

RADIO & APPLIANCE JOURNAL

Sept.
1947

RADIOS • APPLIANCES • FM and TELEVISION • RECORDS • PHONOGRAPHS • SERVICING

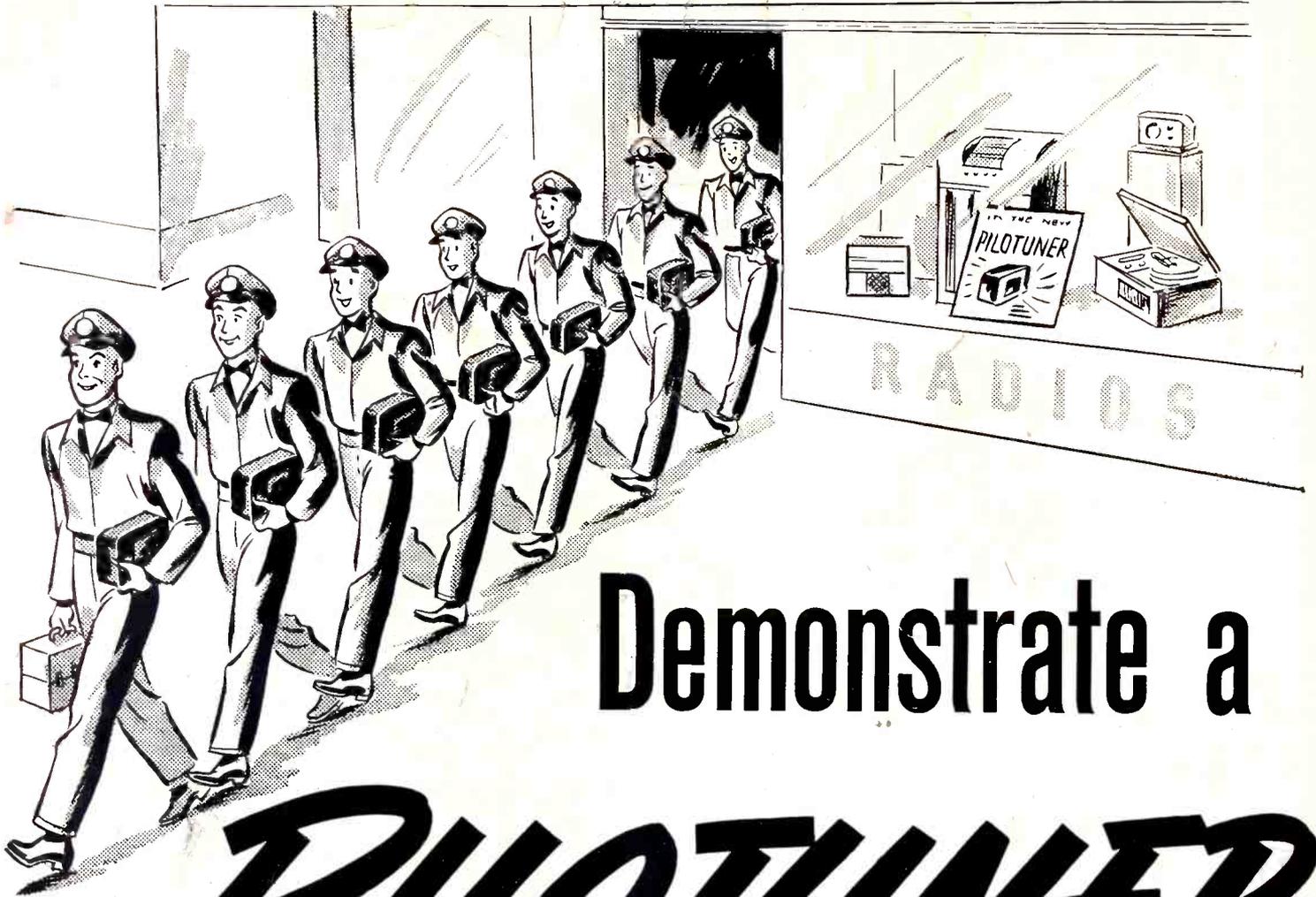


Sec. 362, P. L. & R.
U. S. POSTAGE
PAID
NEW YORK, N. Y.
Edition No. 10521

RJ D
P T ADAMS
16413 LORAIN AVE
CLEVELAND 11 OHIO

From: RADIO & APPLIANCE JOURNAL
A KOLBE PUBLICATION
RKO BUILDING, RADIO CITY, 1270 SIXTH AVE.
NEW YORK 20, N. Y.
RETURN POSTAGE GUARANTEED
Postmaster: If undeliverable FOR ANY REASON, notify sender.
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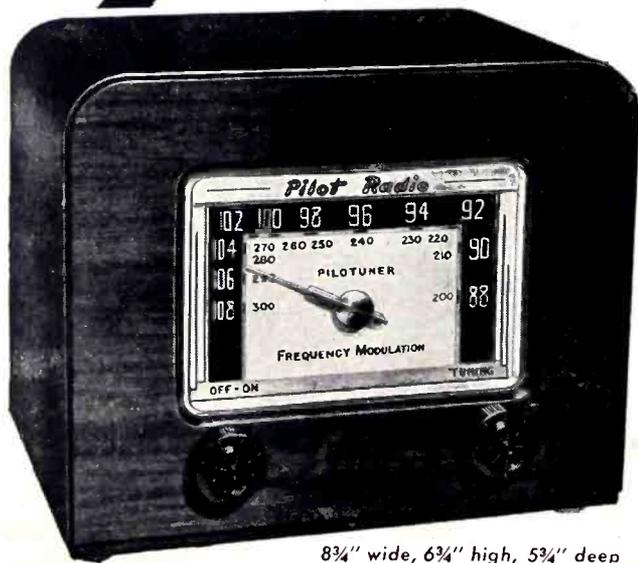
Pilotuner...The Standard of FM Performance



Demonstrate a

PILOTUNER

on Every Service Call!



8 3/4" wide, 6 3/4" high, 5 3/4" deep

• Pilot Radio's sensational FM PILOTUNER, which instantly adds fine Frequency Modulation reception to ANY radio, is the most amazing nation-wide success the industry has known in years. It needs but to be heard to be sold! Don't pass up this rich avenue of new business. Have EVERY service man carry a PILOTUNER on EVERY service call. Let him attach it to ANY radio, and show how it delivers the finest FM reception yet achieved—at ANY price! The PILOTUNER retails at only \$29.95 (slightly higher west of the Rockies). Stock it—demonstrate it—see how it "flies" out of your store!



Pilot

RADIO CORPORATION

37-06 36th St., Long Island City, N. Y.

MAKERS OF PILOTONE VINYLITE RECORDS • PIONEERS IN SHORT WAVE • FM • TELEVISION

Philco has launched the Greatest Local Newspaper Advertising Campaign in Radio History!



All over the country, you've been seeing it in your local newspapers...the start of the most powerful, concentrated advertising campaign ever released in the radio industry. It is planned and paid for by Philco and your Philco distributor to set the pace for your return to old-fashioned, two-fisted advertising and promotion.

"Selling Days are Here Again." After six long years of "shortage merchandising", now is the time for action... for doing all the things you used to do to create traffic, to make sales, to promote your business. Again you can look to Philco, the leader, as you did through all the years that built the radio business, for the advertising support you need to put "fire" into

your promotions. Magazine advertising, radio advertising and now local newspaper advertising, in huge, walloping, full page units.

Yes, now is the time to get back to old-time selling. Philco is back, promoting the radio business and your business in the hard-hitting way that won leadership for 17 years. Tie-in your efforts where they will yield the greatest results. Concentrate your ads, your windows, your floor displays on Philco. Impartial surveys show again that Philco is preferred by 2 and 3 to 1 over the next nearest brands. It's the line that's easiest to sell because it's the name the public wants.

Let's get going. *Selling days are here again!*

for 17 years America has said:

When there's a Choice, it's a **PHILCO**

... Editor's Mailbag ...

Gentlemen:

A client of ours who has recently and successfully taught electricity in a large trade school is now planning to establish a trade school to teach the repairing of home electrical appliances. The course would include classroom lectures and bench work on various appliances, and would require six months to complete.

We would greatly appreciate your opinion as to whether the repairing of electrical appliances can be classified as a vocation. In advertising literature we are preparing, we are calling this field of endeavor a "vocation," but would like your opinion as to the correctness of this phrase before printing the job.

Thanking you in advance for this favor, we are

Cordially yours,

**Miller Advertising Service,
3096 West Grand Boulevard,
Detroit 2, Mich.**

• You should feel quite safe in referring to the repair of electrical appliances as a vocation. Webster defines a vocation as "a regular or appropriate employment." He then goes on to define a vocational school as one in which the main purpose is "to provide training for the occupations or vocations, whether in the professions, commerce, or trades." That should give you plenty of latitude. We'll certainly give you the green light on it.—Ed.

Gentlemen:

We liked your little magazine from the beginning and think you really take an interest in the dealer. We were wondering whether we could get some information from you as to who makes the "automatic radio," the ad for which is enclosed. If there is any charge for this service, it would be quite all right.

**Kahn's Inc.,
Philadelphia, Pa.**

• We appreciate the kind words and have forwarded the requested information to the writer. However, there is never any charge when RADIO & APPLIANCE JOURNAL can be of service to its readers. If we can be of help, don't hesitate to write.—Ed.

Gentlemen:

In the July issue you carried a page showing the latest television models. Two of the companies were Industrial Television and Telicon Television. We should like to get in touch with these companies, but we do not have their addresses. We should appreciate it very much if you would send us this information.

**Edward C. Beetem,
Park Radio Co.,
Baltimore 1, Md.**

Gentlemen:

I am interested in one of the television receivers displayed on Page 14 and 15 of the July issue of RADIO & APPLIANCE JOURNAL and

would like to have them write me immediately and give full particulars about same as to size, number of tubes, etc. Also Price and discount: Telesonic Ambassador Model 631T-19.

**Fred J. Markle,
Beacon Radio Service,
127 S. Vermont Ave.,
Los Angeles, Calif.**

• This information already has been forwarded to the above two dealers. Any time you see anything in RADIO & APPLIANCE JOURNAL that you want to know more about, just drop a line to us.—Ed.

Gentlemen:

(To the personnel of RADIO & APPLIANCE JOURNAL.) The radio business in this city has just about collapsed and everyone has been wondering how long it takes before others, such as magazines, feel the effects of our depression. It was of interest during the last few months to notice that the publisher of another radio magazine is now doing without an editor and is acting as both publisher and editor. That, of course, was a smart idea. When business gets bad, you get rid of some of your workers, or cut their salaries, and then the owner has just as much for himself as he ever had.

There is, of course, another way that things could be handled. Since there is so much racketeering going on in the retail end of radio, the magazines could run a series of articles telling radio men of the advantages of conducting their affairs in such a way that they would regain public confidence.

If there are any persons who read this letter, who think they might be the next ones to be laid off if business gets even worse, they might talk to their bosses, and try to convince them of the necessity for taking positive action.

Or you might join the campaign advocating government ownership of all broadcasting stations and radio manufacturing plants.

The writer particularly suggests that you write to Socialist headquarters and get some copies of their leaflet, "Push Button World." It is particularly interesting where they say that the workers do all the work, and the hucksters take it easy and take all the profits.

**Roland Daugherty,
2113 N. Charles St.,
Baltimore 18, Md.**

• In publishing this letter, RADIO & APPLIANCE JOURNAL does not necessarily endorse the views of the writer, but solicits the reaction of its readers to the opinions expressed above.—Ed.

TELEVISION



FRONT END Will Handle 13 Channels

It is so flexible that any number of channels from 1 to 13 can be used. This allows a start with the channels now in use 2-4-5-7-9-11-13 and then install the others as desired for a slight extra cost.

10" PICTURE TUBE \$229.50
51 Sq. In. Picture

Complete pictorial data and schematic of chassis for placement of components and also instructions for wiring.

GUARANTEED to operate to your satisfaction when simple directions are followed
10% deposit with order—balance collect—all prices f.o.b., Brooklyn, N. Y.

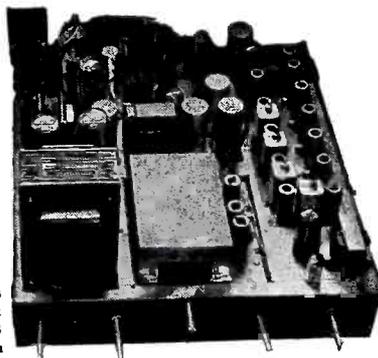
TELEVISION ASSEMBLY CO.

In Simple Assembly Form

This is not a Kit but an assembly—aligned and tested, ready to use when delivered by following simple instructions.

HERE IS WHAT YOU GET

29 RCA tubes—10 in. Flat Surface CR Tube—
Factory wired and pretuned for all 13 Television
Channels—12 in. Heavy Duty RCA 6.8 oz. slug
speaker—Specially designed Dipole Antenna with
60 ft. lead in—IF Video and Sound Strip—
Power Supplies.
Easier to operate than your Home Radio.



12" PICTURE TUBE \$259.50
57 Sq. In. Picture

The Television Receiver after complete assembly to be used on 110-125-Volt—60-Cycle Only.

**387 BUSHWICK AVENUE
BROOKLYN 6, NEW YORK**

Announcing

SCOTCH *Sound Recording* TAPE

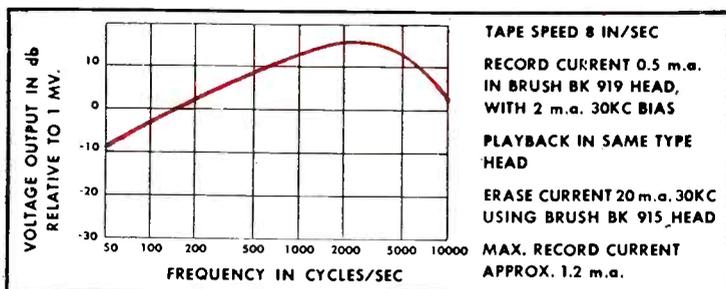
BRAND

OFFERING HOME AND PROFESSIONAL RECORDERS A NEW STANDARD OF TONE FIDELITY AND EASE OF HANDLING



Developed in the research laboratories of the 3M Company . . . the world's largest manufacturers of pressure-sensitive adhesive tapes . . . "SCOTCH" Sound Recording TAPE is now available in quantity for immediate delivery. No other magnetic recording medium can offer all these advantages:

1. Better frequency response at slow recording speeds—due to "SCOTCH" Sound Recording Tape's extremely thin, uniform magnetic coating.
2. Low noise level because of uniform dispersion of particles and mirror-like surface.
3. Higher Coercive Force—350 oersteds—insures higher frequency response and greater signal strength.
4. Flat surface and large area provide positive contact with the pick-up and give greater dynamic range.
5. Uniform width control in manufacture insures even, constant tracking.
6. Adequate space on $\frac{1}{4}$ inch width for multiple sound tracks.
7. The non-magnetic tape backing between the layers of magnetic coatings in the roll prevents "cross-talk."
8. Easy to handle. No snarls, backlashes, or kinks.
9. Freedom from breakage. Resin treated backing provides a tensile strength of 8 to 10 pounds.
10. Can be marked on back to indicate start and stop of different sound sequences in the same roll.
11. Easily edited by snipping out unwanted portions and then taping together with "SCOTCH" transparent Tape.
12. Perfect reproduction for several thousand playbacks. Erases clean with low power—no special erase head required.



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Research Foundation*

Made in U. S. A. by **MINNESOTA MINING & MFG. CO.** Saint Paul 6, Minn.

THE **3M** COMPANY

RADIO & APPLIANCE JOURNAL

SEPTEMBER, 1947

Vol. 64

No. 8

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THIS MONTH'S COVER



This month we are deviating from our policy of staff-drawn covers to present this composite cover of photographs showing the wide range of subjects covered in your RADIO & APPLIANCE JOURNAL. It might be interesting to see how many cover pictures you can associate with featured articles.

Subscribers changing their addresses should notify the Subscription Department one month before the change is to take effect. Both old and new addresses must be given. RADIO & APPLIANCE JOURNAL, 1270 Sixth Ave., New York 20, N. Y.

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Volume 64

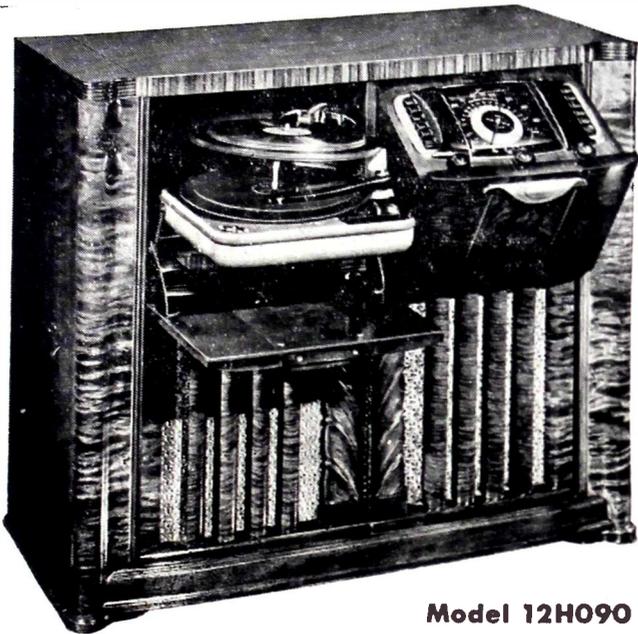
Number 8

RADIO & APPLIANCE JOURNAL combines FM and Television, Master Servicing, Phonographs and Record Merchandising; and is published monthly for Radio and Appliance Dealers, Jobbers and Service Men by Kolbe Publications, Inc., Radio City, 1270 Sixth Ave., New York 20, N. Y. Phone: Circle 7-5842, Alex H. Kolbe, Pres. and Treas. Subscription price \$3.00 per year in U. S., its possessions and South America. Canada and all other countries \$4.00 per year, payable in American money in advance. Price 25 cents per copy. Printed in U.S.A.

Radio & Appliance JOURNAL • September, 1947

Zenith is *FIRST* with the **FEATURES THAT COUNT**

It's the industry's Style-Leader Line!



Model 12H090

31 years of Radionics Exclusively Pays Off Now With Pace-Setting, Sales-Making Features

Now that the pendulum is swinging back, and shoppers are looking for honest value, Zenith is more popular than ever. For these great sets are designed and built to come out way ahead in any "hands-down" competitive value comparison.

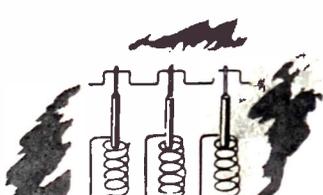
Zenith helps you sell with *features* . . . demonstrable features prospects notice and want. Here, too, is superior *performance*, made possible by Zenith's rigid adherence to quality standards for components and workmanship. Zenith gives you *styling leadership*, by consistent development of style features that set the pace for the industry.

Yes, Zenith backs you up with *value* that makes sales . . . value made possible by the knowledge and experience gained in more than 31 years of Radionics Exclusively.

ONLY ZENITH OFFERS SALES FEATURES LIKE THESE . . .



COBRA TONE ARM



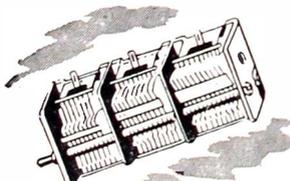
ARMSTRONG FM



ROTOR WAVEMAGNET



RADIOORGAN



3-GANG CONDENSERS



SILENT-SPEED RECORD CHANGER

Keep An Eye On



Zenith Radio Corporation • 6001 Dickens Ave • Chicago 39, Ill.

WAKE UP & SHINE



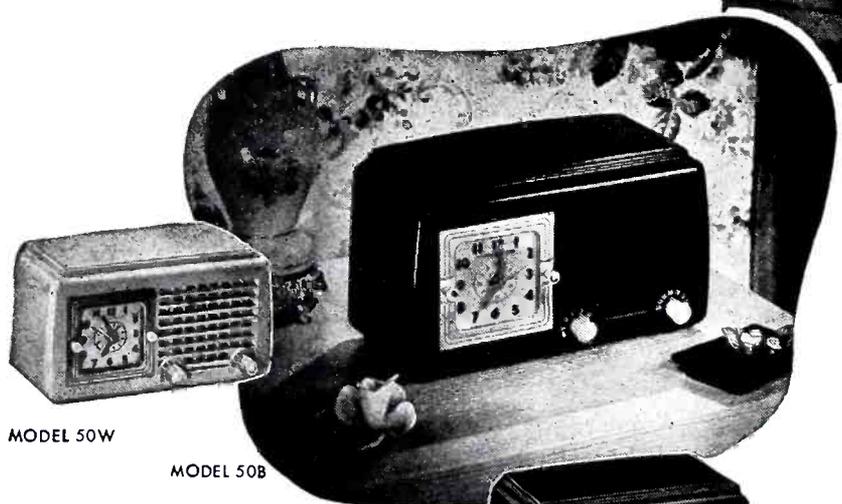
Maria Montez—
starring in the United
Artists release "ATLANTIS",
a Seymour Nebenzal
production.

*Now—wake up to
extra sales with the*

**"WAKE-UP-TO-MUSIC"
CLOCK-RADIO**

These General Electric clock-radios are the fastest selling radios in America. Demand is tremendous. Get your share of these easy sales.

G-E clock-radios are a double value. A radio and an electric alarm clock combined. There's a model for every taste—at prices for every purse. For full information on these money-makers write your General Electric radio distributor or General Electric Company, Receiver Division, Electronics Park, Syracuse, N. Y.



MODEL 50W

MODEL 50B

Popular priced— these gem-like G-E clock-radios are a double value—radio and clock in one dainty cabinet. Everybody's a prospect. Available in ivory, lustrous black, or rosewood plastic.



MODEL 50

What beauty! Beauty of tone, beauty of cabinet in this G-E Clock-Radio, Model 62. Genuine ivory plastic. Plenty of power. Superheterodyne circuit. Built-in Beam-a-scope antenna. Big (4") Dynapower Speaker. Latest model, accurate G-E electric clock. Also available in rosewood plastic, Model 60.

AN INVITATION: Visit our permanent display, 11th Floor, Merchandise Mart, Chicago.

GENERAL ELECTRIC

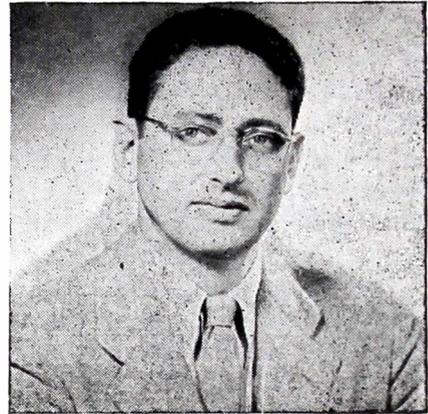
LEADER IN RADIO, TELEVISION AND ELECTRONICS

PORTABLES • TABLE MODELS • CONSOLES • FARM SETS • AUTOMATIC PHONOGRAPH COMBINATIONS • TELEVISION

Guest

EDITORIAL

This aggressive editorial analyzing the merchandising outlook in the television field was prepared exclusively for RADIO & APPLIANCE JOURNAL by Hamilton Hoge, president of U. S. Television Mfg. Corp., New York, N. Y.



HAMILTON HOGE

You've Got to Ring Doorbells

THE old line dealer who waits for customers to come to him is being left at the post in the race for television set sales. The new, aggressive dealer who pounds the pavement and rings doorbells is the one who is keeping the cash register ringing with television sales.

Today's successful dealer uses his store as a home base where he can demonstrate television to his prospects. But he goes out and gets those prospects.

This is particularly true in sales of television to hotels, restaurants and bars—a field that is booming. The smart dealer realizes that he is selling not only enjoyment but a tremendous crowd attractor—one that will pay for itself shortly in added receipts. He realizes the strength of that sales argument and makes sure every possible prospect within traveling reach knows about it.

One enterprising dealer has even gone further. He doesn't wait until the prospect comes to his store for a demonstration. He brings television to the prospect. He has a specially designed trailer containing models of our television receivers and drives out to the prospect's place to give a demonstration then and there. That is the alert, aggressive type that is putting television across.

The alive dealer knows that a television set sale is only the beginning of a series of sales. If a large-screen projection type set has been sold to a bar, the alert dealer keeps check on the increased crowds and sales of that bar. Armed with that valuable information he has plenty of material to break down the sales resistance of his next bar prospect—who, no doubt, has already noticed the crowds going to the first bar and is gnashing his teeth for not having the set in the first place.

One dealer has capitalized on these home demonstrations by supplying invitation cards free to the host. Of course his store's advertisement is somewhere on the card. Another dealer has made arrangements whereby he holds a demonstration in a prospect's home, telling the prospect to invite his friends. All who attend are prospects.

Some dealers have built small theatres in their store to give television demonstrations. Regular invitations are sent out, inviting the prospect to see a special program such as a Madison Square Garden fight or a night baseball game. This is much better than the demonstration held in the window of dealer stores where crowds on the street see the program. That is good promotion, but there is no opportunity for follow-up or selection of prospects in the crowd.

Follow-up is vital. Prospects sometimes need a lot of time to make up their minds. A dealer should keep a live list of prospects and check it constantly, making notes on each call. It takes time, effort and expense to get each lead. All that should not be wasted.

The proof of the pudding is in the money returns to the dealers. Some of our small but aggressive dealers are reaping thousands of dollars each month in gross discounts. They are the dealers who are not resting on their reputations or past performances—they are out getting sales today, building up their television staffs and daily forging ahead in the industry that promises the most growth for the future—TELEVISION.

SEPTEMBER
1947

Your **ABC's** of Public For Dealer

WHEN it comes to Public Relations, do you know your ABC's? A knowledge of the fundamentals of public relations practice is virtually essential to success in the radio and appliance field as it shapes up for the future. Check yourself against the following ABC's of public relations:

ADVERTISING is a tool which should be constantly employed to help carry your public relations load. Let advertising help keep the public "sold" on your firm.

BUILDING MAINTENANCE must always be adequate if a well-rounded relations job is to be done. People judge a business by its building; in your case, make sure that judgment is favorable.

COURTESY is a primary rule of good public relations. Be certain that your customers and business associates always receive courteous treatment at the hands of those who represent you.

DEPENDABILITY must be included in every public relations program. Be ever-ready to stand behind your business activities. Be sure your customer services are quite reliable.

EMPLOYEE RELATIONS must be top-notch if the public relations program is to be complete. Public relations begins at home, and only satisfied employees can perform a satisfactory, all-around public relations job for you. Keep 'em happy!

FAIR TREATMENT is an axiom which must be kept constantly in mind. Treat customers, associates, and employees right, and it'll pay off in the long run. See to it a **FRIENDLY** attitude prevails in your organization at all times.

GOOD WILL between business and customer must be striven for at all times. Good will is the very stuff from which adequate public relations is made.

HUMAN RELATIONS must be good if public relations is to be satisfactory. In all of your dealings, never

forget that you are dealing with human beings. Strive to treat each person as an individual — not as a "type."

INSTITUTION is an important word in the public relations program. Never cease trying to sell yours to the public by constantly playing up the good points of your organization in advertising, publicity, and promotional efforts.

JANITOR WORK is important to consider in public relations. Sloppy custodial activity on the part of any business tends to bring public disfavor upon it. Cleanliness and neatness, on the other hand, automatically spread a desirable public attitude.

KNOWLEDGE is definitely power so far as public relations is concerned. Know your associates thoroughly and you will at once know how to develop favorable attitudes toward your business in them. Learn to know customer likes and dislikes. Know what makes the human being tick.

LETTER WRITING is a place where many businesses fall down in the public relations efforts. Too often business letters are cold and impersonal to the point of being offensive. Make certain all letters which leave your establishment are friendly and reflect a cheerful attitude.

MANAGEMENT should strive constantly to improve its public relations efforts. Good **MANNERS** on the part of everyone connected with a business (from the boss on down!) are the very life blood of good public relations.

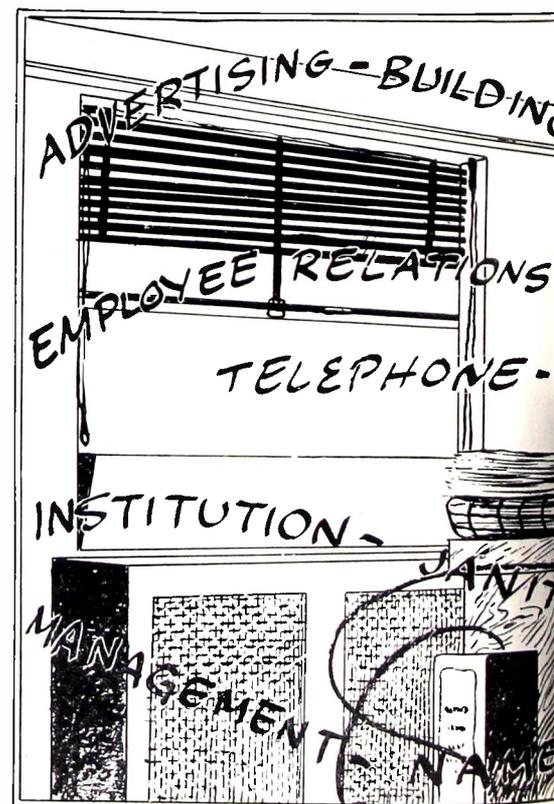
NAMES are important in public relations. Promote good feeling by knowing the names and interests of as many employees and customers as possible. Personalize your business relations, and improve your public relations in the doing.

OBSERVATION can show you places where the public relations policies and methods in your business can be improved. Keep your eyes open constantly for ways of doing a better PR

job. You'll be surprised at what you'll see!

PUBLICITY is a tool of public relations. So is business **PROMOTION**, with the public. Keep your name before the public by publicizing in print, on the radio, and by letter the important activities of your business. Let not a day go by without performing some definite publicity activity designed to call favorable attention to your firm. An adequate publicity program is hard to maintain but one will pay off in the long run through goodwill and additional dollars earned.

QUICK ACTION is required to plug any "holes" in the public relations program. When damage to human relations has been done, act immediately to make amends. In this way, injured feelings will be soothed and the human relations wound allowed to heal. On the other hand, damaged human relations which are not treated with public relations ointment often develop into



Relations Success

When it Comes to Public Relations, Have You Learned Your ABC's? They're Mighty Important in an Increasing Buyer's Market and a Speaking Acquaintance May Prove the Difference Between a Sale and "NO SALE." Take Five Minutes and Give Yourself a Checkup.

festering sores which poison public attitude—and result in lost business.

RIGHT—that's what the customer always is. Strive constantly to see the customer's point of view. Even if he is wrong or somewhat unreasonable in his demands, try not to let him leave harboring ill feeling toward your firm. One satisfied customer tooting your horn for you is worth ten public relations men on your staff.

SERVICE to the customer should always be maintained at a high level. A ready **SMILE** is the most important public relations tool known to business. **SATISFACTION** should be handed out to your customers in large doses.

TELEPHONE technique is a phase of public relations often overlooked in many businesses. Adequate "telephone relations" is a special study in itself. If you aren't sure of the telephone manners of those who represent your business, for public relations' sake see to it a quick brush up course is given.

UTILIZE all facilities at your command to improve your public relations program. Study books and magazine articles on the subject. Become genuinely public relations conscious — and be sure the members of your staff are too!

VITALITY is essential to good public relations. Let the world at large know your business is alive and breathing. Instill within yourself and your employees a definite zest for doing business. Make business a game which you genuinely like to play — and let the public at large see you reflecting this attitude. Show that you enjoy your work.

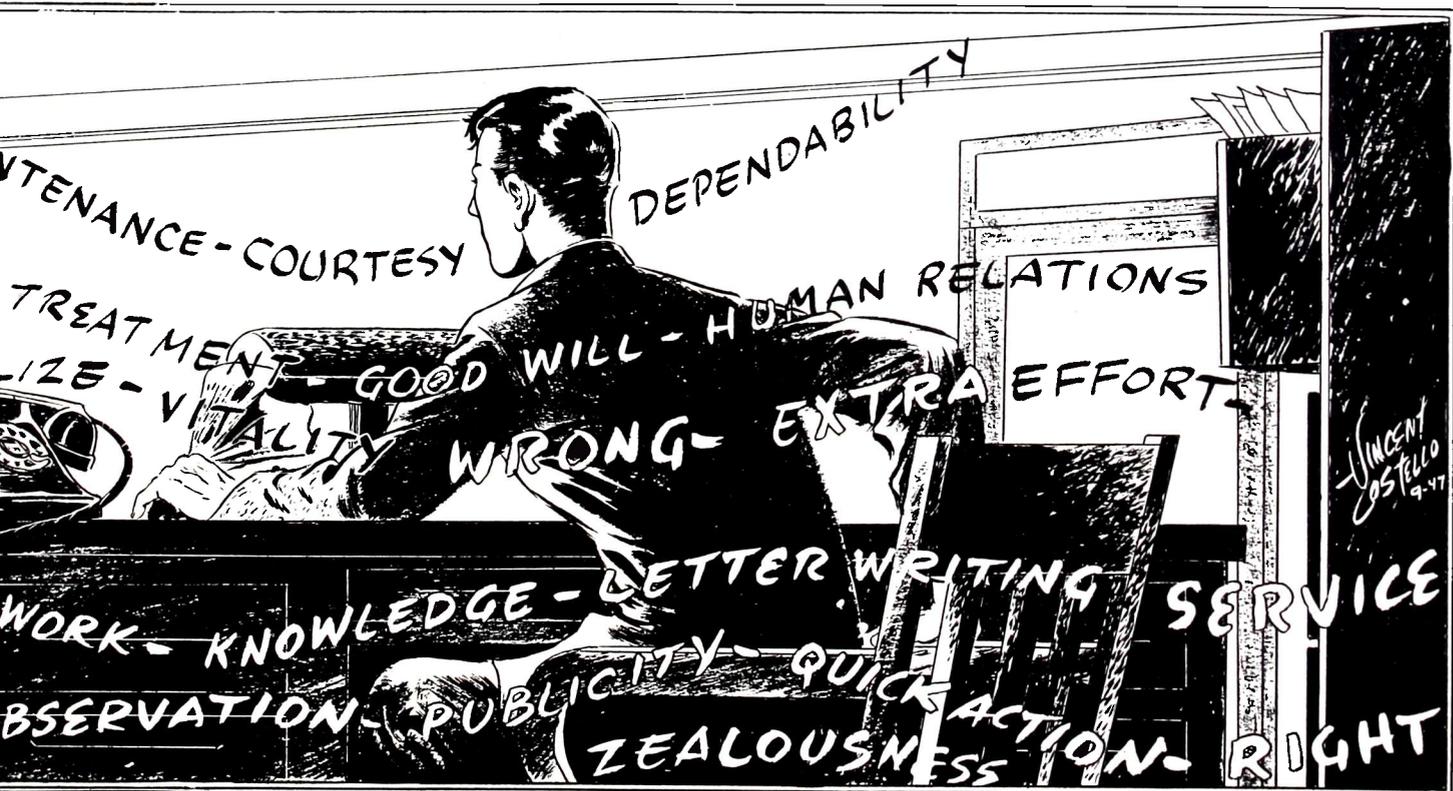
WRONG — that's what the customer always isn't. Never tell a customer or business associate that he is wrong, and expect to maintain his goodwill. If a business friend is incorrect about some matter and must be made to understand this matter, soften the blow for him by giving an "indirect" explanation. To tell a person "You are

wrong!" is a sure way to breed injured feelings and bad will.

EXTRA EFFORT toward maintaining good public relations should always be applied during times of stress. At the end of the day when most people are tired and inclined to be curt and "snappy" strive harder to keep things running smoothly. During rush periods when things are strained, apply public relations ointment in largest quantities.

A **"YOU" ATTITUDE** is essential to good public relations. Strive always to think from the other fellow's point of view. Attempt to see any problem through his eyes. Develop a genuine "you" attitude, and public relations will pretty much take care of itself.

ZEALOUSNESS should be the watchword where public relations is concerned. Keep constantly on the job. Don't let up for a minute. Good public relations can't be turned on and off like a faucet, but must be maintained at all times.





At left, after 20 years Wittenmeyer's growing radio store has spread until it has become the tail that wags the dog.



At right, inside the front porch store the customer has a wide range of merchandise from which to choose.

FRONT PORCH SALESMAN

Ted Knight Relates How Oliver Wittenmeyer Built a Flourishing Radio and Appliance Business in his Own Front Yard Near Saratoga, Pa.

JUST 20 years ago, Oliver Wittenmeyer enclosed his front porch and began to sell repaired radios to motorists that went riding past his home in Saratoga, Pa., on the main highway between Philadelphia and Reading. His signs: "Radios For Sale—Cheap," attracted the attention of many motorists and before long he was sold out. Why not, he thought, add other appliances and see if they could be sold to motorists as well?

But before he could do that, he had to find out if he was selling his merchandise just to motorists who traveled by and hoped to get a bargain, or was it to people that lived in surrounding communities. It made a great deal of difference to him as to which class of customers he was selling for a number of reasons.

First, if the radio buyers that dropped in to him were just travelers, then he would have to handle just small appliances so that they could be taken away by automobile. But on the other hand, if the buyers were people that lived in adjoining communities, then he could very well add a complete line of major appliances, such as automatic water heaters, ranges, kitchen sinks and cabinets.

He decided to find out who his buyers were and did so with the very next stock of repaired radios that he placed on sale in his porch. From that day on, he took the name and address of all his motoring customers and when he had sold his entire stock of radios he checked his results. He found that he had sold only one radio to a motorist from such a distance that he could not expect to sell them any other appli-

ances in the future. All the other motorists lived in such adjoining communities, as Pottstown, Royersford, Spring City, Lynfield, Limerick, Trappe and Collegeville, Pa.

This meant therefore, that these motorists traveled so often on this main highway, that his house on the top of a hill stood out to these motorists and could very well be developed into a large merchandising establishment.

