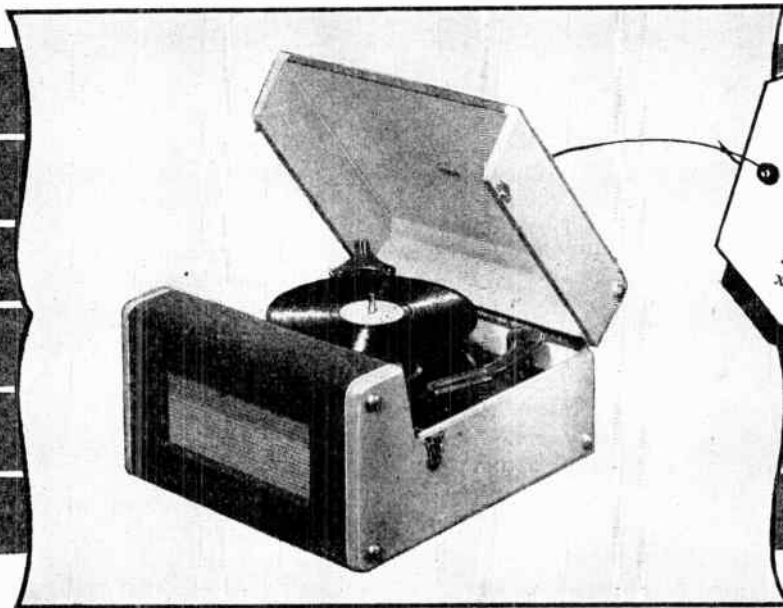
Advertising manager for Farnsworth is John S. Garceau. The account is handled by N. W. Ayer & Son, whose art director is Walter Reinsel.

A second honor was accorded Farnsworth and the Ayer agency award of distinctive merit was presented to Bernard Lamotte for his color painting interpreting Offenbach's "Gaité Parisienne."

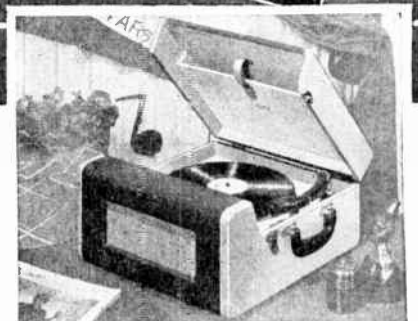
## Florence Stove Nets 97c

The Florence Stove Co. and subsidiary for the March quarter had a net profit of \$336,141, or 97 cents a share, contrasted with a net loss of \$254,910 last year.

# ...Priced to Retail Profitably



**Model No. PA-61**  
 Portable, automatic record changer. Plays and changes twelve 10" or ten 12" records. 3-tube amplifier, including rectifier. Tone control. Long life, Fidelitone needle. Plywood cabinet covered with durable, two-tone fabricoid. Record storage. Size 14 1/2" x 17 1/2" x 9". **\$69.95**



**Model PM-61.** Portable, single record player. 3-tube amplifier, including rectifier. Tone control. Fidelitone needle. Plywood cabinet covered in two-tone fabricoid. Record storage. Plays 10" or 12" records. **\$39.95**



**Model PM-70.** Portable single record player. Plays 10" and 12" records. 2-tube amplifier, including rectifier. Fidelitone needle. Smart plywood cabinet covered in two-tone fabricoid. Plays 10" and 12" records. **\$29.95**



**Model TA-7.** Automatic record changer plays and changes twelve 10" or ten 12" records. 3-tube amplifier, including rectifier. Tone control. Fidelitone needle. Beautiful mahogany cabinet. **\$69.95**



CONTACT YOUR ULTRATONE DISTRIBUTOR

NEW YORK, NEW YORK  
 Times Appliance Company, Inc.  
 NEWARK, NEW JERSEY  
 E. B. Latham & Company  
 HARTFORD, CONNECTICUT  
 Stern & Company  
 PROVIDENCE, RHODE ISLAND  
 Republic Distributing Company  
 BOSTON, MASSACHUSETTS  
 Arvin-Salmanson Company

PHILADELPHIA, PENNSYLVANIA  
 Spector Distributing Company  
 BALTIMORE, MARYLAND  
 Henry O. Berman Company  
 ALBANY, NEW YORK  
 Empire State Distributors  
 SYRACUSE, NEW YORK  
 Broome Distributing Company  
 BINGHAMTON, NEW YORK  
 Broome Distributing Company

SCRANTON, PENNSYLVANIA  
 Broome Distributing Company

MANUFACTURED BY  
*Audio* INDUSTRIES  
 MANUFACTURERS OF ULTRATONE PHONOGRAPHS · MICHIGAN CITY, IND. U. S. A.



# Cleveland to be Host at Convention of State Phonograph Merchants on May 5th.

ATTENDANCE OF MORE THAN 700 MEMBERS IS EXPECTED

"Hit Tune" Party Will Be One of Highlights of Occasion With Banquet in the Evening Closing Meeting — Organization Luncheon Attended by Carmen Cavallaro, Decca Recording Artist.

CLEVELAND, OHIO, Friday—Monday May 5 will be a big day for the Phonograph Merchants Association of Greater Cleveland. During the day, the group will be host at the annual state convention of the group with more than 700 visitors expected at luncheon, dinner and panel discussions at Hotel Carter.

In the afternoon the association, in cooperation with the Cleveland Press, is putting on its second "Hit Tune" party at Public Music Hall. Gene Krupa and Eddy Howard will appear and perform at the party in the afternoon and will also be guests at the Phonograph Merchants' convention banquet in the evening.

At the "Hit Tune" party, record manufacturers are offering twelve brand-new, unreleased phonograph records which will be played from a phonograph on Music Hall stage.

Members of the audience will then vote for its favorite among these unreleased records, and this will be designated "Hit Tune" for June. This will be placed in the No. one spot on music boxes all over the country and will be

further promoted by means of car cards and newspaper ads.

Last month, the audience of 1,500 which turned out for the party voted for "Mam'selle" as its hit tune for May.

Another recent activity of the Phonograph Merchants Association was the luncheon at the Burgundy Room of the Theatrical Grill this week, given for Carmen Cavallaro, Decca recording artist, whose orchestra was appearing at the Palace theatre.

In lieu of a speech, Cavallaro responded with an in-person version of his Decca best-seller, "Polonaise."

By means of a six-suburb hook-up of two-way radio cruisers, which went into operation in Cleveland's eastern suburbs this week, police can throw up a road block on every main highway in the eastern part of Cuyahoga county in a matter of seconds.

In addition to aiding in pursuing fugitives, the new intersuburb radio hook-up is expected to be useful in case of traffic accidents, robberies and other police work, and in assisting the work of the fire department.

In the system are the villages of

full line

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

# farnsworth

TELEVISION ● RADIO ● PHONOGRAPHS

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

Lyndhurst, Mayfield Heights, Pepper Pike, Hunting Valley, Gates Mills and University Heights. A similar network is operated by Maple Heights, tied in with North Randall, Warrensville Heights and Solon.

G. C. Sofer, in charge of radio activities at the Grossman Music Co. which distributes Howard and Stratovox radios, reports that the firm is expecting its first shipment of large Howard console radios, daily. The Howard armchair model has been going over exceptionally well, he says.

R. E. (Fred) Schatz, manager of the lighting fixture department at Enterprise Electric Co. since 1927, died at his home here this week.

He had been an active member of Windermere Masonic lodge for the past

twenty years. Survivors include his wife, Vera, and a daughter, Mrs. Mary Yohn of Pottstown, Pa.

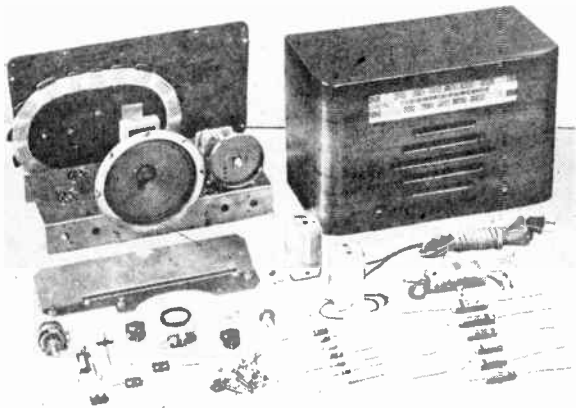
—EVELYN BAILING.

## Dividend Is Postponed By Radio Tube Concern

NEWARK, N. J., Thursday—Directors of Tung-Sol Lamp Works, Inc., this city, have found it necessary to postpone payment of the quarterly dividend of 20 cents on the preferred stock which is normally payable May 1, it was announced today by Harvey W. Harper, chairman. It is essential that cash be used only for normal business needs while awaiting carry-back refund claims totaling about \$900,000, he said.

## CUSTOM BUILT ELECTRONIC RADIO KIT

5-TUBE AC-DC SUPERHETERODYNE



Handsome Walnut Veneer Cabinet 11 3/8 x 7 1/4 x 5 3/4

- High Gain Built-In Loop
- 5" Alnico #5 PM Speaker
- Complete Wiring Instructions
- Pictorial Diagrams
- Schematic Diagrams

Made to Illustrate Basic Receiver Design and Servicing

List Price \$24.95

Individually Boxed

Sold Through Authorized Jobbers and Distributors Only

### MR. JOBBER:

This item is ideal for sale to RADIO SCHOOLS • BOY SCOUTS RADIO CLUBS and VOCATIONAL SCHOOLS, etc.



Seaboard Ronley Corp.

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

## ASTATIC CREW ARRIVES FOR THE CHICAGO SHOW



• Just in case you're not at the dock when this craft pulls in, we're giving you a preview of Astatic's first contingent of conventioners arriving for the Annual Electronic Parts Show at the Stevens. They're taking sample products along, of course... newest Astatic creations in Crystal and Dynamic Microphones, Phonograph Pickups and Cartridges. It's going to be fun showing this fine line of Astatic products, but it's going to be equally exciting to meet all the old gang again as well as newcomers in the field. Happy days ahead... in May... at the show! See you there!

HOTEL STEVENS  
MAY 13 to 17





## ZENITH RADIO STARTS PRODUCTION ON NEW CHAIRSIDE MODELS

### ARE PHONO COMBINATIONS

Firm's Initial 'Lazy Man's Radio' Are Now Rolling Off Assembly Lines at Chicago Factory.

CHICAGO, ILL., Friday—The "lazy man's radio" started rolling off the assembly lines at Zenith Radio Corp. plant, here, this week, when H. C. Bonfig, vice president announced that his company had started manufacture of its new chairside radio line, first shown at the National Furniture Mart in January.

First of the chairside models to come off the lines was a bleached mahogany combination that adds a touch of the modern to home furnishings. This unit has the same chassis as the company's 12HO line of console combinations.

Zenith's exclusive electro-glide brings the intermix record changer, with its Cibra tone arm, to chairside record loading height or returns it to the cabinet at the touch of a button. With both this button and the radio dial immediately accessible on the low cabinet's table top, the chairside is said to completely eliminate the need for jumping up and down to change radio reception or record stacks.

The chairside provides two-band genuine Armstrong FM radio reception and tunes the entire standard broadcast band from 535 to 1620 kilocycles, with both electric push-button and manual tuning. International short wave provides long distance reception on the 25 and 31 meter bands, with tuning made easy by the spread band dial.

## SELECTOR INTERCOMS ARE ANNOUNCED BY RCA

CAMDEN, N. J., Friday—A new line of "selector" intercom systems has been announced by RCA's Sound Equipment Section. The line features five different models of master and remote stations designed to give complete flexibility of intercommunication in offices, factories, retail stores or wherever else instant two-way communication is desired.

The master and remote stations may be hooked up in any combination to produce an intercom system tailored to individual needs, with the number of stations in the "line" limited only by the number of selector keys on the master station. Two models of the master station have six selector keys, two have twelve keys, and the fifth station is a "remote" through which calls can be initiated and received from the master station to which it is connected.

The master stations are designed for ease of operation and have a combination "on-off" and volume-control switch which, when turned, lights a jeweled pilot lamp to signal that the unit is powered and ready to send or receive.

After depressing a selector key to establish a connection with the desired station, the user can carry on his end of the conversation at normal voice level by alternately throwing a small switch into "talk" position and releasing it to return to its normal "standby" or "listen" position.

## 500,000 Bendix Washers Made Since End of War

SOUTH BEND, IND., Friday—Bendix Home Appliances, Inc., has manufactured 500,000 automatic washers since the end of the war. Judson S.

Sayre, president, estimated the list value at \$108,775,000.

At the present rate of production the company will make more than 600,000 washers this year, or double last year's output. In less than ten years the company has made and sold 835,000 washers.

**HERE IT IS!**

**THE MOST SENSATIONAL**  
*Portable* **EVER MADE!**

the **REGAL**  
*Super-Mite!*

Beautiful aluminum cabinet with molded plastic front and rear covers! Contains the famous built in Regalloop! Amazing power! Will sell on sight!

List Price **\$29.50\***



*No higher than your fountain pen!*

size: 4" wide — 5" high — 8" long

**Small enough to be packed in a suitcase!**

**YET..** **USES STANDARD FULL SIZE COMPONENTS!**  
**PARTS INTERCHANGEABLE ANYWHERE!**

A lightweight portable that is really portable.

- The only set of its size with 5 "A" batteries and 1 "B" battery. Average life — 100 hours!
- 4 1/2" Alnico No. 5 speaker with a heavy duty slug weighing 1.47 oz.
- Selenium rectifier (no rectifier tube necessary).
- Uses following tubes: 1 — 1R5, 1 — 1T4, 1 — 1S5, 1 — 3S4.
- Licensed by R.C.A. and Hazeltine.
- Super Hetrodyne.
- Full size 2 gang variable condensor.
- Slide rule dial and many other features!

We've always claimed that, "When better radios are built, Regal will build them". This proves it! The sensational REGAL "Super-Mite" is the envy of the radio industry!

