

Davis Conducts Open House at New Location

Hundreds of guests were welcomed to the open house of the Davis Radio and Television Co., and the Davis Audio Visual Co. during their grand opening Friday and today.

The firms are located at 210 S. Monroe Ave., moving recently from 1200 Crooks St.

In 12 years of existence, Davis has had to move twice because of need for additional room brought on by expansion. When the company began, 12 years ago, Oliver Davis was the sole employe. Now there are six.

Service Wide Area

The firms represent such names as Kalart Victor, Viewlux, DuKane, Advance Pixmobile, Standard Projector, Radiant Screens, Polacoat rear projection screens and Roberts and Voice of Music tape recorders. The company services Northern Wisconsin and Upper Michigan.

In addition to VM phonographs and Stechel Carlson hand crafted television, the company has recently added a complete line of Emerson television, giving their customers a wide choice of sets to choose from in the radio and television division of the firm.

The new building has a complete projection room where the firm's film library can be reviewed or where small groups can be shown training films.

There is also a complete film inspection and service center plus modern electronic service facilities containing all test equipment for stereo, multiplex, color TV, tape recorders, phonographs and sound motion pictures.

Davis has been a licensed amateur radio operator since he was 15 years old, studied at De Forest School in Chicago and advance study at the Cleveland Institute of Radio and Television. He also completed courses at the electronics division of the D. H. Baldwin Co., and has been an electronics instructor at the Green Bay Vocational School.

Another employe, Mel Wilson, specializing in color television, is a graduate of Radio Television Training Association, New York. He has a government license and handles the communications department.

The company installs and services Comco and Hammarlund two-way radio equipment as well as automatic recording and writing equipment. It is the exclusive service organization in this area for Communications Engineers of Milwaukee



New Quarters for Davis Co.— Davis Audio Visual Co., and Davis Radio and Television Co. held a grand opening Friday and today to acquaint the public with its new quarters at 210 S. Monroe Ave. Owner-operator

Oliver Davis is shown with two visitors to the store. The firm is the exclusive sales and service outlet in this area for several manufacturers of radios, television sets, tape recorders and other equipment. (P-G Photo)