His first step, was to enlarge his porch to about twice its normal size and make a large display window from it. He installed fluorescent lighting and kept the 'store' illuminated from early dusk until well into the evening. He then added as many hard-to-get appliances as he could possibly get staying away from those that could be obtained easily from other stores.

"Once I had attracted attention to my new 'store', pointed out Mr. Wittenmeyer, "I decided to offer hard-to-get merchandise at very reasonable prices to hold the motorists who stopped. I was able to do this because my overhead was very low and I did not have to do any expensive promotion work."

As an example of how Mr. Wittenmeyer followed this policy out, was a sale of small electric heaters that he sold at one dollar profit. Inasmuch as these heaters are very popular with rural community folk, notice of this sale spread like wild-fire throughout the adjoining areas, and soon, so many motorists were stopping by Mr. Wittenmeyer's 'store' that he had to cut a path off the road to keep the highway clear.

After such an enthusiastic reception to his new business, Mr. Wittenmeyer decided to go into the radio and appliance field in a big way and started by expanding his 'store' and naming it the Saratoga Radio Co.

Now that Mr. Wittenmeyer was drawing trade to his store, he set about getting more of it in a very promotional way. At half-mile intervals for a distance of about five miles, on the highway, he placed road signs that informed motorists that they would soon pass the Saratoga Radio Co. up ahead. These road signs were placed so that motorists going to and from Reading would see them.

"In suburban sections of the country such as ours," comments Mr. Wittenmeyer, "we have found that country-folks do not want to be persuaded into buying. They like to examine all the merchandise first and then when they have decided that such an appliance will serve their purpose, they will then buy. It isn't a matter of selling them an appliance once they have made their minds up. It's only a matter of what type or style to sell them that would serve their needs."

With business increasing the Saratoga Radio Co. was enlarged again until it now measures a full 87 feet along the highway with a depth of 20 feet. It is well stocked with appliances and has a complete line of ranges facing the highway. As an example of how well he has done on this highway, Mr. Wittenmeyer informs us that last year he sold 183 electric ranges, 333 water heaters and in 1941 sold 488 refrigerators. By multiplying this number with the sales of other appliances that he stocked, it is very easy to see, that by taking advantage of this location, and with good merchandising, a simple farm house porch was developed into a substantial appliance business.

HERE THEY ARE!
Tele-tone
TRAFFIC BUILDERS!

**PORTABLE MODEL NO. 152
 "CONSTELLATION"**

3 WAY AC-DC AND BATTERIES . . . styled in gleaming post-war flexible plastic. SUPER HETERODYNE with an amazing tone. Full complement of tubes for AC-DC current or batteries. Choice of maroon, sand, cream or ebony.

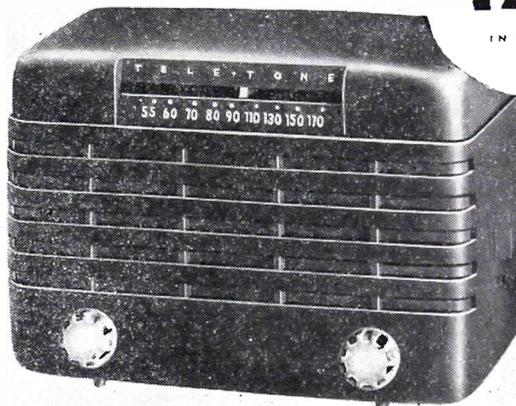


\$24⁹⁵ RETAIL
LESS BATTERIES

two sensationally priced
 radios in a range of colors
 that will sparkle
 on your shelf . . .
 in your window

SELL ON SIGHT!

\$12⁹⁵ RETAIL
IN EBONY



**TABLE MODEL NO. 150
 "LEADER"**

SUPER HETERODYNE with slide rule dial, streamlined plastic case . . . at a price that means SALES, SALES, SALES.

In ebony . . . \$12.95, in ivory . . . \$13.95, dusty pink, powder blue and chartreuse . . . \$14.95.

THE LOWEST PRICES—THE GREATEST VALUES IN RADIO!

**Easier ordering and easier profits
 on Tele-Tone's attractive
 Tele-Color Stock Plan.**

Tele-Tone is merchandising these radios on a basic color-stock plan for easier ordering.

"Leader"—packed 10 to a carton, includes 4 ebony, 3 ivory, 1 dusty pink, 1 powder blue, 1 chartreuse. You may choose any color.

"Constellation"—packed 6 to a carton, 2 maroon, 2 sand, 1 ebony, 1 cream. You may choose any color.

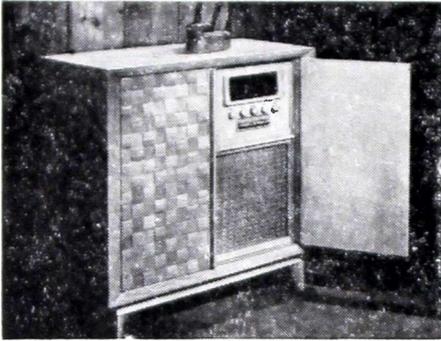
Tele-tone

RADIO CORPORATION

540 West 58th Street • New York City

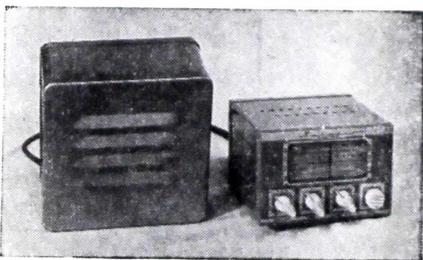
NEW RADIOS

G-E Westchester Model 45



Model 45 Westchester Musaphonic radio-phonograph has been announced by General Electric Co., Bridgeport, Conn. Designed to harmonize with modern furnishings, the cabinet is made of genuine white ash with the door panels decorated with individual blocks of wood, giving a lattice effect. Both doors are full length, giving the instrument modern lines and a high degree of operating efficiency. The left door opens to reveal the roll-out phonograph drawer beneath which is storage space for approximately 140 records. The right door opens on the radio control panel and the Multiweave speaker grille of burnished decorative metal. The cabinet is 41 and three-eighths by 43 by 17 inches. Retail price in eastern price zone is \$825. Please mention RADIO & APPLIANCE JOURNAL, September, 1947, when writing to manufacturer.

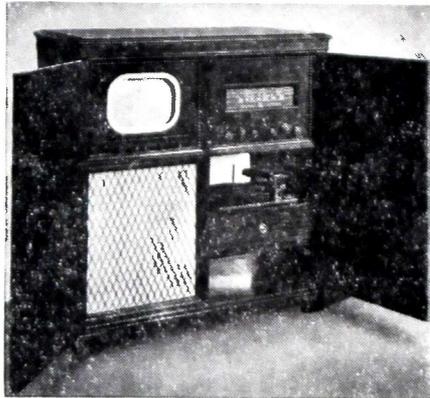
KARADIO Model 80



Karadio Model 80, manufactured by Eckstein Radio and Television Co., Minneapolis 2, Minn., is the first communications receiver specifically designed for car use. The panel is only six and three-quarters inches wide and four and five-eighths inches high with a large, easy to read, slide rule dial. No flexible shafts are used, thereby eliminating back-lash. Tuned RF stage on all bands. Sensitivity on all bands is less than 5 microvolts for .5 watt output on all frequencies. Receiver is designed to mount under instrument panel of any car or truck. List price is \$99.50. There are three choices of models: 80A for amateur and featuring two short-wave bands in the amateur frequency as well as standard broadcast band; 80B for most-used aircraft frequencies; and 80C for export, featuring foreign frequencies. Please mention RADIO & APPLIANCE JOURNAL, September, 1947, when writing to manufacturer.

U.S. TELEVISION Model T-502

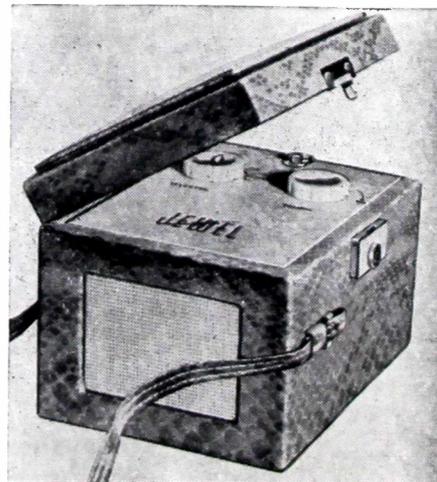
Model T-502 Tele-Symphonic console receiver has been announced by U.S. Television Mfg. Corp., 3 West 61st St., New York, N.Y. No larger than the ordinary radio-phonograph console, the model features a 54-square inch video picture, high fidelity FM, AM and short-wave radio reception. Also the models have a choice of automatic record-changing Seeburg, Webster or Garrard phonograph units which handle ten 12-inch or twelve 10-inch records. The model retails for \$895, including Federal tax plus \$89 installation charge. Please mention RADIO &



APPLIANCE JOURNAL, September, 1947, when writing to manufacturer.

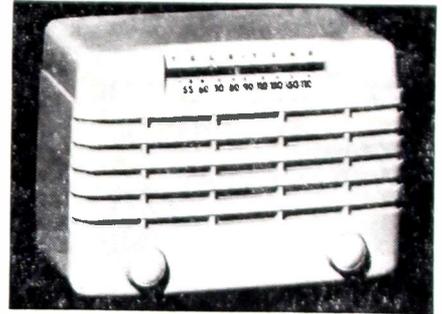
JEWEL "Pixie"

The new Jewel "Pixie" lightweight portable has been introduced by Jewel Radio Corp., 503 6th Ave., New York, N.Y. It weighs three and one-half pounds, complete with batteries and measures six and one-half inches high, four and three-quarter inches wide and four and one-half inches deep. It has four tubes in a super-heterodyne circuit and a built-in loop antenna and plays equally well with lid opened or closed. It comes in brown Alligator leatherette and has an adjustable hand-strap or a shoulder strap. List



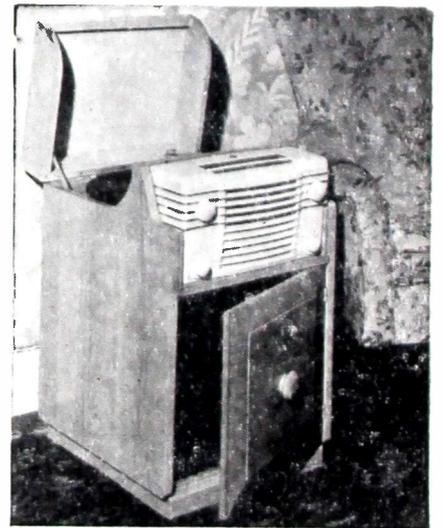
price is \$19.95. Please mention RADIO & APPLIANCE JOURNAL, September, 1947, when writing to manufacturer.

TELE-TONE "Leader"



The "Leader" Model has been announced by Tele-tone Radio Corp., 609 W. 51st St., New York. This table model, retailing at \$12.95, weighs three and one-quarter pounds. Its dimensions are five and one-quarter by three and seven-eighths by eight and one-quarter inches. It has four tubes including selenium rectifier, superheterodyne; volts: 105-130 AC-DC. It is available in ebony, gold, ivory, dusty pink, blue and chartreuse. Please mention RADIO & APPLIANCE JOURNAL, September, 1947, when writing to manufacturer.

WESTINGHOUSE Model H-171

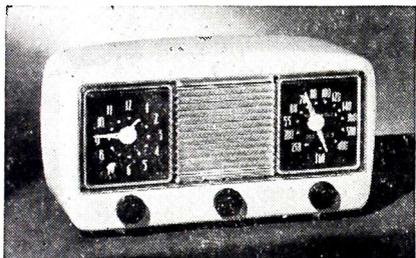


The Westinghouse Duo Console, Model H-171, radio-phonograph combination featuring a "lift-out" radio and ample record storage space, has been announced by radio division of Westinghouse Electric Corp., Sunbury, Pa. Storage space for 19 albums is provided with a concealing door. The radio can be lifted out and used in any room as a straight AC-DC receiver. Its five tubes plus rectifier combined with the Plenti-Power circuit give 3.5 watts undistorted output for the phonograph and 3 watts undistorted for the radio with a maximum output of 5 watts. Housed in an armchair-height limed oak cabinet, the Console retails at \$139.95. Please mention RADIO & APPLIANCE JOURNAL, September, 1947, when writing to manufacturer.

ON PARADE . . .

GAROD "Radalarm"

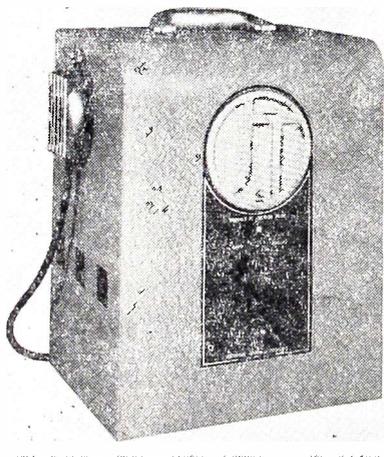
Model 5RC1 "Radalarm", just offered by Garod Radio Corp., 70 Washington St., Brooklyn, N.Y., features a combination radio-alarm clock designed to rouse the slumberer from peaceful dreams with soothing music. The set is housed in a plastic case with a contrasting clear plastic clock and dial face, with attractive deep etched markings. The specially designed electric clock incorporating Telechron movement is smooth



and quiet in operation, offering you years of trouble-free operation. A built-in loop antenna is another feature, along with a special radio-alarm switch and time-setting knob. List price (Zone 1) \$39.95. Please mention RADIO & APPLIANCE JOURNAL, September, 1947, when writing to manufacturer.

JEFFERSON-TRAVIS Model 52

Jefferson-Travis, Inc., New York, has announced its Model 52, portable marine radio-telephone. This is a two channel receiver with a carrier power output of over five watts into dummy load. Its frequency range is two to three MC with a power source of self-contained rechargeable nonspillable six-volt battery or external six-volt source. The probable range is 30 to 50 miles



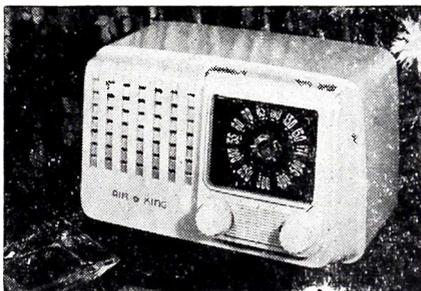
subject to atmospheric conditions. The dimensions are ten-and-one-half by seven-and-one-half by 13 inches. Please mention RADIO & APPLIANCE JOURNAL, September, 1947, when writing to manufacturer (245 East 23rd St.).

RCA Model 66X12



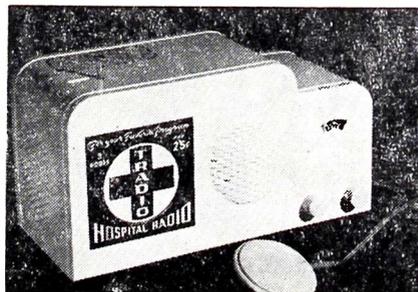
RCA Victor, Camden, N.J., has announced table models 66X11 and 66X12, featuring a brass-finish "jewel" in the center of the grill louveres to blend with the antique ivory plastic finish of Model 66X12 shown here. A calibration number frame on the pointer combines with a slide-rule type dial to make this set easy to tune. Both models operate on AC and DC current, have built-in antennae and ground, and feature the Golden Throat tone system. Suggested list price of model shown is \$34.95. Please mention RADIO & APPLIANCE JOURNAL, September, 1947, when writing to manufacturer.

AIR KING "Prince"



The "Prince" model, featuring a plastic cabinet and extreme sensitivity and precision engineering, has been announced by Air King Products Co., Inc., 170 53rd St., Brooklyn, N. Y. The model features a precision, die-cut antenna, modern, illuminated airplane type dial, five tubes (including rectifier) superheterodyne, latest circuit design, Alnico V PM speaker, 2-gang rubber mounted tuning condenser, beam power pentode audio system. This AC-DC model measures 9 and one-quarter by 6 by 5 and one-half inches and comes in walnut, Model A-511, at \$19.95, and in ivory, Model A-512, at \$21.95.

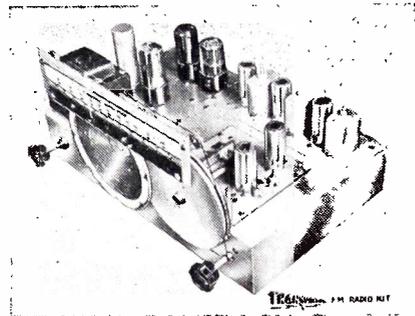
TRADIO Coin Model



Tradio, Inc., Asbury Park, N.J., has an-

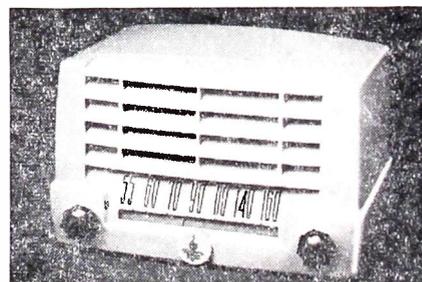
nounced this new coin-operated radio for hospitals. The receiver comes equipped with an "under the pillow" speaker for wards or semi-private rooms and a preset volume control to permit radio performance without disturbing other patients when the main speaker is used. Please mention RADIO & APPLIANCE JOURNAL, September, 1947, when writing to manufacturer.

TRANSVISION FM Radio Kit



Complete with high fidelity audio system, the new Transvision Model FM-1 FM Radio kit has eight tubes and includes the new Transvision factory-wired and aligned FMF-2 Tuner and 3-tube FM 107R Radio Detector. Other outstanding features of this Transvision product are: No perceptible frequency drift from cold start; 10-inch speaker; image ratio, 120 to 1; range; 87.5-108.5 MC; Permeability tuned; pre-punched and drilled chassis; and complete assembly instructions. Further information and prices may be obtained by writing direct to Transvision, Inc., 385 North Avenue, New Rochelle, N. Y. Please mention RADIO & APPLIANCE JOURNAL, September, 1947.

EMERSON Model 547-A



Emerson Radio compact Model 547-A has been announced by Emerson Radio & Phonograph Corp., New York. It features AC-DC superheterodyne, four tubes plus rectifier, four-inch round Alnico 5 permanent magnet dynamic speaker, extra large built-in super-loop antenna, and slide-rule dial. It comes in an ivory plastic cabinet with gold trim and lists for \$19.95. Please mention RADIO & APPLIANCE JOURNAL, September, 1947, when writing to manufacturer.

Stromberg-Carlson Profit \$540,000 for 6-Month Period

The Stromberg-Carlson Co., Rochester, N. Y., has netted a six-month's profit of \$540,000, Dr. Ray H. Manson, president, and Edwin C. Roworth, corporate secretary, reported in a letter to stockholders. Company billings through June amounted to \$15,668,966.

Reduction of inventories has enabled the 53-year-old communications firm to reduce its bank debt by approximately \$500,000 since the first of the year and to conserve sufficient cash resources to finance increased production and the completion of new broadcasting facilities for Stations WHAM and WHFM, the letter reports.

RMA Committee Recommends Radio Week Listener Contest

The RMA Advertising Committee has recommended to the RMA Set Division that its members co-sponsor another radio listener letter contest during National Radio Week, Oct. 26-Nov. 1, in cooperation with the NAB Association of Women Broadcasters which conducted last year's highly successful contest.

The Advertising Committee approved a proposal that RMA set manufacturers be asked for donations of radio-phonograph consoles to be offered as prizes in each of the 17 NAB districts with perhaps a grand national prize.

'47 Radio Set Output Tops Half-Year '46 Period

A total of 8,610,644 radio and television receivers were produced by RMA member-companies during the first six months of 1947 despite a seasonal slack in June with FM-AM and television sets showing the greatest gains over 1946, the Radio Manufacturers Asso. has announced.

More television receivers were produced in June alone than in the entire year 1946, while the half year's output of FM-AM receivers was two and a half times that of the previous year. June's record output of 11,484 television receivers brought the half year's total to 46,389 as compared with 6,476 in the whole of 1946.

Admiral Sales Up 74 Per Cent

Ross D. Siragusa, president of Admiral Corp., has announced the Chicago firm and subsidiaries, have shown a 74 per cent increase in sales for the six months period ended June 30, 1947, over the same period for 1946. Net profit, after all charges, shows a substantial increase for the same period.

Zenith Names Alabama Jobber

The appointment of Associated Distributors, Inc., of Birmingham, Alabama, as Zenith distributor for Alabama and western Florida has been announced by H. C. Bonfig, vice president and director of sales for Zenith Radio Corp., Chicago, Ill.

RMA Section Chairmen Announced for New Year

Section chairmen of the RMA Parts and Transmitter Divisions for the new 1947-48 fiscal year have been announced by the respective division chairmen.

Chairman J. J. Kahn, president of the Standard Transformer Corp., Chicago, announced the appointment of 20 section chairmen for the Parts Division, while Chairman S. P. Taylor, distributor sales manager of Western Electric Co., New York, announced the appointment of five section chairmen for the Transmitter Division.

Both the Parts and Transmitter Divisions are planning many new activities and services for their members this year as a result of decisions reached at their annual meetings in Chicago during the RMA convention.

Wolfe Distributing Co. Out With Fall Line

Harry S. Wolfe, general manager, Wolfe Radio Distributing Co., 34 West 17th St., New York 11, N. Y., has announced that his company is now prepared with a full line of radio and electronic parts for the fall season. The firm has been serving all the top wholesalers in the industry for 27 years and, said Mr. Wolfe, has always had a big stock on hand for immediate delivery. Among the specials now featured are speakers, condensers, pick-ups, transformers, coils and a complete line of radio wires of all descriptions.

Never—no never! HAVE YOU BEEN OFFERED SUCH VALUE



3 Way Portable

AC-DC
BATTERY

\$15.80
WITHOUT
BATTERIES

Amazing Features

- Advanced superheterodyne circuit.
- 4 tubes plus selenium rectifier
- 5" alnico V speaker
- Slide rule dial
- Operates from 110 Volt AC-DC or Battery
- Beautiful leatherette covered cabinet
- Size 10" x 5" x 6 1/4", Weight 5 1/2 lbs.
- Batteries 1-67 1/2 V "B" 1-4 1/2" V "A"
(For economical replacements)
- Standard RMA guarantee

BE THE FIRST . . .

To Offer this Value

Samples upon request \$17.00.

In quantities of 3 \$15.80 each,
F.O.B. Factory.

IMMEDIATE DELIVERY

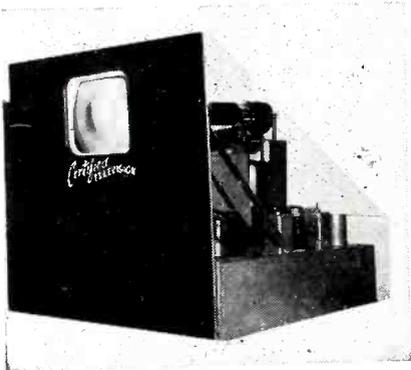
QUALITY to compare
with the finest radios.

Leander INDUSTRIES INC.
130-41 91st AVE., RICHMOND HILL N.Y.

FM *and* TELEVISION NEWS

A SECTION OF RADIO & APPLIANCE JOURNAL

Certified Radio Laboratories Announces Television Kit



A video kit designed to meet the needs of students, constructors and servicemen has been announced by Certified Radio Laboratories, 5507 13th Ave., Brooklyn 19, N. Y. The makers claim that this kit can be constructed by anyone who can read a schematic diagram and can be aligned without the use of a signal generator. However, they include complete instructions for alignment with an ordinary signal generator for those who desire them. The price of the kit, less tubes, is \$89.95 and a complete set of tubes, including a 7-inch cathode ray tube is \$40 additional. The kit contains 17 tubes, including the picture tube, three video IF stages, permeability tuned IF transformers, three-channel selector switch covering six channels, five and one-half inch Alnico V P.M. speaker and special Steady-Hold synchronizing circuits.

New Jersey Sales and Service Units Appointed by UST

Announcement of a New Jersey sales and service organization for the United States Television Mfg. Corp., New York, has been made by Hamilton Hoge, president. A demonstration show room has been set up at 80 West Jersey Street, Elizabeth, N. J., where the service organization will operate under the firm name of UST of New Jersey.

L. Robert Fisher is service manager for the New Jersey area. He will make his headquarters at the Elizabeth, N. J., office.

Perrin F. Shaw has been appointed New Jersey sales representative. He will operate directly from UST's head offices at 3 West 61st Street, New York City.

The appointment of Joel Goodman as sales representative for Westchester County, New York, was also made known. Mr. Goodman will also work out of UST's main office.

British Exhibit to Show Radio, Television Advances

New technical advances in British television will be seen for the first time at an exhibition in Olympia, London, Oct. 1-11.

In addition to the wide range of domestic radio and television equipment, many other developments will be shown. Among them; the use of miniature components, a new two-way speech system for police use, the all-glass construction of tubes, portable test sets incorporating instruments which hitherto could be used only in the laboratory and new electronic industrial processes which are both time and labor saving.

This fifteenth National Radio Exhibition will be the foreign buyer's first opportunity of seeing under one roof the products of all sections of this British light industry. Special arrangements are being made for the convenience of overseas visitors.

Visitors from overseas are asked to inform the Radio Industry Council, of 59 Russell Square, London, W.C.1, of their intention to come and, if possible, the date of their arrival. Those who are interested but unable to attend will be sent the catalog and any other information they require.

Farnsworth In Production Of Television Models

The Farnsworth Television & Radio Corp., Fort Wayne, Ind., has begun production of television receivers and shortly expects to place them on the market, President E. A. Nicholas has revealed.

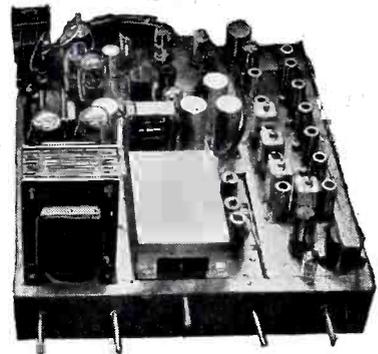
Mr. Nicholas disclosed to Farnsworth distributors at their national convention in Chicago that the company is now accumulating its production of television receivers to release them in quantity in areas having telecasting service.

Models being built, he said, are table sets retailing at \$349.50, and consolettes priced at \$497.50. The consolettes have FM-AM radio in addition to television, he said. Both models have ten-inch direct-view picture tubes.

Television Service Policy Announced by Emerson Radio

A \$60 installation and service policy for home television receivers has been put into effect by the Emerson Television Service Corp., New York. Announced by Dorman D. Israel, vice president in charge of engineering and production, the plan calls for the servicing of all Emerson sets, at the outset,

New CR Tube Assembly Announced by Brooklyn Firm



Television Assembly Co. 387 Bushwick Ave., Brooklyn, N. Y., now has in production a 10 in. and 12 in. Flat Surface CR Tube Assembly. This unit is an assembly not a kit. One of the new features of Television Assembly's unit is the Front End which will handle 13 channels and is aligned and pre-tuned, tested and ready for use when delivered. Included with the assembly are 29 tubes—10 in. or 12 in. Flat Surface Picture Tube—Specially Designed Dipole Antenna—with 60 ft. lead in 12 in. Heavy Duty Speaker—Complete pictorial and schematic diagrams.

Sales Up 20 Per Cent For U. S. Television

The increase in one month of close to 20 per cent in sales volume of television receivers by United States Television Mfg. Corp., New York, has been made known by John Hoge, vice president and treasurer of the firm. Television set sales in June were \$253,258.29 against \$213,174.80 for May.

For the first six months of this year UST sales volume in television receivers has been \$1,086,315.78. In every month, except one, substantial increases were made in television sales volume. The above figures do not include special equipment and radio.

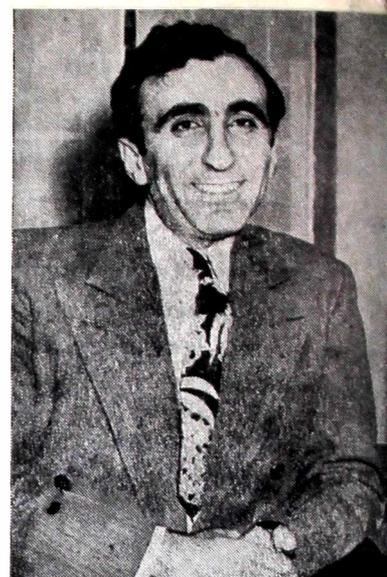
The sales distribution system has been extended to all cities where television stations are operating and is gradually being increased. United States Television receivers are now operating in thirteen states and the District of Columbia, according to Francis H. Hoge, vice president in charge of sales.

by the newly formed subsidiary.

Mr. Israel indicated that the new organization is designed to service Emerson television receivers direct from the factory until such time as the trade itself can arrange to set up its own service units.



At left, this hotel radio model, manufactured by Tradio, Inc., of Asbury Park, N. J., is to be offered exclusively through radio dealers and distributors.



At right, Victor Trad, president of Tradio, says the radio and appliance dealer is the logical outlet for the coin radio.

A New Field for Dealers:

COIN-OPERATED RADIOS

A flourishing new field has been opened up by the development of the coin-operated radio receiver, which today presents a sales challenge to dealers who are beginning to worry about a decline in demand for AM models. There is a tremendous untapped market for this new merchandise and because of this several manufacturers already are exploiting it and at least one has announced plans to sell coin-operated sets through radio and appliance wholesalers and retailers.

Merchants who have found that supply already has caught up with demand for certain models may find in the coin-radio field just the stimulus needed to keep their radio sales at a profitable level. At least, it will bear the studied investigation of the nation's radio dealers and jobbers.

Victor Trad, president of Tradio, Inc., Asbury Park, N. J., explains the principles on which the coin-operated set bases its appeal. First of all, he points out, the idea is based on the premise that people who travel must invariably stop for periods of time that may range from a single night to several days. They may stop in a hotel, a tourist camp, or an auto court. According to checks made by Mr. Trad, one of the first things they ask for when they register is a radio. A few hotels were able to provide them, others had their own radios installed in some of the rooms, but the bulk of hotels were unable to furnish their guests with this service. In most cases, it was too ex-

pensive for a hotel to install a radio in every room, aside from the fact that keeping them constantly in repair was a major headache.

The coin-operated radio was the logical answer to this problem. Also, for auto courts, hospitals and certain type public places, such as restaurants and clubs. Already several manufacturers have entered this field, but most of them are marketing their products through vending machine companies. Mr. Trad, however, conceived the idea of distributing his line through the radio and appliance dealer, whom he considered the logical outlet to handle and service the set. Here is the way the Tradio-dealer set-up works:

The dealer owns and operates the machines himself and installs them at no cost to the customers. He pays 25 percent of the receipts from the machine and does all the maintenance and servicing of the sets through his own servicing department. With this kind of business operation the retailer has a constant source of revenue from his sets, while the hotel or auto camp can provide guests with broadcasts at no expense but at an actual profit.

Naturally, ordinary type table model radios were found not sturdy enough to take the abuse that sets of this type naturally would be subjected to. So Tradio found it necessary to design special sets. Mr. Trad tells of the development of the Tradio set in his own words:

"The first job was to start from the beginning and build a set specifically for coin operation. The idea of using

a standard home radio chassis and cabinet, after numerous location tests, was discarded because it was realized that a receiver in a public place—like a hotel or tourist camp—would be subject to far more punishment than an ordinary radio. Furthermore, difficult reception conditions around hotels dictated the need for a stronger signal.

"With that in mind, our engineers developed an ultra-sensitive, six-tube superheterodyne receiver, cased in an all-aluminum cabinet, which was both good-looking yet rugged in construction. Built into the set was an intermediate frequency wave-trap, designed to cut out interference; adjustable volume control, which could be pre-set by the operator to permit radio performance at any hour without disturbing other guests; a phantom aerial, the Tradio tenna; and numerous other features.

"Once the set was built and tested, we embarked on the job of setting up a national sales organization. The entire United States, all of Hawaii and Puerto Rico were blanketed by a distributor organization whose primary job it was to sign up locations and secure operators who would buy the sets, install and run them."

It will be of interest to follow the progress of this new industry to see if it parallels the success of its sister coin machine—the fabulously successful "juke box." And, it will be of special interest to investigate its possibilities for the radio and appliance dealer as a new source of sales income and customer contact.

RECORDS AND PHONOGRAPHS

A SECTION OF RADIO & APPLIANCE JOURNAL

Guest... EDITORIAL

Richard A. Graver, vice president of the Admiral Corp., Chicago, Ill., is the author of this encouraging appraisal of the outlook in the phonograph field prepared especially for RADIO & APPLIANCE JOURNAL.



RICHARD A. GRAVER

Growing Demand For Radio-Phono Combinations

THE normal demand for radio-phonograph combinations will soon be three to four times the prewar level.

While only 6,000,000 families now have facilities for playing phonograph records, there probably will be 18,000,000 radio-phonographs in use within a few years. In addition, other factors will increase the present usage of radios with automatic record-changers.

A number of conditions contribute to the increasing demand besides a higher level of consumer purchasing power. With children's records becoming increasingly popular, the phonograph is now a necessity for the whole family. Many homes will have two or three units—one for the parents, one for the teen-agers, one for the younger children.

New housing will eliminate doubling up of families, creating additional demand. Institutions of all types are finding the phonograph an invaluable aid. Increasing leisure time is giving many people more time to spend in the home. Improved technical quality of automatic record-changers, reproduction systems and phonograph records gives more satisfaction with greater convenience.

These and other factors, our survey shows, are leading to a steady increase in demand. We find that 57 per cent of all present radio-phonographs are owned by families having incomes of less than \$3,000 a year, so that the economic level of utilization is low, giving us a very high potential. The estimate that 18,000,000 radio-phonographs will soon be in use in the United States alone seems to be a conservative one.

SEPTEMBER
1947

Catering to Teen-Agers . . .

PAYS DIVID

. . . For Bil



One of Bill Propkopf's top traffic pullers is his self-service record department, where at soundproof booths—which he built himself—the disc enthusiast can play records to his heart's content.

BILL PROKOPF, genial electric appliance dealer of Maspeth, N. Y., is a staunch believer of the Biblical quotation: "A little child shall lead them." Bill estimates that in the past four or five years the youngsters of Maspeth have led enough parents into his store at 65-47 Grand Ave., to increase business several hundred percent.

How, do you ask, did Dealer Prokopf get such a hold on the small fry? For one thing, he didn't have to bait any traps or give away popsicles. He just happens to like kids and likes to have them around him. So maybe it was only natural that the youngsters began dropping into his store after school to play records.

Bill let them spin the discs to their hearts content and didn't sorm at them if they happened to break a record. Then one day about four years ago the youngsters trooped into the store and found three brand spanking new booths that were absolutely the last word for record-playing. Bill, who happens to be an electrical contractor on the side, had gotten busy and built the three booths so that the prospective purchaser could have maximum privacy and no interference in trying out records. For one thing, he put doors on them that served as shields against music from the adjacent booths. Also, he set the volume controls so that they could not be adjusted by customers at the booths and

would play at a volume that would be audible only at the booth itself.

Of course, Bill Prokopf didn't build these booths solely for the pleasure of the Maspeth younger set. He had decided that a self-selection record set-up was the best way to secure store traffic. Once inside, the record customer might become interested in radios, washing machines, toasters, and other appliances.

A few years ago Bill got the idea he wanted to do something for the youngsters in his neighborhood so he approached the officials of one of the largest Catholic churches in Maspeth and offered to put on record concerts on Sunday nights at the church. He put on contests, playing parts of rec-

ENDS Prokopf

Dealer Bill Prokopf of Maspeth, L. I., Found That One Way to Make Customers of Parents was to be Nice to their Children — And It was Easy for Bill Because he Liked Children.

ords, and gave away records as prizes for those who won out in guessing the names of the records. At first he gave away records that were slow sellers in his store, but later worked in religious records and also current hit discs. He played records at the church every week for about four months and topped it off with a Christmas party. This cost him some money and records, but it has proved a good investment.

Today, his record business has jumped over 300 percent above what it was five years ago. And every one of those kids who played records at his store or attended the church parties is his friend today. Many of them have married and now come in to buy radios and appliances. And he expects them to keep coming.

Also, he is counting on them to bring him business. For instance, there was the case of the mother who agreed to buy her son a table radio. The son was one who hung out at Prokopf's, so naturally he wanted mom to buy the radio there. So when mom came home with a radio from a Manhattan store, the son took a look at it and said:

"That's swell, Mom, but I was hoping you'd buy it at Prokopf's. Wouldn't you mind taking it back and getting your money?"

So the mother took it back and went looking for Prokopf's. By mistake she got in an appliance store near Prokopf's and bought a radio there. This time, the young fellow decided it was

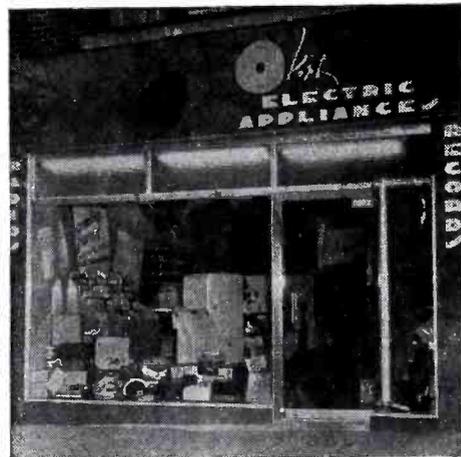


BEFORE remodeling his Maspeth, L. I. store in February, 1946, Prokopf's shop front looked like this.

time to step in, so he took mom back to the store and got a refund and then he led her over to Prokopf's and saw that she got the right radio from **THE RIGHT STORE.**

Bill says this experience has been duplicated many times with youngsters literally dragging their parents in to buy their washers and frigidaires from their friend—Bill Prokopf.