**\*batteries extra**

**REGAL ELECTRONICS CORPORATION 603 W. 130 St New York 27, N. Y.**

— We'll Be At The Hotel Stevens During The Radio Show —





2 Let's Play Records—a touch of a button, and the record-changer rises to easy-to-load position. Lid of the compartment stays horizontal . . . and a touch of the switch closes player compartment.



## Rise and Shine

WITH

### ELECTRONIC'S UNIQUE, NEW CHAIRSIDE RADIO-PHONOGRAPH

Outstanding in Electronic's great new Orthosonic Radio line is the Model 710CB, Chairside Radio-Phonograph. There's nothing else like it! The electro-lift mechanism does the trick—a new, important sales feature exclusive with Electronic! Embodying Electronic's entirely new and exclusive principle of Orthosonic Sound Reproduction, by which the listener can adjust to suit himself the balance between the low and high tones, the Model 710CB is in a class by itself for big-volume, high-profit selling at the luxury level.

Equally attractive, each in its style, are the companion models to the Chairside

—the Model 710PC Apartment Console Radio-Phonograph and the Model 710W Table Model. All have these important, sales-making features:

**Orthosonic Sound Reproduction**  
**Built-in Bass and Treble Boosts**  
**Twin amplifiers with independent tone control**  
**Superheterodyne circuit**  
**8 Tubes and 2 Rectifiers**  
**Handsome Dark Red or Blond Mahogany Cabinets**

Electronic gives you complete coverage of market demand with 14 glorious models. Whether in the more expensive sets, or in the lower price range, each Electronic Radio has something special . . . something different . . . something new your customers want. That's why you'll want Electronic's Orthosonic Radios in your store! Write for catalog pages and complete information!



**ELECTRONIC LABORATORIES, INC.**  
 INDIANAPOLIS, INDIANA

## LOS ANGELES TRADE REPORTS GREAT GAIN IN APRIL BUSINESS

### PORTABLES IN BIG DEMAND

Much Interest Is Manifest in Television But Few Sets Have Been Sold — Horn Gets New Lines.

LOS ANGELES, CALIF., Saturday —A brief survey among dealers in Los Angeles bears out the opinion that, while business in radio has been very slow since the first of the year, the demand for battery portables has given the business a real "shot-in-the-arm" lately.

Dealers report a heavy demand for prominently-advertised "name" brands. There is a great demand for such appliances, as dealers are unable to obtain them in sufficient quantity—particularly automatic toasters. Demands are heaviest for whatever happens not to be in stock at the moment.

There is considerable interest on the part of the public in television, but few, if any sets have been actually sold.

The public is beginning to be aware of FM, but apparently is not very well informed as to its exact meaning. Nor are very many people ready to buy, as they find no immediate need for this improvement.

The Los Angeles "Times," recently granted permits by the FCC, is making headway with plans to erect and operate a commercial television and FM station.

Plans for the station, to be known as "KTTV," are under the direction of Omar Johnson, who is assistant to the president of the "Times." Chief engineer is R. A. Monfort and D. M. Crandall is program director.

Most of the equipment is on order, and some, including two cameras of the image-orthicon type, have already been delivered.

While awaiting erection of the studio and transmitter buildings, Mr. Crandall is losing no time in his work of training personnel and experimenting with techniques for production of television. The facilities of the Pasadena Playhouse are being used for this purpose. This "workshop" theatre has long been famous for expertly training the talent of which Hollywood is such a rich source and is a mecca for aspiring artists from all over the country.

Herbert H. Horn, Inc., has announced its appointment as distributor for the southern California area of two important lines. First is the Simplex ironer, manufactured by the American Ironing Machine Co., of Algonquin, Ill.

Joe Groshans, national sales manager of Simplex, was a recent visitor to Los Angeles. He will return here very shortly to hold dealer meetings in May. At these meetings sales and service plans for Simplex for 1947 will be discussed.

Also to be distributed by the firm, is the Scott-Atwater outboard motor. Considerable business is expected from this item owing to the geographical and

**CHICAGO RADIO SHOW**

**SHUR**

Meet us in Person at Booth 42 to see the new improved Shur Interceptor & Antenna Mount

**THE 300 OHM SPACED LINE**  
 And -- Two NEW Antennas: --  
 The DELUXE INTERCEPTOR  
 The SHUR "Jiffy" ANTENNA

**SHUR-ANTENNA-MOUNT, INC.**  
 EASTERN DIVISION SEA CLIFF, NEW YORK

climatic conditions of Southern California. Seth Patterson will be in charge of sales on both these items.

Commenting on the market situation at the present time, Ray Cox, general manager of Horn, says that business is keeping up at a good pace. Although radio sales were noticeably slow for the first ninety days of 1947, they have come to life in April. This is due largely to the appreciable demand for battery-operated portables, with the advent of the vacation season and warm weather.

Refrigerators are still in very short supply—so much so as to be embarrassing.

Traffic items are still coming in so slowly that Horn is unable to fill the heavy backlog of orders that has accumulated.

S. M. BOOKEE

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

## RESISTORS

IS  
 OUR  
 BUSINESS

Complete RMA Range  
 1/2 - 1 - 2 Watt  
 5%, 10%, 20% Tolerances  
 IN STOCK AT ALL TIMES

**LEGRI S COMPANY, INC.**

846-850 Amsterdam Avenue  
 New York 25, N. Y.

Ask For Our New Price List



## Electrical Association of Birmingham Names Committee to Revise Its Program

**WILL MAKE PLANS TO INCREASE ITS SCOPE OF ACTIVITIES**

**Findings to Be Reported Back Within a Month — Nash - Kelvinator Sales Corp. Conducting Sales Meetings — Forbes Distributing Co. Conducts State-Wide Advertising Drive — Newsome Expands.**

BIRMINGHAM, ALA., Monday—At a meeting of the Electrical Association of Birmingham, held April 16 in the auditorium of the Birmingham Electric Co., a committee of ten was appointed to investigate the wishes of the industry in regard to broadening the objectives of the association. In the past, association activities have been limited to co-operating in national promotions, but now it is thought advisable to include the working out of problems on a local basis. The committee will report back its findings within a month.

Members of the committee are: Bud Walker, chairman, of Graybar Electric Co.; from the Distributor Group, Bill Lacey, of Long-Lewis Hardware Co.; Contractors, Carl Teal, of Knight Electric Co., and John Simmons, of Simmons Electric Co.; Dealers, Allen Clark, of Broyles Furniture Co., and E. A. Speer, of the Pizitz Department Store; Manufacturers, D. A. White, of Okonite Co., and D. W. Neville, of Monitor Controller Co.; Utilities, Roy Knox, sales promotion and advertising manager, Birmingham Electric Co., and D. S. Richard, residential sales manager, Birmingham Electric Co.

Mr. Knox, who, due to serious illness has been absent from his work for some time, will be back at his desk May 1.

A series of "Vocation in Sales" meetings is being held in this area by the Kelvinator Division of Nash-Kelvinator Sales Corp. "The meetings, which are of three-day duration, are designed to prepare dealers in advance for the coming big appliance market," stated W. A. Thompson, the manager. "Such schools are particularly needed now, as there has been a long lapse of time when no home appliances were available for sale. General selling is the theme of the first day's sessions, while on the following days appliances are featured — refrigerators, ranges and home freezers. Both slide films and motion pictures are used to help tell the story."

The next meeting will take place in Huntsville, April 30 to May 2, inclusive, and, following that, in Montgomery, May 5 to 7, inclusive. A convention already has been held in Birmingham.

A similar series of meetings are featuring the Leonard line, which is made by Kelvinator and sold through retail chain furniture outlets. In this case, however, monthly meetings consisting of a 45-minute session in the evening are being held over a five-month period. At each meeting a different phase of selling as applied to Leonard products is taken up. As Mr. Thompson explained, furniture dealers could not spare their salesmen for all-day sessions. A meeting was held at the Thomas Jefferson Hotel, Birmingham, March 28, for employes of the Sokol Bros.

furniture chain, and in Huntsville, on March 26, for the Sturchi Bros. chain.

An advertising campaign is being conducted throughout the state by the Forbes Distributing Co. on the new 1995 Emerson set, which has the feature of termability tuning and is the smallest five-tube set made. Results have been most gratifying, according to E. E. Forbes, Jr., manager. Other best sellers, Mr. Forbes reports, are the 2795 medium-sized Emerson five-tube set in modernistic design and the 336 three-way, outdoor-indoor model. This is a seven-tube AC-DC radio and,

with vacation season at hand, is most popular.

At the Gulf States Distributing Co., Seymour B. Kronenberg, president states that he is awaiting a first shipment of Presteline appliances and hopes to stage the Presteline show the last of May.

"We are now getting in quantity the miniature Arvin radio set 444A and are able to take care of our dealers," Mr. Kronenberg said. "This model had been hard to get." —S. A. MAXWELL.

# SPRAGUE VITAMIN Q DIELECTRIC

(TRADEMARK REG. U. S. PAT. OFF.)

**HAS PERMITTED  
SUBSTANTIAL REDUCTIONS IN BOTH  
THE SIZE AND WEIGHT  
OF MANY OIL-FILLED  
CAPACITOR TYPES**



**TYPICAL!** Greatly Increased Life  
for Fluorescent Lamp Capacitors

The application of Vitamin Q dielectric to Sprague Fluorescent Lamp Ballast Capacitors has established new, higher standards of performance under all conditions of use. Standard 3 1/2 mfd. 330 volt capacitors in 2" round containers were tested competitively for 750 hours at 575v. A-C at 85°C. in still air. Not one of the Sprague Capacitors failed. All competing units by three other manufacturers failed within four hours. Write for Sprague Technical Data Bulletin No. 3200.

**SPRAGUE ELECTRIC COMPANY, North Adams, Mass.**

PIONEERS OF ELECTRIC AND ELECTRONIC PROGRESS



## EXECUTIVE OF BENDIX CONFERS WITH TRADE IN SEATTLE SECTOR

FM IS DISCUSSION SUBJECT

**H. B. Rundell Meets With Dealers  
and Servicemen — Schwabacher  
Reports Many Alaska Sales.**

SEATTLE, WASH., Friday—High-light of the week was the visit of H. B. Rundell, service engineer of the Bendix Radio Division of the Bendix Aviation Corp. of Baltimore, who met here with dealers and servicemen from western Washington.

Mr. Rundell spent a long day of counsel and instruction, outlining the construction and operation of Bendix home sets and paid particular attention to frequency modulation. There were over fifty in attendance and for their benefit Station DRSC-FM beamed a special broadcast on the subject of frequency modulation.

The demonstration featured pick-up with and without special antenna—the Bendix set being used possessing a built-in antenna. Sounds were checked and volumes measured. It was a revealing experience for men who found the "school" particularly interesting with the mounting attention being given F-M in this market.

A. S. Kindle, who directs the radio and appliance activities of the long-established Schwabacher Hardware Co., made arrangements for the gathering and used his new showroom-salesroom as a classroom. Mr. Kindle announced an innovation several months ago when the new room in the big wholesale hardware warehouse was opened. It was to be used as a salesroom to augment the sales of out-of-town dealers. In cases where a dealer might not have in stock some model a customer might desire, the customer is referred to the Schwabacher wholesale house. In the special display room, he finds the model he has in mind on display, is able to witness a demonstration and place an order, which is credited to his local dealer. The process, according to Mr. Kindle, is working satisfactorily.

Morton L. Schwabacher, who directs the entire operation of the big wholesale hardware house, reports that the radio business in both Alaska and Washington is continuing at a pace radio business in Alaska and Washington is continuing at a pace only regulated by factory shipments. "We find the small models slower in selling, but there still exists an unknown demand for the larger sets, particularly those having FM and player combinations. We are expecting a better supply shortly of the big twelve-tube sets and hope to be able to quiet some of our dealers who have anxiously been waiting for them, particularly those dealers in Alaska who always want quality and want it in fair quantity," he said.

Mr. Kindle says that Bendix is releasing a campaign of advertising in western Washington papers to back up its magazine program. He reports that many of the leading dealers are now using co-operative funds in local re-

leases and sees where a competitive situation will soon arise with nationally advertised merchandise again becoming competitive while the unadvertised lines retreat to the distress outlets.

—DUD BROWN.

## Assigns Assets

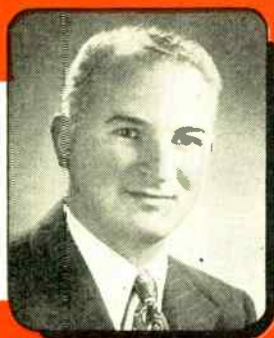
Stage Radio & Television, Inc., 840 Seventh avenue, New York City, has assigned its assets to M. S. Greiff, 55-02 111th street, Corona, Long Island.

## Van Dusen Is Back After Field Trip For Hoffman

LOS ANGELES, CALIF., Friday—Paul F. Van Dusen, distributor liaison man for the Hoffman Radio Corp., of this city, has returned from the field for a month in the home office. He reported unusual interest in the new radio-phonograph soon to be produced, the first recorder from the Coast factory since the war.

## Dollar Sales for Radios Soar for 11 Mos. of 1946

WASHINGTON, D. C., Monday—The dollar sales of independent radio and musical instrument dealers for the first eleven months of 1946 totaled \$1,042,256, based on a report of 69 stores, the U.S. Department of Commerce states. The dollar sales in 12 months of 1945 totaled \$777,378, based on the report of 70 stores.



## NEW MINERVA SALES POLICY What it means to you

• At the Chicago Radio Parts Show, be sure to visit us at the Palmer House, May 12-16.

1. **PRICING FORMULA . . .** Minerva will add to its volume production cost a minimum manufacturer's markup. To this it will add a fair distributor and retailer margin, and the resulting figure will be the lowest possible consumer price. We will not take an arbitrary retail price range and make a radio to fit that figure (our sets will not be priced at \$99.50 if our new price policy indicates it should be \$86.75). Our retail schedule will be price fixed.