Bill doesn't rely entirely on his youngster contacts and his friendly disposition to bring in business. In February, 1946, he modernized the front of his store at a cost of \$2,600. He's now getting ready to spend a similar amount on modernizing his interior. He knows that an attractive front and smartly displayed merchandise do their share of selling.



AFTER the \$2,600 face-lifting job, the modernistic front paid for itself in bringing in new business.

Bill handles a full line of the top records: RCA-Victor, Decca, Capitol, Columbia, MGM, and Signature. In the radio and television line he carries RCA-Victor, Zenith, Emerson, Admiral, General Electric and Bendix. On the appliance side he carries a full line of Westinghouse appliance, Admiral and Hotpoint refrigerators and traffic appliances and General Electric, Premier and Eureka vacuum cleaners.

Bill Prokopf says he plans to go right on building his business on youngster patronage. "I'm 55 years old," he said, confidentially, "but catering to those kids keeps me young. I know their ways and am getting so I think like they do. And frankly, I don't expect to get old for a long, long time."



When a customer has trouble finding the right record, shirtsleeved Bill Prokopf is always around to level a helping hand and a friendly touch that has been responsible for his store's popularity.

New Phonos And Supplies

DUOTONE Window Display



A new three-dimensional packaging and window display featuring the "Lifetone" has been offered to dealers by the Duotone Co., New York, manufacturers of phonograph needles. This card, designed by an outstanding package designer, eliminates the former conventional easel type and contains all pertinent facts regarding this needle. Please mention RADIO & APPLIANCE JOURNAL, August, 1947, when writing to manufacturer.

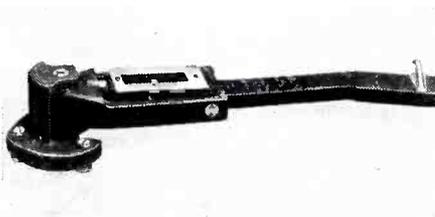
G-E Electronic Reproducer Mirror



This new Electric Reproducer mirror has been announced by the General Electric Co., Bridgeport 2, Conn. The magnifying mirror is being distributed to General Electric dealers to help them illustrate how the phonograph pickup works. Please mention RADIO & APPLIANCE JOURNAL, Sept., 1947, when writing to manufacturer.

GRAY Playback Arm

A professional playback arm made to accommodate the variety of new highly compliant cartridges has been announced by Gray Research & Development Co., Inc., Elmsford, N.Y. Made of magnesium, mass



has been reduced to a minimum. Mounting radii of the three lengths of playback arm, consistent with dimensions of transcription

tables, compel neither outboard installation nor overhand of equipment. Other features include an adjustable scale for optimum stylus pressure and a self-leveling base. Both offset and straight arms are available at \$35 without cartridge. Please mention RADIO & APPLIANCE JOURNAL, Sept., 1947, when writing to manufacturer.

WALSCO Test Record

Walter L. Schott Co., Beverly Hills, Calif., has developed a new Walasco test record, embodying a patented principle permitting accurate adjustment to the proper set-down and tripping position of the pickup through



the use of a series of tones. The lead-in grooves are modulated from the outer edge of the record in a series of three consecutive tones. In testing the record changer, proper adjustment is attained when only two tones are heard. The playing time for the 10-inch record is approximately 40 seconds, making it possible to obtain five change cycles in less time that it takes to play one standard record. Please mention RADIO & APPLIANCE JOURNAL, Sept., 1947, when writing to manufacturer.

MAJESTIC Wire Recorder

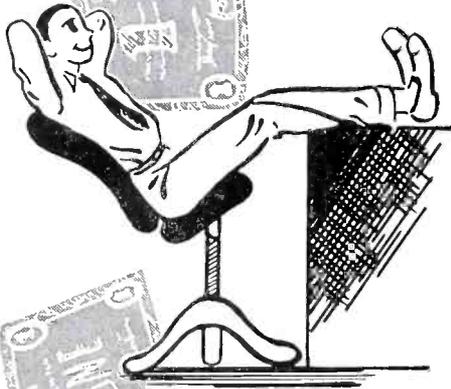
A new combination wire recorder-radio phonograph table model has been introduced by Majestic Radio and Television Corp., Elgin, Ill. The model retails for \$165, in-



cluding a 15-minute spool of wire (hour long spools also are available). The non-directional mike will stand by itself or fit in the hand. Simplified controls make it easy to operate. The radio is a 7-tube model, including rectifier, with built-in antenna and bass-boost audio system. The cabinet is available in natural or walnut finish. Please mention RADIO & APPLIANCE JOURNAL, Sept., 1947, when writing to manufacturer.

(Continued on Page 25)

GOOD FOR LAZY DEALERS



No need to work up a lather selling home recording blanks. Everyone knows the famous RECORDISC label. The RECORDISC blanks sell themselves. All you have to do is display the RECORDISC name and let your cash register do the rest. Remember—the same marvelous selling-ease holds true for 'precision-perfect', handsomely packaged RECORDISC needles and styli.



Send Today for complete RECORDISC catalogue

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

Record Players of Tomorrow

Brock

designed and engineered for maximum eye-appeal and perfect record reproduction.

Introduces ALL NEW MODELS

Designed for those who demand the best at prices all can afford to pay.

PORTABLE Acoustic MODELS for all occasions



A trio of luxurious acoustic portables finished in handsome luggage-type, waterproof leatherette . . . attractive colors and designs. Scientifically built for maximum volume and tone quality. Best American-made mechanical motors. Latest pre-floating aluminum diaphragm reproducer and double-pivoted throwback tonearm. Unexcelled performance!

No. 7X-16

Dimensions: 6¾ x 16 x 14
Packed 1 to carton, wgt. 15 lbs.



No. 7X-2

Dimensions: 6 x 12½ x 10¼
Packed 1 to carton, wgt. 11 lbs.



No. 7X-7

Dimensions: 6¾ x 15¼ x 11¾
Packed 1 to carton, wgt. 12¾ lbs.



No. 7X-25
Dimensions: 5¾ x 12½ x 10¼
Packed 1 to carton, wgt. 10 lbs.

Three *Electronic* classics in record reproducing instruments which have scored a "scoop" on tomorrow in Quality, Performance, and Price! Crystal pickups — Especially engineered and designed amplifiers with 2-watt output — Finest 5-in. speaker with matching transformer. On-off switch. Tone and volume control. AC 110-120 volts, 60 cycles, induction type 78 RPM motor. Record compartment. Long-life cases covered with assorted luggage-type, water-resistant leatherette. Newest styling throughout.

Models



No. 7X-55

Dimensions: 6¾ x 15¾ x 11¾
Packed 1 to carton, wgt. 13¾ lbs.

Juvenile Models



Leatherette-covered, open-top case with colorful juvenile figures

ELECTRONIC
No. 7X-26

- 2-watt output from 2-tube amplifier
- Crystal pick-up
- 3-in. dynamic Alnico-5 metal p.m. speaker
- Standard AC 78 RPM motor
- Feather-weight pickup

Dimensions: 5¾ x 12½ x 10¼
Packed 1 to carton, wgt. 10 lbs.

ACOUSTIC
No. 7X-3

- Maximum tone and volume
- Throwback tonearm
- Newest reproducer
- Speed regulator
- Flock-sprayed turntable
- Best American-made motor

Dimensions: 6 x 12½ x 10¼
Packed 1 to carton, wgt. 11 lbs.

No. 7X-80

Dimensions: 6½ x 17½ x 13
Packed 1 to carton, wgt. 13 lbs.



BEST IS NONE TOO GOOD FOR CHILDREN

DAVID BROWN



Manufacturing Co.

Export Department
324 GUAVERE ST.
NEW ORLEANS LA

FACTORY, EATONTON GEORGIA

Gen. Sales Office - 133 CHANDLER ST. N. W., ATLANTA, GA.

**Sun Recording Corp.
Preparing Jewish Records**

The Sun Recording Corp., 260 E. 161st St., New York, has in preparation 20 releases of Jewish records, according to Abe Lyman, president. All records are Jewish, containing no Eng-

lish nor American idioms nor locality illusions. Theatrical, folk songs, and cantorial numbers predominate, while a few comedy and instrumental numbers complete the catalogue. All records are made by well-know artists of the Jewish stage and by cantors of repute.

**Keynote Records Planning
Novel Dealer Promotion**

Keynote Records, Inc., New York, has begun blazing a trail in the display field in order to make dealer helps pay off directly.

Frank Trevor, Kessler Advertising Agency, Philadelphia, who handles the Keynote account, finding that only 3 per cent of all display material produced is used, dreamed up a match-cover and streamer deal.

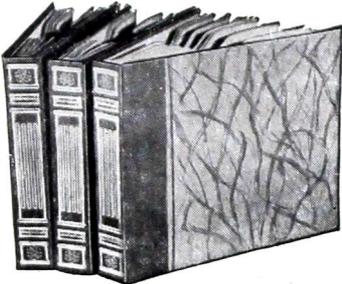
Dealers will be supplied with match covers, each month containing miniature reproductions of two new Keynote album releases. On the inside of each cover will be printed one letter in the word "Keynote." Dealer will add a pack of matches to each package. If the customer is able to collect the whole word, "Keynote," on separate covers he will receive a Keynote album of his own choice free.

Streamers will invite customers to "come inside and win a free Keynote album." Dealer will receive a full retail credit for each album he gives away. Matches and streamers will reach dealers early in October.

Tone Products Corp. of America, New York City, has expanded distribution of its Merry-Go-Sound line of phonographs and children's records to include 53 distributors in 26 states, it has been made known by Howard A. Jacobs, sales manager.

**UNITED RECORD ALBUMS
ARE BUILT FOR
EXTRA STRENGTH**

No. 410—
(Red or Brown)
for 10" records.
About \$1.00 Retail.



No. 412—
(Red or Brown)
for 12" records.
About \$1.30 Retail.

When you feature UNITED Albums, your customers get more for their money. That's because UNITED Albums are built for extra strength—as well as for beauty.

Check these construction features:

- Heavy 90-lb. kraft record pockets. For extra strength!
- Simulated leather backbone. For extra strength!
- Strong leatherette cover. For extra strength!

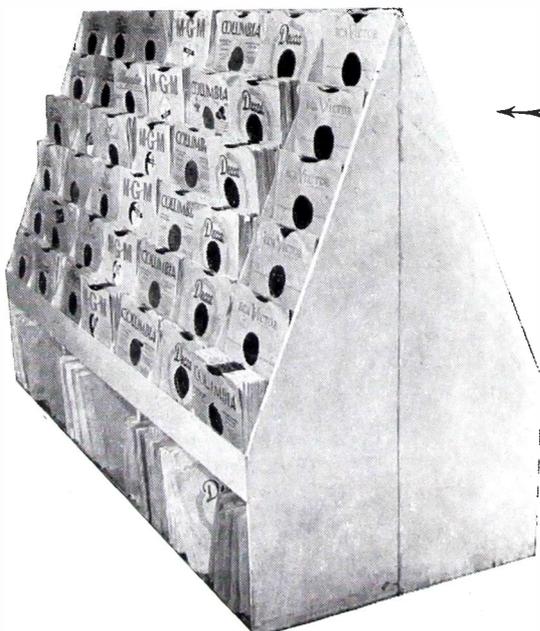
Every UNITED Album gilt-stamped. Convenient printed index on inside front covers.

Order through your distributor.

UNITED LOOSE LEAF CORPORATION
233 Spring Street • New York 13, N. Y.

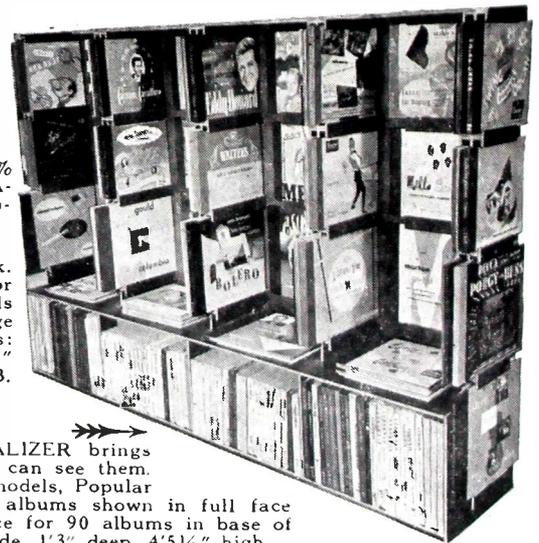
**Here is something NEW and DIFFERENT for merchandising
RECORDS and ALBUMS**

These Display Racks Make It Easy for Customers
to Browse and Buy
**48 ALBUMS CAN BE SHOWN IN FULL OPEN
FACE IN A SMALL SPACE**



The new RECORD RACK 100% visibility for all of your FEATURED RELEASES and popular numbers.

Two racks shown back to back. Racks come in two models for 10" 42 pocket or 12" records 30 pocket with album storage space underneath. Dimensions: 6'4" wide, 1'3" deep, 4'5 1/2" high. Price \$32.50 each, F.O.B. Gettysburg, Pa.



The new ALBUM VISUALIZER brings albums out where people can see them. Visualizer comes in two models, Popular and Classical. 48 record albums shown in full face display with storage space for 90 albums in base of rack. Dimensions: 6'4" wide, 1'3" deep, 4'5 1/2" high. Price \$55.00 each F.O.B. Gettysburg, Pa.

Record Racks and Album Visualizer are of same dimensions, thus allowing them to be placed back to back in any combinations. They can be used in combination as an island display in the middle of the store or can be placed singly against a wall. All racks are sturdily constructed of seasoned wood and masonite and finished in light oak lacquer.

**1/3 DEPOSIT
WITH ORDER.
SPECIFY C.O.D.
FREIGHT
OR EXPRESS.**

"Space-Saver Record Displays Are Designed by Raymond L. Green"

RAYMOND L. GREEN

32 N. Main Street

"THE RECORD SHOP"

Chambersburg, Pa.

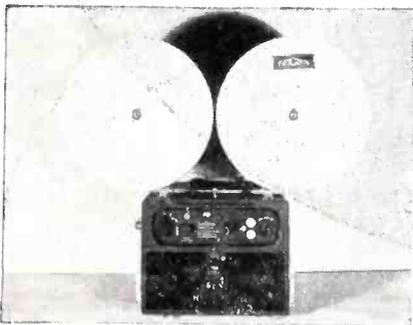
NEW PRODUCTS
(Continued from page 22)

MERRY-GO-SOUND
Merchandiser



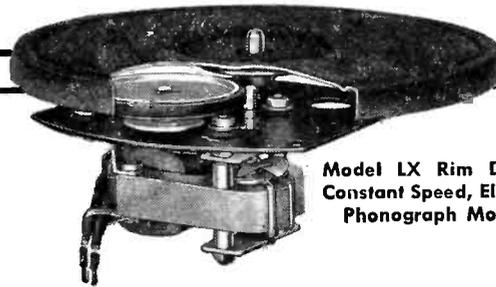
Introduction of two "Silent Salesmen" Merry-Go-Sound merchandisers, each of which is a complete self-contained children's record and phonograph department, has been announced by Howard A. Jacobs, sales manager of Tone Products Corp. of America, New York City. The merchandisers, one for floor use and the other for window or counter utilization, are believed to be the first combination children's record-and-phonograph displays to be applied to dealer use. The floor merchandiser provides storage capacity for 240 record albums, while the window-counter merchandiser will display one phonograph and six 10-inch children's record albums. Please mention **RADIO & APPLIANCE JOURNAL**, September, 1947, when writing to manufacturer.

MILES Filmgraph Model 'HK'



Model 'HK' permanent recorder and instantaneous reproducer, a product of Miles Reproducer Co., Inc., 812 Broadway, New York 3, N.Y., employs two reels 16 mm. size 14-inch in diameter. Capacity up to five thousand feet of M2 film on which 100 sound tracks are put across the width of the film. Each sound track has a continuity up to three hours. Ideal for long-time recording of any voice programs, volume dictation, interviews, piped dictation, telephone recordings, etc. Please mention **RADIO & APPLIANCE JOURNAL**, Sept., 1947, when writing to manufacturer.

PACKED WITH *Smooth Power*
PRICED FOR POPULARITY



Model LX Rim Drive,
Constant Speed, Electric
Phonograph Motor

Smooth operation, sturdy dependability and low price of this General Industries Model LX Phonomotor account for its wide acceptance and popularity.

Although compact and lightweight, it has ample power for quick pickup and faithful reproduction of either 10-inch or 12-inch records. Constant speed,

quiet and smooth performance please every customer.

Send for details. Let us help you select the right units for your products from the complete GI line of Smooth Power Phonomotors, Recorders and Combination Record-Changer Recorders. Prompt deliveries are now available.

Note to individual users: Smooth Power motors are sold only through established trade channels.



DEPT. MT

ELYRIA, OHIO

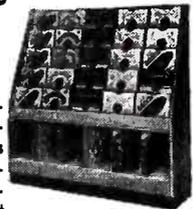
There is a
DIFFERENCE

Over 30 Years of Skilled
Workmanship and Fine
Quality.

Bitter

**SELF-SERVICE
RECORD RACK #115**

The mate to No. 120. Same specifications but slanting face has 25 pockets and displays about 300 records. Many dealers use this "championship-team" back-to-back—the ideal unit for every record department.



Bitter

**RECORD ALBUM
RACK #100***

Attractive, Compact, Roomy! Holds about 500 10" — 500 12" records plus 75 albums. 2'10 1/2" long — 7'2" high — 15" deep. Ideal for use individually or as a unit of department. Facings are Walnut finished birch with recessed ebonized maple base.

*Also available as album Rack No. 110



Bitter

**SELF-SERVICE
ALBUM RACK #120**

Displays over 39 albums on slanting face. Storage space below has unusually large capacity. 60" wide and 55" tall (new low height for better visibility). Attractively finished hardwood facings. The ideal unit for wall or center aisle.



A. BITTER CONSTRUCTION CO.

721 EAST 133rd STREET

NEW YORK 54, N. Y.

2 NEW LEADERS ARE BORN...

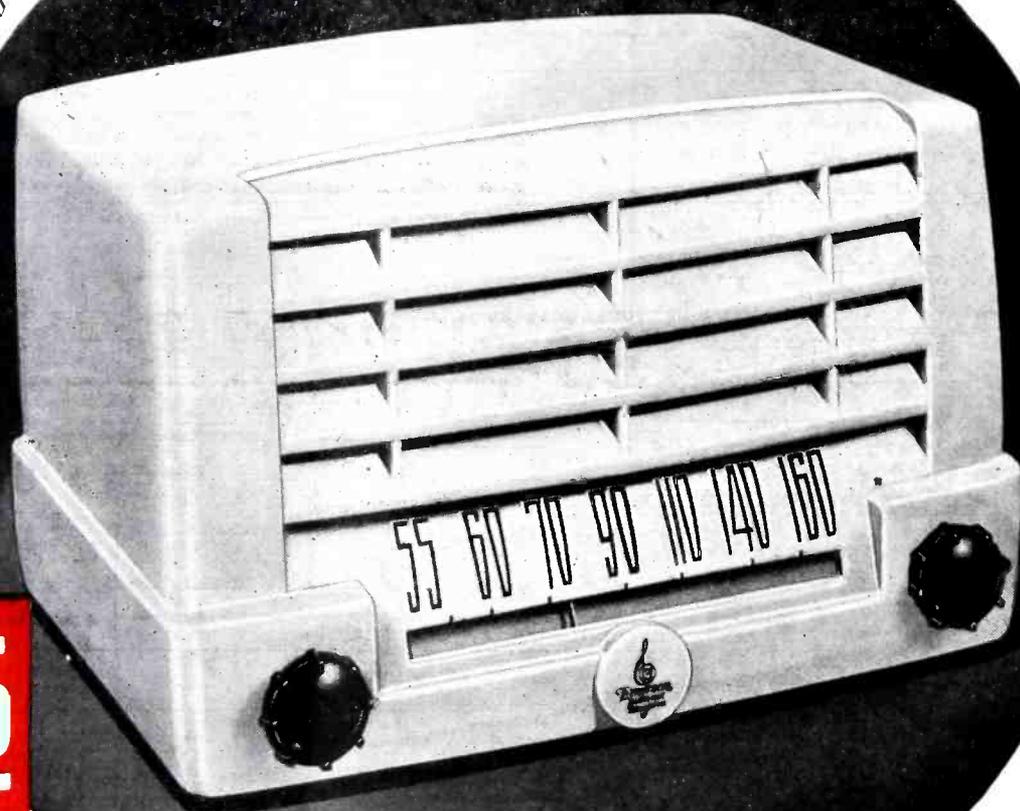
Emerson

Emerson Radio Compact Model 547

Remarkable new AC-DC Superheterodyne in Ivory Plastic with superlative Style, Tone, Performance and Value features.

Oversize Alnico 5 Permanent Magnet Speaker—LARGER Super-Loop Antenna—Illuminated Sliderule Dial and many new chassis developments.

A new SURE-FIRE leader!



\$19⁹⁵

GREAT NEW EMERSONS FOR "HOT" PROMOTION

Here is Emerson Radio engineering at a new high peak! Two new leaders to jolt public attention and BUYING ACTION—to put new zip into your entire business!

They have EVERYTHING you ever saw in

small radio—BETTER Style. Tone. Performance and Value—and they're priced for VOLUME sales and profit.

Get the facts from your Emerson Radio distributor NOW.

EMERSON RADIO & PHONOGRAPH CORP. • NEW YORK 11, N. Y.
WORLD'S LARGEST MAKER OF SMALL RADIO

AND A GREAT PROMOTION FOLLOWS...

Radio



Smallest Emerson Self-Powered Portable Model 560

Tops them all — in compactness, in beauty, in Simon Pure Performance wherever it goes!

Maroon plastic cabinet, 8½ in. wide—with sturdy carrying handle. Oversize Alnico 5 Permanent Magnet Speaker and over-size Super-Loop Antenna. Sliderule dial. Uses long-life batteries.

\$19⁹⁵
Less Batteries



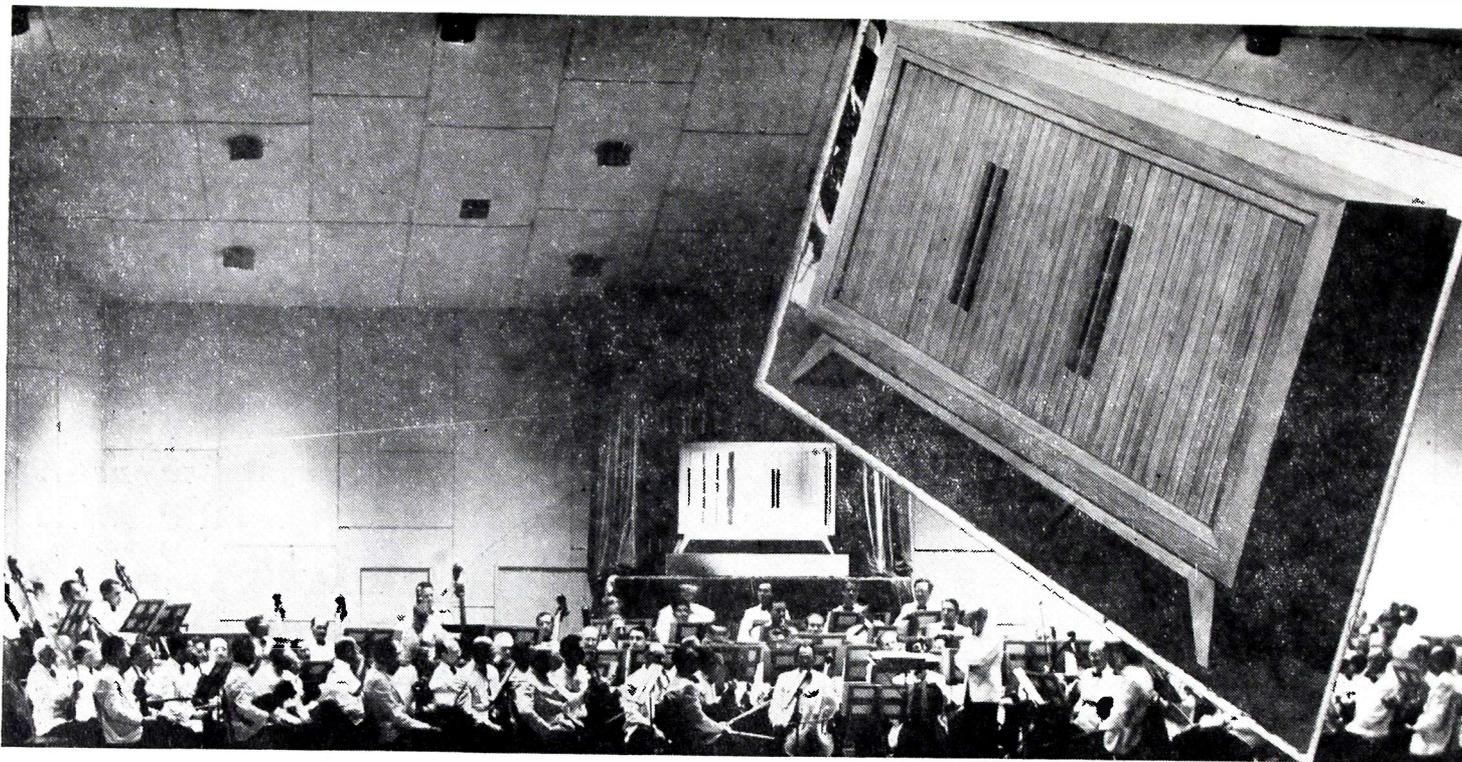
CASH IN ON \$6,500,000.00 ADVERTISING-PROMOTION

Featuring these two new models — boosting the entire Emerson radio line — the biggest campaign in radio history is now under way.

National magazines, hundreds of newspapers,

radio broadcasts, point-of-sale promotion and a wide range of special features focus public attention on windows and stores of participating dealers. Get on the bandwagon NOW!

EMERSON RADIO & PHONOGRAPH CORP. • NEW YORK 11, N. Y.
WORLD'S LARGEST MAKER OF SMALL RADIO



Highlight of the preview was the demonstration put on by the Boston Symphony Orchestra under Serge Koussevitzky to dramatize the tonal fidelity of the Berkshire model shown behind orchestra and in close-up view in inset.

COLORFUL 'BERKSHIRE' PREVIEW

Trade Press Sees New RCA Model Unveiled at Berkshire Music Festival at Tanglewood, Mass.

USING the Berkshire Music Festival as a colorful backdrop, RCA-Victor introduced its "Berkshire Model" combination radio-television-phonograph to some 6,000 music lovers, music critics, trade press and newswriters at Tanglewood, Lenox, Mass., last month. In a special concert of the Boston Symphony Orchestra under the baton of Dr. Serge Koussevitzky, the audience was given a dramatic demonstration of phonographic tonal reproduction hitherto unachieved in a home instrument.

Making its world debut in the massive Tanglewood "shed," the instrument was stirringly presented as it continued the orchestra's playing of the first part of Beethoven's Overture to "Egmont." As Dr. Koussevitzky dramatically folded his arms and stopped conducting, the Berkshire radio-phonograph model, spotlighted on a raised platform behind the musicians, continued the concert from a recording and defied the audience to tell whether the music came from the orchestra or "The Berkshire."

This new instrument is the result of more than a year of intensive development, employing for the first time postwar applications of military perfected electronics in the engineering of sound. A new Consumer Custom Products department has been added for the manufacture of these special models, according to Frank M. Folsom, executive vice president of RCA in charge of the RCA Victor division.

Miss Harriett H. Higginson, fashion and merchandising expert, a former executive of Montgomery Ward & Co., heads the new enterprise, which includes designers, technicians and specialist services, "custom selected" to custom build a "Festival" series of high fidelity instruments in the top price range. Essentially a project for custom engineering of music into individual homes undergoing construction, the mechanical components of the Festival Series, of which "The Berkshire" is the first, will also be cabinet styled in period pieces ranging from the large traditional break-front introduced at Tanglewood to modern pieces.

"The Berkshire" instruments incorporate a de luxe Victrola phonograph of unusual power, a radio providing standard and frequency modulated broadcast and international short wave reception, including a motor-driven electric tuning mechanism perfected for use on military aircraft, and, in certain models, a large screen projection television. The radio phonograph chassis has 30 tubes, plus two rectifiers and two voltage regulators.

One hundred music critics, feature writers, members of the trade press, radio stars and leaders in the field of merchandising and finance were brought to Tanglewood from all over the country aboard a special train from New York. Before the concert, they were given a special demonstration of "The Berkshire" and its television performance, at which James Murray, RCA Victor vice president in charge of record manufacturing, Dr. H. F. Olson of the RCA Laboratories, and Marvin Hobbs, chief engineer of the project, talked informally and demonstrated other components of the new instrument.

Also attending were many RCA Victor dealers and distributors, many by special invitation along with those living in the area.

APPLIANCES

A SECTION OF RADIO & APPLIANCE JOURNAL

Guest...

EDITORIAL



BRET C. NEECE

The Journal is indebted this month to Bret C. Neece, vice president of Landers, Frary & Clark, New Britain, Conn., for this forceful editorial pointing the need for industrious salesmanship in the appliance field.

No Substitute For Aggressive Selling

JUST a few days ago a dealer made the following remark in an amazed tone to one of our sales people: "I can't imagine what's happened to business. I've had three vacuum cleaners as well as some irons, radio sets, and a few other appliances in stock for a couple or three weeks and nobody has been in to take them away."

This dealer, and I hope he does not represent the average appliance merchant, appeared to be literally shocked at the possibility of the accumulation of even a meagre inventory without corresponding consumer demand to immediately convert such stock into sales.

Quite probably, in some lesser degree, many of the distributive elements in the appliance field—manufacturers, distributors, and dealers—are still being lulled into sales inaction through the lush selling period all of us have enjoyed since appliance production was resumed. Such a position is a hazardous one and any of us who may still feel in any measure that we can continue to wait for the public to come in and take our appliances away without effort on our part, are due for an early and sharp awakening.

It is time that we in the appliance marketing field take stock of our opportunities and potentials. That there is an extremely healthy business ahead in our industry is unquestioned. Probably never before has the appliance field faced such volume possibilities. Production has reached record levels, new designs and products have opened many new sales channels. The public needs and desires our merchandise.

Nevertheless, we cannot ignore the basic factor which has always been responsible for a prosperous appliance business: sound, aggressive, intelligent selling. The need for the return to imaginative promotion, display, advertising, and sales ideas is apparent. The reestablishment of sales floor and outside selling organizations is a must for the dealer who intends to capture his share of the huge available volume.

Many wide-awake merchants have foreseen these practical necessities of merchandising activities. They are the ones who are developing a secure place in the long-range profitable appliance retail picture. Those others, who are relying solely on pent-up demand to ring the cash register may well become casualties in this high-spirited, fast-moving business.

At the risk of triteness, I repeat the time-honored, and time-tested formula for appliance marketing success: "There is no substitute for active, intelligent, and industrious salesmanship."

SEPTEMBER
1947



Fred McMahon

Cultivates the Farm and Reaps Sales Harvest

PEOPLE who disparage soap operas will find a stalwart defender of this radio vehicle in the person of Fred McMahon. Spot announcements on local stations just before the curtain rises, or falls, on the radio serials are coveted by McMahon in his efforts to put his story before farm home appliance buyers in the vicinity of Springfield, Missouri.

As a result of his discovery that an overwhelming majority of farm wives in this Ozark region tune in on at least one or two of the afternoon serials, the appliance dealer is busy cornering spots on local stations preceding and following these programs.

Fred McMahon has sharpened his merchandising grindstone for the farm business and already approximately 50 percent of his appliance sales stem from farm patronage. Radio advertising is McMahon's Number One tactic in exploiting this market until the supply is sufficient to warrant putting salesmen out on the territory.

The 49-year-old McMahon launched his appliance store shortly after re-

turning from a 2-year hitch in the army. A former salesman for the Firestone Rubber Co., and more recently owner of his own auto appliance store, he has a singular flair for uncovering prospects and hanging on until he gets names on dotted lines.

Springfield (pop. 90,000) is shopping headquarters for Greene County, a lush farming area. Competition for the farm dollars is keen. While Fred is new on the local appliance sales horizon, competitors grudgingly agree that he has made swift, telling progress with the farm group.

The McMahon radio copy technique involves ear-catching copy publicizing his location—"sixty steps north of the square"—his leading lines—Kelvinator, Estate, RCA, Heatrola, and Sunbeam—and facilities of his store—a knotty-pine countered showroom, a 2-man repair shop, a radio display niche, etc.

Institutional advertising copy highlights the radio campaign, while McMahon newspaper advertising features price-studded, illustrated copy.

It is a radio-conscious area, and inasmuch as there are no other radio stations within listening range of most set-owners, the Springfield stations hold virtual monopoly. To untie the farm pursestrings, McMahon uses several early morning spot announcements on news and market programs to reach the farm husbands, and the afternoon spots to catch the feminine audience.

A neat portion of his two percent advertising allocation (sales should reach \$125,000 this year) goes for give-away merchandise. To newcomers to Springfield, and the outlying farm territory, the dealer mails a souvenir, and as a further get-acquainted gesture, offers a second gift for visitors who call at his store. McMahon also helps other retailers sponsor the New Comers Club, furnishes prizes for the parties, picnics, and other functions held by this group.

"We also maintain a large stock of chairs, tables, and cushions, which we furnish, free, for community functions including country school pie sup-

Centrally located, Fred McMahon's electrical appliance store in the heart of Springfield, Mo., stands out as a beacon light to the farm folk of Greene County.

Grier Lowry Tells the Story of an Enterprising Dealer Who Combined the Universal Appeal of Soap Operas With a Faith in Farm Folk as a Solid Foundation for a Profitable Appliance Business.

Trade Invest

pers, fairs, lectures, etc.," says McMahon. "This equipment has the name of our firm and lines of merchandise imprinted in conspicuous spots. You would be surprised at the sales results obtained from furnishing extra chairs and cushions for a country dance, picnic or some other rural shindig. Farmers are appreciative. They don't forget a favor."

Back a month or two ago, Fred McMahon sent one of his two service experts into the country to silence a squeak in a deep freezer fan belt, and a few weeks later dispatched him to another farm home to deal with a defective unit in a deep freezer well.

"In conducting large-scale sales relations with farmers, you don't forget that the farm grapevine is still a potent

At right, Dealer McMahon gets down on his knees to point out the fine features of his kitchen ranges to two farm customers.

factor influencing the buying predilections of this consumer group," declares McMahon. "I sold both of those freezers, and when they developed minor deficiencies, I didn't hesitate to rectify the trouble. Those two farmers can make or break my ambitions in their neighborhood by praising, or damning, me to their friends."

A daily classified advertising insertion under "services offered", attracts all of the repair business the two-man staff can handle. One serviceman is a radio repair specialist, the other a refrigeration expert, and both have a workable repair knowledge of washers and small appliances.

Good windows are as important a factor in attracting farm business as in acquiring the patronage of townspeople in the estimation of McMahon, who gives special attention to dolling up his windows for Saturdays, which continues to be the farmers' favorite shopping day. To attract Saturday farm shoppers, the dealer attempts to kindle interest in displays by adding some special fillip. One Saturday, the "Monitor Boy Magic Clock", was the center of interest in a window display,

and stimulated traffic in the store among shoppers who wanted to discover how the clock worked, the price, etc.

It is axiomatic that Missouri farmers and their wives are shrewd shoppers, slow to respond to smooth sales arguments, typical show-me state residents.

When a farm kitchen appliance prospect remains unconvinced after McMahon or a member of his sales staff have gone through their sales routine, as a final bit of strategy, the customer is escorted to the kitchen of the nearby McMahon home, which is equipped with a duplicate of the products handled in the store. Here the farmwife and husband see kitchen appliances in a natural setting, note performances under actual working conditions.

"It is a selling mechanism particularly effective with the farm patrons, who above all shoppers, seem to like to see a product in a natural background," said McMahon. "It is a technique that couldn't be managed in a larger city, but here it beats the model kitchen in the store arrangement."



Laundry Appliance Sales Break All-Time Records

Sales of household laundering appliances broke the industry's all-time records in the first half of 1947 and continued at an unprecedented rate in June, according to figures announced by the American Washer and Ironer Manufacturers' Asso.

January-June sales of standard-size washers totalled 1,754,639, compared to 2,023,981 in all 1946 and 1,959,887 in all 1941, greatest prewar year. They were 112 per cent greater than the sales of 826,268 units reported for the first half of 1946.

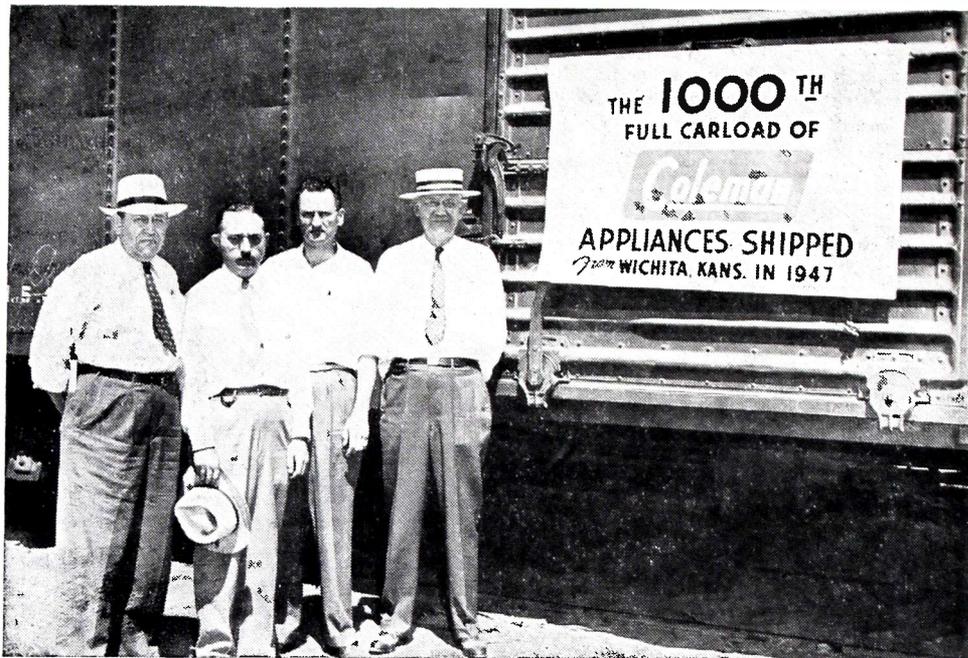
Bendix Ups Washers \$10

A price increase of \$10, or approximately 4 per cent, for the Bendix automatic washing machine went into effect Aug. 1, according to W. F. Linville, general sales manager of Bendix Home Appliances, Inc. The standard model now retails at \$239.50 and the deluxe at \$259.50.

Asserting that "production increases indicate an advance of \$20 on the list," Mr. Linville declared: "As much as we believe a \$20 price adjustment just and reasonable, we have held our increase to \$10."

Having reached a milestone — a million automatic washers produced and sold in seven years — Bendix Home Appliances, Inc., South Bend, Ind. executives and 450 executives and person-

COLEMAN CO. SHIPS ITS 1000th CARLOAD OF APPLIANCES



Shown here are representatives of The Coleman Co., Inc., and the Rock Island railway as they checked the 1,000th full carload of Coleman appliances shipped this year from the company's Wichita factory. From left to right, Charles K. Umbarber, Coleman traffic manager; R. J. McGraw, Rock Island agent; Roy Gerber, shipping department foreman, and H. H. Struve, in charge of Coleman oil space heater sales. The car was filled with oil-burning space heaters, consigned to Phipps Hardware Co., Greensboro, N. C.

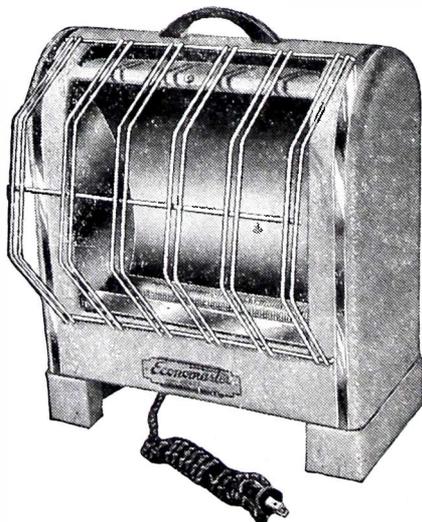
nel of 78 distributorships adjourned a four-day convention Aug. 21-24, resolved to make deep inroads on "the second million" during the balance of the year.

Dealers' Choice!

Economaster

ELECTRIC HEATERS

With dealers everywhere, it's Economaster Electric Heaters, because Economaster sells faster. Economaster Heaters are the dealers' choice because they're the customers' choice. (Fast approaching the million mark.) Simple, attractive construction for faster heat at lower cost. Fully guaranteed.



INTERESTED DISTRIBUTORS WRITE

ECONOMASTER SALES, Inc.
128 8th AVENUE, N. NASHVILLE, TENN.

Says End of 'Regulation W' To Aid Vacuum Cleaner Sales

President Truman's signing of legislation to end all controls on installment buying, effective November 1, will be acclaimed by most producers, distributors and dealers in vacuum cleaners as "an effective factor in continuing the record sales levels being achieved by the industry," according to Bret C. Neece, president of the Vacuum Cleaner Manufacturers' Association and vice-president of Landers, Frary & Clark, New Britain, Conn.

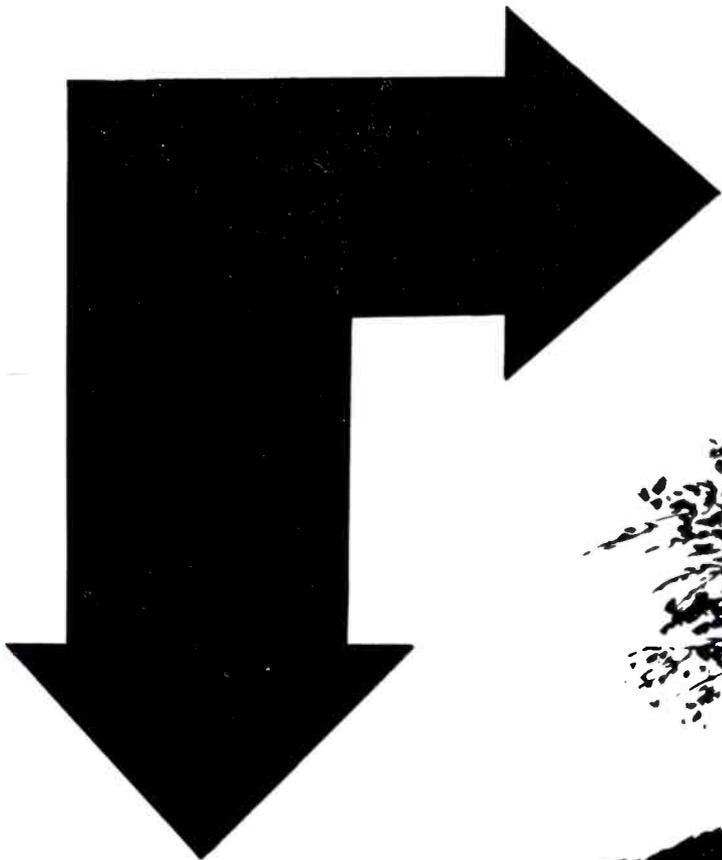
"This is basically a time-payment business and the industry was developed in prewar days largely through the wide use of credit installments," he said. "The increased volume made possible led naturally to plus values for consumers."

The industry, on the basis of current sales, is selling household vacuum cleaners at the rate of more than 3,750,000 annually.

Vacuum Cleaner Sales Top Mark For 1941

Sales of household vacuum cleaners in the first six months of 1947 amounted to 1,831,840 units, or 80 per cent of the industry total for the entire year of 1946, C. G. Frantz, secretary-treasurer of the Vacuum Cleaner Manufacturers' Association stated.

The 1947 half-year total exceeds by 9.68 per cent the total sales in all 1941, the industry's biggest prewar year.



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MAKE IT THE *Best!*

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✓ Circulation: 30,000 copies of RADIO & APPLIANCE JOURNAL every month.

✓ WE SEND THEM TO EVERY IMPORTANT DISTRIBUTOR AND DEALER THROUGHOUT THE WORLD.

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ALL PLEASED
BECAUSE OF CLOSE
COOPERATION..

NEW APPLIANCES

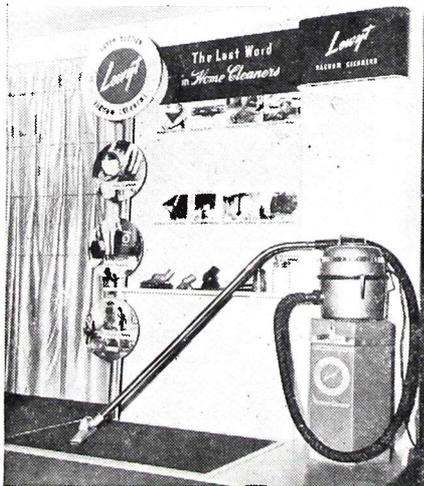
UNIVERSAL Automatic Toaster



There is no need for "crumb shaking" with Universal's new automatic toaster, the product of Landers, Frary & Clark, New Britain, Conn. A quick twist of the thumb-screw and the hinged tray at the base is easily opened, allowing crumbs to be wiped away in no time at all. Please mention **RADIO & APPLIANCE JOURNAL**, September, 1947, when writing to manufacturer.

LEWYT Vacuum Cleaner

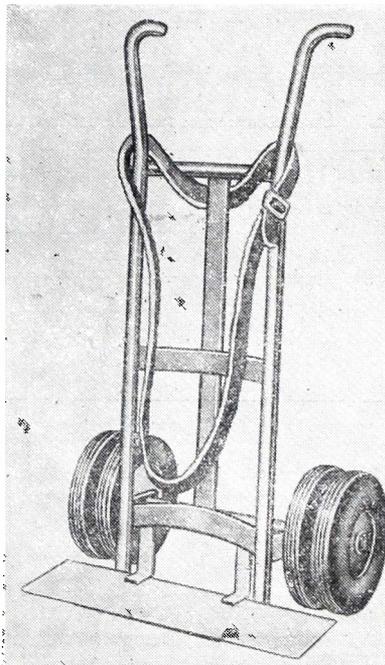
The Lewyt Vacuum Cleaner, a product of Lewyt Corp., 60 Broadway, Brooklyn 11, N.Y., embodies features asked for by housewives in nationwide surveys. A canister type, it is finished in grey pebble tone aluminum. Among features is the extreme quietness, minimum vibration and powerful suction with which it operates, and the triple filter action, an exclusive feature which extracts down to microscopic dust. The bothersome dust bag used for so long in tank and stick type cleaners has been eliminated. Instead,



a metal container or dust bowl fits snugly against the cleaner body. Please mention **RADIO & APPLIANCE JOURNAL**, Sept., 1947, when writing to manufacturer.

HANDEES Hand Truck

Dual-mounted solid rubber wheels are a feature of this Model 88R appliance and industrial hand truck. Unit has load capacity of 1,000 lbs. and is constructed of strong tubular steel. Standard equipment includes heavy web strap 12 feet long complete with non-slip buckle and protective tip. A removable nose-piece of $\frac{1}{4}$ " thick steel plate 24" wide provides for easy handling of large appliances, crated items, etc. Truck height of 54" is of great advantage in moving of refrigerators, etc. The four 8 x 2 inch wheels are equipped with Chrysler Oilite Bearings which are prelubricated. Price of complete unit is \$31.95 F.O.B. factory. Can also be furnished less web strap and

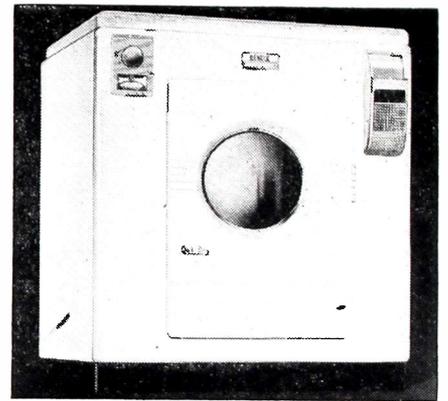


removable nose-piece if desired for conventional use at a price of \$26.95 F.O.B. factory. Made by The Handees Co., Dept. 778, Bloomington, Ill. Please mention **RADIO & APPLIANCE JOURNAL**, Sept. 1947 when writing to manufacturer.

G-E Model B-4424

This General Electric travel iron weighs only two pounds. Broad-based handle is held securely in ironing position by a simple locking device and folds flat so the iron may be slipped into smart zippered carrying case. Iron has specially designed soleplate to permit heat without weight and is plated to resist even salt-air corrosion. Works on both AC and DC current. Please mention **RADIO & APPLIANCE JOURNAL**, August, 1947, when writing to manufacturer.

BENDIX Automatic Home Dryer



The Bendix Home Dryer, a product of Bendix Home Appliances, South Bend, Ind., is fully automatic. The operator merely sets time and temperature controls in accord with load requirement. The rated capacity is 18 pounds wet clothes. Drying rate, for 12 pounds clothes, is approximately 30 minutes for damp for ironing and 35 minutes for dry for storage. The dryer is finished in white in high baked, heat resistant enamel. The cylinder surface is satin smooth to protect clothes and is rust resistant. Four triangular baffles toss and tumble clothes in criss cross patterns for faster, more uniform drying. The dryer is 31 inches wide, 36 high and 25 deep. It weighs 220 pounds uncrated and comes in two models: Model E, electric; and Model F, gas. Please mention **RADIO & APPLIANCE JOURNAL**, Sept., 1947, when writing to manufacturer.

HOOVER Automatic Iron

The introduction of the new Hoover Automatic Electric Iron has been announced by the Hoover Co., North Canton, Ohio, makers of the Hoover Electric Cleaner. Features of the iron are a form-fitted handle, shaped for



less tiring operation; a thumb rest for right-hand operation that does not interfere with left hand ironing; a sole plate of polished aluminum, surface hardened, rapid heating to correct operating temperature; the sole plate has low angle bevel at point to aid in ironing under buttons; cover of rigid chromium plated steel. Weight of medium iron, three and one-quarter pounds; light iron, four and one-quarter pounds. Please mention **RADIO & APPLIANCE JOURNAL**, September, 1947, when writing to manufacturer.

PARTS AND SERVICING

A SECTION OF RADIO & APPLIANCE JOURNAL

Guest... EDITORIAL

This month RADIO & APPLIANCE JOURNAL is honored to have its guest editorial for the parts section prepared by Max F. Balcom, president of the Radio Manufacturers Assn. and vice president of Sylvania Electric Products, Inc., New York.



MAX F. BALCOM

The Expanding Tube Market

DURING the first four months of this year, total deliveries of AM/FM and straight FM receivers jumped from approximately 51,318 in January to 112,254 in April, or 218 per cent. Television sets delivered jumped from 5,437 in January to 7,026 in April, or a gain of 29 per cent.

While these may not be very imposing volume figures compared to fifteen million standard broadcast sets delivered last year, they do represent a new and very promising market for tubes. The bulk of the radios produced last year were small sets with an average of five tubes. The AM/FM and straight FM receivers enumerated above require larger tube complements and the television sets require several times as many tubes.

Another consideration of interest to radio service-dealers is the trend of deliveries. While small standard broadcast sets already have caught up with the demand considerably, at least in some metropolitan markets deliveries of AM/FM combinations, straight FM and television receivers has hardly begun in large volume. Assuming that the April delivery level will be sustained for the balance of the year, a total of at least 1,294,716 AM/FM and FM sets and 210,410 television sets will be delivered.

On this basis, which is far less than conservatively projected demand for these new types of receivers, we have slightly more than a million and a half units for 1947, or about 10 per cent of total unit set production for 1946.

Allowing for tubes that would be used in regular AM receiver sections and the nominal number of straight FM sets being delivered, let's say that the new receivers in the FM group will average 8 tubes or 1.6 times the number required for the average AM set. Allowing for television sets equipped with separate AM and FM sections, let's say that the average set will require 18 tubes or 3.6 times as many as an average AM receiver.

FM receivers would then create a new market for 8,082,288 receiving type tubes and television will expand the market by 3,787,380, a total of 11,869,668 tubes. In addition, approximately 210,410 viewing tubes would be required for the television units, assuming that average rate of deliveries does not exceed the April 1947 level.

Thus a great new market for original equipment and replacement tubes has just begun. The magnitude of the replacement market will grow faster than the increased number of tubes in use in FM and television sets. Cathode ray tubes will also require replacement, particularly where television is featured in public places.

While these are the highlights of some of the attractive possibilities in these new receiver markets, we have considered annual deliveries of less than a quarter million television sets. Some commercial surveys made somewhat over a year ago indicated that there was a market for about nine million sets during the first five postwar years.

SEPTEMBER
1947

MICROPHONE

Types and Their Functions

An Invaluable Guide to Servicemen, Dealers and Those Interested
in the Installation and Operation of Sound Distribution Systems.

BY ROBERT W. GUNDERSON

THIS paper has been prepared to better acquaint the dealer and the serviceman with functions of various types of microphones, and should serve as a guide for those who are interested in the installation and operation of sound distribution systems.

A microphone is a device which converts sound waves transmitted to it through the air, into corresponding electrical vibrations. If the electrical output of the microphone does not have exactly the same wave shape as the sound energy transmitted to it, distortion is introduced. As we shall learn, modern microphone design is such that these mechanical imperfections are held to such close tolerances, that this source of distortion is almost negligible with high quality equipment.

Basically, there are two types of microphones—the variable resistance, and the generator types. The first of these is the single button and double button carbon microphones, while the second basic type are microphones such as the crystal, condenser, moving coil or dynamic, and ribbon or velocity types.

The Carbon Microphone

This device takes advantage of the principle, that the electrical resistance between carbon granules varies in accordance with the pressure between them. The construction of the single button carbon microphone is shown in Fig. I. This microphone consists of a small metal cup, loosely packed with polished carbon granules, and mounted so that the open end rests against a light metallic diaphragm. Since this diaphragm is in close contact with the carbon particles, sound waves transmitted to the diaphragm will exert corresponding pressure variations against the granules and will act to change the electrical resistance of the carbon button. When the diaphragm is excited by a source of sound energy, and with the button connected across a source of low voltage d.c., the current through the button will vary in nearly direct accordance with the change in the electrical resistance and, therefore, with the

sound energy transmitted to the diaphragm. If now, the primary of a transformer is connected in series with the microphone, as illustrated in Fig. II, the magnetic flux about the primary turns will cut through the secondary and will introduce a corresponding voltage into the secondary, which may then be applied to a tube's grid, to a telephone line, etc.

By employing a diaphragm stretched so that its resonant frequency is above the desired frequency range, the response characteristic can be made quite good. However, the sensitivity of this type microphone is considerably reduced when a diaphragm of this type is used. For telephone, police and amateur communications, the response of the single button microphone is from about 100 to 4,000 c.p.s. The great advantage of this single button carbon microphone is its high output. The unit is, in fact, an amplifier, since its power output is greater than its acoustical input.

The greatest disadvantage when using the single button microphone is the high hiss level produced when direct current flows through carbon granules. Also, there is direct current saturation of the microphone transformer iron core, which reduces the low frequency response of the system. D.C. saturation may be avoided by the use of the circuit shown in Fig. III. Here the direct current flows through the microphone, and through the iron cored inductance, but not through the transformer primary. The alternating component of the microphone's output flows through the blocking condenser, and through the primary of the transformer, for transfer to the amplifier.

Mr. Gunderson enjoys a wide experience in the fields of audio, radio and electronics engineering. Before and during the war he was active in teaching radio and electronics at the Institute for the Education of the Blind. He has been a consulting engineer for a number of companies in the electronics field.

The button current for standard types of microphones in amateur and police work should be kept at approximately 20-30 ma., and should not become higher than 50 ma. The microphone current should be kept as low as the sensitivity of the system will permit, for low-button current means low hiss level, and long microphone life, while excessive current will give slightly increased sensitivity with increased hiss and microphone packing or freezing. This packing is due to overheating of the granules which causes them to stick together. When packing occurs, the output decreases, and the microphone must be freed or unpacked. This is accomplished by disconnecting the microphone from the circuit, and gently tapping the diaphragm with the thumb or with a lead pencil eraser.

The single button microphone also serves as a control device for starting and stopping equipment associated with it. The d.c. is made to flow through the electro-magnet of a d.c. relay which controls the high voltage for the transmitter or amplifier.

Finally, the carbon microphone has high output sensitivity, is rugged in construction, has satisfactory response for speech, and may serve to control additional circuits because of the d.c. flowing through it. However, the operation of such a microphone is accompanied by a steady background hiss level, together with distortion produced by the diaphragm's natural resonant period.

The Double Button Microphone

The construction of a typical double button carbon microphone is illustrated in Fig. I. This microphone consists of a diaphragm with both sides driving a carbon button. The coupling transformer has a center tapped primary and is connected as shown in Fig. V. In this figure it will be noted that the diaphragm is connected to the electrical center of the primary through the source of d.c., with the two buttons connected to the ends of the primary. When the diaphragm is

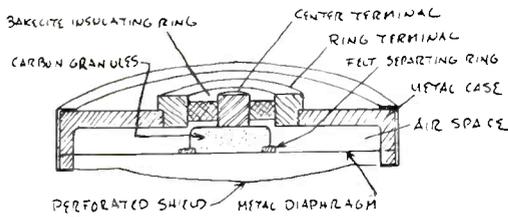


FIGURE 2. SINGLE BUTTON CARBON MICROPHONE

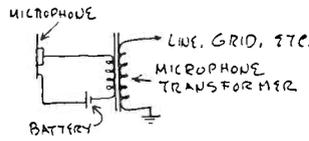


FIGURE 2

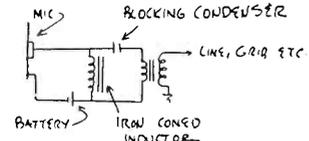


FIGURE 3.

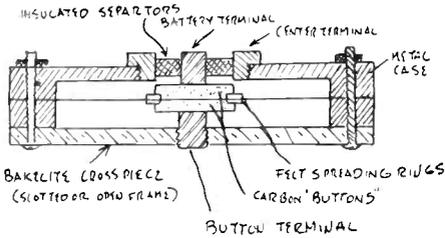


FIGURE 4.

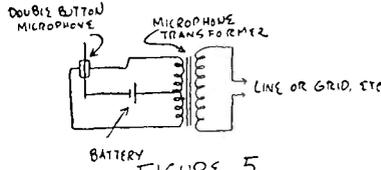


FIGURE 5.

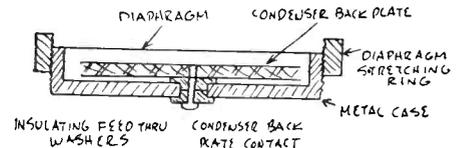


FIGURE 6.

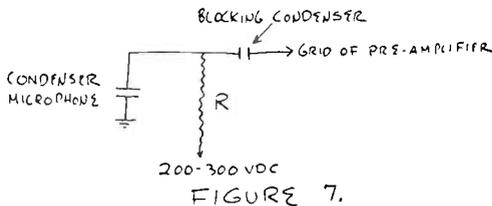


FIGURE 7.

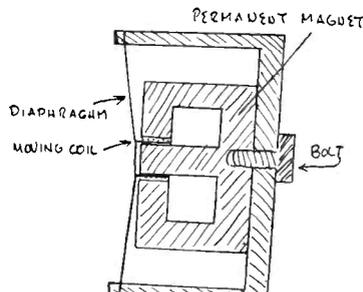


FIGURE 8.

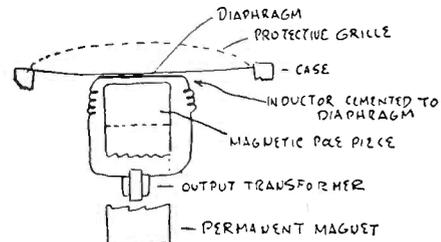


FIGURE 9. INDUCTOR MICROPHONE

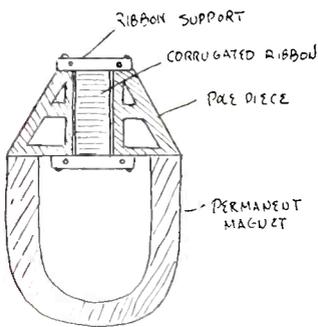


FIGURE 10.

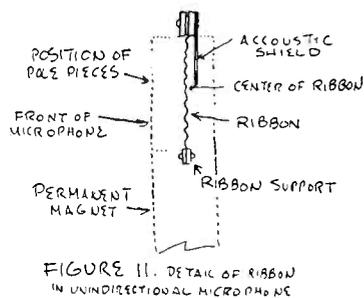


FIGURE 11. DETAIL OF RIBBON IN UNIDIRECTIONAL MICROPHONE

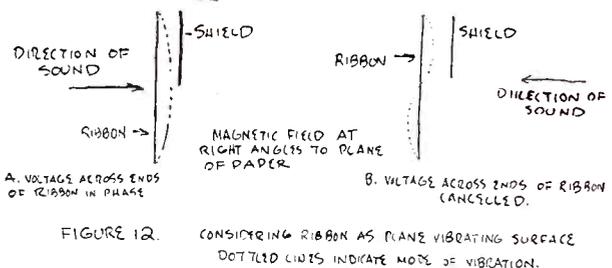


FIGURE 12.

CONSIDERING RIBBON AS PLANE VIBRATING SURFACE
DOTTED LINES INDICATE MOTION OF VIBRATION.

actuated by speech or music, the current through one button increases, while the current through the other decreases by a similar value. When the diaphragm moves in the opposite direction, the button currents behave oppositely. As the d.c. component flows in opposite directions through each half of the primary, the aforementioned d.c. saturation of the iron core is eliminated. However, the a.c. components are cumulative, just as in the case of a pushpull output stage.

The diaphragm of the double button microphone is stretched so that its resonant frequency will be above the a.f. range to be passed by the sys-

tem. The sensitivity of such a microphone is, however, very low. Common output levels of typical double button microphones are in the vicinity of 50 db below the zero reference level of 1 volt per dyne per square cm. of diaphragm area. For many years the double button microphone was widely used for broadcast station and public address installations.

The Condenser Microphone

The condenser microphone is a condenser, one plate of which is fixed, the other being a diaphragm, which can be moved by sound waves transmitted to it through the air. The construc-

tion of such a microphone is illustrated in Fig. 1.

The diaphragm is of the order of .0011 inches in thickness, and is stretched to have a resonant frequency in the order of 5,000 c.p.s. Acoustic damping is provided by cutting a series of grooves in the back plate, at right angles to each other, and drilling small holes where the grooves intersect. In operation, the microphone is based upon the principle that the capacity changes in accordance with the sound energy striking the diaphragm and, therefore, the spacing between the plates of this condenser

(Please turn the page)

MICROPHONES (Continued from page 37)

must be made small, in the order of .001 inches. As indicated in Fig. VII, there is a high d.c. voltage applied between the two plates of the condenser microphone and, therefore, the microphone must be sealed from the outside air against dust and foreign particles.

In operation, the microphone is connected in series with a high resistance across a d.c. potential of several hundred volts. As the diaphragm is moved, the capacity of the unit is changed in accordance with the sound energy actuating the diaphragm, and, therefore, the instantaneous charge on the condenser changes at the same rate. Since the charge on a condenser is proportional to the applied voltage and the capacity, and if the voltage is fixed, current will flow into the condenser through the high series resistance when the capacity increases, and will flow out of the condenser through the resistor when the capacity decreases. Thus, there will be developed an a.f. voltage across this load resistance. The microphone is connected to the grid of a tube through the use of a coupling condenser, shown in Fig. VII.

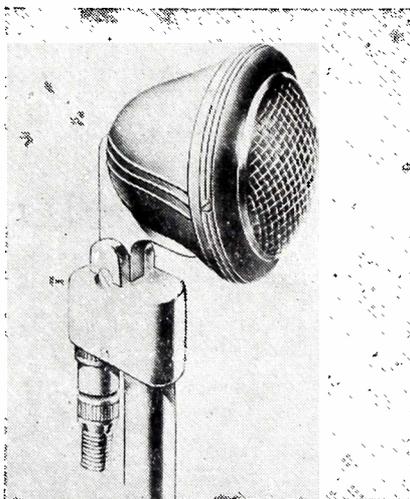
The condenser microphone is a high impedance device, and depends for its operation upon capacity changes. Therefore, the leads from the microphone to the amplifier must be kept short, so that the capacity of the leads do not approach that of the microphone. The value of the shunt combination of the series load resistor together with the amplifier grid resistor, must be such that its total value will be at least equal to the reactance of the microphone and its leads at the lowest audio frequency to be passed. In order to keep the capacity of the microphone circuit low, the first stage of the high gain amplifier is placed in the base of the microphone stand, so that the leads from the microphone to the amplifier may be kept short. This tube must be non-microphonic so that extraneous noises will not be picked up and passed on through the system.

The condenser microphone can be designed to have quite stable characteristics and to have a wide frequency range. However, the sensitivity is low, and an amplifier must be kept very close to the microphone. Another disadvantage when using such a microphone is the need for an external polarizing voltage.

While the carbon and condenser types of microphones are quite satisfactory for some services, such as amateur, police and telephone, with condenser microphones serving mainly as calibrating devices, broadcast and public address equipment use other types, such as the moving coil, or dynamic microphone, the ribbon or velocity types, along with piezoelectrical crystal microphones.

The Dynamic Microphone

A simplified drawing of a moving coil or dynamic type microphone is shown in Fig. VIII. This type of microphone consists of a strong permanent magnet built as a cup, with a circular pole piece extending through its center. The top pole piece consists of a round top plate, with a hole in the center, bolted to the top of the cup. With this type of construction, an intense magnetic field is concentrated between the inner edge of the top plate and the pole piece coming up through the center. A small coil of wire is attached to a diaphragm and suspended in the gap at the top of the cup. When the diaphragm is moved back and forth by means of a source of sound energy, the coil is moved back and forth in the strong magnetic field, and voltage, whose amplitude is proportional to the movement of the diaphragm, is induced into this coil.



DYNAMIC TYPE: St. Louis Outdoor Rugged Microphone.

The impedance of the moving coil in the Western Electric Dynamic Microphone is 35 ohms at a frequency of 400 c.p.s. and may be connected to the grid of an amplifier tube by using a transformer whose primary impedance is 35 ohms, with secondary impedance of approximately 100,000 ohms. As we shall later learn, this low impedance output makes it possible to operate the microphone over long lines without the need of shielding, and without annoying hum pickup, together with increased high frequency response. The power output level of the dynamic microphone is in the order of -50 db below zero reference level, and may under extreme conditions, depending upon the type, be as low as -90 db.

The Western Electric Salt Shaker Microphone is made in the form of a cylinder, two inches in diameter, and eight inches long, having a perforated cap at one end. It is either a non-directional or directional microphone. In order to obtain these conditions, the microphone is supplied with a

small directing baffle, which can be placed over its top. The frequency response is essentially flat from 40-10,000 c.p.s. at an output level of -90 db. With the baffle attached, and the microphone tilted to the directional position, there is an increase in the microphone's sensitivity in the range of from 1,000-3,000 c.p.s., a factor which tends to make speech sound more natural. The output impedance of this microphone is low so that it may be operated over long lines, and is used by broadcasting stations for studio work, for both speech and music, as well as for out-of-door pickups.

The Western Electric Eight-Ball Microphone is another general purpose microphone, having a non-directional characteristic.

The inductor microphone which has been designed by R.C.A. is fundamentally a moving inductor type, and operates on the same generator principle as the dynamic type discussed above. A drawing of this microphone is given in Fig. IX. The diaphragm is made of thin aluminum, about one quarter inch wide, and two inches long, slightly concaved in order to make it self-supporting. The conductor in which the voltage is generated, is cemented to the diaphragm, so that it will move in direct accordance with the diaphragm. It may be seen from Fig. IX, that the inductor is close to the magnetic circuit, so that leakage flux is kept to a minimum. The inductor's impedance is very low, about .06 ohms, so that a stretching transformer is mounted in the microphone, between the magnet's poles. The secondary impedance of this transformer may be of any desired value, 30, 50, 250 or 500 ohms.

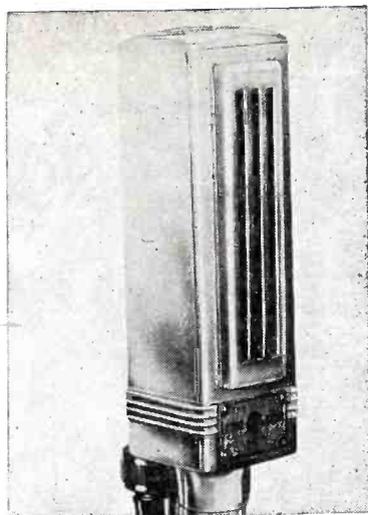
The output of this type of microphone is about -65 db., and its frequency response compares favorably with that of the dynamic microphone, except that its response falls off in the vicinity of 80 c.p.s., so as to eliminate the noise from wind, allowing the microphone to be used outdoors.

The Velocity Microphone

The velocity or ribbon microphone, shown in Fig. X, consists of a light metallic ribbon, freely suspended in a strong magnetic field, in such a manner that it is free to move in direct accordance with sound energy transmitted to it through the air.

When the ribbon moves in the space between the pole pieces of the strong permanent magnet, a voltage is induced into the ribbon which is proportional to its movement, and, therefore, to the sound energy causing it to move. As the impedance of the ribbon is very low (about .01 ohms), a matching transformer is mounted directly in the base of the microphone, with choice of secondary impedance. Unlike other types of microphones, this type depends upon the pressure difference between the front and back of the ribbon. When sound waves are transmitted to the microphone, the

force acting on the ribbon is proportional to the difference in sound pressures between its front and back. When the sound frequencies are low



VELOCITY TYPE: Universal Model 808 Velocity Microphone.

enough so that the distance between the two sides of the ribbon is less than a quarter wavelength, the resulting force which sets against the surface of the ribbon is dependent upon the particle velocity of the wave. This particle velocity is the velocity of the conducting medium through which sound is transmitted to the microphone and, therefore, it is known as the velocity type microphone.

The voltage which is introduced into the ribbon is substantially independent of the frequency until the frequency becomes so high that the difference in distance between the front and back of the ribbon approaches a quarter wavelength, and then the frequency response begins to fall off. With proper design, the frequency response of this type of microphone can be made almost uniform up to 15,000 c.p.s.

The output of typical ribbon microphones is anywhere from -65 db to -100 db. The broadcast types have relatively low output, but excellent frequency response, or from 15-15,000 c.p.s. with the source of sound at least two feet from the microphone. This type of microphone is bi-directional, that is, is sensitive on its front and back sides, and practically dead when sound is transmitted across it.

Typical ribbon microphones, such as the R.C.A. 44B, most common of the broadcast types, and other are listed below:

One of the most interesting velocity microphones is the RCA lapel type. This microphone clips on the label of the speaker's coat, thus enabling him to move back and forth and still have the voice reproduced in the output of the public address equipment. The microphone is smaller than a match-box, weighing about four ounces. As the output impedance is low, it works into a matching transformer which is carried in the speaker's coat. This

microphone is equipped with a forty-foot cable, thus giving the speaker a wide radius of action.

The RCA 77A Uni-Directional Microphone

In the common variety of velocity microphones, the ribbon is free to move, but in the case of the uni-directional velocity microphone, it is rigidly fixed, and the upper half of the ribbon is enclosed at the rear. This construction provides the uni-directional characteristics.

Enclosing the upper half of the ribbon causes it to operate upon the pressure while the lower half of the ribbon operates upon the velocity principle, since it is open on its back and front sides. A drawing of such a microphone is illustrated in Fig. XI.

The force which moves the bottom half of the ribbon is proportional to the difference in pressure in front and in back of the ribbon, or, in other words, the pressure gradient or change in the pressure of the sound wave itself, which depends upon its distance from the microphone. However, the upper half of the ribbon is enclosed at the back and depends for its movement upon the difference between the varying pressure in front and the static pressure in back. In other words, this arrangement is dependent upon the instantaneous sound pressure and, therefore, is a true pressure device. The operation of this type of microphone is illustrated in Fig. XIII.

It is seen that when sound strikes the front of the microphone, the movement of the upper and lower halves of the ribbon are in phase, and the voltages in both halves are cumulative. On the other hand, speech or music at the rear of the ribbon moves the lower half, which forces the upper half to move out of phase, so that the microphone is practically dead on its back side.

The front side of the microphone has a uniform response, while the sounds striking the back are attenuated some 25 db. This characteristic is very useful, since it decreases the pickup of unwanted noise from the back of the microphone. Such a microphone can be used with its "dead" side toward the audience, while the front side gives a wide angle pickup, covering the whole stage. Then, too, such a microphone is extremely useful in small broadcasting studios, since it may be placed close to a wall, and still the reflections from such a wall will have practically no effect upon the "dead" side of the microphone. Then, too, when used with public address equipment, the "dead" side of the microphone can be faced toward the loud speakers, without the danger of acoustic feedback between speaker and microphone.

It is interesting to note that manufacturers of crystal microphones, and other types, are giving considerable thought to this uni-directional characteristic for use in small halls where

a public address installation is used.

The Crystal Microphone

The crystal microphone makes use of the piezo-electric property of a rochelle salts crystal. These rochelle salt crystals transform mechanical stress in the form of sound waves transmitted to the crystal, into corresponding electrical voltage variations.

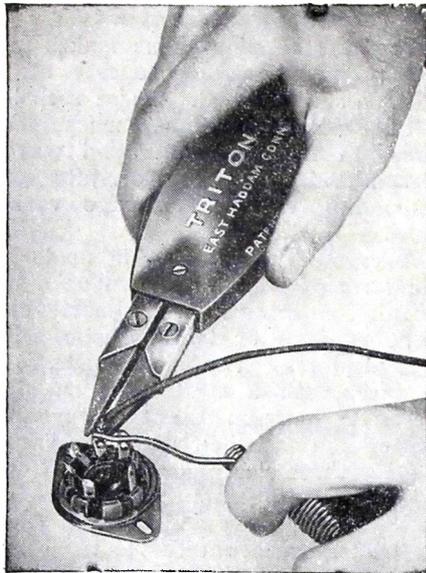
A crystal microphone is made in the form of what is known as a bimorph element. Such a bimorph element consists of two rochelle salts crystal plates cemented together, face to face, with a conducting metallic electrode between the two crystals, and one on each of the outside faces, making three electrodes in all. If one side of a voltage source is connected to the center plate and the two other electrodes are connected to the other side of this voltage source, the crystal element will bend, provided the crystals are cemented together in opposition. This bending motion takes place since one crystal plate contracts while the other expands. If the polarity of the voltage is reversed, the element will be stressed in the opposite direction. The magnitude of this bending will be proportional to the value of the c.m.f. applied, and if the value of the voltage is excessive, the element will be broken.



CRYSTAL TYPE: Brush Non-Directional Crystal Microphone.

The diaphragm type crystal microphone—In this type of microphone, the bimorph element is mechanically coupled to a diaphragm, and is a true pressure operated device. Sound waves striking the diaphragm will cause the bimorph element to bend back and forth in accordance with the sound energy transmitted to the diaphragm, thus producing potential differences across the element, which may be fed to the grid circuit of an amplifier. This diaphragm type of microphone is simple in construction, and relatively inexpensive. Its output level is from 35 to a value as high as -60 db. It is non-directional, with fair frequency response, up to 5,000 c.p.s. for the better grades.