2. **TURNOVER . . .** Minerva will consider the turnover factor in its price policy.

3. **PRICE ADJUSTMENTS . . .** Our new price policy eliminates the necessity for price adjustments. Should any unforeseen developments take place which call for a revision of prices, Minerva will give its active agents the fullest possible protection, notifying them 45 days in advance.

4. **PROTECTION OF PROFITS . . .** Minerva intends to protect its distributors' and retailers' profits and assure them a fair return. This new Minerva policy will bring to the ultimate consumer, at lower prices, quality radios of unexcelled craftsmanship and advanced style and design.

RICHARD MATTISON

GENERAL MANAGER



Witness the new MINERVA policy in operation . . .  
See these two sensational buys on the next page.

A few territories are open for eligible distributors.

Write today to  
MINERVA NATIONAL SALES CORP., 78 READE STREET, NEW YORK 7, N. Y.



## MEMPHIS FIRM MARKS HUNDREDDTH BIRTHDAY

MEMPHIS, TENN., Monday — The celebration by Orgill Bros. and Co., wholesalers of its Centennial recently, was a notable event for this firm prominent in the radio and hardware field since it first became connected with the business life of Memphis in 1847. Its entrance into radio distribution is of course of recent years.

Wm. Orgill, while traveling representing English manufacturers of hardware selected Memphis as the home for his hardware store. A stock was purchased at Petersburg, Va. and moved to Memphis by water.

The firm has many times expanded with new structures and has a large branch at Jackson, Miss. —G.

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

## 200 U. S. Concerns Exhibit At Royal Netherlands Fair

UTRECHT, HOLLAND, Monday — Forty-five per cent of the more than 2,500 exhibits at the Forty-eighth Royal Netherlands Industries Fair, which opened April 15, were from foreign countries. Great Britain ranked first with the United States second. More than 200 American firms are represented.

## HARTFORD RADIO MAN CLAIMS PRESENT SETS BETTER THAN PRE-WAR

FEW COMPLAINTS RECEIVED

Allyn Appliances Doing a Large Amount of Service Work in Its Efficient Repair Shop.

HARTFORD, CONN., Monday — "Most 1947 radio sets now on the market are vastly better than anything the manufacturers produced up to the time of the war," William LaViolette, radio service manager for Allyn Appliances, on Church street here, said today.

"While our most frequent complaints on new sets hinge on tone condensers, coupling condensers and oscillators, the new radios are really built well."

Mr. LaViolette, considered generally as one of the top service men in this city, has been repairing radios since 1922. At present, he has established a radio repairing precedent which other competitors are finding hard to beat.

Going on the theory that people want to know how much repairs on their radio will amount to, the Allyn Appliance Store estimates repairs and then replaces parts at catalog prices. The cost to the customer is the cost to the store plus the labor charge.

Mr. LaViolette said he has frequently done more work on individual sets than estimated, but felt that the goodwill and the advertising compensated for financial loss.

Occupying nearly 1000 square feet for repairs, the Allyn Appliance Store also completes repairs on other electronic devices and all repairs which are made at the store carry an unconditional ninety-day guarantee.

The Store works in conjunction with several other smaller stores which handle electrical lines and radios, but are lacking in volume trade to necessitate a full-time repairman.

Columbia Records received a substantial boost in three different stores within a week, two in connection with personal appearances of name band leaders and a tie-in with a first-run movie.

Frankie Carle and his band appeared at the McCoy Music Store, at 725 Main street, where they autographed recordings of new Carle-Columbia releases. On the list were: "Roses in the Rain"; "You Are There"; "Sunrise Serenade" and "Carle Boogie." They also featured three Carle albums.

At the Grant Store, 25 State street, Tommy Tucker and his band made a personal appearance for Columbia records and donated the entire proceeds from the sale to the Cancer Drive fund. They featured: "I'm Gonna Lasso a Dream" and "Anybody's Love Song." Also appearing with the Tucker band were the Charioteers, who autographed "Rogue River Valley" and "Bagel and Lox" discs.

In the music department of Brown Thomsons department store, on Main street, more than thirty different records recorded by Frank Sinatra were placed on special sale.

—JOHNNIE COX.

# GREATEST VALUES IN RADIO HISTORY!

## MINERVA Porta Pal



FULL SIZE 3-way portable  
Battery life over 125 hours

- Plays on AC-DC or Self-contained Batteries
- Superior tone ● Honeycomb grill
- Gorgeous deluxe 2-tone coated fabric covering
- Push-up handle—brass fittings
- Alnico 5" P.M. speaker
- Built-in loop antenna
- Leather identification tag

Actual size: 13" long,  
7" high, 6 1/2" deep.

To retail at the amazing low price

**\$29.95**

(less batteries)

Standard distributor and retail discounts

## MINERVA Honeycomb

Compare This Table Radio With Any \$35 Set on the Market

FULL SIZE table model radio  
in modern plastic cabinet

- 6 tubes including rectifier
- 5" alnico permanent magnet speaker
- Full vision illuminated dial
- AC-DC superheterodyne
- Built-in loop antenna
- High sensitivity—excellent tone
- Complete with built-in aerial



To retail at

**\$19.95**

**MINERVA**

Since 1919

Aristocrat of Radios

Write today for further details on complete Minerva Line

**MINERVA NATIONAL SALES CORPORATION**  
78 READE STREET NEW YORK 7, NEW YORK





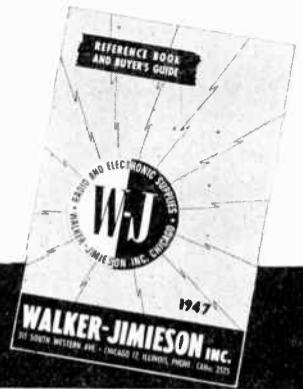
## HAVE YOU SEEN OUR NEW BUYER'S GUIDE?

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 thou-

sands 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



## LEHIGH VALLEY SERVICEMEN HOLD BANQUET AND ELECTRONICS EXHIBIT IN BETHLEHEM

INTERESTING EXHIBITS WERE PREPARED BY SOME FIRMS

Charles Golenpaul, Don Kresge, W. Johnson, Vic Williams Speakers at Largely-Attended Affair — Dealers of City Are Busy Demonstrating FM — Trade Members Determined to Hold Price Line.

BETHLEHEM, PA., Wednesday—About 275 persons attended the annual banquet and electronics exhibits of the Lehigh Valley Radio Servicemen's Association on Tuesday, at the Masonic Temple. Johnny Van Sandt, WSA's sports announcer, was master of ceremonies and presented speakers: Don Kresge, Bendix Aviation, Baltimore; Charles Golenpaul, New Bedford, Mass.; W. Johnson, Hickok Instrument Co., Cleveland, and Vic Williams, of RCA, Camden, N. J.

Electronics exhibits were shown by more than a dozen firms.

Dealers here have been busy the past two weeks demonstrating the new FM receivers and FM converters, following the start of WGPA-FM broadcasts on a 7 a. m. to 11 p. m. dairy schedule. Selection of this station as the only outlet in the Lehigh Valley broadcasting baseball direct from Shibe Park, Philadelphia, has been a great advantage. Dealers report widespread interest, especially in view of the fact that WGPA-FM broadcasts have been picked up as far away as Trenton, N. J., on small sets without antennae, with no trace of frequency shift or fading.

Don Sawyer held the grand opening of his Sawyer Equipment Co., at 1417 Center street on Saturday. "After my return from the U. S. Navy last year," he stated, "I once again started my business. Because of the difficulty in buying first class merchandise it was impossible to hold a grand opening until now." Besides all lines of sporting goods and Firestone products, Mr. Sawyer features Westinghouse and General Electric appliances and radios.

W. W. Rudolph, manager of Lipkin's furniture store at 462 Main street, has announced a store-wide clearance sale, in order to make room for enlarging

and renovating all three floors. Consequently, no large shipments of G-E and Emerson receivers and record players are expected until the new, improved Lipkin's opens in a few weeks.

Next door, David Miller continues his attempts to sell radios and furniture and remodel at the same time. All three floors are crowded with workmen and merchandise, including latest Admiral, Minerva, Bendix, and Lear products.

All together, local merchants have spent more than 300,000 on "beautifying" and modernizing their stores this Spring, and expect to spend much more before Fall. They're joined the Chamber of Commerce Retail Division in a plea to merchants everywhere to hold the line on prices and check inflation now, for long-range economic welfare.

GEORGE STATLER

## Philips Appoints Two Manufacturers' "Reps"

North American Philips Co., Inc., of 100 E. Forty-second street, New York City, has added two new manufacturers' representatives to its expanding commercial organization.

Don J. Connors Co., 833 Real Estate Trust Building, Philadelphia, will now sell Philips radio components to manufacturers located in New Jersey, eastern Pennsylvania, Delaware and Maryland.

Harold J. Kittleson, of 623 Guaranty Building, Hollywood, will now sell Philips radio components to manufacturers located in the Southern California area.

New products these distributors will handle for Philips are trimmer condensers, quartz oscillators, and other special radio components.

## Production of Motorola Car Heater Is Stepped Up

CHICAGO, ILL., Friday—Full production of the Motorola automatic gasoline car heater now is in swing and increased sales activity is planned in fleet owner and car dealer markets, the Galvin Manufacturing Co. announces.

Operating independently of the car engine, the Motorola car heater starts thirty-three seconds after the desired temperature is selected and continues to operate whether or not the car is running, the company states.

The heater is designed for either underseat or cowl mounting in a compact unit. Both types have windshield defroster units. The heater can be installed by any competent mechanic.

## Radio Engineers to Meet in Cambridge, Mass., May 3

CAMBRIDGE, MASS., Monday—An all-day New England radio engineering meeting, under the sponsorship of the North Atlantic Region of the Institute of Radio Engineers, will be held at the Continental Hotel, May 3. There will be six technical sessions, none concurrently, exhibits, a luncheon and a banquet with entertainment.

A general invitation has been extended all persons interested in radio and electronic engineering.

## Pan American Electric Moves To New Quarters

Louis Biosca, president of the Pan American Electric Co., announced today that his firm would be located in its new quarters at 2912 Atlantic avenue, Brooklyn, at the end of this week. The Pan American firm was formerly at 132 Front street, New York.

Mr. Biosca revealed that some interesting announcements concerning television would be forthcoming in the near future.

## SICO OUTLINES ITS DC VIDEO INSTALLATION

The problem of installing television sets on DC current so that they will operate efficiently has been solved by the Sico Radio Co., Inc., New York City retailer with headquarters at 843 Seventh avenue.

The following are the Sico rules for installation: a rotary converter of ball-bearing type must be used; the output of the converter must match the watt input of the telet set with a 5 per cent margin to spare on the converter side; the converter should be installed in another room and should not be parallel to the television set; the DC input line to the converter should be as short as possible and at no time should it cross the antenna installation; under some conditions the AC line from the converter must be completely shielded; the rotary converter must be completely filtered; in cases of voltage fluctuations, the AC output may be fairly well regulated by a voltage regulator.

# 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.





## TELEVISION SET SALES BRISK IN WASHINGTON DURING SPECIAL DRIVE

RETAILERS ARE ENTHUSED

Official of Southern Wholesalers, Inc., Reports Many Video Receivers Sold by Dealers in the Capital City Area.

(Continued from Page 5)

booths and tailoring their radio and television operations to dramatize the television theme.

Dealers reactions to the new medium were enthusiastic. R. R. Waln, manager of Woodward & Lothrop's Pentagon Building store in Arlington, Va., said: "I am completely sold on television and its sales possibilities. Undoubtedly improved programming will increase the sale of these instruments even more." Max Montague, of Star Radio, reported that his organization had sold out its initial stocks during "T"-Week and that a backlog of customers was already forming. Stanley Rosenzweig, of Sun Radio, said hundreds had packed his store during broadcast time to see the instruments and that "from these early indications, it is easy to see that television is here to stay—and to give the radio business an additional lift."

Charles Hoge, of Campbell's Music Shop, reported customer reaction to be "very favorable to the quality of picture shown on the RCA Victor television receivers" and stressed the importance of continued daytime programs for the demonstrations of the instruments to prospects. One of the largest crowds gathered in front of the National Furniture Co.'s corner window which featured the baseball theme and highlighted a television receiver.

George's Radio, which had used radio, intensive newspaper campaigns and

elaborate display facilities to stimulate the sale of its television receivers, sold dozens during the first few days of the campaign, according to Phil Keller, general manager. Lacy's and Hechts were two outlet which employed exten-

sive window and store-wide promotion to attract attention to the television receivers during "T"-Week and drew crowds totaling many thousands during the week.

Local television station WTTG pre-

sented afternoon and evening programs throughout "T"-Week, contributing materially to the crowds who turned out to see television in Washington during the drive. The station is operated by the Allen B. DuMont Labs.