(To Be Concluded Next Month)

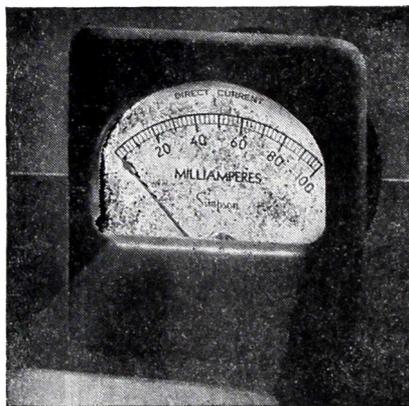


Designed for special soldering operations which cannot be handled by conventional irons, a unique electric soldering tool is now available. The Pres-to-Heat is produced by Triton Manufacturing Company, East Haddam, Conn.

Pres-to-Heat operates from AC current, using a six-volt transformer and a light weight heating unit, about the size and shape of an electric razor. A spring-actuated lever, when compressed, closes two plier-like carbon electrodes on the parts to be soldered. By further compressing the actuating lever, the current is switched on for the short period required to melt the solder. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, September, 1947.

SIMPSON Milliamperes

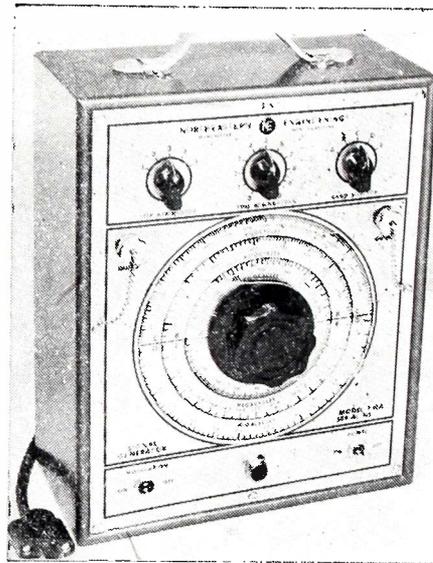
The troublesome problem of how to illuminate the dials of panel meters and similar instruments has been solved to the satisfaction of the Simpson Electric Co., Chicago, Ill., manufacturers of electrical measuring instruments. Simpson claims that the new illuminated meter floods every fraction of the dial face with an even radiance, doing away completely with shadow spots. An ingeniously shaped Lucite cone carries the light from a recessed bulb in the back of the instrument through the front edge of the cone which entirely surrounds the dial face. This makes possible the use of the standard Simpson metal



dial. Please mention RADIO & APPLIANCE JOURNAL, Sept., 1947, when writing to the manufacturer.

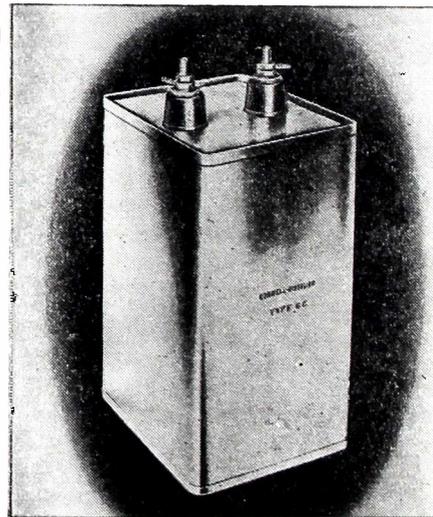
Parts on

NORTHEASTERN Signal Generator



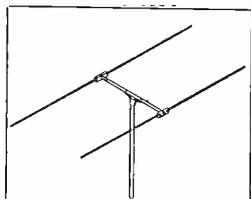
Northeastern Engineering, Inc., Manchester, N.H., has announced its new Model 700A signal generator. Its features include AM and FM coverage, RF and AF outputs, internal and external modulation, frequency stability, low external field, dual attenuator, scale for special calibrations, planetary drive tuning, fused and filtered power input, and stainless steel panel. Please mention RADIO & APPLIANCE JOURNAL, Sept., 1947, when writing to manufacturer.

CORNELL-DUBILIER Capacitor



One of the new series of television capacitors recently announced as an addition to the complete capacitor line manufactured by the Cornell-Dubilier Electric Corp. Impregnated and filled with Dykanol and hermetically sealed, the capacitors are made in various capacity and voltage ranges to meet specific needs. Type GC1A00 shown here is an example of these high voltage units designed specifically for filter applications in video receiver circuits. Please mention RADIO & APPLIANCE JOURNAL, Sept., 1947, when writing to manufacturer.

S/C LABS PRECISION ALL-PURPOSE ANTENNAS



TYPE 706

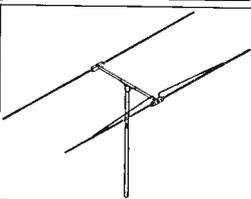
S/C LABORATORIES ANTENNA

TYPE 706A: TELEVISION & F.M. — TYPE 706B: F.M.
All Aluminum Construction

This antenna is particularly suited for areas that require a sharp tuning antenna, in order to eliminate reflections.

Furnished complete with mast and instructions, less transmission line.
Weight 5 Pounds

Price \$8.75



TYPE 705

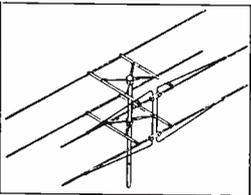
S/C LABORATORIES ANTENNA

TYPE 705A: TELEVISION & F.M. — TYPE 705B: F.M.
All Aluminum Construction

The Broad-Band feature is a definite requirement for complete frequency coverage.

Furnished complete with mast and instructions, less transmission line.
Weight: 5½ Pounds

Price \$9.75



TYPE 704-2

S/C LABORATORIES ANTENNA

TYPE 704-2A: TELEVISION & F.M.—TYPE 704-2B: F.M.
All Aluminum Construction

A truly Hi-Gain Broad-Band De-luxe antenna. This antenna is best suited for fringe areas, or locations quite distant from the broadcast transmitter.

The over-all gain is considerably greater than the average single stack arrays.
Furnished complete with mast and instructions, less transmission line.
Weight: 15 Pounds

Price \$27.50

A truly Hi-Gain Broad-Band De-luxe

S/C LABORATORIES, Inc., 20 Van Wagenen St., Newark 4, N.J.

JFD "Poli-Wax"



JFD Manufacturing Co. Inc. of Brooklyn, N. Y., has announced the addition of four new items to their line of radio chemicals. Foremost among these items is JFD Poli-Wax used for polishing radio cabinets and other wooden furniture. There is also JFD Contact Cleaner for keeping crystals clean. Third, JFD Bakelite Cement for securing plastic to plastic or to any other material. Last, JFD Liquid Non-Slip Compound for preventing dial belts and cables from slipping and for insuring sure-grip traction. Please mention **RADIO & APPLIANCE JOURNAL**, Sept., 1947, when writing to manufacturer.

ELECTRO PRODUCTS Power Unit



Electro Products Laboratories, Inc., 549 West Randolph St., Chicago 6, Ill., announces their new Model A Power Supply Unit. Designed for use by service men who service automobile, marine and aircraft radio receivers, it is claimed by the manufacturer that this new unit incorporates distinct advances in engineering and design, providing among other exclusive features.

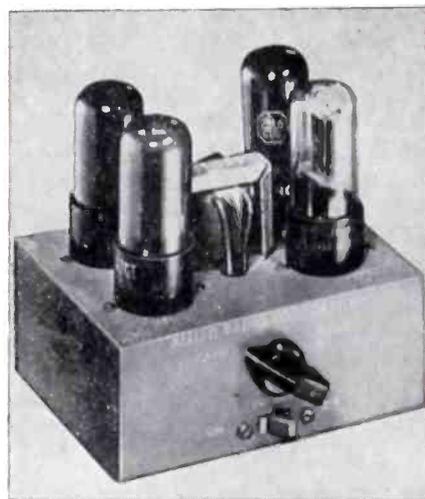
This new Electro unit consists of two 6 volt 7.5 ampere filtered DC power sources which can be placed in parallel for 15 ampere continuous service or in series for 12 volt 7.5 ampere continuous service. Please mention **RADIO & APPLIANCE JOURNAL**, Sept., 1947, when writing to manufacturer.

AERONICS Antenna

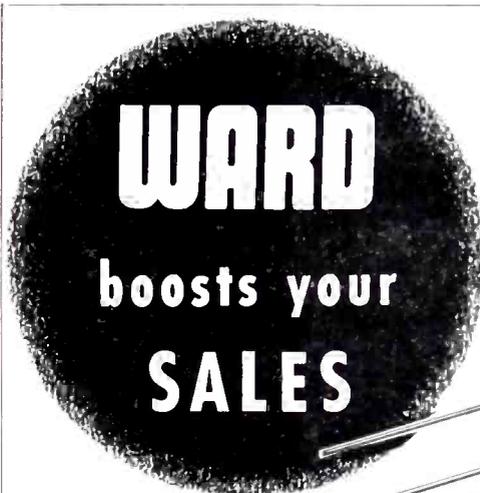
A modern antenna devised to bring the full benefits of today's perfected radio transmission has been announced by Aeronics, Inc., New York 7, N.Y. It covers domestic broadcast, overseas short-wave and high fidelity FM channels. Other features include three separate matched circuits in both antenna and receiver transformer units, inductively-coupled, capacitively-isolated circuits, iron-dust cored transformers, built-in static surge drain for both aerial and transmission line, and a balanced combination of corrosion-proofed metals, ceramics and plastics selected for the best character-



istics of each. List price is \$12. Please mention **RADIO & APPLIANCE JOURNAL**, Sept., 1947, when writing to manufacturer.



Allied Radio Corp. announces a new 4-watt phono-amplifier, specifically designed for record-playing purposes. The unit has an inverse feed-back circuit for wide frequency response and 4 watts of output which easily provide the drive necessary for an 8" or 10" speaker. It operates with any high-impedance crystal pickup and 110-volt phono motor. The amplifier is small, measuring only 4" wide, 5 1/4" long, and 4 3/4" high with tubes inserted and so can be combined with a speaker and turntable in a small cabinet as a complete record player. For complete information write to Allied Radio Corp., 833 West Jackson Boulevard, Chicago 7, Ill., mentioning **RADIO & APPLIANCE JOURNAL**, Sept., 1947.



with All-out
Consumer Advertising on
Magic Wand
FM AND
TELEVISION AERIALS

This campaign, in the Saturday Evening Post and leading newspapers, is convincing millions of present and prospective FM and Television receiver owners that a good outdoor dipole antenna is a necessity. As a result you'll make more money selling "Magic Wand" FM and Television Aerials . . . and be able to promise, and deliver, finest reception no matter where your customers live. You'll make added profits from aerial installations, too. See your Ward distributor for details on how to assure your full share of the benefits of this major FM and Television Aerial campaign, or write:

THE WARD PRODUCTS CORPORATION
1523 East 45th Street, Cleveland 3, Ohio
DIVISION OF THE GABRIEL COMPANY

EXPORT DEPT.: C. W. Brandes, Mgr., 4900 Euclid Ave., Cleveland 3, Ohio
IN CANADA: Atlas Radio Corp., 560 King St., W., Toronto, Ont., Canada



WORLD'S LARGEST MAKER OF
AERIALS FOR CAR AND HOME

PICTURING



● Ben Abrams (left) president of Emerson Radio and Phonograph Corp., New York, receives an engrossed testimonial from Charles Weisser, sales manager, at a distributors convention held at the Waldorf-Astoria hotel. The award was made in recognition of Mr. Abram's completion of a quarter of a century as Emerson president.

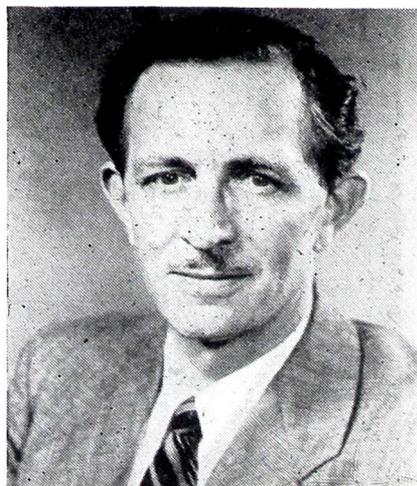


● The appointment of H. L. Pierce as district merchandising manager of the Sparton Radio and Appliance Division, Sparks-Withington Co., Jackson, Mich., has been announced by E. C. Bonia, vice president in charge of sales. Mr. Pierce, who has been active in the trade for 25 years, will cover eastern Pennsylvania and southern New Jersey.

● Below, J. C. Frantz has been appointed director of sales research for The Apex Electrical Mfg. Co., Cleveland, Ohio, according to A. C. Scott, vice president in charge of sales for Apex.



● Below, the appointment of Antony Wright, former manager of the television receiver engineering section of RCA, as chief engineer of U. S. Television has been announced by Hamilton Hoge, UST president.



IN THE INDUSTRY



A RADIO & APPLIANCE JOURNAL
FEATURE



● Above, N. H. Schlegel, advertising manager, Cory Corp., for the last year, has been named director of advertising and sales promotion. In his new capacity he also will head all Cory public relations.



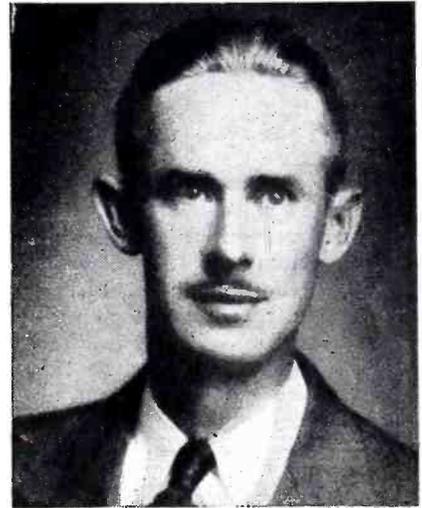
● Earl R. Foster, above, has retired as manager of the Indianapolis branch of the Maytag Co. Mr. Foster, who started with Maytag in 1926 as a house-to-house salesman, plans first to go moose-hunting to launch retirement.



● Above, Henry C. L. Johnson has been appointed advertising manager of Rheem Mfg. Co., and will make headquarters in the New York home office. He formerly was with Sylvania Electric Products, Inc.



● At left, James R. Donahue, formerly sales manager of Standard Arcturus Corp., Newark, N. Y., has been elected president of Arcturus Radio & Television Corp., a newly-formed associate company of Standard Arcturus Corp. He is well known in the radio and electronics field where he has spent his entire business career.



● At right, John V. Rice, formerly associated with National Union Radio Corp., has been appointed sales manager in the Tube division of Standard Arcturus Corp. He is widely known in the tube field and particularly among the nation's jobbers.

● A group of radio parts distributors gather around to look over the 12-inch television kit exhibited at the Waldorf-Astoria hotel in New York recently by Transvision, Inc., of New Rochelle, N. Y. The busy-looking shirt-sleeved gents behind the counter are left, to right, Herb Suesholtz, Transvision general manager; and Dave Kubrick and Irv Brown, sales engineers.



DISTRIBUTOR NEWS

Named Sales Manager By Chicago Jobbers



THOMAS C. CAREY

The appointment of Thomas C. Carey as sales manager of Appliance Distributors, Chicago, has been announced by Clarence S. Tay, branch manager. Mr. Carey formerly was district sales manager for Philco Corp. in the Missouri region and prior to that he was connected with Philco in Chicago.

Buffalo Firm Named Farnsworth Distributor

The appointment of Forem Distributors, Incorporated, 541 Seneca Street, Buffalo, N. Y., as distributor of Farnsworth products in the Buffalo area has been announced by the Farnsworth Television & Radio Corp. Forem will distribute the line in eight counties in Western New York, Potter and McKean counties in Pennsylvania.

The firm is headed by William F. Munschauer, president; Frank A. McCarthy, vice president and sales manager; and Charles V. Munschauer, secretary and treasurer.

Heads Permoflux Jobber Sales

M. B. Leskin has been appointed head of jobber sales and advertising at Permoflux Corp., Glendale, Cal. "Permoflux is now presenting a complete line of loudspeakers and transformers to the jobber. Besides a standard replacement line, the Extended Range Hi-Fidelity series has been inaugurated for the jobber field," Mr. Leskin stated.

Personnel Changes

Henry O. Norton has been appointed a divisional sales manager for Bendix Home Appliances, Inc., according to W. F. Linville, general sales manager. Headquarters in Philadelphia, Mr. Norton contacts distributors there and in Baltimore, Norfolk, Richmond and Washington.

The appointment of Robert H. Rubin as sales representative of the United States Television Mfg. Corp. for the Washington, D. C. area has been announced by Francis H. Hoge, Jr., Vice-president in charge of sales. A nation-wide sales organization is being formed by Mr. Hoge in cities where television stations are operating as well as those where stations are planned for the near future.

United States Television has its own showroom in Washington, D. C., where models will be demonstrated. It is at 2409-24th Street, N.W. The 1948 UST line will shortly be introduced in this area by Mr. Rubin.

The appointment of Richard C. Olson as Los Angeles, California, sales representative of United States Television Mfg. Corp. has been announced by Hamilton Hoge, President. Mr. Olson will operate UST of California at 7755 Beverly Blvd., Los Angeles.

Wylie M. Coe is the new Sales Manager of Arnold Wholesale Corp. of Cleveland, Ohio, according to announcement by Robert C. Hager, President. Mr. Coe has been a member of the staff of Arnold Wholesale for the past year during which time he has been actively engaged in sales work. He will relieve E. C. Forster, vice president, of the sales responsibilities which he formerly handled with his other activities.

E. B. Ingraham Elected President of NEWA

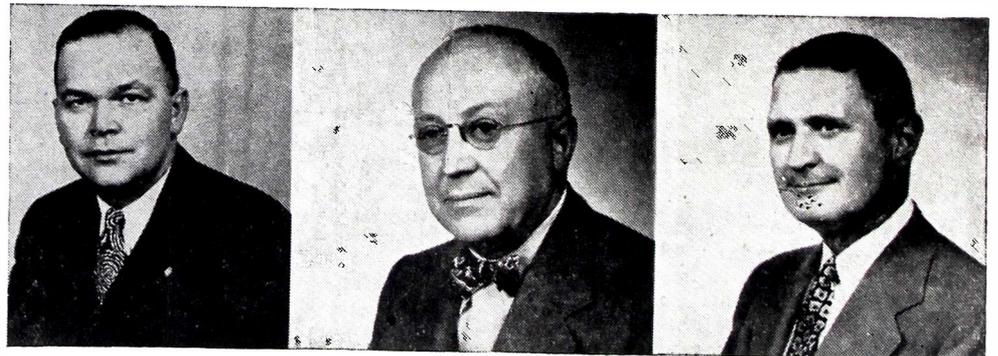


E. B. INGRAHAM

E. B. Ingraham, president, Times Appliance Co., Inc., New York, was recently elected president of the National Electrical Wholesalers Assn., succeeding John L. Busey, president, General Electric Supply Corp., Bridgeport, Conn.

George F. Kindley, vice president, Edgar Morris Sales Co., Washington, D. C., was elected chairman of the association's appliance division, succeeding Mr. Ingraham. Mr. Kindley and D. M. Salsbury, executive vice president, Westinghouse Electric Supply Co. New York, who was re-elected as chairman of the apparatus and supply division, also became vice presidents of NEWA.

OFFICIALS OF PITTSBURGH FIRM NAMED DISTRIBUTOR



R. E. STEFFAN

A. J. CURRY

F. D. HOYT

Motorola, Inc., Chicago, has announced the appointment of Electric Products, Inc., as exclusive wholesale representatives in the Pittsburgh market area. Electric Products, Inc., is a Pennsylvania corporation organized in 1943 to engage in the sale of commercial refrigeration and major electrical appliances. R. E. Steffan is president; A. J. Curry is vice president, and F. D. Hoyt is sales manager.

Electric Products received its appointment as a distributor at a time when one of the largest promotions in Motorola history is being planned. The new campaign will encompass virtually every item in the line.

September • 1947

Garod Radio Bought By Leonard Ashbach

**Chicago Businessman Buys 100 Per
Cent of Stock in Transaction
Exceeding \$1,000,000**

In a cash transaction exceeding one million dollars, Leonard Ashbach, president of Leonard Ashbach Co., Chicago, completed purchase of 100 per cent of the stock of Garod Radio Corp., Brooklyn, in mid-August.

The transaction, one of the largest cash deals recorded in radio industry, was announced at a press conference at the Waldorf-Astoria hotel, New York, in mid-August. Previous owners of the company were Max W. Weintraub, president, and Barney Trott, secretary-treasurer and chief engineer.

Mr. Ashbach said that the plant will continue operating under the new ownership, without interruption, at its present location, 70 Washington St., Brooklyn 1, N. Y. There is no other change in personnel at this time and the election of new officers will take place within a short time.

Lou Silver, sales manager for the last eight years, will continue in that capacity. Mr. Trott has been retained as chief engineer under a long-term contract. Mr. Weintraub, while retiring from Garod, becomes its metropolitan New York distributor through Belle Electronics Corp. Belle has a long-time contract with Garod and is committed to purchases of more than \$4,000,000 of Garod radios.

Mr. Ashbach told the press that he planned no changes in the present line of radios, combinations, and television sets now being made by Garod, but stated that he has plans for manufacturing a Garod refrigerator. He formerly manufactured refrigerators under contract in Chicago. Garod has been in existence since 1922.

Westinghouse Names Sloan Manager of Radio Division

F. M. (Todd) Sloan, veteran of more than 20 years in the communications and radio industry, has been appointed manager of Westinghouse Home Radio Division, Sunbury, Pa., succeeding Harold B. Donley, resigned.

Mr. Sloan has been associated with Westinghouse radio activities for more than 15 years in technical and administrative positions. In addition to laying the ground work for the nationwide service organization of the division he now heads, Mr. Sloan served during latter part of war as manager of Field Engineering Service Dept., Industrial Electronics Division at Baltimore.

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ZENITH RADIO CORP.	7
Agency: Critchfield & Co.	

Ward Launching Consumer Ad Campaign For "Magic Wand"

Ward Products Corp., Cleveland, one of the world's largest manufacturers of radio aerials for car and home, will launch in September through Burtou Browne Adv. agency a major advertising drive in consumer media for its new line of "Magic Wand" aerials for home FM and television receivers.

F. L. Jacobs Promotes Remmo To Sales Manager

Clyde G. Remmo, formerly assistant sales manager, F. L. Jacobs Co., Detroit, has been promoted to sales manager. He is succeeded by T. R. Buttrick, formerly in charge of distribution in the appliance division, who in turn is succeeded by M. H. Powless.

Westinghouse Appoints Stickle As Ad Manager



J. H. STICKLE

J. H. Stickle, a well-known figure in the radio advertising field for the past 20 years, has been appointed advertising and sales promotion manager of the Home Radio Division of the Westinghouse Electric Corp., Sunbury, Pa.

Garod Shows New Line At N. Y. Press Party

Climaxing its 25th year of radio production, the Garod Radio Corp., Brooklyn, N. Y., unveiled a completely new line-up of AM-FM and television developments at a press preview preceding a national convention of its distributors at the Park Central Hotel, New York recently. Garod president Max W. Weintraub introduced a new television console receiver.

Lou Silver, national sales manager, explained the company's 1946 production as the greatest for unit of sales in its 25 year history, and the first half of 1947 almost equalling all of 1946. Production estimates of new and current models for the balance of the year indicate an effort to double last year's unit of sales volume.

Joseph G. DeVico, advertising manager, outlined a national advertising program to include copy in several mass consumer magazines accompanied by an increased schedule in local newspapers.

Corbin Agency To Handle Arcturus Ad Account

James R. Donahue, president of Arcturus Radio & Television Corp., Newark, N. J., announces the appointment of Corbin Advertising Agency, New York City, as its advertising agent to prepare its advertising, sales promotion and publicity material. A comprehensive program to exploit Arcturus products is now being planned. Harold Metzendorf, president of the Corbin Advertising Agency, is the account executive.

Manson to Succeed Garceau As RMA Advertising Chairman

Stanley H. Manson, public relations manager of Stromberg-Carlson Co., Rochester, N. Y., has been appointed chairman of the RMA Advertising Committee, succeeding John S. Garceau, advertising manager of Farnsworth Television & Radio Corp., Fort Wayne, Ind., who resigned after seven years' service in the RMA post.

Mr. Manson's appointment was announced by Paul V. Galvin, president of Motorola, Inc., of Chicago, as chairman of the RMA Set Division within which the committee functions. As chairman of the subcommittee in charge of the RMA "Radio-in-Every Room" campaign, Mr. Manson has been active in the committee's sales promotion activities. He will assume the chairmanship at the next meeting of the Advertising Committee on Sept. 9 at the Roosevelt Hotel in New York.

Mr. Galvin also announced that the committee has been enlarged because of the expanding activities of the committee. Victor A. Irvine, advertising manager of Motorola, Inc., Chicago, was appointed vice chairman.

Herb Names Is New President of NERA



HERB NAMES

Herb Names of Herb Names, Inc., Denver, Colo., was elected president of the National Electrical Retailers Asso. at a meeting of the executive committee in Chicago in July. He succeeds Paul Kees, of Kees Appliance Co., Madison, Wis., during whose administration he served as vice president.

G-E Streamlines Its Appliance Marketing Dept.

Marketing organization of the General Electric Company's Appliance & Merchandise Department has been streamlined the better to serve an expanding market and to keep pace with increasing production, H. L. Andrews, vice president and general manager of the department, has announced.

Under the new setup, all of the department's marketing activities are coordinated under a manager of marketing, C. R. Pritchard, whose former position as general sales manager of the department has been discontinued, Mr. Andrews said.

Zenith Buys Building

To provide space for improved service to its radio dealers and for the expansion of its M-G-M record distribution, Zenith Radio Distributing Corp. recently purchased the two-story and basement building at 912-22 Washington Blvd., Chicago, Hugh Robertson, executive vice president and treasurer has announced.

The distributing corporation is a wholly-owned sales subsidiary of Zenith Radio Corp., handling the distribution of Zenith Radio products in Chicago and 31 northern Illinois counties and the distribution of M-G-M records in northern Illinois, northern Indiana, and all of Wisconsin.

Eastern Emerson Jobbers Book \$10,000,000 for Quarter

At the close of the two-day convention of eastern Emerson Radio distributors at the Waldorf Astoria, New York, Benjamin Abrams, president, announced that total sales booked for the next quarter approximate ten million dollars. This is vastly in excess of any figures ever announced in previous campaigns of the company's distributing organization for a similar period.

The session was followed by a meeting of mid-western and western distributors at the Stevens hotel in Chicago at which five new lines were introduced along with promotional plans for 1947-48.

Permoflux Corp. Issues Bulletin

A four-page bulletin covering complete data on 52 types of permanent magnet speakers, 54 types of electro magnet speakers, including public address and high-fidelity models in both P. M. and E. M. types, together with 20 types of transformers, used by radio manufacturers and replacements by Service men and has been announced by the Permoflux Corp.

This bulletin is now available from Permoflux distributors or from Permoflux Corp., 4900 West Grand Ave., Chicago 39, Ill., or 236 South Verdugo Road, Glendale 5, Calif.

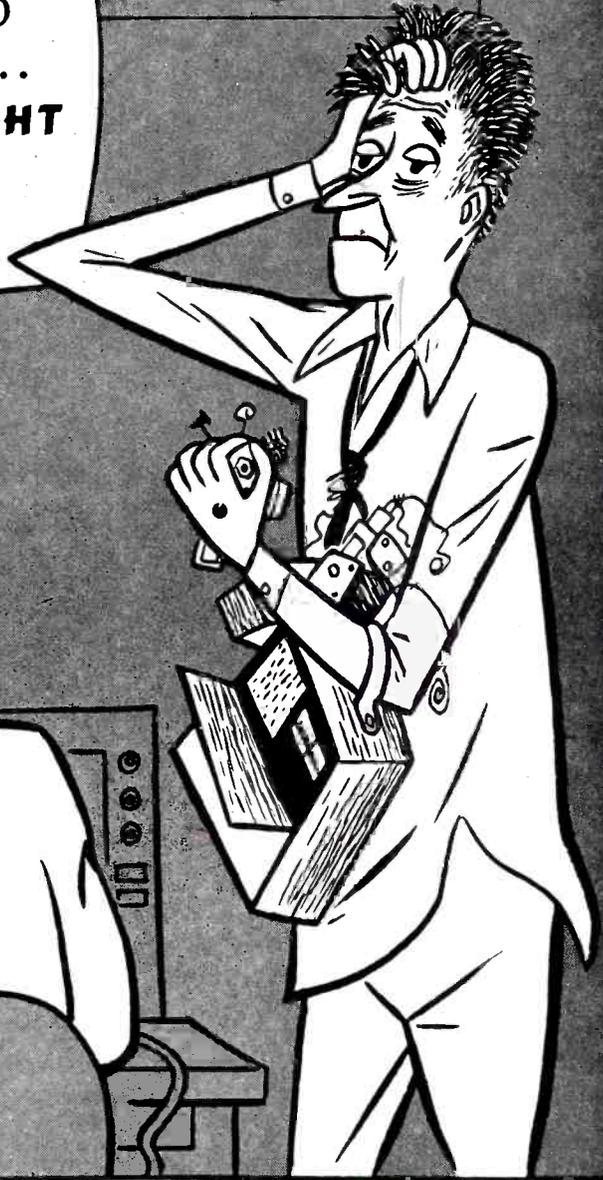


For Peak Performance

Depend on
RAYTHEON BONDED
ELECTRONIC TECHNICIANS

Bonded by 

HE'S AT A LOSS, SO
TELL HIM, BOSS...
YOU'RE ALWAYS RIGHT
WITH RAYTHEON



For Quality Tubes that give Peak Performance see your RAYTHEON DISTRIBUTOR.

Excellence in Electronics

- RADIO RECEIVING TUBES
- SPECIAL PURPOSE TUBES
- TRANSMITTING TUBES
- HEARING AID TUBES

RAYTHEON MANUFACTURING COMPANY
RADIO RECEIVING TUBE DIVISION
NEWTON, MASSACHUSETTS CHICAGO, ILLINOIS

Journal's End

By The Staff

AS we sit down to visit with you this month the weather is crisp and pleasant, everybody's buzzing with big sales promotion plans for fall business, and the outlook is encouraging. As you can see, Advertising Director **Irv**



Cooper has that everything-looks-rosy expression as he checks over your JOURNAL's fall advertising contracts. . . . Down to Baltimore for the **Bendix** jobber pow-wow at the Sheraton-Belvedere hotel on Aug. 25th. It was a constructive meeting and Sales Manager **J. T. Dalton** revealed that Bendix advertising program for the coming 12 months is to be expanded with aggressive selling campaigns in both "class" and "mass" publications.

According to Westinghouse sales manager **Edgar Hermann**, the radio business has returned to "normal"—at least that's what he told jobbers who came to Pittsburgh last month to preview the company's new line of home receivers.

Seymour Mintz, Admiral advertising director, was in New York bubbling over with joy because of his new daughter, **Gloria Jean**, who weighed in at eight pounds on Aug. 5th. Mother and daughter are doing well at their home in Arlington Heights, Ill. . . . And, speaking of proud papas, Bob Blumstein, general mgr., **Leander Industries**, is just that happy over

his company's new plant in Richmond Hill, N. Y.

Over to the Waldorf for a nice visit with **Reau Kemp**, general sales mgr. of **Warwick Mfg. Corp.**, Chicago (Clarion radios) in town on a periodic business trip. . . . While there joined the **Garod** radio cocktail party given to announce the purchase of the company by **Leonard Ashbach**, Chicago wholesale distributor. It was a much enlightening get-together for the press. Leonard said that he will deliver soon a radio-combination phono-FM-television model listing at \$695 in a swell looking cabinet. . . . **Oden Jester** has left **Maguire Industries** as v.p. in charge of sales to go with **Jensen Industries**, Chicago, as sales manager, effective Sept.

We are sure the entire industry joins us in mourning the death of **Gen. James G. Harbord**, former **RCA** president and chairman of the board, who died suddenly at his home in Rye, N. Y. on Aug. 20th. He was 81 and had retired as board chairman on July 11th last because of failing health. He followed a brilliant Army career by joining **RCA** in its infancy, serving as its president from 1923 until 1930 when he became board chairman. The passing of this radio pioneer is a loss to the growing industry to which he contributed so much.

1st. . . . Although **Electronic Labs**, Indianapolis, has filed bankruptcy papers, it looks as if the situation will work itself out and that creditors will be paid off 100 per cent, though it may take a little time.

On the dealer front, **Frank H. Zabkar**, **West Side Radio & Ap-**

pliance Co., Joliet, Ill., was in to see us to ask our help in lining up some top line television receivers. He says people in his area are getting very video-conscious since telecasts from Chicago now are available. Naturally, we were glad to lend a helping hand. . . .

Paul Paradiso of **National Appliance Co.**, Corona, N. Y., dropped in for a chat and said that prospective customers prefer known name brands and that he can't give away off-brand merchandise. . . . We had a grand time, too, at the **QEAMA** (Queens Electrical Appliance Merchants Assn.) outing at Roslyn Harbor, L. I., on Aug. 20th. Some 200 dealers, manufacturers' reps and jobbers were present. A number of very fine prizes were awarded by radio and appliance manufacturers through their wholesalers to participate in this annual event.

There's been quite a personnel shakeup at **Crosley** with many top names involved in the reshuffle: **Norman MacDonald** was upped from v.p. and gen. mgr. of **Crosley Distributing Co.**, to sales mgr., **Crosley Div.**, **AVCO Mfg. Co.** He is being succeeded by **Bert Cole**, promoted from general sales manager. **Sydney Mahan** will head an expanded advertising sales promotion and public relations dept., while **Lee Stratton** becomes head of a new section on home freezers. His place of domestic sales mgr., **Crosley Div.**, is being taken by **Corley W. Kirby**, formerly with **Frigidaire**.

A nice note from **Anthony (Tony) Dillon**, general sales mgr., **Continental Records**, New York, who reported on a six-week coast-to-coast trip in which he is appointing new **Continental** distributors. . . . You should see that giant colored poster **Prez Irv Olson**, **Olson Radio Warehouse**, Akron, Ohio, sent us. Designed to help radio servicemen explain to customers just how electrolytic condensers work and what causes them to deteriorate, it is really something to look at. . . . Come in to see us, when in New York. You'll have a swell time, we promise.

REMLER SCOTTIE... *Pups and Juniors*

**PROFIT LEADERS
READY NOW**

19⁹⁵ up

SCOTTIE PUPS

List Prices

WALNUT PLASTIC . . . **19⁹⁵**

WHITE . . . **22⁹⁵**



Here is an answer to the dealers' demand for *full-sized* personal radios, priced for the buyers' market. Excellent tone. Tested and proved in "tough spots" where reception is difficult. 5 tubes AC-DC; superheterodyne circuit with dual purpose tubes. Automatic volume control; full vision slide dial; vernier tuning. Enclosed back; built-in antenna and features not available in other sets at less than \$35.00. Approved by Underwriters Laboratories. Ready now for immediate delivery.

Scotties step up Profits

- ★ Prices in step with buyers' market
- ★ Attractive Discounts — MORE PROFIT
- ★ Full size cabinets. Solid plastic . . . not sprayed
- ★ Tested and proved in localities where reception is difficult
- ★ Fine tone . . . easy to demonstrate . . . easy to sell

CHOICE TERRITORIES AVAILABLE FOR DISTRIBUTORS

Complete line from \$19.95 table models to \$300.00 combinations with all features including F.M.

For information write or wire

REMLER COMPANY LTD.
2101 Bryant Street San Francisco 10



SCOTTIE JUNIORS

DeLuxe Models. Additional refinements. Carrying handle . . . portable for room-to-room entertainment. List prices

WALNUT PLASTIC **24⁹⁵**

WHITE **27⁹⁵**

Remler

(7) 1.50

Admiral

leads the field
in table radios

with this **BIG PACKAGE**
top performing, 5 TUBE
\$25 VALUE SENSATION AT ONLY

\$17.95

(Model 7T10E
—Ebony)

Prices slightly higher
in far west and south

For years Admiral has led the industry in the manufacture and sale of Table Model Radio-Phonograph Combinations with automatic changers. Now, Admiral is making a bid for undisputed leadership in the field of table radios as well. At \$17.95 Model 7T10E is unquestionably the "hottest" number on the market. Altogether, nine models are included in the line priced up to \$29.95 to provide increasingly profitable "step-ups" for you. Included are two different chassis, seven plastic models and two terrific wood jobs. Get in touch with your Admiral distributor today for full details.



See your
Admiral
distributor today
for immediate delivery

10 WAYS TO MAKE COLD CASH WITH RADIO'S HOTTEST SPECIALTY!



"Wake-up-to-music"
CLOCK-RADIO



MODEL 62

1. **FEATURE** the G-E Clock-Radio! It's *more* than a radio—it brings you *more* sales, *more* profits when it's not buried among your radios on display.
2. **PLACE** the G-E Clock-Radio in a "stand out" spot among your radios, AND
3. **DISPLAY** it in a "stand out" spot among your clocks, AND—MOST IMPORTANT—
4. **FEATURE THE CLOCK-RADIO BY ITSELF!** Customers who don't want "just a radio" or "just a clock" will buy a Clock-Radio!
5. **SHOW** the Clock-Radio in your windows—*away from ordinary radios!* The Clock-Radio is in a *class* by itself—show it by itself!
6. **TELL YOUR CUSTOMERS THE G-E CLOCK-RADIO STORY. THEY'LL WAKE UP TO SWEET MUSIC—YOU'LL WAKE UP TO SWEET PROFITS!**
7. **EXPLAIN** to them that the G-E Clock-Radio is an electronic reminder—it'll wake them, turn on a favorite program, remind them of important dates—automatically. All this—PLUS a G-E electric clock, PLUS a G-E "Superhet" radio.
8. **TELL THEM ABOUT THE EMINENT DOCTOR'S "WAKE-UP" TESTS—HOW SCIENCE PROVED THAT JANGLING ALARMS JAR YOU, PRODUCE NERVOUS TENSION; WHILE MUSIC FROM A G-E CLOCK-RADIO WAKES YOU SOOTHINGLY.**
9. **PLAY** on their liking for something *new* and *different*. The G-E Clock-Radio is *both*. There's nothing else on the market that sells like it!
10. **REFER** them to the G-E Clock-Radio ads in Life, Collier's, Saturday Evening Post . . . use all the Clock-Radio dealer aids—your G-E distributor has them . . . place ads in your local papers!

General Electric Company, Receiver Division, Electronics Park, Syracuse, N. Y.

REMEMBER—The G-E Clock-Radio is radio's hottest specialty!

GENERAL



ELECTRIC

175-G8

Refreshment Vendors Note

Reports that room service revenues in New York hotels have jumped from \$35 to \$175 per room, following the installation of television, indicate that guests who enjoy telecasts in the privacy of their hotel rooms also enjoy additional refreshments during telecast hours. Children, according to other reports, comprise an enthusiastic segment of the television audience, listening to any type program by the hour.

It is not idle dreaming to surmise, from the above facts, that the food and beverage packages coming home from corner groceries will become heavier as video catches on. Home telecast audiences are as likely to be as convivial as hotel guests, and conviviality is synonymous with refreshments. Children will not shatter the synonym. No parent who has taken a child to a ball game, the zoo, or a movie is likely to argue the point.

It Can't Happen Here

Power synchronization would have spared police of Madrid, Spain, a riot call last month, and theatre promoters of a televised bullfight would have been in pocket 2,500 admissions instead of being in the public's disfavor and minus the price of the same admissions. It all happened when the transmission of power from suburban Carabanchel, where the bullring was situated, to the Madrid power plant was not synchronized. The faulty current impaired transmission and the 2,500 spectators stormed the box office, demanding their money back. A busload of police finally quieted the crowd, but only after the promoters of the bullfight agreed to refund on paid admissions.

Industry Production

Television receiver production for the first half of 1948 totalled 278,896, one-tenth of a million more than during all of 1947, and almost clicked television set output since the war past the half-million mark. Total over-all television set output is now set at 463,943. FM-AM production for the same period of this year came to 695,313, exceeding by 249,750 the sets produced during a comparable 1947 first-half period. The 1,182,262 automobile and the 1,207,754 portable radio receivers made during the first six months of 1948 indicate continued high production on these items. Radio receiver production, however, stayed at a seasonal low, June's radio production adding up to 1,049,517.

Bright Future

By the end of 1948, television receiver production should exceed 850,000, more than 60 television broadcasting stations

RAJ News Roundup

RADIO AND FM
TELEVISION

Now They're Giving Television on Radio!



Jack Arthur Janelli, disabled war veteran, is congratulated by Arthur W. Burton, left, of Transvision, New Rochelle, after winning the Transvision television kit, offered as grand prize on the Sammy Kaye radio program. Kaye beams about the result, as John L. Golob, extreme right, national commander of the Disabled American War Veterans looks on.

should be in operation, and television should be enacting bits of major roles it is destined to play in education, religious teaching, and other important fields, according to Frank M. Folsom, vice-president of RCA.

Addressing 1,000 radio and appliance distributors and dealers in San Francisco during Western Summer Market Week recently, Mr. Folsom predicted television industry production, during 1949, amounting to 1,600,000 receivers, a potential \$400,000,000 retail business.

Mr. Folsom agreed with Dean J. Roscoe Miller, of Northwestern University Medical School, who, after RCA televised surgical operations for some 12,000 physicians and surgeons at the American Medical Association Convention last June, proclaimed: "A revolution in teaching methods is in sight."

"The entire nation will be watching television in San Francisco," Mr. Folsom asserted, after reviewing the myriad ramifications of television in contributing to the country's welfare. He cited television operation in the mountainous western region as being of interest to everybody in the industry. In addition, Mr. Folsom predicted television's linking East and West coasts

by 1952, pointing out that national advertising would inevitably follow.

TV Bows Along Wabash

RCA Victor television barnstormers packed \$100,000 worth of equipment, including RCA's super-sensitive Image Orthicon cameras, control and monitoring equipment, and latest television receivers, onto the Monroe County Fair grounds at Bloomington, Indiana, last month. Twenty-two television receivers were installed in the special space allotted to television at the Fair, and from a separate booth programs originating all over the lot were directed, monitored and controlled. Children's shows, stock tent judging, amateur talent and variety shows were televised. A feature of the demonstration was "See Yourself", an arrangement permitting visitors to stand before a television camera and see themselves on a television receiver nearby. The barnstormers, RCA Victor production and technical experts who demonstrated television for Pope Pius XII at the Vatican, televised Mexican bullfights, and introduced television to millions of people, finally got around to demonstrating television to the folks along the Wabash.

Announcing . . .

*a higher standard
of television performance
designed for the
finest homes*

Starrett

TELEVISION

Large direct view sets
available for
immediate delivery
*to selected dealers
in each community*

Our tube manufacturing facilities enable us to deliver now . . . 10", 12", 15" and 16" direct view cathode-ray tube . . . table models, combination, consolette and break-front cabinet models in modern and period designs . . . retail from \$349. to \$1,795.

Wire, phone, write today for details.

STARRETT TELEVISION CORP.

Offices and showroom

521 Fifth Avenue
New York City
Phone MU-7-1780

Factory

Starrett-Lehigh Building
New York City

Tele-tone

priced and designed for

AT LAST
A TABLE MODEL WITH
BOTH BROADCAST BANDS



AM-FM

AT A SENSATIONAL PRICE

Here's the set with the selling point that's new, wanted, demanded! AM-FM . . . powerful 8 tube complement . . . built in antenna for both AM and FM . . . Alnico permanent magnet speaker. This new Tele-Tone AM-FM radio comes equipped with "Ratio Detection", assuring increased sensitivity, noise reduction, tuning stability, and cuts down interference to the absolute minimum.

\$34⁹⁵

Now . . . your customers can buy an FM radio for the bedroom . . . an FM radio for the kitchen . . . an FM radio for the porch and enjoy all the wonders of static-free FM reception. Full frequency range in both FM and AM. Available in walnut plastic cabinet.



Model #165—The "punch" for your promotions. Superheterodyne circuit. Alnico speaker, modern plastic cabinet. \$9.95.



Model #190—A 3 way portable—AC-DC or self contained batteries. Light, compact with powerful full tube complement. Available in maroon plastic. \$24.95 less batteries.



Model #184—A powerful table model set featuring full tube complement, superheterodyne circuit, two stages of I.F., automatic volume control, built in loop antenna. In ebony plastic. \$14.95.



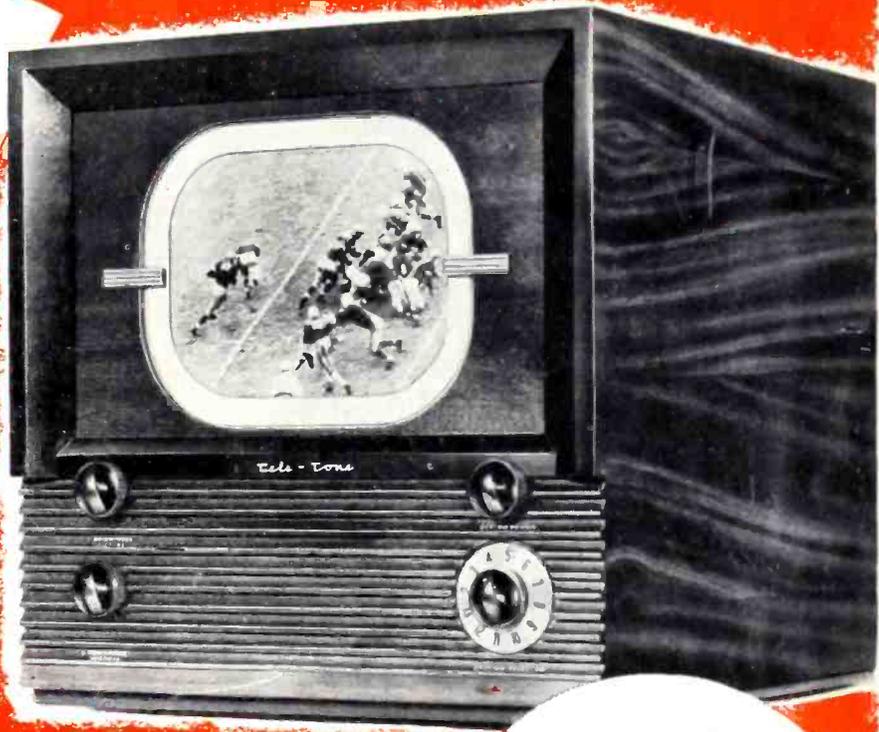
greater sales, increased profits

THE NEW
Tele-tone
BIG SCREEN TELEVISION

TV

Here it is . . . 52 square inches of bright, clear picture at the **LOWEST PRICE IN THE COUNTRY**. Yes, it's the lowest priced **BIG SCREEN** television ever to be engineered and sold. It's the shot-in-the-arm your business needs to get it out of the doldrums . . . shoot it into the upper brackets of sales and profits.

It's **NEW** . . . all new . . . with plus features never before found in a TV set at anywhere near this price. Stock it...sell it...It's TV's best buy...by Tele-Tone.

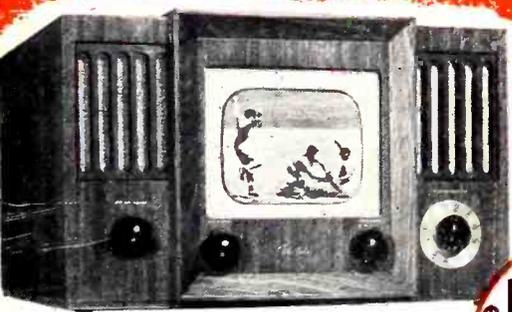


ALL THE FEATURES THAT MADE THE FIRST TELE-TONE TV SET FAMOUS . . . PLUS 4 ADDITIONAL ONES

- Automatic Frequency Control . . . makes horizontal synchronization easier.
- No fine tuning control necessary . . . automatic gain and loss compensates for transmission variations.
- Higher I.F. frequency . . . gives higher immunity to interference.
- 10" Direct View Tube . . . the largest tube available at this low price.

\$249⁹⁵

**PLUS \$1.50 FEDERAL TAX
INSTALLATION EXTRA**



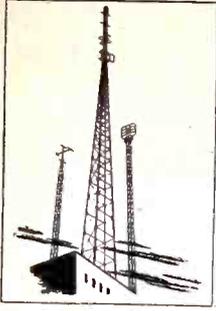
\$169⁹⁵

**PLUS \$1.30 FEDERAL TAX
INSTALLATION EXTRA**

Tele-tone

540 WEST 58th ST., NEW YORK, N. Y.

Model #TV 149—The set that made television available to **EVERY-ONE**. An industry standard. . . **AT THE LOWEST PRICE OF ALL.**



Washington News Highlights



Buying Curb

The long-expected, controversial curbs on installment buying were finally announced by the Federal Reserve Board, effective September 20th, after promulgation under authority of the anti-inflation act passed at the recent special session of Congress and subsequently approved by President Truman.

Covering installment sales of and loans for 12 different kinds of durable goods costing more than \$50, installment loans for most other consumer purposes, and installments up to \$5000, the new order of the Reserve Board is in much the same form as Regulation W on consumer installment credit, which was terminated November 1, 1947.

Pivotal points of the new order are the regulations on minimum down-payments and maturities of all installment credits. Prior to the issuance of the order in its final form, arguments materialized from many sides on these two points. Considerable support was given to 10 and 15 per cent down-payment minimums and at least 18 months maturity time. But the Reserve Board order followed none of these. In its final form the new order essentially requires:

A down-payment of one-third on automobiles. Twenty per cent down on cooking stoves, dishwashers, ironers, refrigerators, washing machines, combination units of any of these five household appliances, air conditioners, radio and television sets, phonographs, sewing machines, suction cleaners, furniture, rugs and carpets.

Maturities of all installment credits are to stretch over 15 or 18 months. A credit not exceeding \$1000 had to be finally written off within 15 months. This pertained to all appliances and radios, and to most television sets. A credit exceeding \$1000, after an initial down payment, had to be cleared off within 18 months, no monthly payment being less than \$70.

Under Regulation W, terminated in November last year, purchases ranging from \$50 to \$2000 were subjected to

installment credit controls, and household appliances, now requiring a 20 per cent down-payment, required a one-third initial payment.

With consumer credit currently aggregating \$7,200,000,000, the new control order was designed, in the words of one Federal Reserve Board spokesman, "to stop the present rapid growth of installment buying rather than to encourage deflation."

How much effect the new regulation will have on checking inflationary pressures remained debatable, many quarters still feeling that the brake on consumer credit in itself could not at the same time brake the inflationary spiral to a halt.

In any case, dealers in the radio, television and appliance field seemed likely to be harder hit than department stores, the latter depending less on the items specifically covered in the new regulation for volume business than the former. Charge accounts were not covered either by the regulation.

Since the bulk of distributor and dealer merchandise did fall within the realm of the Reserve Board order, selling took on an added ramification. First reactions of such distributors and dealers was that the curbs on consumer credit would not ease inflationary pressures, but, at the same time, it was the consensus of opinion that the new regulation would not ease any of the selling problems either. A review and revamping of credit programs in effect, and concentration on progressive merchandising through aggressive promotions seemed to be the industry's answer to the new consumer credit regulation.

Sparking Radio Week

Focusing of public attention on radio broadcasting's 28th birthday during National Radio Week, November 14-20, is to be aided through cooperative community advertising in newspapers and on the radio by the nation's 30,000 radio dealers, RMA reports. Newspaper advertising copy will be furnished by the RMA Advertising Committee and spot announcements and special scripts

by the National Association of Broadcasters. Dealers in participating communities will be urged to join in sponsoring the advertisements.

The "Voice of Democracy" radio speaking contest will be repeated this year, local U. S. Junior Chamber of Commerce chapters, broadcasters, and radio dealers directing local phases. As before, four national winners will receive college or university scholarships. Radio dealers will be asked to donate radio receivers to the high schools producing the boy or girl chosen as its town's "Voice of Democracy".

Dealers will not receive promotion kits this year, but advertising display posters and contest posters will be made available through radio manufacturers. Full participation in cooperation with broadcasters, Junior Chamber of Commerce chapters, schools, and other groups will be urged on dealers. During the week RMA's year-round "Radio-in-Every-Room . . . Radio-for-Everyone" sales campaign will be brought to a climax.

Streamlining RMA

RMA reports the appointment of 21 section chairmen in the Parts Division, and an increase in its Traffic and Statistics committees. Expanded statistical services for five additional sections of the Parts Division, new quarterly reports of television receiver distribution, and the new monthly report of radio distributors' sales and inventories, in addition to its task of gathering production and sales data for all RMA Divisions, prompted the Statistics Committee expansion. Parts Division additions included tube parts manufacturers and ceramic capacitor producers.

Tube Sales

During the first half of 1948 radio receiving tubes sold by member-companies passed the 100 million mark, RMA reports. The half year sales were divided as follows: 72,543,504 for new sets, 20,280,996 for replacements, 6,644,749 for export, and 536,714 for government agencies.

Snyder

PHILADELPHIA

REDI-MOUNT TV AERIALS

"CANTILEVER TRUSS CONSTRUCTION. WILL NOT BEND OR SWAY"

"COVERS ALL CHANNELS"

"PLENTY OF PROFITS IN THIS EASY SELLER"

"JUST UNFOLD AND TIGHTEN"

COMPLETELY FACTORY ASSEMBLED. READY FOR ROOF INSTALLATION

8 FEET OF MAST 2 SECTIONS

TV-13
includes
LO & HI-F ARRAYS
\$2250
LIST

WRITE FOR CATALOG OF COMPLETE LINE OF REDI-MOUNT TV AERIALS AND ACCESSORIES

4-WAY INDIVIDUAL ORIENTATION

SNYDER
ANTENNA ENGINEERS

MANUFACTURERS . . . START TO FINISH
PHILADELPHIA 40, U. S. A.
EXPORT DIVISION: ROBURN AGENCIES, INC., NEW YORK 7, N. Y.
Metropolitan New York Distrib: H. L. Dolis Inc.

**AGAIN IT'S
"TOPS" WITH
UNPRECEDENTED PROMOTION!**

The New 1949
Emerson



A Wide Range of Leaders in Product, Price and Profit

A large new selection of Compacts—Console and Table Phonoradios—new FM and FM-AM Table and Console models—Portables—Personal Radio—and outstanding Table and Console Television—is ready for your display and sale NOW.

EMERSON RADIO & PHONOGRAPH CORP.
111 EIGHTH AVENUE • NEW YORK 11, N. Y.

● All of America will see them featured in double-spread color ads in top flight national magazines.

"Big Bertha" newspaper ads will regularly pound their "BETTER Style, Tone, Performance and Value" across to the public—to YOUR prospects.

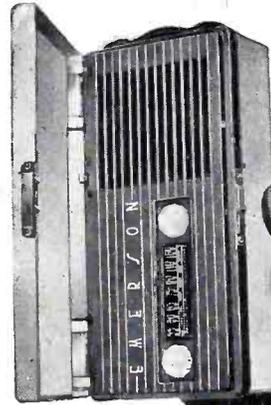
Crowd-stopping point-of-sale helps will bring already-sold buyers into your store.

A wide range of supplementary promotion will





Radio and Television

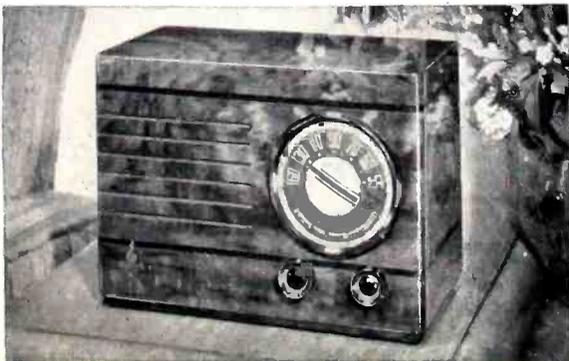


bring new prestige and added profits to Franchised Emerson Radio and Television Dealers.

Every new 1949 Emerson Radio and Television model has been pre-tested for demand in every market. The products are right, the margins are liberal and YOUR VOLUME SALES are assured.

See the entire new line—get all the price and promotion facts—

CALL YOUR EMERSON RADIO DISTRIBUTOR NOW!



*World's Largest Maker
of Small Radio*

Stromberg-Carlson Profit

TELEVISION

That Sells on Sight—and Sound!

"You SEE it Better . . . HEAR it Better!" That's the dramatic new television theme Stromberg-Carlson and its distributors are firing with both barrels in support of your own promotion.

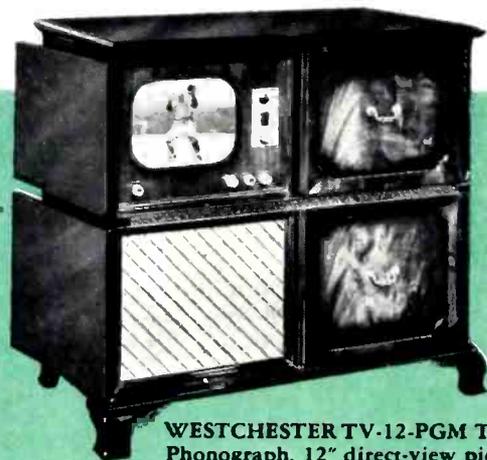
"You SEE it Better!"—on the unsurpassed clear and bright 12" direct view.

"You HEAR it Better!"—on FM audio by Stromberg-Carlson, whose very name promises superlative tone to every prospect.

In every important television market, Stromberg-Carlson is boosting sales records of its franchised dealers! With aggressive large-space newspaper advertising against a background of national magazine pages. And with an unbeatable merchandising program—a unique kit containing a 28-page television educational booklet, folders, displays, direct mail, cards, signs, mats and commercials. Everything you need as leader in television selling!



CHINESE CLASSIC TV-12-M5M Television-Radio-Phonograph. 12" direct-view picture. "Eye" tuning for TV and FM radio. Push-button tuning for AM and short wave radio. Lovely Chinese motif cabinet in mahogany veneers.



WESTCHESTER TV-12-PGM Television-Radio-Phonograph. 12" direct-view picture. "Eye" tuning for TV and FM radio. Push-button tuning for AM and short wave radio. Intermix record player. Matched swirl mahogany veneers.



ROCHESTER TV-12-H2A (blond) or **TV-12-H2M** (mahogany veneer) Television and FM Radio Receiver. 12" direct-view picture. (Also available as **TS-10-H2** with 10" tube.)



DORCHESTER TV-12-LM Television and FM Radio Console. 12" picture. Handsome modern cabinet in ribbon-striped mahogany veneers.

STOP!—LOOK!—and LISTEN!.. THERE IS NOTHING FINER THAN A

Stromberg-Carlson Company, Rochester 3, N. Y.

Line for Fall and '49

RADIO-PHONOGRAPHS

Models for Every Prospect—Prospects for Every Model!

Never before have Stromberg-Carlson franchised dealers had such a choice of fine Stromberg-Carlson radio-phonographs or radios for every customer. Each '49 instrument is decorator-designed for greatest appeal to your prospects, whether their tastes are traditional or modern. And most models feature:

- Three-gang FM and AM tuning, with no-drift permeability on FM.
- Exclusive new Chromatic Tone Selector

to visualize adjustment of treble and bass.

- Intermix automatic record changers with quick-change, dual-needle pick-up that plays either the new long-playing or standard records. Just press a button and touch a control to change from 78 RPM to 33 $\frac{1}{3}$ RPM records. (1409 models)
- Powerful and insistent national advertising, newspaper advertising and merchandising will support your own promotion efforts during the fall and winter selling season.



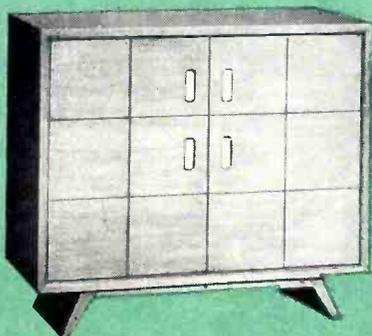
CHIPPENDALE 1407-PFM
FM-AM Radio-Phonograph.
Mahogany veneer.



NEW FUTURA 1409-M3M
(pin-striped mahogany veneer) or 1409-M3A (blond avodiré veneer) FM-AM Radio-Phonograph.



HEPPLEWHITE 1409-PGM
FM-AM Radio-Phonograph.
Swirl mahogany veneers.



NEW WORLD 1409-M2Y
FM-AM Radio-Phonograph.
Bleached mahogany or avodiré veneers.



MAYFLOWER 1407-PLM
FM-AM Radio-Phonograph.
Mahogany veneers.



DYNATOMIC 1400-HI (Ivory)
or 1400-HB (Brown) Ultra-Modern AC-DC Table Radio.

STROMBERG-CARLSON

— In Canada, Stromberg-Carlson Company, Ltd., Toronto

TELEVISION TOWN:

Whys and Wherefores of TV Buying Habits



To plot the location of each television set in Videotown, Klaren Klopfer (above), Newell-Emmett researcher, toured the town's streets, notated actual spots where antennae were seen. Further study of town's buying motives in television, families' listening habits, attitudes to programs, other TV interests will be facilitated by such information already assembled. (Photographs courtesy of Newell-Emmett and Advertising and Selling)



Dealers, like the one above, were canvassed to determine where television sales originated. Of 267 sets found in the metropolitan New York hinterland sampling, 85 per cent had been purchased from 21 local dealers. With only two per cent of Videotown's families now owning television sets, dealers have ample room for sales pioneering.

Television ownership is highest in the middle income brackets, nearly four out of every five sets are owned by private families, increasing video sales will have trebled by the end of 1948. 10-inch are the most popular screens, and local dealers consummated the bulk of sales—these were the major findings in a recent Newell-Emmett Company television survey of a place it chooses to call Videotown.

Somewhere in the hinterland of metropolitan New York, Videotown is a community supported by industry, agriculture, and distribution. The ratio of its 267 television sets to the number of sets now in use is identical with the ratio of its population to the total population served by television today—exactly one-tenth of one per cent in each case.

Keeping tabs on the pattern this town of not more than 50,000 people follows in its television habits is a task taken on by the research staff at Newell-Emmett. Already further study of Videotown is in process, with interviewers now dipping into such things as motives in buying television sets, listening habits of families, attitudes to programs, and general interest in television. Such further phases of the survey can hardly come up with more startling revelations than the initial phase disclosed, however.

Television set ownership, for instance, indicated two out of every three set owners were middle class people, actually 60 per cent of the 267 sets found being in the middle class. Twenty-six per cent of the sets were in the upper class, and 14 per cent in the lower, a pattern which followed closely the finding of radio station WPIX in a recent survey of 17,000 sets in New York City.

Though public use of television is extremely widespread, the survey revealed that only 17 per cent of Videotown's sets were located in bars and grills, and three per cent in clubs and similar locations. On the other hand, 79 per cent were found in private homes. Installation of home sets was on the increase, also, it was discovered. By the second half of 1947, for example, commercial set installations had nosedived from 41 per cent to 26 per

AMERICA

cent of all installations made. Then, during the first three months of 1948, home installations increased to 91 per cent of total installations, and commercial installations seemed to be rapidly reaching a saturation point at only nine per cent.

Viewing the history of television set installations in Videotown, one-third of all installations in the community were made during the first three months of 1948, while 61 per cent of all sets were installed during 12 months of 1947. At the current 1948 rate, the number of sets in use will have trebled by the end of this year. This will still reflect television set ownership in its pioneer stage, for only two per cent of Videotown's families have television sets today.

Screen size preference centered on the 10-inch screen among Videotown's television owners, about 50 per cent of all sets in use having that size screen. Next most popular was the 12-inch screen, followed by the 7-inch tube, the 15-inch projection model screen, the 15-inch screen and the 5-inch screen, in that order. With middle and lower income families entering the television market the trend appeared to be toward smaller screens.

Of the 33 dealers responsible for set sales to Videotown's television owners, 21 were local dealers, and they accounted for 85 per cent of all consummated transactions.

Photos, top to bottom, represent various stages of the survey's progress. Before tackling the tedious job of tracking down all the television sets in Videotown and assembling data on them, researchers gathered at the railroad station, plotted and assigned areas, guaranteed all-inclusive coverage. Commercial installations proved to represent only about 20 per cent of the 267 video sets, with bars and grills alone accounting for 17 per cent. Decline of commercial installations indicated such set sales were reaching saturation point. Home set installations, on the other hand, were on the increase, with the likelihood that the number of such sets in use by the end of this year will have trebled. Front porch and living room talks with set owners revealed that 60 per cent of home sets were owned by middle class persons, and that 50 per cent of Videotown's sets have a 10-inch screen. Advent of middle and lower income brackets into the television market brightened local dealer prospects everywhere.



Journal Pictorial: Photographic Review of Events of Interest in the Radio and Appliance Industry



Russell Wilkinson, left, finds the 976 silver dollars awarded him for being leading salesman of Philco products kind of weighty. Leo R. Norman, sales manager of McDonald Bros., Memphis, made the award.



Easy on the eyes—that's the new Transmirra slogan for its Image Definer. And that's what Miss Christy Lange, New York model, is slated to be in Transmirra's Fall advertising and promotion.



Charles W. Robbins, right, Emerson's national sales manager, watches William Goetterman, of Merchants Distributors Co., discover the features of a console-phonograph-TV set during showing at the Detroit-Leland hotel.

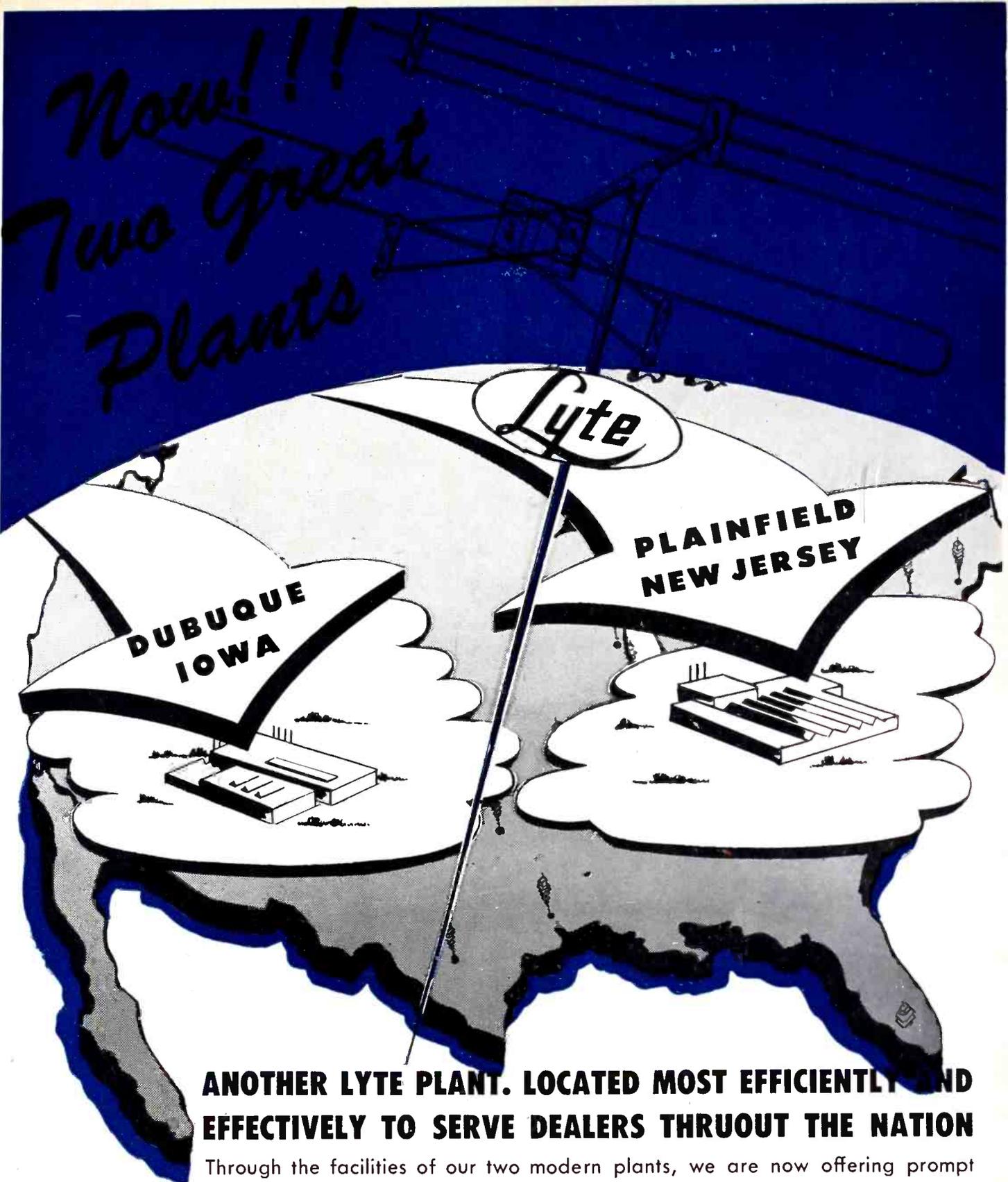
Canadian broadcasters, below, are discussing RCA's new large-screen television projector with executives of the company. Left to right are, Walter J. Blackburn, stations CFPL and CFPL-FM, London, Ontario; Aurele Boisvert, CHUM engineer, Toronto; Frank M. Folsom, executive vice-president RCA; W. W. Watts, RCA Engineering Products Department; Percy Fields, engineer, stations CFPL and CFPL-FM; and Ken Chisholm, RCA Engineering Products Department representative in Toronto.



Television's importance was acknowledged by the producers of "The Babe Ruth Story" when they decided to carry the announcement of Ruth's serious illness, shown in above sequence, through the television medium. Receiver is a GE 910, built in projection set producing an 18 by 24 inch image.

S. W. Gross, president of Tele-tone Radio Corporation, shown below addressing a gathering of distributors at the company's recent sales convention held in the Waldorf-Astoria. At the convention, Tele-tone introduced new 10-inch models and FM-AM radio sets. The 10-inch television set shown on the right of Tele-tone's president is a product retailing for \$249.95.





*Now!!!
Two Great
Plants*

**DUBUQUE
IOWA**

**PLAINFIELD
NEW JERSEY**

Lyte

ANOTHER LYTE PLANT. LOCATED MOST EFFICIENTLY AND EFFECTIVELY TO SERVE DEALERS THRUOUT THE NATION

Through the facilities of our two modern plants, we are now offering prompt delivery, top quality and sound value to the Lyte dealer. The Lyte antenna offers new vistas of TV enjoyment, gives you a greater reception range, a sharper picture plus a clearer image. This amazing reception is made possible over all 12 TV channels and FM bands. For the utmost in TV reception, the Lyte antenna is a MUST.

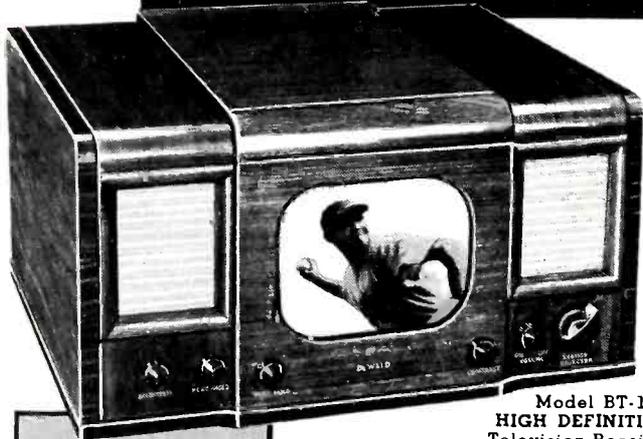
**TOPS
THEM ALL**

DEALERS — Even the finest Television Set is only as good as its antenna. Install the new Lyte for high fidelity reception, better definition, clearer images, with minimum interference. Satisfied customers mean more PROFITS for YOU! Specify LYTE — Best by Test.

LYTE PARTS CO.
18 WASHINGTON AVE. PLAINFIELD, N. J.
199 MAIN ST. DUBUQUE, IOWA

... if
you
want
something
better
demand

R A D I O
DEWALD
T E L E V I S I O N



Model BT-100
HIGH DEFINITION
Television Receiver

Backed by Over
a
Quarter-Century
of
Proven Quality

DEWALD offers a complete line
... from Portables to Television!
Write for Complete Information.

JOBBERS—REPRESENTATIVES
Some choice territories still available

DEWALD RADIO MFG. Corp.
35-15 37th Ave., Long Island City 1, N. Y.

GOT AN **EYE** FOR PROFITS?

then STOCK and
SELL the



LIST
\$2.95 to \$6.95
(according to
screen size)

New, improved "camera-type"
filter gives real EYE-EASE. A sure sale to television
owners who want

- GLARE-FREE RECEPTION
- CLEARER IMAGES
- RESTFUL VISION

Sold with money-back guarantee
Write for nearest distributor

WALCO SALES CO. 76 FRANKLIN STREET,
EAST ORANGE, N. J.



the new
**STEEL
STAND-OFF***

*Patent Pending

ANOTHER FIRST
FOR OAK RIDGE

Oak Ridge scores again with another big development to make
TV and F.M. installations easier, quicker and better. The NEW
Steel Stand-Off shown above is one of the most universally
efficient devices of its kind. It will rigidly clamp any size of
TV or F.M. cable.

The universal application of this insulator is obtained by merely
reversing either of the half sections of the grommet. In position
"A", the grommet will clamp large size coaxial cable and/or
flat twin-lead ribbon cable. In position "B", it will clamp one
or two smaller sizes of coaxial cables.

These insulators are made of semi-hard weather resisting rubber
compound which will not deteriorate in heat. Write direct if
there is no Oak Ridge Supplier in your city.

Write Dept. 102



OAK RIDGE ANTENNAS

239 E. 127th St., New York 35, N. Y.
Manufacturing Division of Video Television, Inc.

THE NEW

33 1/3 or 78 r. p. m.

DUO-SPEED
UNIVERSAL



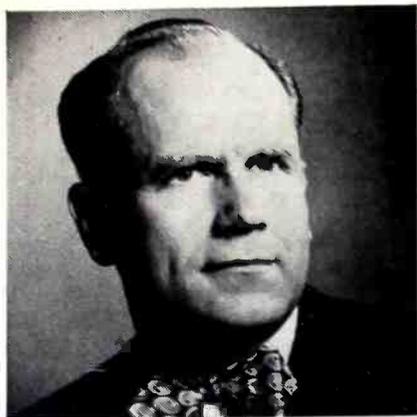
801
DUO

A complete line of Automatic Record Chan-
gers equipped to play both 78 and 33 1/3 r.p.m.
recordings. ONE TONE ARM — No parts to
remove or assemblies to interchange. One knob
controls dual needle cartridge. Single knob
controls two speed motor.

Patents and Copyrights Pending

V-M CORPORATION
BENTON HARBOR, MICH.

New Appointments



GEORGE C. HALE

• **George C. Hale & Company**, Indianapolis, Indiana, has been appointed Sparton radio-television merchandiser for that state by **Henry L. Pierce**, of the Sparks-Withington Company. Mr. Hale was formerly associated with Philco, Emerson, Jefferson-Davis, Black & Decker and Jewett, and was on General Arnold's staff during the war, with responsibility for radio, radar and guided missiles equipment.



CHARLES J. NESBITT

• **Charles J. Nesbitt** has been appointed advertising manager of the Hallcrafters Company by **William J. Halligan**, president. Mr. Nesbitt is a graduate of Loyola University, was with Goodyear Tire and Rubber Co. before the war and was recently with Montgomery Ward.

• **Harold W. Schaefer**, veteran radio and electronics engineer, has been appointed assistant manager of the **Westinghouse Home Radio Division**, Sunbury, Pa., F. M. Sloan, division manager announced. Mr. Schaefer, who has been in charge of engineering development and research, previously had held administrative, manufacturing and engineering positions in the division. In his new post he will continue in charge of product development and research activities with headquarters at Sunbury, Pa.