# MANUFACTURERS! DISTRIBUTORS! WHOLESALERS! LEONARD ASHBACH COMPANY CONTINUES THEIR GREATEST RADIO TUBE SALE!

Here 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**

**CHECK THESE SENSATIONAL PRICES!!!**

Qua.	Type	Pr.	Qua.	Type	Pr.	Qua.	Type	Pr.	Qua.	Type	Pr.
3000	1A7GT	.65	4000	6H6GT	.44	2000	7C5	.65	5000	35Z5	.48
2000	1N5GT	.58	1900	6C5	.55	5000	7B7	.65	10000	35L6	.55
2000	1H5GT	.55	20000	6J6	.45	5800	7B6	.65	3000	50L6	.55
1200	1L4	.40	5000	6SA7GT	.58	6200	7Q7	.65	1700	50A5	.65
500	1LD5	.90	6000	6SQ7GT	.48	8000	7N7	.60	1400	35Y4	.60
5000	1LN5	.90	800	6SD7	.45	3000	7E5	.55	3000	14Q7	.60
1100	1LH4	.90	12000	6SH7	.45	2000	7Y4	.65	3300	14A7	.65
7000	1R5	.50	2300	6SL7	.70	3000	7F7	.75	2900	14B6	.60
4000	1T4	.45	2000	6V6GT	.58	1800	12SR7	.55	2500	80	.39
400	3Q5	.75	2800	6SN7	.55	5000	12SQ7GT	.48	900	45	.48
1600	3A4	.40	2000	6J5GT	.48	8000	12SR7GT	.48	700	46	.48
4100	5R4G7	.50	2000	6K6GT	.51	4000	12SA7GT	.55	8000	9003	.35
2900	5U4G	.50	4000	6SK7	.51	12000	12SN7	.45	350	955	.65
8000	5Y3GT	.38	500	6AK5	.60	3000	12C8	.48	7000	SP30	.45
2000	5Z4	.65	4000	6J5GT	.46	8000	12A6	.62	6000	SP45	.45
2635	6AC7	.60	2000	6D6	.49	6000	12BE6	.45	5000	OY4	.48
4100	6AG5	.55	1900	6J7	.65	6000	12AT6	.45	1000	77	.45
4100	6AG7	.60	4000	6S7	.55	6000	12BA6	.45	2000	27	.40
3000	6AL5	.48	8000	7A7	.65	5000	35W4	.38			
2800	6C4	.40	4000	7B4	.65	5000	50B5	.55			

And Hundreds of Other Types. Send us Your Requirements

**3 TRANSMITTING TUBE VALUES — IMMEDIATE DELIVERY!**

500	650	3450
Type 813 ..... \$4.95	Type 829 ..... \$1.45	Type 872A ..... \$1.45

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

And Hundreds of Other Critical Parts

**OUR GREATEST SPEAKER SALE!**

3500 PMs 4" Alnico 5 ..... \$1.05 .67 Magnet Lots of 100	2600 PMs 5" Alnico 5 ..... \$1.25 1 oz. Magnet Lots of 100	2000 PMs 5" Alnico 5 ..... \$1.33 1.47 Magnet Lots of 100	3300 PMs 6" Alnico 5 ..... \$1.50 1.47 Magnet Lots of 100
2000 Dynamic 5" 450 Ohm ..... \$1.55 Lots of 100	2300 6" Alnico 5 ..... \$1.60 2 oz. Magnet Lots of 100	Fresh Stock Filter Condensers 50-30-150 ..... \$ .25 Lots of 100	ARROW RECORD CHANGERS \$20.00 Value \$12.50 Lots of 12

## LEONARD ASHBACH COMPANY

152-54 W. HURON STREET

All Phones Whitehall 2065

CHICAGO, ILLINOIS

TRAVEL WITH  
**TRAV-LER**

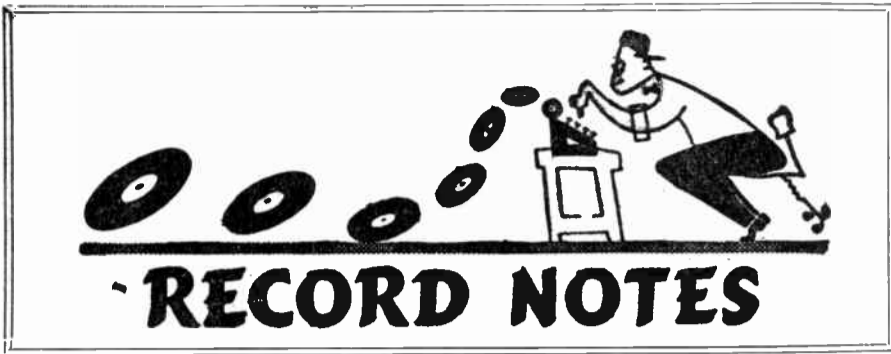
**RADIO**

Headquarters for  
**FLORIDA**

For Details of the  
TRAV-LER LINE  
CONSULT

**ELECTRONIC DISTRIBUTING CO.**  
186 N.W. 25th STREET  
MIAMI, FLORIDA





## TAXES ON RECORDINGS REFLECT SALES GAINS

WASHINGTON, D. C., Tuesday — Manufacturers of phonograph records paid \$707,304 in federal excise taxes during the month of March, compared with \$399,442 paid in the corresponding month of last year, the Bureau of Internal Revenue reported today. This indicates an increase of 75 per cent in production.

Makers of radio sets, components and phonographs paid total taxes of \$6,905,675 last month, as against \$1,536,622 in March, 1946, while producers of refrigerators and air conditioners paid \$2,538,106, compared with \$1,582,043.

Payments by manufacturers of electric, gas and oil appliances totaled \$5,839,886 last month, compared with \$2,-

838,149 paid in March, 1946, while musical instrument firms paid \$911,185 last month as against \$308,242 in March, 1946.

## APOLLO CONCERN SIGNS BARNET AND BOSWELL

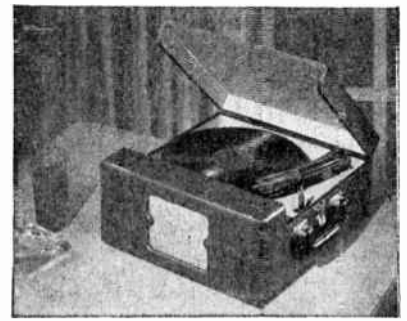
Charlie Barnet, popular orchestra leader, has been signed to an exclusive recording contract by Apollo Records, Inc., New York City, according to an announcement made here yesterday by Hy Siegel, firm president. Charlie's first pressings for Apollo will be "Bunny" and "Atlantic Jump."

Arrangements have also been completed with Connee Boswell, well-known vocalist, whereby she will record a series of discs for the Apollo firm, the titles of which will be made known shortly.

## LATEST CONTINENTAL DISCS ARE ANNOUNCED

In keeping with its schedule of fifteen new recordings per month, Donald H. Gabor, president of the Continental Record Co., New York City, today listed four more singles available to the trade immediately.

The tunes and artists featured are: "No Good Woman Blues" and "Sweet Corinna Blues" by Bill Osborne; "Southwest Pacific Blues" and "Quincy Avenue Blues" by Sonny Boy & Lonnie; "Jumping Jack Special" and "Little Girl From St. Louis" by Dorothy Donnegan; and "Andulcia" and "Malaguena" by Enoch Light.



DISTRIBUTED IN

# ATLANTA

Area

BY

## EDWARDS-HARRIS CO.

Atlanta, Georgia

MANUFACTURED BY



## RCA VICTOR RECORDS SIGNS BERYL DAVIS

CAMDEN, N. J., Thursday — The signing of Miss Beryl Davis, famous English vocalist, and Bill Johnson, and his quintet, was announced here last week by RCA Victor Records.

Miss Davis has already cut her first disc for the RCA Victor firm. Bill Johnson and his organization will be heard shortly in their recording of "Don't You Think I Oughta Know" and "Shorty's Gotta Go Now."

## Concern to Specialize In Recording Publicity

Formation of Wayne Varnum Associates, a publicity and public relations concern, has recently been announced by Wayne Varnum, who recently resigned as publicity head for Columbia Records, Inc.

With Mr. Varnum in this new venture are Beryl Reubens and Marvin Drager, also both formerly with Columbia Records. The firm's special efforts will be directed toward recording artists, both popular and concert, it was announced.

## First RCA Victor Discs Pressed by Tony Martin

CAMDEN, N. J., Monday — Tony Martin, who recently signed an exclusive recording contract with RCA Victor Records this city, has waxed his first releases for that firm. The first single, "Passing By" and "Oh My Achin' Heart" is now available to the dealers, it was announced this week.

THE FINEST NAME IN AMPLIFIED PHONOGRAPHS

# Dynavox

**The SWINGMASTER**

Outstanding for low-priced entertainment... Compact, 2 tubes, 110V AC, 60 cycles... High-fidelity crystal pickup... 5" Alnico V Speaker... Console quality tone... Handsomely designed 2-tone solid wood cabinet... Truly an achievement in popular phonographs.



**SMASH SURE-FIRE HITS FOR 1947... Superior Style, Tone, Quality and Value are embodied in these outstanding Electric Amplified Phonographs.**

**The BOLERO... Model AP-514**

Acclaimed for Performance! A beautiful Phonograph, rich in quality, tone, and design... Plays 12-10" or 10-12" records... 3 tubes... 110V AC, 60 cycles... Milwaukee foolproof automatic record changer... 6 1/2" Alnico V Speaker.



Housed in a deluxe portable case with automatic stay hinges. Covered with lustrous DuPont simulated leather.

**A few territories still available. Write for particulars.**



**Dynavox CORPORATION**  
40-05 21 ST., LONG ISLAND CITY 1, N. Y.

SOLD THROUGH AUTHORIZED DISTRIBUTORS

## Attention—Portable Phonograph Manufacturers!



## Tone-Arms Reproducers

Manufactured by

### E. TOMAN & COMPANY



2623 W. 21st Place  
Chicago 8, Illinois

## Exclusive Wholesale Distributor of DYNAVOX

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.: BArcley 7-2242

NEW YORK 6, N. Y.



*Only* **PEERLESS** *Albums* CAN HAVE

We are again equipped to service our distributors in the good old PEERLESS manner . . . promptly and efficiently . . .

"Standard of the Industry for Over 28 Years"

**PROTECTO-FLAP**  
the Crash-Proof Feature

*Peerless Album Co., Inc.*  
352 Fourth Avenue, New York 10, N. Y.

Since 1919 *Finest* RECORD ALBUMS and ACCESSORIES

**Asch Records Initiates Its New Symphonic Series**

Asch Records, New York City, has selected two Soviet composers, Aram Khatchaturian and Dimitri Kabalevsky, to initiate its new popular symphonic series, it was revealed here today by Moe Asch, firm head.

The selections by Katchaturian are his "Masquerade Suite" while Kabalevsky's are titled "Fete Populaire." The Santa Monica Symphony conducted by Jacques Rachmilovich plays both parts of this three disc album.

**Four Albums Announced By Stinson Record Firm**

The Stinson Record Co., New York City, revealed today that among its latest recordings available to the trade is an album, "Music of the Ghetto" recorded by Cantor Josef S. Lenyel in the Berlin ghetto during the height of Hitler's terror.

Other albums also available are "Cantorial Songs," "Yiddish Theatre Music" and "Jewish Folk Songs."

**CONTINENTAL PRESSES NEW 60-CENT RECORD**

Donald H. Gabor, president of the Continental Record Co., New York City, yesterday announced a new popular label to retail at 60 cents.

This popular record series, known as the 11,000 series, will feature the best Continental artists and will also contain the same high quality ingredients that its 75 cents label does, Mr. Gabor stated. Continental will continue the \$.75 label as part of its catalog.

The price, 60 cents, will be stamped on each label so that the price is clear to retailer and consumer alike. The first record on this new label stars Joe Dosh singing "As Long As I'm Dreaming" and "My Future Just Passed."

**Gem Phono Mfg. Names Malone Sales Manager**

The appointment of J. Dan Malone, of Chicago, as sales manager of Gem needles in the territory East of the Rocky Mountains, was announced last week at the New York headquarters of

Gem Phono Mfg., Inc., 33 West Forty-sixth street. He will operate from the Chicago office of the Gem concern, which is headed by Jack Bergman. Mr. Malone brings a wealth of merchandising and sales experience to the company, it was stated.

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

**Signed by Capitol**

HOLLYWOOD, CALIF., Friday — Sonny Terry, blind harmonica player, who has created a sensation in the Broadway hit, "Finian's Rainbow," has been signed by a long term contract by Capitol Records, Inc., it was announced here last week. He will immediately begin a series of recording dates

A COMPANY IS KNOWN BY THE COMPANY IT KEEPS

**TEMPO** *Record Company of America*

**SALUTES ITS DISTRIBUTORS!**

**7. CHIEF APPLIANCE CORP.**

1215 West Lincoln Way • Cheyenne, Wyoming

Distributor for Philco Radios  
and TEMPO Records

**8. THE FERRELL-WIGHT CO.**

421 N. WASHINGTON ST., ALBANY, GEORGIA

Distributor for Philco Radios  
and TEMPO Records

WRITE DIRECT FOR NEW TEMPO CATALOG

OVER 1000  
TEMPO TUNES  
RECORDED

**TEMPO**  
CUSTOM  
MADE  
RECORDS

RECORDED BY  
DIRECT ELECTRONIC  
PROCESS

TEMPO Record Co. of America • 8534 Sunset Blvd. • Hollywood 46, Calif

W. Russell Getty  
TEMPO ATLANTIC INC.  
76 West Chelton Avenue  
Philadelphia 44, Pa.

D. J. MacKillop  
TEMPO SOUTHERN  
11 Avondale Road  
Avondale Estates, Georgia

*The Choice of Music Lovers*



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

**WEBSTER CHICAGO**  
5610 Bloomingdale Avenue

MODEL 56  
CHICAGO 39, ILLINOIS





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

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

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



**NEW FROST-MASTER IS ADDED BY CROSLLEY**

CINCINNATI, O., Monday—Addition of a three-foot freezer to the Crosley line was announced by L. L. Stratton, sales manager of the refrigerator division. The freezer, to be known as the "Crosley Frostmaster" is a compact standard-base-cabinet unit with a food capacity of 100 pounds. It will be made available through Crosley distributors and dealers and through Frozen Foods Products, Inc., of New York.

This new low-priced home freezer, which consumes no more current than an electric refrigerator, is designed to fit the needs of the average housewife. It will hold enough garden-fresh frozen foods, meats, poultry, etc., for a family of four for two weeks. Ready-to-put-in-the-oven foods can be kept in the "Frostmaster" and used as needed.

All working parts of the "Frostmaster" are hermetically sealed, requiring no oil or care and all exposed hardware is corrosion resistant.

The Crosley freezer also is equipped with an automatic safety latch and table top work surface of linoleum with polished aluminum trim, while the interior and exterior are of white Dulux finish. The "Frostmaster" needs only to be defrosted twice yearly.