TRANSVISION

NEW Television Kits, and Equipment

Important Advances in TV Reception and Servicing!
Transvision makes television more enjoyable, more profitable!



Model 10 BL TV/FM KIT



New . . . FIELD STRENGTH METER

TRANSVISION manufactures the most extensive line of high quality Television Kits, Cabinets, Components and special equipment. Illustrated and listed here are only a representative few of Transvision's leading values. See your distributor.

MODEL 10BL, TV/FM Kit, gives 115 sq. in. picture complete FM Radio; receives all channels; streamlined cabinet NET \$269.00
Model 10BL, TV/FM Kit, gives full 180° visibility NET \$ 23.50
Model 7CL, TV Kit, gives 60 sq. in. picture; console cabinet with Roto-Table; streamlined design NET \$199.00
MODEL 7BL, same as 7CL except that it is a table model NET \$189.00
 All prices include cabinets, tubes, antenna, and 60 ft. of lead-in wire. (Models 7CL and 7BL can be supplied with complete FM Radio for small additional cost.)

NEW . . . TRANSVISION FIELD STRENGTH METER . . .

IMPROVES INSTALLATIONS! SAVES 1/2 THE WORK!

Has numerous features and advantages, including—(1) Measures actual picture signal strength . . . (2) Permits actual picture signal measurements without the use of a complete television set . . . (3) Antenna orientation can be done exactly . . . (4) Measures losses or gain of various antenna and lead-in combinations . . . (5) Useful for checking receiver re-radiation (local oscillator) . . . (6) 13 CHANNEL RELECTOR . . . (7) Amplitudes of interfering signals can be checked . . . (8) Weighs only 5 lbs. . . (9) Individually calibrated . . . (10) Housed in attractive metal carrying case . . . (11) Initial cost of this unit is covered after only 3 or 4 installations . . . (12) Operates from 120 volts—60 cycles
 Transvision Field Strength Meter, Model FSM-1, complete with tubes NET \$99.50



New . . . ALL-CHANNEL BOOSTER



New . . . REMOTE CONTROL UNIT KIT

TRANSVISION ALL-CHANNEL TELEVISION BOOSTER

To assure television reception in weak signal areas, or areas which are out of range of certain broadcast stations, Transvision engineers have designed this new booster. It increases signal strength on all 13 television channels. Tunes all 13 television channels continuously. Can be used with any type of television receiver. Unusually high gain in upper television channels. Model B-1 LIST \$39.95

TRANSVISION REMOTE CONTROL UNIT KIT . . .

Will operate any TV receiver from a distance. Turns set on, tunes in stations, controls contrast and brightness, turns set off. Ideal for installations where the television receiver is inaccessible. Tuner unit is a high gain, all-channel unit with about 50 micro-volt sensitivity. Easy to assemble in about an hour.
 Model TRCU, with 25 ft. of cable LIST \$49.00
 Without cabinet 47.00

NEW 8-PAGE CATALOG showing complete Transvision line now available at your distributor.

or write to:—
TRANSVISION, INC. Dept. RAJ, New Rochelle, N. Y.

IN CALIF.: Transvision of California, 8572 Santa Monica Blvd., Hollywood 46
 All prices 5% higher West of Mississippi; all prices fair traded.



Worried about the sales future of radios?

*don't get cross
get a
CROSLEY
franchise*



All New!

CROSLEY

LINE FOR '49

HAS DEALERS SINGING—

"Yes, we have a bonanza"



CARROLLTON FM-AM Radio-Phonograph. Magnificent 18th Century styling. Mahogany Cabinet by Carrollton.



9-212M—Smart, modern styling in rich mahogany. Compact, fits small space. Powerful superheterodyne, Automatic Record Changer.

THERE'S A MODEL STYLED AND PRICED FOR EVERY PROSPECT IN YOUR MARKET

26 all-new radios and radio-phonographs to help you cash in on the 50,000,000 potential sales in today's radio market! A bonanza? You bet! There's a model in this line for every prospect in your market—a wide choice of styles and prices in feature-studded FM-AM radio-phonographs, table combinations, table radios, portables and farm sets. That means there's plenty of profit in it for you, fewer turn-downs in favor of the dealer up the street. We challenge you to find *any other* line so complete, so smartly designed, so sensibly priced!

YOUR PROSPECTS ARE THE TARGETS FOR POWERFUL

Localized promotions

Crosley pre-sells your prospects with power packin' advertising in popular magazines and key newspapers, coast to coast. You tie-in to this sales push with practical promotion aids designed to fit your local needs. Ad mats—radio spots—attractive literature—smart displays—promotion that brings prospects into your store to look, listen, buy!



9-119—Walnut plastic. Compact AC-DC design with rich, clear tone, sharp tuning!



9-106W—Shortwave and AM reception in lustrous ivory finish plastic. AC-DC.



9-118W—Sleek, smart. High performance. Ivory finish plastic. AC operation.



9-113—Tuneful earful in any room. Walnut plastic. AC-DC.

CROSLEY SPECTATOR TELEVISION RECEIVERS ARE AVAILABLE IN ALL TELEVISION AREAS

CROSLEY

Division *AVCO* Manufacturing Corporation

*® Cincinnati 25, Ohio ©1948

Shelvador* Refrigerators • Frostmasters •
Ranges • Radios • Radio-Phonographs •
Shortwave • FM • Television •
Home of WLW and WLWT.

The DYNAMIC Story



FORGING a retail chain in the radio, television and appliance industry takes foresight, courage, and downright sound merchandising. Jack Winer of Dynamic came up with the magic combination of these, for he has built his firm to a point where today it occupies a dominant position in metropolitan New York, the most highly competitive trading area in the nation. Dealers who constantly search for shortcut magic formulas, however, will find none in the Dynamic story. They *will* find profitable merchandising pointers.

DYNAMIC, the provocative trade name which zoomed to prominence in the New York City radio, television and appliance world in less than four years, had a humble yet somehow brilliant beginning.

It all began back in 1930 when Jack Winer was a salesman at Landay Brothers, one of the biggest radio retailers of the day. Traffic had been unusually desultory one summer morning when a priest walked in and inquired about a radio phonograph with amplifier attached. He had some \$400 to spend and needed the equipment for a forthcoming church fair.

Engineers, Winer had to tell the priest, were the only ones able to handle that type of work. Did Winer know where he might find such a firm, the priest wanted to know. A \$400 sale was about to go begging. In that instant a crazy idea jelled in Winer's head and suddenly made sense.

"There'll be one opening in a few days," Winer said. "If you'll leave your name and address, I'll see that a representative calls on you."

The grateful priest had a flash of curiosity which was to project a new name into radio merchandising. "What's the name of this firm?" the priest asked.

Winer's glance fell on the back of a speaker with the word **Dynamic** splashed down its length. "Dynamic," Winer said with alacrity. "It's **Dynamic Radio Service**." He gave the firm's address as somewhere on Columbus Circle.

When the priest left, Winer turned to a fellow-salesman. "Si, we're in business," he said. He dashed out to lunch, leased an office at 5 Columbus Circle, bought a typewriter, had stationery printed, then returned to his job long enough to resign. That afternoon he began rustling up the equipment for his first customer, the priest, who remains a cherished patron to this day.

A Double Life

Since that day in summer almost 20 years ago, **Dynamic** has led a type of double life—in more ways than one. On the one hand, it filled a dual role in its relations with the public. Winer built his business in the shaky early thirties on the cockeyed notion that a retail store, especially in the radio and appliance field, should not merely serve the function of a selling place. He believed such a store should create as many departments as would supplement sales. In **Dynamic Radio Service** he built a business in which neither retailing nor service became an adjunct.

This rather novel idea has reaped a rich harvest down through the years. It remains the basic philosophy of **Dynamic Electronics-New York, Inc.**, the five-store radio, television and appli-



Electronics age products were scanty when the *Dynamic* organization was streamlined for the coming new market. But even with only record albums to sell, *Dynamic* stopped pedestrian traffic along Music Row with this window display, stealing a march on most competitors and making the name talked about throughout New York City.

ance chain which has surged to the forefront of metropolitan retailers. So electrifying has been **Dynamic's** growth that the field is prone to regard the operation as one which mysteriously mushroomed at the close of the war. Only half of this is true. **Dynamic** certainly mushroomed. But there was nothing mysterious about its meteoric rise.

It is all tied up with another aspect of **Dynamic's** double life—the historical milestones of the business. For the modern history of **Dynamic** begins with April, 1945, when **Dynamic Electronics-New York, Inc.** was formed and sped the organization down the path of television. But an earlier life, as **Dynamic Radio Service**, bridging the period from 1930 to early 1945, was the first segment in the **Dynamic** chronicle upon which the second segment was built, and subsequent segments will be built.

Elaborate Groundwork

Always in the radio industry, Winer cut his eye teeth in the business as a Philadelphia retailer and distributor as early as 1922, joined hands briefly with a manufacturer of batteries in 1924, and was again a retailer in 1926. In that same year he turned his steps toward New York, where he worked as a retail salesman until his great inspiration day in 1930.

Operating as a dealer service at 5 Columbus Circle, Winer soon moved to Amsterdam and 65th Street and began pioneering in an AC-DC current exchange service. It was in the days of no housing shortage, when migrations throughout the city brought radio dealers volumes of current-changing business during October and May. It proved solid training for bigger and better business in the near future.

About that time the United Electric Light and Power Company—today's Consolidated Edison Company—began a major changeover program, involving a conversion of city wiring from direct to alternating current. United Electric had to hire outside vendors to help with subscriber equipment of various kinds. It took Winer's firm two years to become a vendor, but it rapidly climbed to the top of the heap.

In 1937 the changeover program came to a dead halt without warning. Within seven months 15 vendors, all of whom had concentrated on utility company work, were either out of business or were bankrupt. Not **Dynamic**. Between 1933 and 1937 it had opened two additional retail stores, its staff had swelled to 60, 38 of whom were technicians, and the retail stores cushioned the shock of the service department's slump.

Winer immediately turned to marine trade, selling to crews and companies, finally concentrating on jukeboxes. By 1938, he had licked a current problem, an electronics problem brought on by rolling seas, had stripped a juke of its nickel slot which might offend high seas passengers, and installed the trial box aboard a ship cruising through the Panama Canal and up the Pacific Coast.

The ship eventually made for Asiatic waters and the juke's trial proved satisfactory. Within a year **Dynamic** had concluded contracts for lease of jukebox equipment with the Panama and United States Lines, among others. Ship sinkings in European waters brought an untimely end to **Dynamic's** marine business—a facet of the organization that may be reopened in 1949 or 1950.



Jack Winer, forceful president of Dynamic, has a phenomenal wealth of know-how about the radio, television, and appliance industry. He skillfully turns it all to the advantage of his growing organization.

Jukeboxes to Television

Winer next began building custom-built radios, lining up some 50 to 60 organizations within the United States willing to accept the cabinets made at the Dynamic shop, finally located at the Hotel Empire, 63rd Street and Broadway.

It was from there that Winer took the plunge into the young television field. With uncanny foresight and courage, and fortified by long experience in the retailing and servicing ends of electrical products and equipment, Winer set up Dynamic Electronics-New York, Inc., a firm which he intended to streamline for the electronic age. While most business men were still shying from decisive action in the face of an uncertain future, Winer opened the first store of his new corporation along Music Row, at 37 West 57th Street, in April, 1945.

With Dynamic Radio Service still intact, but a subsidiary to the new organization, the firm made giant strides from the record album outlet it was in the early days of its modern history to the five-store chain, retailing radios, television sets, major appliances, traffic items, and more recently, pianos, that it is today.

Along the way, Pat Gale of Dynamic invented Hotelevision, now successfully operating in the Hotel Roosevelt and

being completed in the Hotel New Yorker, and opened up a new facet for the aggressive Dynamic organization. Gale is now on leave from Dynamic, coordinating the work of the engineering staff of Olympic Radio and Television Corporation in the manufacture of Hotelevision. National Hotelevision sales are handled through a separate holding company, Hotelevision, Inc., and Dynamic, as metropolitan New York distributor, sells, installs, and services Hotelevision in hotels and hospitals.

Though Dynamic Electronics-New York, Inc. is slated for eventual expansion into a chain of from 10 to 20 stores, the firm has no immediate plans

for the future, especially in the establishment of additional retail stores. It is now content to consolidate its hard-earned position as a leader in its industry in metropolitan New York.

However, Dynamic is not likely to bog down from resting on its laurels. Its intelligent, progressive merchandising, the drive of its key personalities, the soundness of its personnel and sales training policies, the versatility of its custom-craft and service departments, and the daring of its advertising and promotions will see to that. Dynamic Electronics-New York, Inc. seems to be not only destined but determined to move with the vanguard in the radio, television and major appliance field.

Customers for Keeps

STILL cherishing the patronage of the priest who first put Mr. Winer in business, Dynamic places an unusual emphasis on individual customer relations. And the merits of this approach are evidenced in the stack of mail which comes, unsolicited, into Dynamic's mailbox.

"In these days when everyone is inclined to be discourteous, it's very refreshing to find an organization which goes out of its way to render service," wrote a Manhattan customer. "I am taking this opportunity to write to you

and tell you of the wonderful way I was treated by your organization," a patron from Flushing wrote. And so it goes.

Customer confidence and customer satisfaction are at the roots of Dynamic's operation. Mr. Winer is convinced that if a customer can depend on you to sell him outstanding merchandise, that if such merchandise proves satisfactory, and is expertly serviced, you have the making of a sound business. To create customer confidence and pro-

(Continued on page 30)

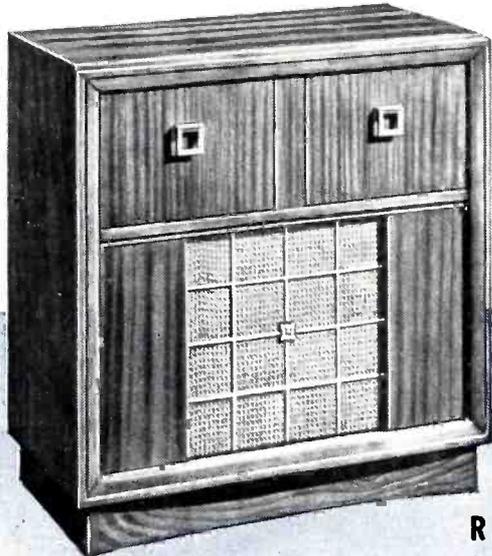


YOU DO BETTER

YOUR

*How can you miss
with Values like these?*

THE WILTONDALE—
With its 12-inch speaker, "all-front" control record changer, powerful AM-FM radio and FM dipole antenna, this brilliant beauty looks and performs better than models priced \$40.00 higher than \$209.95.



THE HERITAGE—
Matched twin speakers, exclusive Phantom Grilles, "Front Row" AM and long-range FM radio . . . pullout automatic record changer . . . ample storage space, add up to radio's biggest package for only \$189.50.

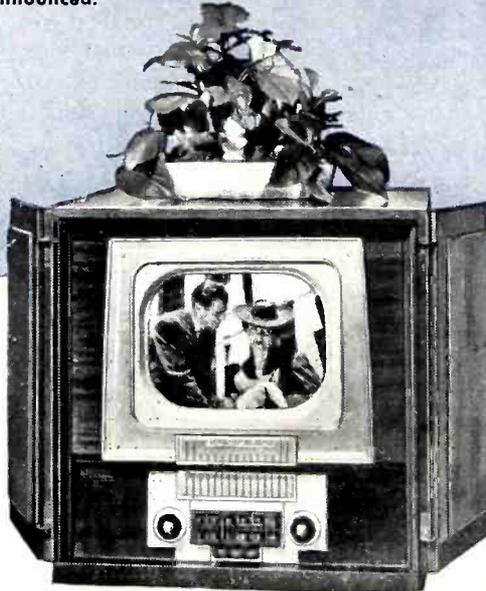


EXCLUSIVELY YOURS— ADVANTAGES NO OTHER RADIO-TELEVISION FRANCHISE COMBINES

- The appointment of only one dealer in each community • Direct factory-to-dealer shipments • Freight prepaid to destination • Low consumer prices competitive with national chains and mail order houses • Liberal dealer discounts
- Nationally advertised retail prices protected by your exclusive franchise • Radio and television built to Bendix aviation quality standards • A complete line of radios and radio-phonographs including famous Bendix Long Range FM • The most advanced television created by the acknowledged leaders in radar and radio engineering • Consistent national advertising that builds store traffic for you • Compelling point-of-sale promotion helps • Special promotion models to meet competitors' "off-season" distress sales • Plus many new profit-building features soon to be announced.



THE PAGEANT—Big "eye-angle" picture. Famous long-range Bendix AM-FM radio. Automatic phonograph. Record storage. Heirloom quality cabinet. The best of everything for only \$599.50.



THE FIESTA—Provides the finest picture . . . occupies the least space . . . makes the best appearance of any television set near its price. Built-in antenna gives a picture without installation wait. Push button tuning covers all channels. Only \$329.95.

CUSTOMERS DO BETTER

WE ALL DO BETTER



That's the net of our new direct-dealer

RADIO and TELEVISION

Merchandising Plan

Take it from America's top retailers—no other radio and television franchise packs such merchandising power and provides such profit protection. You get better merchandise—exclusive "Front Row" performance and Aviation Quality win on any comparison. You offer better values—with low, direct-from-factory prices, you successfully compete with chains. You make a better profit—an exclusive franchise protects you against price wars while national advertising directs all local prospects only to your door. Take the first step through this wide open door to a billion dollar market—get the whole big story. Do it today—this franchise is available to only one select dealer in each community.

WRITE TODAY FOR ALL THE FACTS DIRECT TO EDWARD C. BONIA, GENERAL SALES MANAGER

Products...Policies...Prices...Profits...

EVERYTHING'S BETTER ABOUT

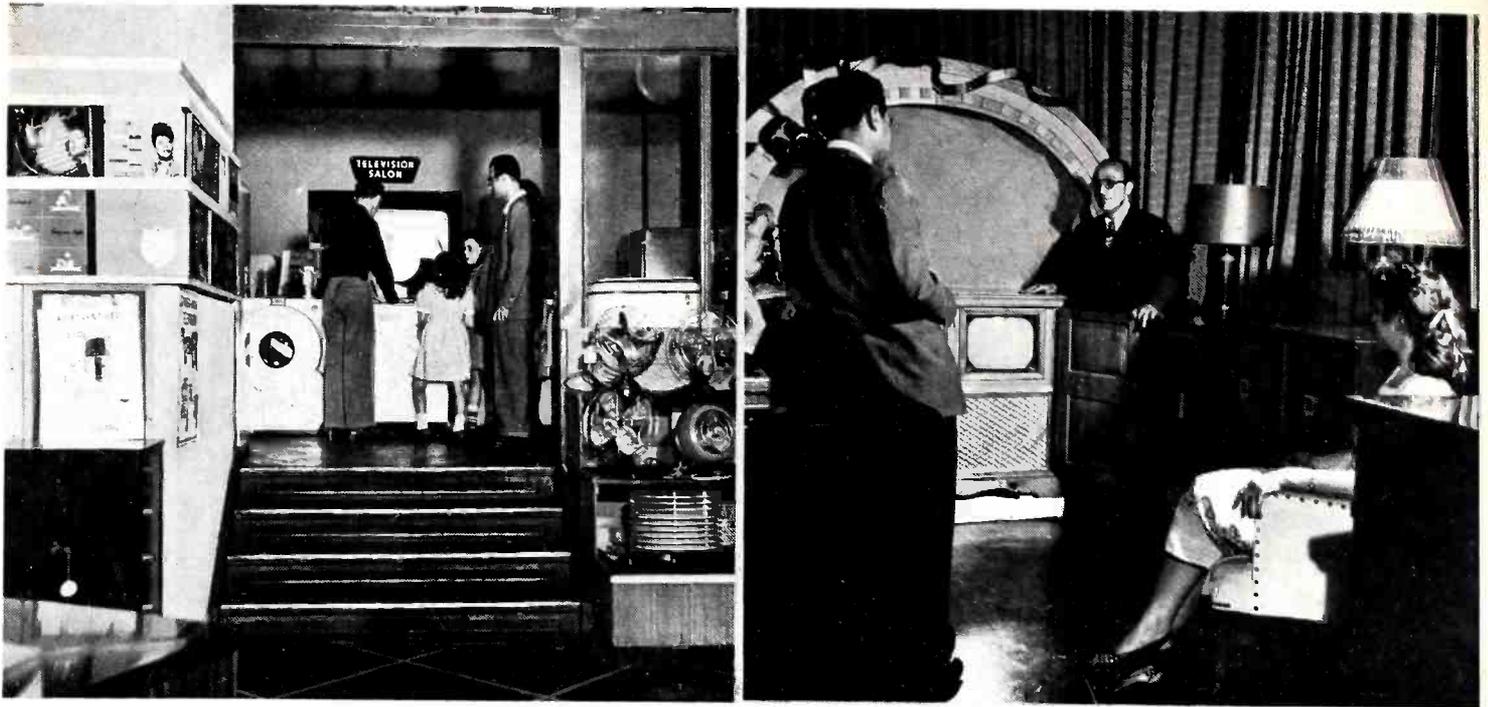
Bendix Radio



**BENDIX RADIO DIVISION of
BALTIMORE 4, MARYLAND**



The Dynamic Story



Customer traffic differs in each of the areas where Dynamic stores are located. Merchandising, therefore, is slanted to the neighborhood. Whiteware gets a bigger play in the Lincoln Square store, left, than along Music Row, right.

(Continued from page 27)

vide satisfaction, Winer follows a strict retailing code. In an industry with inherent dangers and exceptional competitive problems, he relies heavily on superior technical knowledge, believes in selling on a straight list price basis, except for planned promotions, and is unswervingly opposed to busting markets, and to backdoor trading.

During the period from January to April, 1945, when store space was leased but still unavailable, Winer had plenty of time to plot the course along which his new bid for more of the retail market would take his revamped enterprise. He had no elaborate, pre-conceived notions about what the new corporation would or could become. His object was to keep his business stable, keep customer confidence and satisfaction its foundation, observe the tenets of his own merchandising philosophy, and expand to the extent the ingenuity and resourcefulness of his new organization would permit. He saw television as more than a flicker in the public's eye. His keen insight visualized multiple and ramified markets for electronic age products. He intended to shoot for a cross-section of those markets within metropolitan New York.

Skillful Merchandising

It was not by chance, therefore, that his first new store opened along Music Row, at 37 West 57th Street. Winer intended to cater to the carriage trade and the man in overalls. On Music Row he did tap one of these, the residential hotel and foreign trade so typical of the area. Records, to an outsider,

could not have seemed a very lucrative business, but before long merchandise began to arrive in quantities—white goods, radios, then television sets.

By November, 1945, the Dynamic merchandising program was geared to tapping the business district trade in the neighborhood of the firm's new store at 2 Park Avenue. The following September, what was to become the main office store was opened at one end of Lincoln Square, Broadway and 65th Street. In 12,000 square feet of space, it used 4,000 for showroom, 1,000 for offices, and the remainder for a service department, a custom-craft department, a cabinet shop and warehouse.

In a short time the warehouse and cabinet shop were moved to a two-story and basement building at 300 West 69th Street, and the main office space was tripled, and service department and showroom space at the Broadway-65th Street store both doubled. Trade here was diversified. The store attracted local transient customers, residential traffic, and low-income groups of varied nationalities. Dynamic continued along its well-conceived course of tapping a cross-section of the New York market.

Nor did the tapping stop there. In September, 1947, a fourth store was opened at the corner of Sixth Avenue and 31st Street. In this predominantly department store district, Dynamic store traffic became comprised wholly of department store and transient traffic. Rego Park, the latest store in the Dynamic chain to open in a completely residential section of Long Island,

where considerable building construction is underway, has catered to residential trade since opening its doors in May, 1948.

Neighborhood Merchandising

Noticeable in the various Dynamic stores is the slanting of merchandise to the customer traffic peculiar to each of the store localities. In the department store district at 31st Street, special displays of small traffic appliances are arranged on counters that appear in none of the other stores. At the Park Avenue store representative lines are arranged to appeal to daily business district customers, and an upstairs salon features specialties. Contrasting sharply with both of these stores is 57th Street, to which the carriage trade flows.

Here, refrigerators and other white lines and traffic goods are given scant emphasis. Table radios line the walls and a record department in the rear insures the traversing of the entire store by record-buyers. But the main showroom is devoted to larger consoles, in keeping with the desires of guests of the St. Moritz and Waldorf-Astoria, and business folk from foreign lands. Upstairs, too, the special television, radio and piano salons reflect the care of appropriate merchandising.

This merchandising to suit the traffic is sustained at Dynamic's main store and at Rego Park. Special salons, segregated displays to suit customers of all incomes, and late store hours typify the Broadway store—the only one in the chain open evenings for unusual

The Dynamic Story

nighttime traffic—and are meticulously worked out. At Rego Park, of course, store merchandising is geared to residential traffic, where many patrons own their own homes.

For Fine Displays

Inextricably tied to the Dynamic merchandising pattern—garnering typical markets through store location and gearing each store to varied customer traffic—is the Dynamic merchandise display department. Under the direction of an advertising manager, who has a single assistant and operates in line with long-term and short-term programs plotted by both the advertising director and the general manager of

Dynamic, the department prepares both window and interior displays of myriad types.

Store managers usually voice their opinions about their individual stores and the display department elaborates on all these ideas, adapting them to accepted Dynamic techniques. Displays thus jointly conceived may vary from one for a special occasion, for a seasonal event, or for the movement of some particular article of merchandise. In most instances the display is timed for use in all stores of the Dynamic chain. For special features individual stores may have a specialty arrangement.

This same display department takes

outside displays and converts them for Dynamic use. Further, it experiments on novelties, translating features that distinguish Dynamic into all of them. Interior arrangements in Dynamic stores become the joint jelling of ideas from Winer, down through advertising, custom-craft, and salesmen on the floor. Usually they are channeled through store managers, and find their final consummation in the skillful hands of the display manager, who converts them into charming arrangements in the firm's own cabinet shop. What started as an idea somewhere within the Dynamic chain, is thus transcribed into a showpiece, designed specifically for merchandising Dynamic products.



Back in 1945, racks of records were all Dynamic could offer the carriage trade at its 57th Street store, left. Now quality consoles have become a feature in its main showroom. Table radio displays line the walls and records are now in the rear. The same meticulous arrangement of departments is adhered to at the Broadway store, right, salons featuring varied merchandise.

So All May Buy

If displaying merchandise of unquestioned merit to customers of every salary group was a major concern of Dynamic's, service to Dynamic customers was a cornerstone of policy. It was from this standpoint that the Dyn-account plan was devised and put into operation throughout the Dynamic chain.

Not an installment house, Dynamic nevertheless attracted customers who found some form of time payment suited to their tastes. Some such customers had a lump sum of ready cash but preferred to buy in quality some product more expensive than their cash covered at the time. Others did not care to make a total outlay of the purchase price. Still others considered it good business to owe a firm some money. That way, they reasoned, they would get better service.

To forestall loss of such business to competitors with installment plans, Dynamic established a plan whereby a 25 per cent down payment secured major purchases, the balance payable within one year, with no finance, credit, or interest charges. Charges, such as they were, would be absorbed by Dynamic.

In January, 1947, the Dyn-account plan was inaugurated in all the Dynamic Electronics stores and met with immediate favorable response. It enabled people who needed products Dynamic had to offer with a means of spreading the obligation, and it encouraged customers with available funds to purchase higher priced merchandise. On the other hand it discouraged the habitual installment buyer who might overreach himself, because the installment period was shorter than most other plans in operation. The Dyn-

account plan came close to government credit curbs recently inaugurated, so close that Dynamic had merely to increase the required down payment to one-third in order to conform.

More surprising than any other aspect of the Dyn-account plan was the way in which it was received in the Dynamic store on Music Row. Here residential hotel and transient customers, seldom with salaries less than \$5000 a year, almost unanimously availed themselves of the Dyn-account plan's features.

Once more a Dynamic plan, conceived as a customer service, proved a boon to business, to the making and keeping of customers. In a measure it became a rival of older, established services which Dynamic offers its customers—the custom-craft department and the service department.

(Continued on next page)

To Any Taste

THE ingenious president of Dynamic, knowing the fluctuations the radio, television and appliance industry is subject to, has sought to build more than a streamlined organization. He intends to keep his firm as self-sufficient as any in the business. Back before Dynamic Electronics zoomed over the metropolitan scene like a fiery meteor and hit New York City's radio, television and appliance business right where it matters, Jack Winer had had considerable experience with custom-built radios. Enough, to be sure, for him to know the potential markets it provided for a firm that could deliver the goods.

So in April, 1946, when a 40-year-old designer named Setlowe strolled into the Dynamic store off Lincoln Square in search of a radio cabinet to suit his tastes, Winer knew he had found a man who could help Dynamic fill custom-built orders. Setlowe, it seems, wanted no part of the mass-produced

cabinets, nor could Dynamic's display tickle his refined tastes. In rejecting what Winer himself showed him, Setlowe trotted forth a wealth of design knowledge. Winer offered him a job as head of Dynamic's custom-craft department, and three days later Setlowe was on Winer's payroll.

As such, the custom-craft department is prepared to design and build complete units for housing radio, phonograph, recording and television equipment in any style, or with any type of wood. Such units may be either movable or fixed, or may be for home or for industrial use. They may range in price from \$100 to \$4000.

From a roomy office in the main Dynamic store at Broadway and 65th Street, complete isometric and colored sketches are made available for those Dynamic customers who want special custom-built cabinets made. Along with special units of this kind, customers

frequently want to make home or apartment alterations, changes that will be more suited to the new units, the new wood, the new design. To accommodate such customers, the custom-craft department at Dynamic has arranged a complete decorating service, which is placed at the disposal of hotels, restaurants, bars, private offices, private clubs, and homes. In apartments the service covers every desired alteration except painting, and contractor arrangements will be made by Dynamic upon request.

Numerous requests have already flowed through the department for art work on the radio and television cabinets, especially on panel work. Not only is the Dynamic custom-craft department equipped to design such work, but it can complete the fine paintings of the cabinets.

Custom-Craft and the Decorators

Already in the short time since the department was opened in April of 1946, the custom-craft office has been the scene of many odd conferences and a clearing place for strange requests. It is not at all unusual for decorators to appear, and dejectedly request aid in redesigning furniture, redecorating apartments and rooms in private homes, and ask questions on mural art work of various kinds. Most of such entreaties are the follow-up on some television sale or other, where the purchaser finds redecorating is in order. Since Dynamic's custom-craft department has been doing exactly the same thing with Dynamic customers for some years, this specialty department of the chain is pacing the design and decorating field.

Because Dynamic sells major appliances and has the unique custom-craft service, it is not unusual either to have customers request Dynamic to design and build a complete kitchen, into which Dynamic appliances are speeded from the store's showrooms.

Only recently the Dynamic service department installed a combination radio, television and record changer set in the home of a patron. Shortly thereafter an order was placed for Dynamic to draft plans for a dinette in the same home. It seems the customer had just learned of Dynamic's custom-craft service. Dynamic wound up completing a built-in, modern dinette unit of leather, formica, and linoleum.

Service and Self-Sufficiency

To convert the bulk of custom-craft orders into merchandise made to customer tastes, a cabinet shop in the Dynamic warehouse turns the trick for the custom-craft department. Here three cabinetmakers work the basic woodworking machines and do the hand finishing which every order requires.



Dynamic's custom-built department makes cabinets ranging from the moderately-priced mahogany one, above, to the expensive Louis XIV satinwood cabinet, decorated with rare, imported, naturally-colored woods, shown on the succeeding page.

Taking the Doubts Out of Selling

DYNAMIC ELECTRONICS leaves nothing to chance. Particularly in selling.

"You wouldn't find an automobile salesman asking a customer if he had

a license to drive," Jack Winer reminds his men. "So don't ask a television customer if his landlord objects to the erection of television antennae on his roof. Our job is to sell the set, and then install it."

Knowing his organization can back up that statement, Winer can rest easy in the knowledge that the selling principles he has worked out for Dynamic are sound and just right for the firm.

High-pressure selling is taboo. Stripped of embellishments, the salesman's job boils down to knowing merchandise down to the minutest detail, giving a comprehensive demonstration, comparing products and little more. Beyond that the customer is on his own. The firm has a reputation for carrying only products of merit, "brand names people know and respect," and the customer must, in the end, make his own selection.

Another taboo at Dynamic is promising merchandise that is not available for immediate delivery. Following such an ironclad policy may seem to others an unnecessary risk of sales loss. But for Dynamic it is insurance for the future. It is the firm's way of building customer confidence, of making Dynamic an institution in the metropolitan area.

To guarantee the execution of fixed Dynamic policies, each salesman is oriented to the firm's policies when he arrives on the job. In fact, sympathy with the policies is a prerequisite for working in the Dynamic organization. Every newcomer, of course, must have a fundamental grounding and experience as a salesman. The exceptions are men who are alert, are sold on Dynamic and wish to tie their future to a firm they want to help go places.

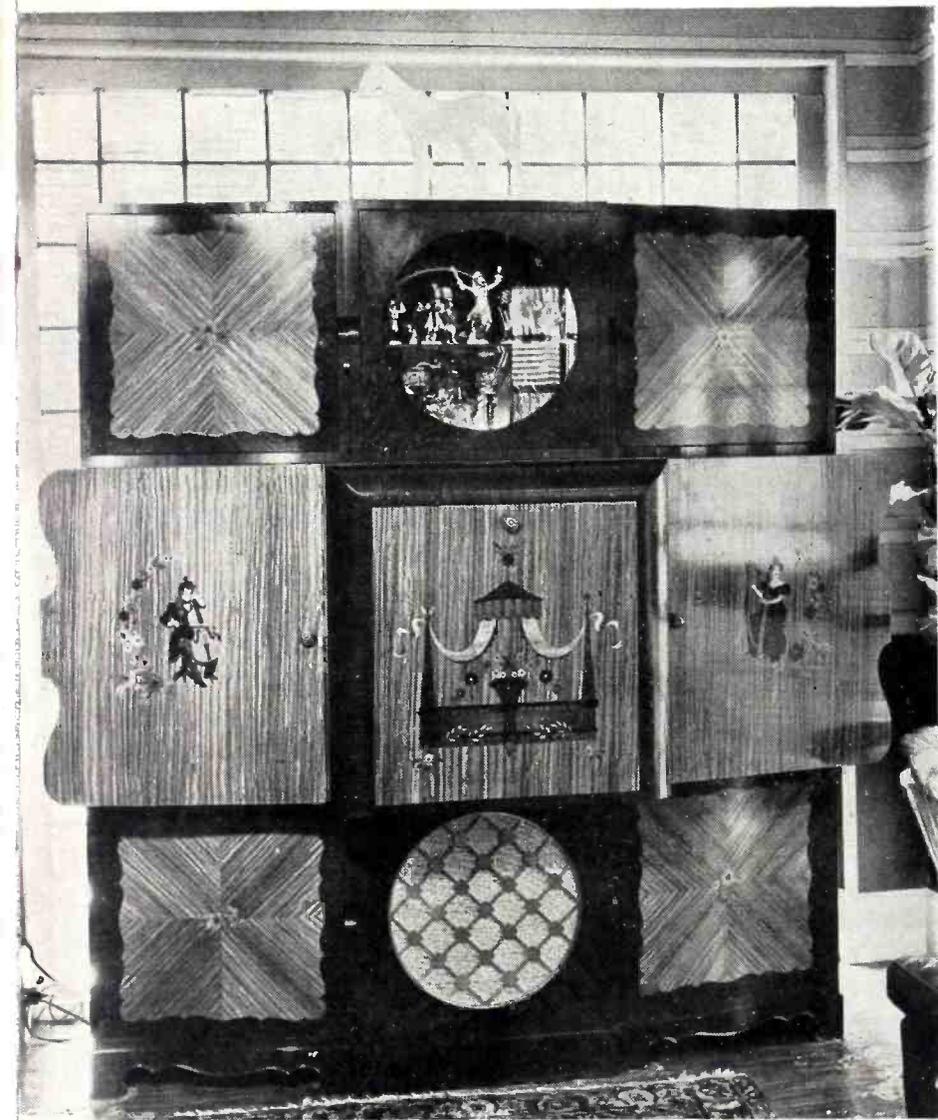
Once familiar with the store policies, sales work on the floor goes on under the guiding hand and tutelage of the new salesman's store manager. To synchronize such tutelage within the Dynamic organization, a one-year sales training course, concluded at the end of 1947, was inaugurated for the comparatively young sales staff.

Kernels On Selling

The course was one developed by Joseph Luchs of Philadelphia and is especially suited to the progressive Dynamic organization. It is designed to teach new men how the Dynamic customer should be handled, and to refresh the more experienced men on basic, essential elements of retail selling.

At Dynamic, salesmen and store managers alike took the course. The line of approach was elementary but the techniques had tremendous impact. Essentially, it was broken up into weekly meetings at which a single kernel of selling thought was taken up. Store managers were given the material

(Continued on page 36)



This same department which fills custom-built orders for customers contributes to the design and building of interiors of each store added to the Dynamic chain. Such alterations as the cropping of light reflectors in the high-ceilinged 31st Street and 6th Avenue store, gave the store a face-lifting.

With such orders as the one for a radio phonograph combination, which arrived at the 57th Street Dynamic store from Venezuela, check enclosed, filtering into the organization, service for such foreign customers must be maintained. Dynamic, through its cabinet shop, can crate merchandise for shipment, and delivers it to the pier, where it is turned over to an exporter.