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

**Selling Agents for Manufacturers**

PENNSYLVANIA (Eastern)  
 NEW JERSEY (Southern)  
 DELAWARE  
 MARYLAND  
 WASHINGTON, D. C.



Permanent Showrooms  
 In Philadelphia

**QUAKER PRODUCTS CO.**  
 146 N. TENTH STREET  
 PHILADELPHIA, PA.  
 "Sales Engineers"

**RCA APPOINTS 5 NEW FACTORY MANAGERS**

CAMDEN, N. J., Friday—The Engineering Products Department of the RCA Victor Division Radio Corp. of America, has announced five new plant managers.

They are Marvin G. Whitney, broadcast and industrial electronics manufacturing; Clarrell R. Rigby, communications and aviation radio; Donald K. Sieburg, manufacturing of 16mm motion picture, theatre and test measuring equipment; Albert C. Lindquist, government equipment manufacturing, and Thomas J. Reed, parts fabrication.

**Edgar Morris Elected U. S. Chamber Director**

WASHINGTON, D. C., Friday—Edgar Morris, president of the Edgar Morris Sales Co., 712 Thirteenth street, N.W., this city, distributing organization for Zenith radios, Westinghouse appliances and other lines, has just been elected a director of the Chamber of Commerce of the United States, representing the Third Election District, it was announced here this week. Mr. Morris is among the successful candidates chosen through mail ballots forwarded to the U. S. Chamber by its 2700 national councillors, and he is the first business leader in the national capital chosen to represent the Third District.

Mr. Morris is also chairman of the Greater National Capital Committee of the Washington Board of Trade. He is a native of South Carolina and was educated at Clemson College and George Washington University.

**Shannon Airport Becomes First Customs-Free Zone**

LIMERICK, EIRE, Friday — The Shannon Airport, stopping point for many trans-Atlantic airplanes, is the world's first customs-free landing field, and a movement now is on to make it a "world store window."

Goods coming into the 800-acre airport zone are freed of customs duties unless the merchandise is for sale in Eire. The new system will permit both American and European manufacturers to place their goods in display warehouses, making it a "world show window" for buyers.

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

**Frigidaire Re-establishes Its Branch at Albany, N. Y.**

DAYTON, O., Monday—Re-establishment of the Albany, N. Y., branch of the Frigidaire Sales Corp. under the management of Paul V. Sprout, who has been national service manager for Frigidaire for the past six years, was announced by R. H. Huston, eastern regional manager. It was discontinued during the war.

"Field organizations are being enlarged and geared to move the company's rapidly expanding household appliance and commercial product lines from factory to user," Mr. Huston declared. "New products are being introduced, and production is being stepped up."

Mr. Sprout has named Paul L. Preston, former district sales representative for the Albany territory, as general sales manager of the Albany Branch.

**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!  
 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 plug 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!  
 Model BP-100-MC List Price Value \$12.22

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



## RETAILERS OF BOSTON PONDER ADOPTION OF 'NEWBURYPORT PLAN'

BOSTON, MASS., Monday — Merchants here are agog over the so-called "Newburyport Plan." Investigation has shown that they are doing a phenomenal business. Does the "Plan" include nationally advertised items? What are the 10 per cent off Plan merchants going to do when they sell down to the walls on all desirable merchandise? Can the dealer sit tight waiting for cut backs? Can he continue long on a no profit basis? These and other questions are being asked.

Here in Boston, the Preston Electronic Laboratories is advertising on the radio a "double-Newburyport Plan" — 20 per cent off. The firm possibly is overstocked. Dealers have always cut prices on slow moving overstocks. Once they were called bad names, now they are public spirited heroes.

Yale & Towne Mfg. Co., lock manufacturer is making an electric iron, the "Tip-Toe" which has a split base, permitting more versatility of action on difficult ironing jobs. It is "thermostatically controlled and weighs 3½ lbs. The price will be several dollars higher than other automatic irons. There'll be twelve regional distributors, and salesmen will carry the sample in a velvet lined leather case. A half million dollar sales promotion backs the dealers' sales efforts.

Sylvania Electric Products, Inc. has a new electronic service tool. It's an ohmmeter the size of a pen type flashlight, containing a tiny 1.5 mil. Weston milliammeter, a resistor and a pen-light dry cell. The prod end is stainless steel and ground return at the end of a 17 inch cord.

The Eastern Co. expects outstanding sales records for the No. 10-1313 "Whiffenpoof Song" sung by Robert Merrill, with expectations of a million discs sold. RCA Victor advertising will commence May 18th, backed by support from the jukes and disc jockeys.

Eastern's Kelvinator dealers will attend a series of sales clinics commencing April 29 followed by three more Tuesday sessions. There's a new RCA Victor phono-radio radio console, No. 711-V-2 in the deluxe class; a very low priced record player, No. 6-J, and a new No. 65-F farm radio.

Automatic Radio Mfg. Co. at the 30 Brookline avenue showroom, will commence disposal of its WAA-owned electronic instruments and parts stock by sealed bids, commencing April 23. Hours are 10 A.M. to 5:30 P.M.

Metro Distributors, Inc. the Motorola headquarters, announces that A.T. (Tim) Alexander, service manager of the Galvin Mfg. Co. will address a meeting of the Radio Technicians Guild on May 7 at 7 P.M. in the Charter room of New England Mutual Hall, 225 Clarendon street.

Hub Cycle & Radio Co., 59 Commonwealth avenue lists the following repair stations for the appliances it distributes: Electrical Equipment Co., 137

Pearl street for General Mills and Proctor traffic appliances; Clark & Mills, 75 Newbury street for Sampson irons and fans (the factory for pads); Jordan Marsh Co., 27 Commercial street Cambridge for Steam-O-Matic irons; Hobart Mfg. Co., 186 Brookline avenue for Kitchen-Aid; Boudrot & Garside, 157 Federal street for Dominion, Dormeyer, Rittenhouse and Harkscraft.

Boston Model Railway Co., 665 Atlantic avenue and Eric Fuchs, 33 Brattle street repair American Flyer trains.  
—FRANK PRAY.

## BUYERS ARE WARY AT PHILADELPHIA SHOW

(Continued from Page 3)

out new models when the demand is still so great for present models."

"Gadgets" seemed to be plentiful, however, and a spokesman for one manufacturer predicted that "another era of gadgets is just around the corner."

Most of the large manufacturers, those who produce the "name-brand" items, said they did not expect to see prices cut.

The smaller manufacturers are not as confident as the large ones. They are concerned over the question of prices and some price tags how a definite reduction over the prices of several months ago.

A. W. Buddenberg, executive secre-

## Attention Manufacturers Radios and Appliances

• National sales distribution through distributors or sales representatives directly under supervision of sales executive with 25 years' affiliation in this particular field.

For Complete Information  
Communicate With

Fred C. Collins  
Cohara Merchandise Co.

299 Madison Avenue  
New York 17, N. Y.  
Telephone: PLaza 9-3830

tary of the National Housewares Manufacturers Assn., said that "we believe that his show will go down in trade history as the best-attended and the most important ever held."

He said that beginning in 1948 the association would sponsor two shows a year, the first to be held in Chicago in January and the other in the East at a location and on a date yet to be selected.

## Cosmic Radio Corporation

Manufacturers of Electrolytic and Paper Condensers

- PHONES: MELROSE 5-7717-8
- 699 EAST 135th STREET
- NEW YORK CITY, N. Y.

### ATTENTION MR. CONDENSER USER:

Dear Sir:

In accordance with President Truman's request for lower prices, we are making every effort to comply. As a result of careful deliberation, we have decided that in order to stabilize industry our president is correct. We have decided to cut our prices to the bone, as a matter of fact, many of these prices will barely cover our costs. We are offering the following electrolytic condensers for immediate delivery at prices that we feel will help stimulate your sales and at the same time keep our plant busy, which is the purpose in it's entirety. The following is a price list covering our entire line of electrolytic condensers.

Mfd.	Volts	Lots of 100	Lots of 500	Lots of 1000
10	50	.13	.12	.11
25	50	.14	.13	.12
50	50	.15	.14	.13
100	50	.16	.15	.14
200	50	.17	.16	.15
16	150	.14	.13	.12
20	150	.15	.14	.13
30	150	.16	.15	.14
40	150	.17	.16	.15
50	150	.18	.17	.16
20-20	150	.21	.20	.19
30-20	150	.22	.21	.20
40-20	150	.23	.22	.21
40-40	150	.24	.23	.22
50-30	150	.24	.23	.22
8	450	.18	.17	.16
16	450	.25	.24	.23
8-8	450	.25	.24	.23

Due to the extreme low prices we are dispensing with our usual terms. Terms on any sale of the above list, are 10% deposit with order, balance C.O.D.

If your order amounts to \$500 we will give you AN EXTRA SPECIAL 10% DISCOUNT.

Sincerely,

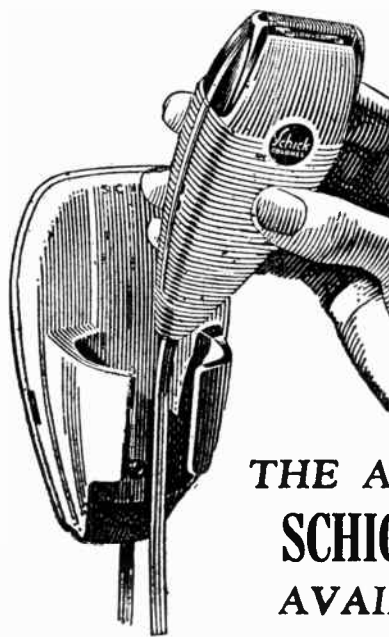
Cosmic Radio Corporation

P.S.—We will be at the Blackstone Hotel for the show. We cordially invite you to visit us.

MANUFACTURING RADIO CONDENSERS SINCE 1921



## In Jersey Eastern Sells SCHICK!



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

THE AMAZING, NEW  
SCHICK Shaverest  
AVAILABLE NOW!

EASTERN *Electrical* SUPPLY CO.

287 Halsey Street

Newark, N. J.

348 Washington Street





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 . . .



## WEST COAST DEMANDS FOR RADIOS SHOW NO SLUMP, TRADE CLAIMS

### BETTER SHIPMENTS SOUGHT

#### Executives of Distributing Firms Visit Manufacturers — Several Distributor Changes Noted.

SAN FRANCISCO, CALIF., Saturday—According to dealers and distributors along the West Coast, the demand for radios and combinations shows no let up and no lessening in sales is anticipated. Several executives of distributing firms have been visiting factories in an effort to step up shipments.

Cliff S. Bettinger, western division manager of Philco Corp., left last week for Philadelphia. En route he intends to call on several Philco distributors in his territory, and expects to be back at his San Francisco headquarters by May 10. Mr. Bettinger said that he expects

to bring back some very interesting news.

Schwab-Lapkin Co., Bryant and Tenth, exclusive distributor of Sonora radios in northern California and western Nevada, announces having been awarded the Sonora Record franchise too for the same territory. Formerly Sonora records were handled by another firm.

Robert Schwab said: "We intend to do a very good job on Sonora records." Preparations are not lagging. Two additional salesmen have been put into the field already, both with a great deal of experience in the radio and record business. They are well known to the trade. C. H. Weber and Max Wolf have been detailed to advance the interests of Sonora records exclusively. A third record salesman will be added to the staff as soon as some one eligible is found.

Milton Benjamin, national sales manager of Sonora's Record Division is expected to arrive here on May 5, and probably some group meetings will be held during his visit.

There is a great demand for portable

radios, and Sonora's new three-way portable, in white plastic cabinet, should prove a welcome offering. Console radio-phonograph combinations are still at a premium, and demand far exceeds supply.

Schuyler-Wilson Co., 1335 Market street, has just received the first two models of Hallicrafter radio-phonograph combinations for which the firm is franchised distributor in northern California and western Nevada. The models are the E. C. 403 in walnut cabinet, and the EC 404 in mahogany cabinet. The chassis of both contains fifteen tubes, AM, FM and short wave bands; EC 404 has, in addition double speakers. Dealer franchises will be very few for this high quality radio line, and, according to Bruce A. Wilson, partner in Schuyler-Wilson, only the highest calibre retailers will be eligible. Dealer franchising is under way now. Schuyler-Wilson is also distributor for Federal products which eventually will be very diversified, consisting of both radios and household appliances. Currently there have been only table models

Dalco Appliance Co., has been appointed franchised distributor of Frost-air Duplex electric refrigerators, according to John B. Gregory, general manager of Dalco Appliance. Other franchised lines of the firm are Lear radios, Wilcox-Gay Recordia, and Speed Queen Washers.

Though by piecemeal, production of radio-phonograph combinations is beginning to make a dent in the excessive demand for them, it does not look as if in the appreciable future the demand would be fully met, but more and more quality instruments are putting in an appearance. First shipment of Andrea de luxe table radio-phonograph combination models with automatic record changer has just been received by Appliance Supply Co., 1335 Market street, franchised distributor of Andrea radios, according to Henry C. Heerdt, manager of Appliance Supply Co.

Work has started on enlarging and remodeling the appliance department of the City of Paris. The work will probably be completed within sixty days, and, according to Spence W. Clarke, manager of the radio and appliance department, will be one of the finest in the city. GISELA NEY

## LEROY HOFF APPOINTED ALTMAN'S RADIO BUYER

Appointment of Leroy Hoff as radio and record buyer at the B. Altman & Co. department store, New York, was announced last week. He was formerly umbrella and luggage buyer at the store.

In his new post, Mr. Hoff succeeds Richard Weisz, who died recently.

## TELEVISION DISCUSSED BEFORE 400 VETERANS

The subject of television was discussed yesterday (Tuesday) by W. W. Cone, New York district manager of the RCA Home Instrument Division, in a talk before 400 veterans at the Veterans' Service Center, 500 Park avenue, New York.

Mr. Cone appeared on the weekly series on "Careers in Industry," presented for former GI's by the U. S. Employment Service. These sessions are publicized over radio stations WNYC and WOR, New York.

## Webster-Chicago Adds Sales Representative

CHICAGO, ILL., Friday—Appointment of R. R. Hutmacher, of Salescrafters, Inc., 510 N. Dearborn street, Chicago, as sales representative of Webster-Chicago, has been announced by W. S. Hartford, Webster sales manager. Mr. Hutmacher will cover Wisconsin, Northern Illinois, Upper Michigan and Lake and LaPorte Counties in Indiana for the record changer and wire recorder manufacturer. He is well-known in the electronics field, having been associated with the industry since 1926.

### MOTOR WHEEL PROFITS

For the three months ended March 31, the Motor Wheel Corp., Lansing, Mich., reported a profit of \$628,252, compared with a net of \$199,459 in the corresponding quarter of 1946.

# RADIO TUBES

For IMMEDIATE SHIPMENT — Below Distributors Cost

R. M. A. GUARANTEED — INDIVIDUALLY BOXED

If you don't see what you want, ask for it!

Type	Price	Type	Price	Type	Price
1A7GT	\$.65	6SA7GT	\$.45	25Z6GT	\$.60
1H5GT	.65	6SG7GT	.50	25Z5	.60
1L4	.30	6SK7	.45	26	.35
1N5GT	.65	6SN7GT	.50	27	.35
1Q5GT	.75	6SQ7GT	.45	32L7GT	.85
1R5	.40	6V6GT	.45	35L6GT	.60
IT4	.30	6X5GT	.45	35W4	.40
1U5	.40	7A4	.50	35Z5GT	.45
1V	.55	7AF7	.50	39/44 Ken-Rad	.45
OY4	.45	7B6	.50	41	.50
3A4	.40	7Q7	.50	42	.45
3Q5GT	.60	7Y4	.40	47	.60
3S4	.40	12A8GT	.55	50B5	.60
5U4G	.50	12AT6	.45	50L6GT	.60
5Y3GT	.35	12BA6	.45	70L7GT	.85
6A7	.52	12BE6	.45	75	.45
6A8	.65	12Q7	.45	76	.45
6C6	.50	12Q7GT	.50	77	.40
6F6	.40	12SA7GT	.50	80	.40
6F5GT	.50	12SK7GT	.50	81	.85
6F6GT	.45	12SQ7GT	.50	83	.72
6J7G	.45	12SR7 Ken-Rad	.45	117L7GT	1.00
6K6	.50	25L6GT	.60	117Z3	.85

Rated Accounts 2% 10 Days

All Others 2% C.O.D.

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

## PETER JACKSON COMPANY

5040 Ravenswood Ave. • LONGbeach 4431 • Chicago 40, Ill.

## FADA Radio Point-of-Sale DISPLAYS FOR FADA DEALERS



### Hit the Bull's Eye!

Neon Clocks, Signs, Streamers, Display Stands

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



## KANSAS CITY REPORTS RECORD SALES GAINING BY LEAPS AND BOUNDS

INCREASE OF 100 PER CENT

Despite Larger Stocks, Demand Is Still Far Ahead of Supplies — Emery, Bird, Thayer Enlarges.

KANSAS CITY, MO., Tuesday — Sales of the local distributing branch of Decca Records, Inc., are now 100 per cent better than they were thirty days ago, Harry Miller, manager, reported this week.

"The explanation for this increase is simple," Mr. Miller said. "We now have more records than we had earlier in the year, but in spite of increased output we still can't meet the demand."

Other record distributors report that business has held up well during the first quarter of the year and that promotions on special releases bring quick results.

At Capitol Records Distributing Co., Joseph Gleason, manager, reports that the current push is on "Somebody Loves Me," a springtime album of Buddy DeSylva tunes by nine different artists. At Frederick Lee Co., William R. Lindstrom, manager, and his staff are continuing promotions on children's albums and are now working on a program to merchandise a series of "talking comic books," designed for children too young

to read who use the recorded story to accompany pictures in their comic books. Mr. Lindstrom said that the company's new label, Rainbow, is going very well.

Reports from retail record shops reveal that albums of popular music are receiving heavy demands and that almost any good popular single will sell. Virginia Pierce, record manager at Barnard's on the Country Club Plaza, says that her best sales are on Al Jolson's albums and other popular items, but masterwork recordings, such as releases by Efreem Kurtz, director of the Kansas City philharmonic orchestra, are in great demand. Barnard's has added a rental service on 8 mm and 16 mm films, which customers may rent in groups or as singles.

An enlarged and redecorated housewares department is attracting large crowds to Emery, Bird, Thayer's downtown department store. The major appliance section, which may be reached through entrances from other sections of the department, features segregated displays of General Electric products and a complete all-electric kitchen. Roy White has been appointed head of the department to succeed Clifford S. Wilcox, who has left the organization.

WDAF, local radio station, received one of twenty-two awards given stations in the United States by the National Safety Council. A plaque, which was presented the station on the weekly broadcast of the Kansas City Safety Council, carries the inscription, "For exceptional service to safety in broadcasting a safety program continuously for the past twenty years."

Work is progressing on a new building and a 5,000-watt transmitter for radio station KSAC at Kansas State College, Manhattan. At the present time KSAC is broadcasting on a 1,000-watt station with an estimated audience of 1,300,000 listeners. Officials of the college expect the new plant to increase the potential audience to five million. Broadcasts are expected to begin in July. —ELSIE WRIGHT.

### Appliance Field Entered By Yale & Towne Mfg. Co.

The Yale & Towne Manufacturing Co., hardware manufacturer, has entered the appliance field with an automatic electric iron. The iron will be known as "Tip Top," and to support retail sales the company will use national trade and consumer papers and will co-operate with retailers in advertising in local papers. L. E. McGivena & Co. will handle the account.

The company has made an investment in a large plant in Buffalo, where other appliances will be manufactured later, according to Anthony B. Cassidy, director of appliance sales.

#### PHONO MOTORS

150 Lundstrum Motors  
And Turntables  
Original Packing; \$1.75 Each  
**CARL CORDOVER & CO.**  
20 Murray St., New York 7, N. Y.  
BE 3-5712

# KEN-RAD

## RADIO TUBES



*Better than ever*

Write for Booklet ETR-16 "Essential Characteristics," the most complete digest of tube information available.

### KEN-RAD

DIVISION OF GENERAL ELECTRIC COMPANY  
SCHENECTADY, NEW YORK

178-FIA-8850

### Majestic Establishes Retailer Rebate Plan

Majestic Brands, Inc., New York distributing organization, announced last week that in the event of a downward revision of list prices on Majestic radio sets authorized or established by the company or by the factory, all retailers will receive rebates for inventory purchased within sixty days prior to the list revision. The rebate would consist of the difference between the dealer's discount from the old list and the same discount from the new list as estab-

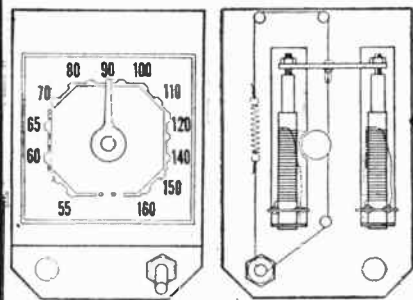
lished and publicly announced by the factory or distributor.

### National Union Reports On Operations for Year

NEWARK, N. J., Thursday—The National Union Radio Corp., this city, reported for 1946 a net loss of \$322,413, after a carry-back tax credit of \$193,329. This compares with a loss of \$26,468 in 1945, after giving effect to a \$1,185,679 tax carry-back credit.

## PERMEABILITY TUNERS

### SUPERHETERODYNE TUNERS



- 535 to 1660 KC Complete
- 3 Color Dial and Drive
- All Units Pre-Tracked at Factory

### AERMOTIVE EQUIPMENT CORP.

1632 Central St. Kansas City, Mo.  
New York Office

**H. BRAVERMAN**  
161 Washington St., New York 6, N. Y.

## QUAM *Adjust-a-Cone* SPEAKERS



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

WRITE FOR  
FREE CATALOG

### QUAM-NICHOLS COMPANY

Builders of Quality Speakers since 1923  
33rd PLACE AT COTTAGE GROVE • CHICAGO 16, 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

## RMA Will Continue Efforts To Lift FM Set Production

(Continued from Page 3)

pamphlets designed to help radio servicemen expand and improve their service to radio listeners. Mr. Kahn also reported that the Radio Parts Industry Co-ordinating Committee also proposed to draft a suggested code of ethics for radio servicemen, and if the Philadelphia clinic proves practicable, to extend it on a nationwide scale.

The RMA directors discussed a proposal to recommend the industry-wide adoption of a uniform system for marking FM receiver dials, either in megacycles or in the channel numbers allocated by the FCC. The directors decided, however, to defer their decision and to refer the matter to the RMA Set Division for recommendation at the RMA Convention, June 10-12, in Chicago.

Mr. Cosgrove and Dr. W. R. G. Baker, General Electric, director of the RMA Engineering Department, and other directors emphasized the advisability of the radio manufacturing industry's early adoption of a uniform system of FM dial marking before FM set production reaches volume proportions. Dr. Baker stated that from an engineering point of view it did not matter which

system of dial marking is adopted. Mr. Cosgrove called attention to an RMA informational survey which showed 47 set manufacturers favoring the channel numbering system and 19 set manufacturers favoring megacycle markings.

M. F. Balcom, vice president of Sylvania Electric Products Inc., as chairman of the RMA Tube Division, reported that the shortage of radio receiving tubes, which slowed radio set production in 1946, had been eliminated in the first quarter of 1947 and that sufficient receiving tubes are now being produced to fulfill domestic requirements and a reasonable export trade.

As chairman of the RMA Surplus Disposal Committee. Mr. Balcom stated that the government disposal of electronic surplus components continues unsatisfactory and that some radio manufacturers have recently cancelled their contracts. He reported that the War Assets Administration is embarking on a program to dump much of the radio surplus for sale at its regional depots. This program, if carried out, will have unfortunate repercussions in the radio industry, he said.

Leslie F. Muter, president of the Muter Co., as chairman of the RMA Convention Committee, reported that plans

are taking shape for the RMA annual convention, June 10-12, at the Stevens Hotel in Chicago. He said that Charles R. Denny, Jr., chairman of the Federal Communications Commission, had tentatively agreed to speak at the RMA membership luncheon on June 12.

Mr. Cosgrove announced appointment of the following nominating committee to make recommendations of candidates for president and other officers of RMA at the June convention: Paul V. Galvin, Galvin Manufacturing Corp., chairman; from the Set Division, Ben Abrams of Emerson Radio & Phonograph Corp., Frank Folsom of RCA Victor Division; Ray H. Manson of Stromberg-Carlson Co., and E. A. Nicholas of Farnsworth Television & Radio Corp.; Tube Division, Ray E. Carlson of Tung-Sol Lamp Works, Inc.; Transmitter Division, Fred R. Lack of Western Electric Co.; Parts Division, J. J. Kahn of Standard Transformer Corp., Leslie F. Muter of The Muter Co. and Ernest Searing of International Resistance Co.

Joseph Gerl, president of Sonora Radio & Television Corp., as chairman of the RMA Excise Tax Committee, reported on a recent conference with U.S. Internal Revenue Bureau officials with

regard to the committee's proposed reduction or elimination of the 10 per cent radio tax, and predicted that the radio excise taxes will be one of the first of the excise taxes to be given consideration when Congress undertakes its new tax reduction program.

## FEDERAL ORDERS GAIN, I. T. & T. REPORT SHOWS

Orders on hand by Federal Telephone & Radio Corp. on March 31 totaled \$41,400,000 against \$38,600,000 at the start of the year and \$32,700,000 at the start of 1946, the annual report to stockholders of the International Telephone & Telegraph Co. issued last week revealed. Federal is a manufacturing associate of I.T.&T.

The parent company reported for 1946 a consolidated net loss of \$10,050,907 against net income of \$8,151,937 in 1945. For the parent company alone the 1946 net income was \$4,462,530 against \$1,763,303 in 1945.

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

By Order of Owner  
Electromatic Mfg. Corp.  
Louis P. Crasno and Harry Crasno, Auctioneers

### SALE

Wednesday, May 7th, 11:00 A.M. Sharp

At the Plant located at Old Nepperhan Ave. corner Old Saw Mill River Road, Yonkers, New York

### COMPLETE CONTENTS OF A RADIO FACTORY

Including:

Woodworking plant, consisting of table saws, drill presses, radial saw, shaper, routers, electric skill saw, sanding machine, electric screw gun, etc.

Spraying and finishing equipment complete with compressor, booth, exhaust fans, guns, etc.

Large quantity work benches with electric track.

Large quantity new table model radio receiving sets, phonographs, combination radio-phonographs.

Large quantity new radio parts consisting of speakers, condensers, cabinets, etc.

Office equipment: Desks, typewriters, time clock, stencil machine, filing cabinets, etc.

1500 Yds. Leatherette, 10,000 Lbs. Wax Paper, 12,000 Yds. Black Wadding.

**INSPECTION: MAY 5th & 6th 10 A.M. to 4 P. M.**

Plant Phone: YONkers 8-7714

Auctioneers' Phone: WATkins 9-3430 111 West 25th Street, N. Y. C

1. Driving Instructions by auto: Henry Hudson Parkway and Saw Mill River Road to turn off at Tuckahoe Road.
2. Through Bronx or Manhattan to Central Ave.,—turn left at Tuckahoe Road to plant.
3. By New York Central to Yonkers Station—taxi or trolley to plant.

## AMAZINGLY LOW PRICED PORTABLE!

### MASON

Model 47-1BP

THREE-WAY  
AC DC BATTERY

SUPERHETERODYNE  
PORTABLE



PROMPT DELIVERY!

- Multi-Purpose Tubes plus Selenium Rectifier.
- "Claritone" Alnico Permanent Magnet Speaker.
- Ultra-Sensitive Built-in Antenna.
- Simulated Leather Cabinet with slide rule dial.
- Dimensions 11¼ x 9¾ x 4¾ inches.
- Tested for perfect performance and long life.

\$ **27**<sup>95</sup>

Less Battery

INCLUDING  
FED. TAX

Usual Trade Discounts  
Minimum Order - 6 Radios

**MASON RADIO SALES CORP.**

50 EAST 42nd. STREET—NEW YORK 17, N. Y.—Vanderbilt 6-2689



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.*



## TELEVISION SHOWING IS SCHEDULED FOR APR. 25 BY QUAKER CITY FIRM

**VIDEO INTEREST CLIMBING  
Raymond Rosen & Co. Is Host at  
Record Party — Emerson Being  
Plugged by Local Dealers.**

PHILADELPHIA, PA., Monday — Television station WPTZ will have another local show sponsored by Gimbel Bros. department store, beginning April 25. The new telecast featuring Jack B. Creamer, "The Handy Man," in a fifteen-minute program will blend entertainment, information on useful new products and how to utilize them and video-audio selling.

Local dealers were among those who extended congratulations to John M. Otter who was named to the position of general sales manager of Philco Corp. Raymond Rosen & Co. was host to a

group of disc jockeys and "Spike" Jones, popular RCA Victor recording artist, at a party held Monday evening. Prior to the party, which was attended by every radio announcer playing records in the city, a special showing of the amusing "Spike" Jones show was held at the Earle Theatre. The entire affair was arranged by Harry Bortnick, advertising manager for the distributor, and Larry Urban, RCA Victor record sales manager.

Emerson radio dealers are participating in the large advertising campaign stressing the new price changes on radio models. In addition to the large copy being used by the distributor, individual dealers are running their own advertisements.

Emerson Radio of Pennsylvania has added three new salesmen for its wholesale territory. These new men are: Edward Maucher, who will handle the upstate territory; Edward Wallen, who will contact the Delaware state accounts and Irving Folkman, whose sector for Emerson radio will include Delaware county.

Harry Ellis and Al Hughes, popular veterans of the appliance distribution field, will celebrate the twenty-fifth anniversary of the Philadelphia Distributors organization on Wednesday, April 30. The open house invitation extended to dealers indicated that the party celebrating the event will take place in the headquarters at 232 North 11th street.

Coinciding with the Philadelphia Distributors will be the initial introduction of the Stewart-Warner television models. At the same time, the advance showing of the new A.M. and F.M. radios and combinations will be featured during the party.

Peirce-Phelps will have a cocktail party for the appliance manufacturers exhibiting at the National Houseware Show on Tuesday, April 29, at 12:30

P.M. It is anticipated that more than 200 manufacturer's representatives will be present in the modern auditorium at the P-P headquarters. At the luncheon, a special meal consisting of frozen food will be served.

—SOL SHERMAN.

**SPECIAL  
VACUUM TUBES**

5Z3 JAN (Individually boxed)

2X2A JAN (Individually packed)  
(Min. 100 per carton)

**55c each**

Limited Quantity Available  
Send Orders to Box 862  
RADIO and Television WEEKLY  
99 Hudson St., New York 13, N. Y.

CHAPMAN 5-2998

SECURITY BUILDING



# Keene Jackson Co.

MANUFACTURERS REPRESENTATIVES  
GLENDALE, CALIFORNIA

W. KEENE JACKSON  
MERCHANDISING

KEENE S. JACKSON  
SALES ENGINEERING

**SPECIALISTS IN CUSTOMER SERVICE**

At Congress Hotel During Radio Parts Show

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


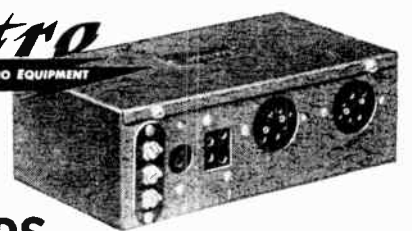
**CROSLEY**

**SHELVADOR REFRIGERATORS — RADIOS — KITCHEN CABINETS — SINKS**

• ROYAL Vacuum Cleaners	• GRAND Ranges	• APEX Products
• DOMESTIC Sewing Machines	• SUNBEAM Appliances	• SPERTI Sun Lamps
• DOYLE Cyclo Mowers		

**APOLLO DISTRIBUTING CO.**

15-17 SHIPMAN STREET      Apollo Building      NEWARK 2, N. J.

## BATTERY ELIMINATORS

**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

# P I L O T      R A D I O



YOUR BEACON TO A BETTER BUSINESS IN BETTER RADIOS



*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.**

## Retail Electrical Dealers of Milwaukee Hear Current Trade Problems Discussed

AN OFFICER OF NATIONAL ASSOCIATION IS THE SPEAKER

Ed. Schuster & Co. Elects Malcolm McNair to Board of Directors — Proctor Electric Names George Lubenow — Badger Firm Conducts Series of Trade Meetings — Disc Business Continues Good.

MILWAUKEE, WIS., Tuesday—Subjects of interest in the electrical retailing field were discussed at a meeting here, April 15, of electrical retailers. Clifford C. Simpson, managing director of the National Electrical Retailers' Association was the chief speaker.

Wendel D. Lewis, of the Klode Furniture Co., and Howard Droegkamp, of the Droegkamp Appliance & Furnace Co., were in charge of arrangements, with Mr. Lewis presiding at the meeting.

Malcolm P. McNair, professor of marketing, Harvard Graduate School of Business Administration, was elected to the board of directors of Ed Schuster & Co. here last week. The Schuster firm operates three large department stores in Milwaukee and is one of the largest radio and appliance outlets in the city. Prof. McNair is a recognized authority in the field of retail distribution and is author of a number of books on retailing.

Officers and directors of the Schuster firm who were re-elected include: Max E. Friedman, president; Ralph T. Friedman, vice president and treasurer;

Leon E. Kaumheimer, secretary; Hugo Kuechenmeister, assistant vice president, assistant secretary and controller. John E. Rousch was re-elected a director.

George A. Lubenow has been named district sales representative for the Proctor Electric Co., of Philadelphia. He will cover Wisconsin, upper Michigan, eastern Iowa and part of Illinois, with headquarters in Milwaukee.

Carl Sorby, vice president of the Roper Gas Range Co., was a speaker at one of a series of sales meetings conducted here by the Badger Paint & Hardware Stores, Inc., as training schools for its personnel.

The United Auto Service, East State and Edison streets, is specializing in auto radio repairing and has built up a nice business in this line.

One of the more successful of the new postwar radio and appliance shops in this area is that operated by William Reible at Beaver Dam. When he first opened the shop and while radios and appliances were still hard to get, he built up a splendid business in phonograph recordings. Now that the larger

items are again available, Mr. Reible is doing a nice business in them, but he still has a large clientele who depend upon him for their records. A large stock of all types of recordings, together with excellent private facilities for hearing them, provide an enviable sales record. —BERT REICHERT.

## Duotone Employees Get Smallpox Vaccination

The sixty office employes of the Duotone Co., Inc., 799 Broadway, New York, were among the first to answer the appeal made by Mayor O'Dwyer to be vaccinated for smallpox last week, Stephen Nester, president of the company, revealed.

"Taking the needle is nothing to us," said Mr. Nester. "We feel that with our many employes traveling around the country, it would be important for us to be sure we do not spread smallpox."

## Many Retailers in Mexico Overstocked, Quinn Says

Manufacturers can no longer look to Mexico as a "dumping ground" for products, Thomas M. Quinn, executive vice president of Irwin Vladimir & Co., Inc., advertising agency, declared on his return from a trip to that country and Cuba.

He said many retailers in Mexico are overstocked with radios, drugs and cosmetics, with prices at high levels.

## Cuban Distributor Seeks Refrigerator-Washer Line

A well known radio distributor in Cuba is seeking a refrigerator and washing machine line, according to information just received at the offices of this publication. This distributor enjoys a wide following among the radio-appliance trade in Cuba.

Manufacturers who are in a position to take advantage of this opportunity are invited to communicate with this publication.

## EXPORT Opportunity

For Manufacturers of

- Radios
- Record Players
- Refrigerators
- Electrical Appliances

We are in a position to offer manufacturers complete merchandising service in all parts of the World.

Let us Send You Details of our Unique Service.

**HEDCO Distributors, Inc.**  
Ravenswood 6100  
4564 Broadway Chicago 40, Ill.

### IGOE BROTHERS, Inc.

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

**Northern New Jersey Distributor of**

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

### BEAUCAIRE Inc.

114 MONROE AVENUE ROCHESTER 7, N. Y.

Distributor of

- |  |   |
|--|---|
| <b>PHILCO</b><br>Radios - Refrigerators - Freezers | <b>BENDIX</b><br>Washers - Ironers - Driers       |
| <b>SPEED QUEEN</b><br>Washers - Ironers            | <b>AMERICAN CENTRAL</b><br>Kitchens               |
| <b>CLARK</b><br>Electric Water Heaters             | <b>EUREKA</b><br>Vacuum Cleaners - Cordless Irons |
| <b>GRAND</b><br>Gas Ranges                         | <b>SETH THOMAS</b><br>Clocks                      |
|  | <b>PROCTOR</b><br>Small Appliances                |

**ZENITH**  
Radios—Hearing Aids

- DEEPFREEZE  
The Original Home Freezer
- GAROD  
Lower Connecticut Only

### STERN & COMPANY of HARTFORD, Conn.

Distributors of America's Leading Brands of Small Appliances

"STERN'S SELLING SLANTS" mailed on request.

**COLUMBIA and OKEH RECORDS**

"TODAY'S TOP FRANCHISE"

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



**AEROPPOINT** *UHF\** **Emerald**

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

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

\*Ultra High Frequency

## Leonard Truesdell, of Hotpoint, Predicts Advance in Prices of Firm's Appliances

SPEAKS IN CHICAGO AT SHOWING OF COMPANY PRODUCTS

Says Increase in Cost of Materials and Rise in Wages Will Make Step Necessary — Television Broadcast Carries Theatre Performance — Paul Larson Predicts Great Things for Video Broadcasting.

(Continued from Page 5)

aiding in ironing out customary problems incident to the industry. Among those he has already visited are Stromberg-Carlson, Westinghouse and Bendix, among the manufacturers, and distributors and dealers in New England.

On-the-spot news events televised onto the screens of movie theaters at the moment things happen was the prediction here last week of Paul J. Larsen, member of the board of governors of the Society of Motion Picture Engineers. This, he said, is very likely to be an actuality within the next two years. All that is holding back definite planning in this direction, Mr. Larsen stated, is the granting by the FCC of an appropriate frequency band.

At the present stage of video development, he said, such a program would not be as sharply defined on the screen as are news reels, but, in his opinion, "within seven years you'll not be able to tell the difference." Such telecasts would supplement the regular film fare of the theatre, with no probable price increase at the box office. He pictured operas, major sports events and such disasters as the Texas City explosion brought to the screen as they happen.

Mr. Larsen expressed his belief that the FCC would co-operate by granting the desired band, pointing out that 17,000 theaters playing to 90,000,000

people offer a strong argument for such action. He said that the motion picture industry is standing together for the first time "because for the first time there is an economic threat to its existence." In other words, televised news events in theaters will offer competition to home receivers, with added entertainment of the usual theater type. The final program will be formulated in New York this week, he said, presided over by Eric Johnson, movie "czar."

Everything is moving smoothly in anticipation of the Radio Parts and Electronic Equipment show at the Stevens Hotel here, May 11-16, according to Kenneth C. Prince, general manager of the show. "All we need now is for the dates to arrive," he said, "and things will move into action as planned." Reservations for the keynote dinner on Monday night have been almost sold out, he stated. The dinner will have as its chief speaker Benjamin Bills, of the faculty of Northwestern University, who will talk on salesmanship.

Mr. Prince stated that a star-filled floor show will be a feature of the keynote dinner. "It will run an hour and a quarter—without encores," he said, as an indication of what is in store to give the banqueters an enjoyable evening. Room reservations have been all made to the capacity of the Stevens, Blackstone, Congress and Harrison ho-

tels, but there are still rooms available at other Loop hotels. In addition, an allotment of rooms has been set aside at the Edgewater Beach Hotel for those attending the show. However, Mr. Prince said, the hotels will not take reservations indefinitely, as it prefers to have thirty days in which to process them, and he warned laggards to get busy if they want to be sure to have a place to sleep.

A survey by station WBKB here discloses that 1,071 Chicagoans who own television receivers have varying tastes as to what they like on television programs. Fifty per cent of them expressed a liking for sports shows, while live shows rated 30 per cent and film shows 20 per cent. It is estimated that the local nightly television audience numbers 12,000, with a little less than half viewing the programs in taverns and places of business.

Hours favored by set owners were from 1 to 5 in the afternoons, and from 7 to 12 in the evenings. Monday afternoons was the most favored of daytime periods. The survey indicated that film shows will have an increase in audiences if a plan to revise special film programs for children proves feasible. It also revealed a desire for more dra-

matic, educational and news shows originating in the studio.

The S. E. Schulman Co. last week wound up the furniture end of its business with the conclusion of a public sale of its entire stock of that type of merchandise. This step by the Schulman Co. saw \$250,000 worth of fine furniture sold to the public, extensive advertising being carried on for that purpose in Chicago newspapers.

The firm from now on will concentrate on the distribution of Emerson radios and major appliances from other manufacturers, including Coolerator refrigerators and freezers, and Superflame circulating oil heaters. The furniture line was taken on just prior to the recent war, when it became apparent that radios and electric appliances would not be available under wartime conditions. In this way, as explained by R. R. Schœnberg, general manager, the firm's organization was kept intact and ready for the return of normal business.

W. D. MORRIS

Gustav Ehman has opened a radio, repair and electrical appliance shop at 165 Sherman avenue, this city.

## LEADERS In Their Line

... carefully judge the set-up and record of accomplishment of the distributing organization they choose for representation in any given territory.

In Northeastern's Eastern Massachusetts and Southern New Hampshire territory we are especially proud to act as Distributors for these "Leaders In Their Line":

ZENITH • THOR • GIBSON  
GRAND RANGES  
M-G-M RECORDS • QUAKER HEATERS  
SCOTT-ATWATER OUTBOARD MOTORS  
ELGIN KITCHEN CABINETS  
NATIONAL SEWING MACHINES  
BRUSH "Mail-A-Voice" And Soundmirrors  
NU-ENAMEL • PABCO  
CALCINATOR • G.E. Traffic Appliances

**NORTHEASTERN  
DISTRIBUTORS, Inc.**

588 COMMONWEALTH AVE.  
BOSTON 15, MASS.



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





**Peerless**  
RADIO DISTRIBUTORS

**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
2	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**

**DALBAR** — Broadcast 5-tube AC-DC Superhet Radio. Attractive dial. Beautiful walnut cabinet with in-closed back. Has tone control and phono-jack. The cabinet alone cost the manufacturer \$4.50. Priced with tubes. Dealers net. \$13.95 each. In lots of six, \$12.95 each. Send 25% deposit, no full COD's. McGee Radio Co., 1225 McGee St., Kansas City 6, Mo.

**MANUFACTURERS' REP** seeks one more good line for jobbers and industrial accounts in the Metropolitan area and in Northern New Jersey. Twenty-two years' sales engineering experience. Answer promptly and will see you at The Show. Box 861, RADIO and Television WEEKLY.

**MANUFACTURERS RADIOS AND APPLIANCES:** have clients interested in 2,000 five-tube radios; 5,000 auto radios; 2,000 tank vacuum cleaners; 50,000 automatic toasters; 10,000 washing machines. Contact immediately P. L. Rudden, Direct Mfg. Rep., Space 210, Western Merchandise Mart, San Francisco, Calif.

**— EXECUTIVE —**

Available May first. Twenty years of top flight experience in Radio and allied fields. Director, Vice President, Sales and Sales Promotional Manager and Assistant to President are positions held with the largest Radio and Communication Equipment manufacturers. Served as Colonel handling world wide Radio and Radar Equipment operations.

Box 852  
RADIO and Television WEEKLY  
99 Hudson St., New York 13, N. Y.

**SALES REPRESENTATIVE**  
Wanted by radio tube company to cover jobbers and key accounts in exclusive territories: Alabama, Arkansas, Colorado, Florida, Georgia, Illinois, Indiana, Kansas, Kentucky, Louisiana, Minnesota, Mississippi, Missouri, Eastern Montana, New Mexico, North Carolina, North Dakota, Oklahoma, Oregon, Western Pennsylvania, South Carolina, Tennessee, Texas, Utah, West Virginia, Wisconsin and Wyoming. O. Meyer, 1521 Farwell Ave., Chicago 26.

**TWENTY-FIVE YEARS'** experience as purchasing agent and director of purchasing is available to manufacturers of electronic equipment. Dependability guaranteed. Twenty years with previous company. Purchasing in radio field a specialty. If interested, please contact F. Harper Clarke, 2755 Arthur Avenue, Chicago 45, Illinois.

**SALES ENGINEER**—Well established in Mid-Western States, offers radio parts and equipment manufacturers genuine representation of the highest calibre. Contact Irving W. Rose, Chicago 49. Tel. SAGinaw 6295.

**FOR SALE** — 1 RCA Cathode Ray Oscilloscope Model #158 — 5" Scope; 1 Hewlett Packard Audio Oscillator Model #200 BR. Both units in perfect condition. Can be inspected. Buyers Service, 136 Liberty Street, New York City.

**PURCHASING AGENT** — 8 years experience with nationally known radio set manufacturer seeks connection. A. Weissman, 495 East 178th street, Bronx, N. Y.

**FOR SALE:** Switches — snap-slide, available for immediate delivery. Box 860, 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.

WE ARE OFFERING a nationally-distributed 6-tube Superheterodyne Radio in bakelite cabinet for only \$12.50 F. O. B. New York. Minimum order 12 sets. Box 862, RADIO and Television WEEKLY.

#22 HOOK-UP WIRE, stranded, glass over plasticized vinyl, 10,000 ft. reels \$3.22 per M ft.; 0-1.5 A RF thermocouple meters \$1.40; write for SURPLUS BARGAIN BULLETINS. ELECTRONIC RESEARCH, Howell and Hegerman Sts., Philadelphia.

**FOR SALE** — Two-stage pyrex glass mercury vapor pump, spot-welder, air compressor for glass blowing, Central Scientific Co. Hi-vac pump, two glass blowing torches, ten pounds of mercury, glass tubing, corks, etc. \$250.00 f. o. b. Washington, D. C. Box No. 850, RADIO and Television WEEKLY.

**WANTED** for distribution in State of Connecticut and in Western Massachusetts — A high-class nationally-known radio line, also traffic and major appliances. This distributor is set up to do a real selling job with a high-powered organization. Address Box No. 863, RADIO and Television WEEKLY.

**SALESMEN**

*To Sell Television Receivers  
To Dealers in:*

Los Angeles	New York
Chicago	Philadelphia
St. Louis	Washington
Detroit	Newark
Schenectady	Long Island
	Westchester County

Wonderful opportunity for qualified men with fast-growing manufacturer of television receivers. Salary or commission. Write giving experience and previous earnings.

Box 856  
RADIO and Television WEEKLY  
99 Hudson St., New York 13, N. Y.

**TELEVISION MANUFACTURERS**—Wanted for distribution in So. Calif. Television receivers, low, medium and high priced lines. Complete Television Kits and component parts, aerials, test equipment. We contact all dealers and jobbers in So. Calif. and carry local stock on all items. Service and installation department. Real coverage and GO-GETTERS. Write Television Exclusive, 1742 Kent St., Los Angeles 26, Calif.

**WANTED—MANAGER**

*Radio Parts Distributor* Wants a man capable of taking complete charge of inside management such as Packing, Shipping and Directing over-the-counter sales to dealers and service men. This is a wonderful opportunity for the right man. All replies to this ad will be kept confidential. Write, stating experience and present income. Box Number XYZ.

RADIO and Television WEEKLY  
99 HUDSON STREET  
NEW YORK 13, N. Y.

**DEALERS • DISTRIBUTORS—**

**Portable Electronic Phonographs**

3 Tube Amplifier, Full range Tone and Volume Controls. Pilot Light. "Glyder" Crystal Pickup. Beautiful 3 Tone leatherette covered 3/4 in. pine carrying case. Weighs 10 lbs. 110 Volts, A.C. Available in 3 colors. Fast seller, priced right. Write now for full particulars.

Box 859  
RADIO and Television WEEKLY  
99 Hudson Street  
New York 13, N. Y.

**in Ne Jersey it's —**

## ALL-STATE DISTRIBUTORS INC.

45 CLINTON STREET, NEWARK, N. J.      Market 3-5313

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

**HOWARD RADIO**  
MADE BY  
"America's oldest Radio Manufacturer"

*Exclusive in Northern N. J.*



# 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  
Dearborn Industries Chicago, Ill.  
DeWald Radio Mfg. Corp. Long Island City, N. Y.  
Delco Radio Div. of G. M. Kokomo, Ind.  
DuMont Labs., Inc., Allen B. Passaic, N. J.  
Electromatic Mfg. Corp. New York, N. Y.  
Electronic Corp. of America Brooklyn, N. Y.  
Electronic Devices Co. New York 1, N. Y.  
Electronic Laboratories, Inc. Indianapolis, Ind.  
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.  
Freed 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.  
Phileo 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.  
Symphonico Radio & Elec. Corp. Cambridge, Mass.  
Tele-Tone Radio Co. New York, N. Y.  
Televox, Inc. Mt. Vernon, N. Y.  
Telicon Corp. New York, N. Y.  
Templetone Radio Mfg. Corp. New London, Conn.  
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.  
Phileo Corp. Philadelphia, Pa.  
Trilmont Products Co. Philadelphia 3, Pa.  
Wittie Mfg. & Sales Co. Chicago, Ill.

### Electronic Tube Supplies

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

### Electronics Manufacturers

Bendix Radio Division Baltimore, Md.  
DuMont Labs., Inc., Allen B. Passaic, N. J.  
Electronic Corp. of America Brooklyn, N. Y.  
Emerson Radio & Phono. Corp. New York, N. Y.  
Fada Radio & Elec. Co. 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.  
Phileo Corp. Philadelphia, Pa.  
Raytheon Mfg. Co. Waltham, Mass.  
RCA Victor Division, RCA Camden, N. J.  
Stromberg-Carlson Co. Rochester, N. Y.

### Record, Recorder, Phonograph Equipment Manufacturers

Aero Needle Co. Chicago, Ill.  
Alliance Mfg. Co. Alliance, Ohio  
Apex Radio & Television Corp. New York, N. Y.  
Audio Industries Michigan City, Ind.  
Capitol Records, Inc. Hollywood, Calif.  
Columbia Recording Corp. Bridgeport, Conn.  
Continental Electronics Brooklyn 22, N. Y.  
Daval Co. 19 W. 44th St., New York, N. Y.  
Davidson Mfg. Co. Eatonton, Ga.  
Decca Records, Inc. New York, N. Y.  
Disc Co. of America New York, N. Y.  
Duosonic-New York Bronx 55, N. Y.  
Duo-tone Co. New York, N. Y.  
Dynavox Corp. Long Island City, N. Y.  
Electronic Devices Co. New York 1, N. Y.  
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.  
Recordisc Corp. New York, N. Y.  
Recoton Corp. New York, N. Y.  
Sonata 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.  
Tempo Record Co. of America Hollywood, Calif.  
E. Tomar & Co. Chicago 8, Ill.  
Tone Products Corp. of America New York, N. Y.  
Universal Microphone Co. Inglewood, Calif.  
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.  
Maclett Labs., Inc. Springdale, Conn.  
National Union Radio Corp. Newark, N. J.  
North American Philips Co. New York, N. Y.  
Phileo 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  
Cambarn, 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.  
Phileo Corp. Philadelphia, Pa.  
Precision 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.  
Telematic Corp. Los Angeles 46, Calif.  
United Speakers, Inc. Los Angeles 23, Calif.  
Ward Products Corp. Cleveland, Ohio

### Radio and Parts Wholesalers

All State Distributors, Inc. Newark, N. J.  
Apollo 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  
Beaucaire, Inc. 114 Monroe Ave., Rochester, N. Y.  
Berman Co., Inc., Henry O. Baltimore, Md.  
Brooks Radio Dist. Corp. 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.  
Electronic Distributing Co. Miami, Fla.  
Emerson-New Jersey, Inc. Newark, N. J.  
Emerson-New York, Inc. New York, N. Y.  
Emerson Radio of Pennsylvania Philadelphia, Pa.  
Emerson Radio of Washington Washington, D. C.  
Everybody's Supply Co. Philadelphia, Pa.  
Faybill Dist. Co. 81 Leonard St., New York, N. Y.  
Fada of New York, 928 Broadway, New York, N. Y.  
Grossman Radio & Elec. Co. New York 6, N. Y.  
Hedco Distributors, Inc. Chicago 40, Ill.  
Igoe Brothers, Inc. Newark, N. J.  
Krich-Radisco, Inc. Newark, N. J.  
Lake Shore Electronics Chicago, Ill.  
Legri S. Company New York 25, N. Y.  
Milo Radio & Electronics Corp. New York, N. Y.  
Northeastern Distributors, Inc. Boston, Mass.  
Peerless Radio Distributors Jamaica, N. Y.  
Peter Jackson Co. Chicago 40, Ill.  
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.  
Schulman Co., S. E., 801 S. Wabash Ave., Chicago, Ill.  
Seaboard-Ronley Corp. New York, N. Y.  
Stern & Co. Hartford, Conn.  
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*  
**TO-MORROW ... TO-DAY!**



## BEAUTY... COLOR... PERFORMANCE

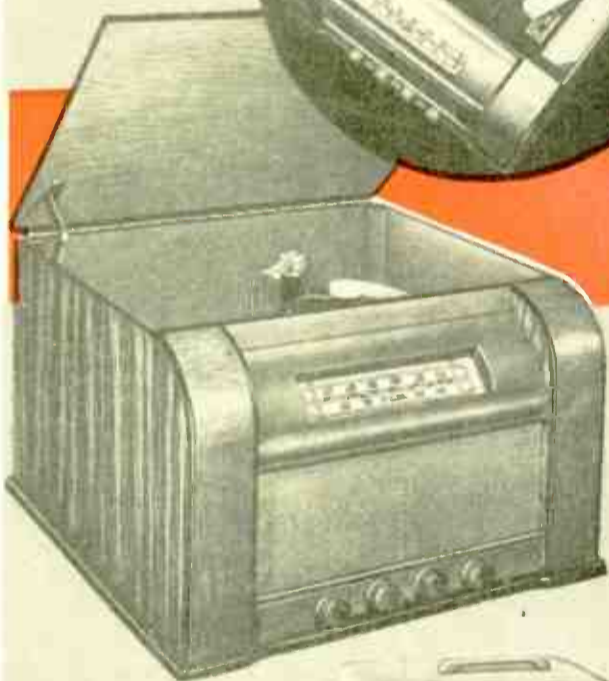
### MODEL 602

New Superheterodyne A C Table Model Radio Phonograph Combination with Automatic Record Changer in a Cabinet of Beautiful Mahogany Veneers.



Glamorous star of the radio field . . . tops in Beauty and Color and Performance . . . that's FADA. Since the very beginnings of radio broadcasting, the name FADA has signified the finest in radio receivers — now proved in the crucial test of day by day performance in more than 5,000,000 American homes!

You can always depend upon the year in and year out sales appeal of FADA . . . the radio of tomorrow — today!



### MODEL P82

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



### MODEL 605 — 5 TUBES

AC-DC Superheterodyne in modern walnut plastic cabinet. Four 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 1000

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

YOU CAN ALWAYS DEPEND ON

# FADA Radio

*Famous Since Broadcasting Began!*

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