The custom-craft department's forte, however, is the filling of cabinet orders—of mahogany, oak, birch, or knotty

pine. In the past most of these cabinets were done in standard finishes of all shades, were also bleached, pickled, hand-grained, or art-lacquered to suit individual tastes. Where art decorations were used such motifs as Chinese, East Indian, Swedish, Pennsylvania Dutch, and Slavic influences were utilized. Most recent of the cabinets moving out of the Dynamic cabinet shop were a modern radio, television and phonograph combination in birch, an 18th century combination in mahogany, and a modern Chinese consolette for television in bleached mahogany. Most cabinets averaged \$500 to \$600.

The custom-craft department has geared Dynamic for added customer service but has at the same time increased the firm's self-sufficiency.

Promote, Promote ... and Sell



The series of full-page ads, right, run in the *New York Times*, were ingeniously worked out by advertising director Sidney Horne, above, center, and formed part of a daring long-term promotion designed to make Dynamic an institution in its field.



THE tripling of sales volume in a little over three years and the expected passing of the \$2 million mark at the close of the current fiscal year have been in no small measure attributable to Dynamic's promotions, which are really dynamic.

Planned and directed sales activity, another premise of Jack Winer's retailing philosophy, begins and ends with promotions—bold and daring programs which are pushed with insight, resourcefulness and downright aggressiveness.

"One of the boldest advertising promotions ever run in New York," said the *New York Times* advertising department of the 10 pages of ads which had appeared in the *Times* for a two-week period during the last half of January and early February of this year. Each of the ads was simple, di-

rect. Each saluted a branded product and told a pointed story. Each featured Dynamic as a dealer in leading products of merit and distinction. And each boxed the highlights of the Dyn-account plan, which was introduced for the first time.

The *New York Times* felt so strongly about this Dynamic promotion that it reprinted the 10 pages of advertisements, splashed a quote from a letter from Jack Winer across a sample front page, went on to quote the letter in full, and used the reprint section to promote *Times* advertising.

Devoting approximately five per cent of its gross income to advertising and promotion, Dynamic has followed its daring promotional path ever since its first store along Music Row was struggling along on record albums. At that

(Continued on page 44)

We proudly present
the ANDREA "1949"
Television Models

Here is your first glimpse of the handsome new ANDREA line of television receivers, now on special display at our Long Island City show-rooms. Ten years of skill and experience have gone into their design and engineering . . . dating back to Frank A. D. Andrea's pioneering television receivers first factory-produced in 1939 . . . sets that are still giving satisfactory performance today.

We are especially interested in jobbers outside of the metropolitan New York area . . . and we feel jobbers should be equally interested in this quality line, priced for a broad market, and offering the most liberal discount policy in television.

Your inquiries will have our immediate attention.



Trade Mark



DE LUXE CONSOLE—Model CO-VJ15

. . . BIG 15 inch picture tube . . . complete 28-tube plus 3-rectifier-tube chassis . . . AM, FM and Automatic Phonograph . . . piano-finish mahogany cabinet. Companion model BCO-VJ15 with identical features available in highly polished blonde mahogany.



TABLE MODEL T-VK12

. . . OVERSIZE 12-inch picture tube . . . complete 28-tube plus 3-rectifier-tube chassis . . . AM, FM and Automatic Phonograph . . . piano-finish mahogany cabinet . . . companion model BCO-VJ12-2 in highly polished blonde mahogany has all the features of the CO-VJ12-2.



CONSOLE-MODEL CO-VJ12-2

. . . for those who want BIG-picture performance in a compact, efficiently-engineered set . . . oversize 12-inch picture tube 217% larger picture than the conventional 7-inch tube table model . . . complete 26-tube plus 3-rectifier-tube chassis . . . plus AM and FM in piano finish mahogany . . . also available in highly polished blonde mahogany . . . BT-VK 12.

Dynamic (Continued from page 33)

each month and briefed on its application. Each week the material was distributed for the following meeting, and at each meeting, lasting only five minutes, the thought for the week was discussed and applied, right on the floor. The small pamphlet and selling tool used each week could be tucked away in a handy pocket, and the

week's message could be mastered with ease.

Weekly meetings gave store managers an opportunity to watch salesmen's progress, and monthly meetings of store managers afforded the Dynamic organization a clearing place for new ideas which would benefit the entire firm.

Among the subjects covered in this

special course were such things as a salesman introducing himself to a customer. "Can I help you, sir?" became for the Dynamic salesman, the more positive alternate, "May I demonstrate this to you, sir?" Other lessons reviewed the method of writing a letter to a customer, and reminded salesmen that. "There is nothing missing in a slow moving item except our enthusiasm."

As each new salesman comes into the firm, this course is given him by his store manager. Salesmen also promptly attend all manufacturers' schools which are conducted on new or special products. Four men from the organization are presently taking merchandising courses at New York University. Attendance at such schools is at Dynamic's expense, and top management has followed a policy of sending as many members of the organization to such schools as are deserving of the opportunity.

Behind the Showrooms

Compensation is on a salary and commission basis, with a minimum quota, and a progressive retroactive commission as quotas are exceeded. The commission schedules themselves are geared to promotions and what the chain is featuring at given times. Bonus arrangements are liberal and prizes are offered in frequent interstore competitive sales contests.

Like all other employees, salesmen are allowed one week in sick leave annually, participate in a hospitalization contract, and are eligible for one week of paid vacation after six months of service with the firm.

Most of the men whom Jack Winer has woven into his organization and who now comprise the main cogs have a background in selling or some other retailing experience. Most of them are veterans who had planned on opening their own stores after returning from service. In shaping the nucleus of his new organization, Winer chose young, capable men who had already made their mark on their own.

Jack Haizen, vice-president and general manager, was on the point of opening his own business when he met Winer. So was Sidney Horne, advertising director. At least four of the store managers had the same notion before going with Winer. Now to a man they consider him tops in the field. They like his aggressiveness, his sales policies, his progressive promotions and retailing techniques. They like the way he has made his business adaptable, giving, at the same time, customer satisfaction. In brief, they like the way he has removed the imponderables in retailing and is making Dynamic an institution in the radio, television and appliance field.

VISION does it again!

TELE-
Model TVA
Channels 2-13



BOOSTER
A Preamplifier for
Better
Television Reception

\$28⁵⁰
LIST

Prices slightly higher
on the West Coast.

At a New Low Cost!

FEATURES

- A two tube booster.
- Simple to install and operate.
- Efficient operation on all TV Channels.
- Exclusive "switch-through" circuit which allows normal antenna operation when booster is turned off.
- Excellent adjacent channel rejection, with sufficient bandwidth to preserve normal picture resolution.

A NEW MODEL TVX

— Specifications —

- A three tube booster.
- Two stages R.F. for super gain on high and low channels for the difficult areas.
- Plus all the other VISION features.

\$37⁵⁰
LIST

Prices slightly higher on the West Coast.

Also Complete Line of Television Test Equipment.

WRITE FOR PARTICULARS

VISION RESEARCH LABORATORIES
87-50 Lefferts Blvd., Richmond Hill, N. Y.

Sold through leading jobbers in all present television areas.



CUSTOM BUILT CABINETS...

TELEVISION CABINETS



MANUFACTURERS !!
We have open time for Short Runs

Dealers:

NOW you can cater to the discriminating customers who insist upon quality, custom-built cabinets made to individual specifications.

- Console Cabinets
- Television Cabinets

Contact us and let us solve your problems TODAY!

A & M Woodcraft, Inc.

419 West 49th St., N. Y. 19, N. Y.
Phone: Circle 6-7663

NEW • AMAZING • PROFITABLE CALIFONE LONG PLAYING RECORD PLAYER

For immediate enjoyment of
the new fine groove records

NEW PLEASURE FOR CUSTOMERS!

Music lovers everywhere will appreciate the beautiful tone quality of the Califone Record Player. Its design features and performance characteristics have already been proved by constant use in over 500 radio broadcast stations. Specially patented and proved-in-performance design features enable it to bring out the very best in recorded music and voice. It is specifically designed for the new 33 $\frac{1}{3}$ rpm long playing records. Its wow-free, slip-free and rumble-free efficiency is amazing. The scientifically designed Califone pick-up, with less than 6 grams needle pressure prolongs peak performance life of fine groove recordings. Endorsed by leading figures in the sound field, it is guaranteed to provide the best in listening pleasure for your customers.

More Profits for You!

The new Califone Record Player is timely and terrific! It provides you with the opportunity of "cashing-in" on the crest of the new 33 $\frac{1}{3}$ long playing fine groove record demand and enjoyment. The Califone is simply designed for quick and easy installation. It can be sold and adapted for a variety of installations. It is priced for ready customer acceptance. The discount is especially attractive to you. It is ready in quantities for immediate delivery. One demonstration and it sells itself.

"The call is for Califone" because of its unequalled tone quality!

1. ATTRACTIVE APPEARANCE
2. PERFECT PERFORMANCE
3. LOW PRICE APPEAL

DON'T WAIT • ACT TODAY • ORDER NOW

CALIFONE
CORPORATION
1041 NORTH SYCAMORE STREET
HOLLYWOOD 38, CALIFORNIA



MODEL 2D

MODEL 2B

THE NEW CALIFONE RECORD PLAYER IS AVAILABLE IN BOTH WALNUT AND BLONDE FINISH TO HARMONIZE WITH MOST OF THE POPULAR CUSTOMER-OWNED COMBINATION SETS.

LIST PRICE
MODEL 2D ONLY

\$24.95

MODEL 2B, \$25.95

IMMEDIATE
DELIVERY

GET INTO THE
**TELEVISION
 BUSINESS**
 IN A BIG WAY
NOW
 WITH THE NEW
TRANSVISION
**DEALER
 PLAN**

It brings you a sure-fire means of doing a BIG and PROFITABLE business in Television Receivers

It's simple . . . but it's great!

- NO FORCED PURCHASES
- NO "TIE-IN" DEALS
- NO CAPITAL PROBLEM
- NO INVENTORY PROBLEM

Get the FACTS about this amazing new Transvision Dealer Plan which will give you a big stake and big future in television.

FILL OUT AND MAIL THIS COUPON NOW!

Transvision, Inc., New Rochelle, N. Y.
 Rush all the information on your special new Dealer Plan.

I want to attend your Special Dealer Television Meeting.

Name

Address

My distributor is

Industry News

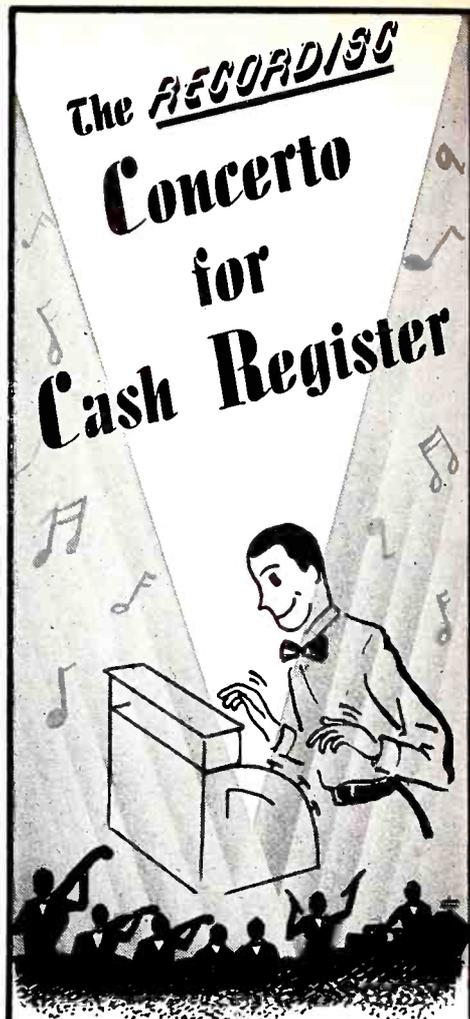
• **Ross D. Siragusa**, president of **Admiral Corporation**, has announced the formation of an International Division, with offices in the firm's Chicago office, and headed by George Kende, Montgomery Ward's assistant export manager for the past five years. Admiral's shift from the manufacturer's export managing firm of Ad Auriema, Inc., New York City, was to allow intensive concentration on the firm's products so that maximum overseas potential sales on radios, electric ranges and electric refrigerators might be secured. "In a buyer's market," Mr. Siragusa announced, "the sales function must be restored to its prewar importance . . . the very reason for setting up a direct International Division."

• **Caphart-Farnsworth** distributors and dealers from 14 states and the District of Columbia gathered last month at the Hotel Pierre, Fifth Avenue at 61st Street, New York, to view the seven new television models displayed on floors 41 and 42. Subsequently distributed and placed on sale by franchised dealers were the new Caphart combination, with AM-FM radio, automatic phonograph with intermix record changer and record compartment, and a 75 square inch video picture, and the Farnsworth table model 12-channel receiver, of contemporary design, providing a 52 square inch picture. Five other Caphart television instruments exhibited but slated for marketing later included straight television consoles, as well as television-radio-phonograph combinations.

• **Starrett Television Manufacturing Corporation**, formerly General Television, with offices and showroom at 521 Fifth Avenue, New York, has added to its production capacity by acquiring 20,000 feet of additional factory space in the Starrett-Lehigh building, 601 West 26th Street. The company manufactures a complete line of television receiving sets ranging from \$349 to \$1790, with emphasis on 15-inch home models and 20-inch club sets.

• **Tele King Corporation** has appointed Gimbel Brothers, Inc., as distributors for Maryland. **Consolidated Television's** Miami, Florida, distributor. **Tarans Distributors, Inc.**, is located at 2820 Northwest 7th Ave. in that city.

• **Stewart-Warner Company**, of Chicago, has appointed the **Allied Appliance Company** of Boston as their radio and television distributor in eastern Massachusetts and New Hampshire.



THE RECORDISC LABEL RINGS UP RECORD SALES

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

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

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

Write today for latest Recordisc Catalogue.



"PIONEERS IN RECORDING ACHIEVEMENT"

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

Ansley Television

Manufactured by Ansley Radio & Television, Inc., Trenton, N. J.



Named the "Somerset", this new video receiver by Ansley captures all the charm and grace of the famous cabinets made on Boston's Beacon Hill. The set contains 41 tubes for television reception, an AM-FM radio (including rectifiers), 77" picture tube, Webster record changer, all housed in a cabinet of finest matched crotch mahogany. Lists at \$995.00 plus tax and installation.

Say you saw it in *Radio & Television Journal*, September, 1948.

Westinghouse Console

Manufactured by Home Radio Division, Westinghouse Electric Corp., Sunbury, Pa.

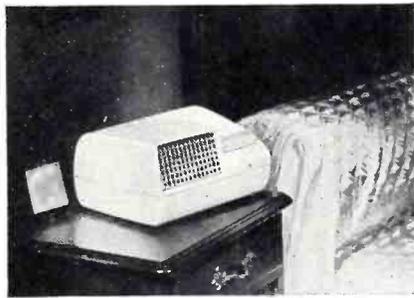


Presented in a graceful Regency cabinet of mahogany veneers highlighted by handcarved fluting and full-width storage space, Westinghouse's model 191 console features the Westinghouse FM circuit, automatic intermix record changer, and an automatic built-in tone control circuit to fully develop bass tones at low volume. Receiver has transparent dial, edge lighted to contrast against gold and brown background. Contains built-in, low impedance AM antenna, full range tone and automatic volume controls, and seven tubes plus rectifier.

Say you saw it in *Radio & Television Journal*, September, 1948.

Bedside Radio

Manufactured by Philco Corporation, Philadelphia, Pennsylvania

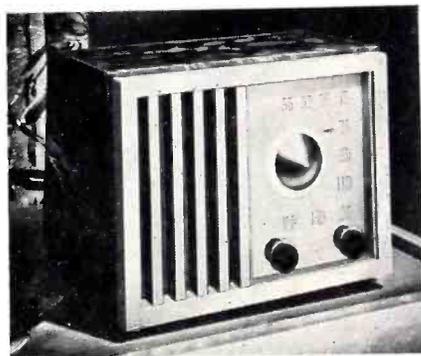


This new Philco radio model is designed for bedroom, den, and nursery use. Can be tuned without looking, even in the dark. A jewel-like light changes color to identify stations. No dial, no pushbuttons, no control knobs, the tuning drum on the right does all the work. This model, 901, comes in ivory or light green plastic, with contrasting grille and tuning drum. Radio has five tubes, including rectifier, and a speaker with unusually rich bass and treble tones. Has built-in loop aerial for AC or DC operation. Priced at \$42.50.

Say you saw it in *Radio & Television Journal*, September, 1948.

RCA Victor Plastic Set

Manufactured by RCA Victor Division, Camden, New Jersey



This table model plastic radio (Model 75 x 15) in butt walnut finish represents a combination by RCA Victor of the styling versatility of plastics with the appearance of finely grained rare woods. Two other table models, one in blond fiddleback mahogany, the other in fiddleback mahogany, like the one above, bear a suggested eastern retail price of \$37.50.

Say you saw it in *Radio & Television Journal*, September, 1948.

Sparton FM Console

Manufactured by Sparks-Withington Company, Jackson, Michigan

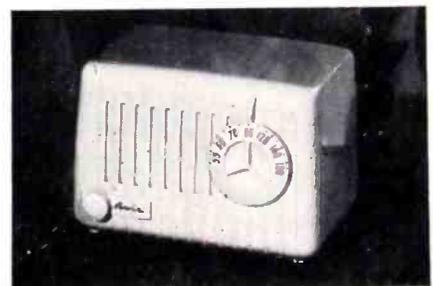


This Sparton new AM-FM radio-phonograph combination lists at \$144.95. Features include two built-in antennae, one for AM, one for FM, large permanent magnet speaker, slide-rule illuminated dial with new-type station indicator. Cabinet is made in matched mahogany veneers, with black plastic knobs.

Say you saw it in *Radio & Television Journal*, September, 1948.

Arvin Table Radio

Manufactured by Noblitt-Sparks Industries, Inc., Columbus, Indiana



This 253T series model is a late Noblitt-Sparks table radio distributed through the firm's Arvin radio division. Comes in plastic cabinets with a choice of ebony, walnut or ivory. Seamless metal cabinets, three tubes plus rectifier and underwriters' laboratory listing are features. Dial calibration is carried on tuning knobs and volume control dial is combined with the on-off switch. Priced at from \$16.95 to \$19.95.

Say you saw it in *Radio & Television Journal*, September, 1948.

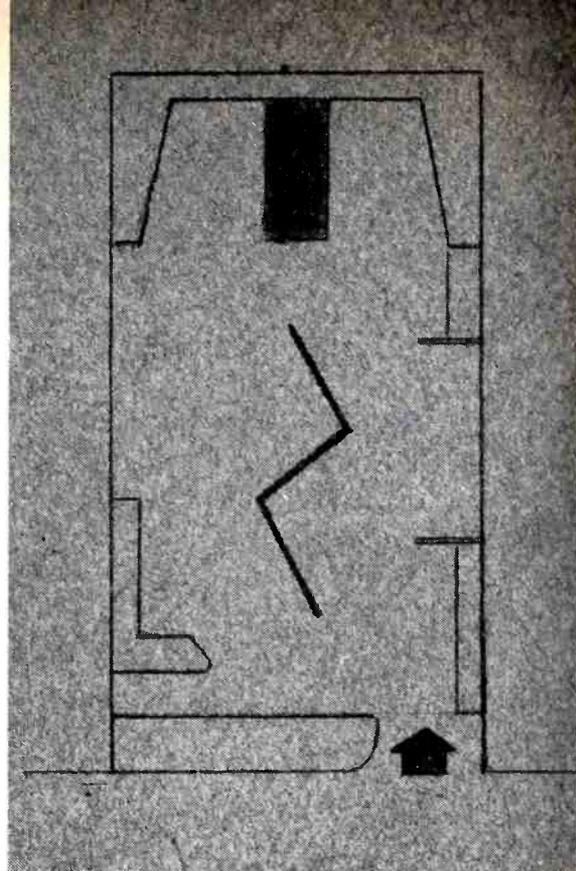


Most common fault among dealers is the failure to provide chairs for prospective customers so they can see a program in comfort. Furthermore, the salesman is in a psychologically advantageous position if he is standing while talking to a seated customer.

THE problems inherent in stocking, handling and demonstrating television receivers are radically different from those applying to any other product in your store. A television set is not just another item carried on your shelves; one that can be sold as easily as a toaster or portable radio. The display of television and the art of demonstration should be given serious thought by the dealer. To assist you in meeting and solving this problem, we assigned the industrial designing firm of Style-Design, 200 W. 72nd Street, New York, to survey the field for us. The designs presented here exclusively in RAJ were created by Norman Steinhilber, an associate of Bronislaw Zapolski, the designer who produced those streamlined TV cabinets (see July issue of RAJ). Mr. Steinhilber personally visited a few dozen stores handling television and discovered many things wrong with the way they were showing their television. Here are some of the most glaring faults:

1. Chairs are not furnished for viewing the screen from a normal position.
2. Sets are not given individual prominence and attention but are displayed side by side in a completely hodge-podge manner.
3. Lighting is generally poor and none of the units are highlighted to make them stand out.
4. Arrangement is usually such that customer traffic

In order to break up the normal mass display of table model television sets, this method is suggested . . . making use of alternate sections of partitioned shelving for sets. The drapes serve to cover up the back of the units displayed on the other side. Thus, each set is displayed in such a manner as to show its own individuality. In addition, spot lighting from the ceiling on the sets is an added possibility. For best location of this type of display unit, see floor plan above.



Here is a typical store layout, long and narrow. The problem in this type of store is where to place the television department. Note the zig-zag lines in the center. These represent the screen panels on the facing page.

would interfere with the potential buyer and salesman.

The designs presented on these pages are for the purpose of showing how these obstacles can be overcome effectively and economically. All of the suggestions provide adequate means of viewing the screen from the correct position, which is really of the greatest importance. After all, every set to be sold runs into considerable money for both customer and dealer. It is not too much to give some thought to setting the stage for such sales.





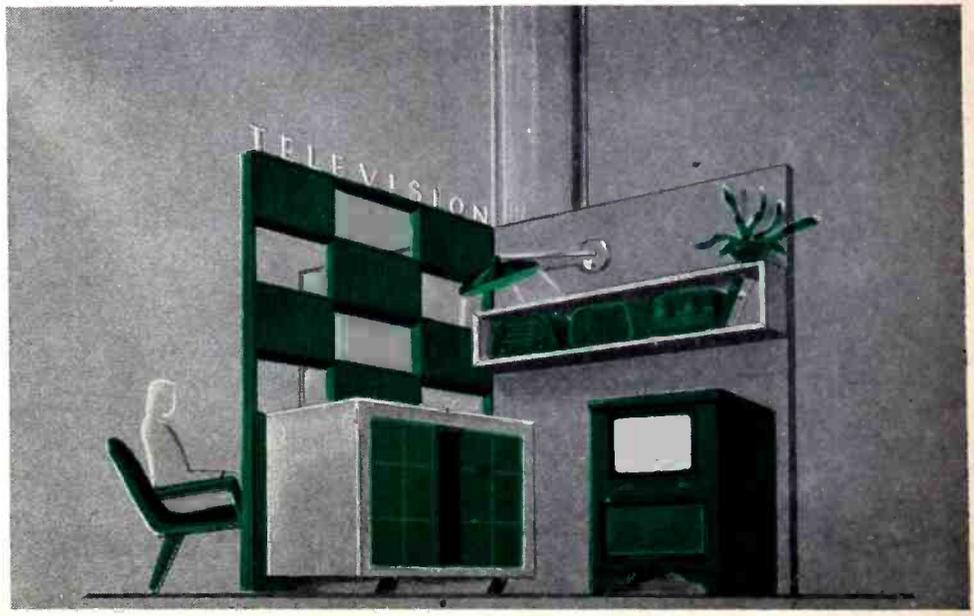
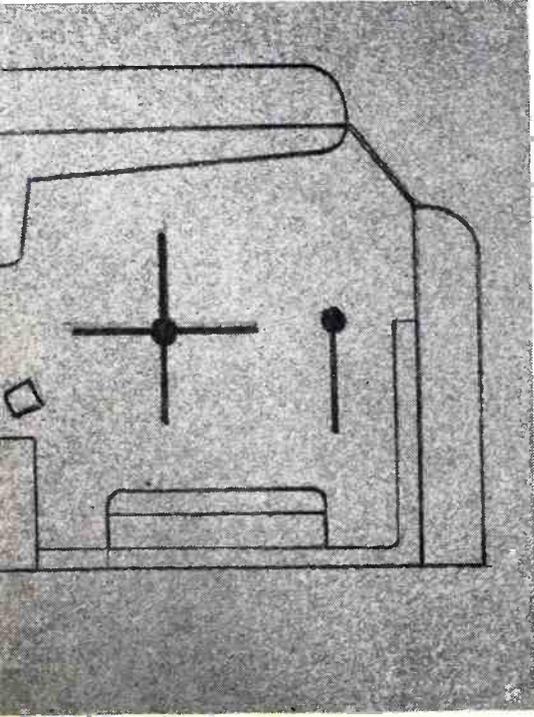
This method of utilizing standard size panels set up in zig-zag fashion in the center of the store, lends itself to individual display of each console unit in a background to fit the period of design of the cabinet. This can be achieved by using drapes, pictures, and plants to enhance each unit. These panels are sturdy, light and economical and can be repainted and rearranged periodically to provide an endless variety of attractive displays. It is also feasible to rope off this section to prevent tampering while still keeping units clear of traffic flow.

Creating An Effective Television Department

Every type of store layout poses another problem for the dealer who wants to arrange an effective TV display and demonstration department. Note the two columns in the center of the store. Instead of being handicapped, the dealer can convert these poles into valuable assets by building panels radiating from them in the form of spokes. See illustration at right.

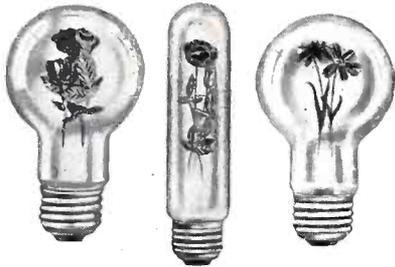
No matter what shape or size your store, you can design a successful TV department by following some of these practical suggestions.

Here is a detailed view of how the display panels can be built around a column. If it should happen that a column is in a corner, then one or more of the panels can be made with open work as outlined below to provide additional light and view.

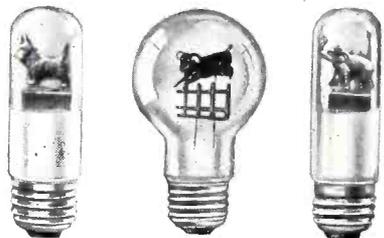


AEROLUX FLOWETLITES

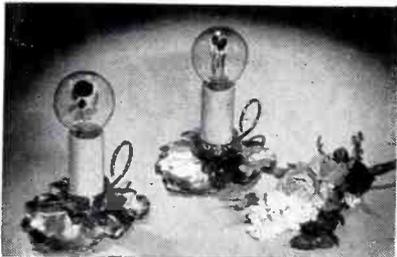
Light up in garden colors



FIT INTO ANY SOCKET



THEY'RE ONLY 2 WATTS
—Hardly turn a meter.



LAST A LONG TIME—

More than 3 times the life of ordinary light bulb.



**SWELL FOR NIGHT LIGHTS
AND HOME DECORATIONS**

**America's Smartest Gift
Line for Christmas**

Write for catalog

**AEROLUX
LIGHT CORPORATION**

653 Eleventh Ave., New York 19



The assembly units, which Hi-Q Radio makes abundant use of, are funneled through national distributors, and permit built-in and tailor-made work to suit a variety of tastes.

Opportunities in Tailor-Made Television

Television receivers sometimes are incongruous with elaborate home interiors and some customers, therefore, turn to custom-built work. Other customers in the middle and lower income brackets are finding that custom-built television sets make it possible to install sets in their homes long before budgets would otherwise allow. Television assemblies, which make possible tailoring to individual tastes, are creating opportunities for dealers in this type of sale.

One illustration of how the potential of this market has been turned into profits is the Hi-Q Radio Company, 5309 New Utrecht Avenue, Brooklyn, New York. Operated by two veterans, Hi-Q Radio has become a dominant user of the Television Assembly Company's units, assembling them in cabinets to suit the tastes of transient customers, and following this with set installation and complete service.

Hi-Q was started two years ago by Irving Glassman, ex-Signal Corps technician, who had considerable electrical engineering training and experience. Half a year later he was joined by Leonard Mendelsohn, experienced electronics technician. Hi-Q concentrated on radio repair service for transient customers in the Boro Park area of Brooklyn until the advent of Television Assembly Company, 540

Bushwick Avenue, Brooklyn, New York, on the television scene about one and one-half years ago.

This company was founded with the idea of manufacturing television kits which required a knowledge of electronic wiring for assembling, and which could be sold through distributors and service dealers. It set up a national distribution system and now is equipped to produce 100 kits a day. It makes available to companies like Hi-Q Radio, through its national distributors, two types of prepared assemblies, each in three sizes, thus making



Inside a projection unit, above. Hi-Q has been using direct view assemblies made by TV Assembly for some 15 months.

a selection of six.

Custom-built customers of Hi-Q are not limited in their cabinet choice to the one which Television Assembly Company also supplies through its distributors. Electronics distributors have stock cabinets which widen customer choice. In addition, Hi-Q recommends cabinetmakers for those customers who want special cabinets built in that manner, or they will install kits in any cabinet supplied by a customer through his own cabinetmaker.

Dealers who, like Hi-Q Radio, are anxious to make inroads into the custom-built market, will find that taking on such tailor-made work will keep their service technicians busy at assembly work. It is another way of adding to television sales.

New Farnsworth TV Receiver

Manufactured by Farnsworth Television & Radio Corporation, Fort Wayne, Indiana

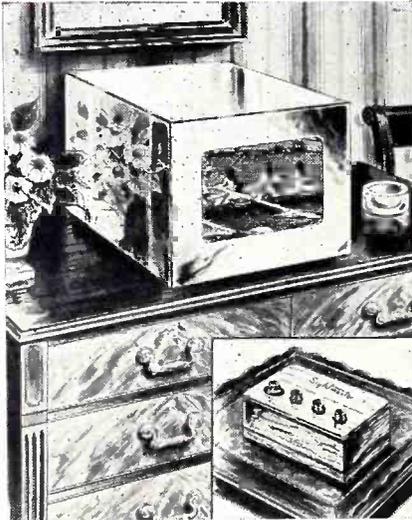


Model 651-P, Farnsworth's new television receiver is 16³/₄" high, 17" wide, and 22¹/₂" deep and is in dark walnut finish. Receiver has mirror-backed, flat-faced picture tube assuring steady, high-definition image of 52 square inches, visible in daylight. Exclusive beam relaxor permits simplicity of electrical circuit and economy in maintenance and operation. Operating controls are front mounted, and all components easily accessible, top or bottom, for service technicians.

Say you saw it in *Radio & Television Journal*, September, 1948.

Pandora with Sightmirror

Manufactured by Sightmaster Corporation
385 North Avenue, New Rochelle, New York



This Sightmaster set is encased in glass, and has a built-in clarifier to improve picture contrast and detail. Gives depth and three-dimensional effect. Powered by Sightmaster improved 15-inch chassis design, three stages stagger tuned IF, coupled to three stages broad band fixed tuned IF. Remote control unit, inset, can be installed out of sight. Set lists at \$595.

Say you saw it in *Radio & Television Journal*, September, 1948.



WHERE QUALITY
AND RESULTING PRESTIGE ARE
PARAMOUNT, LEADING MUSIC
MERCHANTS PROFITABLY
FEATURE THE INCOMPARABLE
CAPEHART

BIRKEL-RICHARDSON

Proudly present on our 67th anniversary
another great First!
The incomparable
new 1949 *Capehart*

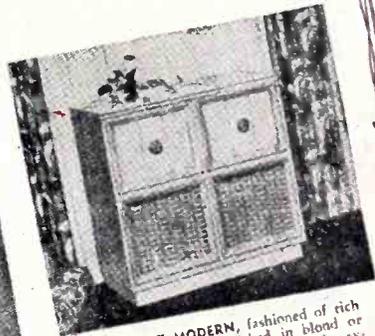
Truly the "World's finest instrument for musical reproduction."

Capehart's world-renowned turn-over record changer, Capehart's incomparable tonal perfection, cabinets by Capehart's artist craftsmen . . . an achievement you must see . . . you must hear to believe.

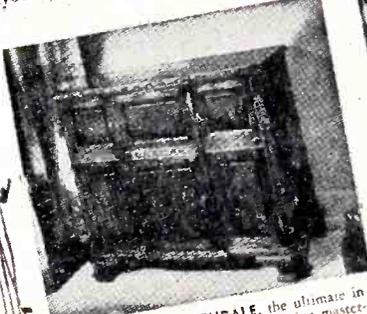
With the introduction of the new 1949 Capeharts . . . there is a Capehart for every home . . . every budget—whether it be French Provincial, Early American, Modern, 18th Century. Priced from \$295.00 to \$1595.00. Our 67 years of dependable—reliable service are your guarantee of complete satisfaction. Investigate before you invest!



CAPEHART EARLY AMERICAN, fashioned from untouched fruitwoods in legendary elegance. Exclusive new footproof record changer, new silent pick-up—frequency range far exceeds any available recordings.



CAPEHART MODERN, fashioned of rich Mahogany veneer finished in blond or ebony. "True-Timbre" tone with the exclusive Capehart turn-over changer. AM, FM and short-wave radio. 23 tubes plus rectifiers.



CAPEHART CHIPPENDALE, the ultimate in Radio-Phonographs . . . an imposing masterpiece of beauty. Exclusive turn-over changer. AM, FM and short-wave radio reception. 22 tubes plus rectifiers.

730 WEST 7TH ST.
Phone VAndika 1241
LOS ANGELES

OPEN MONDAY EVENING

Music Dept.
ASHBURN'S
420 E. Main St.
Alhambra



Reproduced from a recent issue of "The Los Angeles Times"

Farnsworth TELEVISION & RADIO CORPORATION,
FORT WAYNE 1, INDIANA

Dynamic (Continued from page 34)

time Dynamic's show window on 57th Street stopped pedestrian traffic along the Row and gave the carriage trade something to talk about over their cocktails.

Creating Store Personality

Big as life in the Dynamic window was a replica of a sleigh, pulled by a white mare through artificial snow. Neatly tied to the startling display was an album of hit tunes from the rave musical, "Up In Central Park". It set the trade on its ear and conversation about it buzzed for days. For a store limited by scarcities to the sale of records, it marked the first step forward to bigger things.

Not long thereafter a Dynamic ad came up with the gem, "A Store Is Known by the Customers It Keeps." And still later, the Times promotion stressed, "Dynamic Features the Leaders." Men in the trade in Chicago, as far west as Idaho knew what Dynamic was, what the organization stood for. Dynamic Electronics had taken on a personality. In establishing that personality, promotions utilized every available medium—radio, billboards, magazines, newspapers, bus ads, concert programs, and direct mail advertising.

By the time the first sale was held

in October of 1947, Dynamic's personality had really taken hold. Radios, records, and small appliances were put up for sale and the response was phenomenal. Customers flocked into the stores from metropolitan boroughs, from Long Island, from New Jersey and Connecticut. Within the space of three days, the well-timed promotion brought forth \$65,000 worth of business.

Becoming an Institution

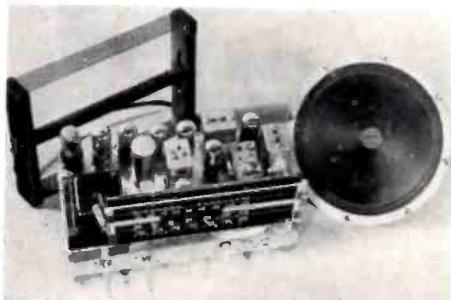
A decided aid to promotions is the set of standards it has adopted regarding the handling of merchandise. When it claims to feature the leaders, it actually does that. In major appliances it handles General Electric, General Motors, Westinghouse and other leading white ware products. On its television and radio sets will be found the names of Crosley, RCA, Philco, DuMont and others. Dynamic's hardy and alert service department makes it tough for any untried product to break through to showrooms. The service department has set up elaborate pre-testing procedures, which new products, including new lines from established manufacturers, must surmount before getting the stamp of approval.

This is especially true of television sets and equipment. Because it has

established a reputation for stability, Dynamic has been able to introduce merchandise that other retailers are loathe to even touch. It introduced television magnifying lenses for the first time in the metropolitan area. It was the first to announce television polaroid filters. As early as August of this year, it was selling television antennae, the earliest they appeared on the New York market. So renowned has the Dynamic stamp of merchandise approval become that reluctant dealers, shying from new products, decided to accept new lines from manufacturers the moment it became known that the same items were already displayed in Dynamic showrooms.

Secure in the knowledge that what Dynamic offers the public is top quality merchandise, long-term planning can be mapped out by Dynamic's president, Winer, vice-president Haizen, and advertising director Horne. Horne and an artist in his department do most of the spade work thereafter, merging the store displays with the over-all line promotions are taking. Bold, daring promotions, pushed with insight, resourcefulness and aggressiveness thus are like everything else about Dynamic—just . . . dynamic.

ATTENTION . . . SERVICEMEN!



ESPEY Model 7-B-1

Mr. Serviceman!

Are you reaping the full advantage of the tremendous replacement market that exists today? Most of your customers are in need of a modern AM-FM radio receiver chassis. They will select ESPEY because the ESPEY chassis are the finest available on the market today—at the lowest price.

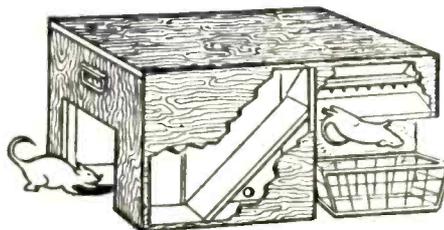
Head and shoulders above the crowd, from an engineering, design, manufacturing and quality standpoint. All features that are needed in a modern receiver are included, together with all hardware, speakers, and antennas required to make your installation job quick and easy.

For further information about this terrific potential, drop a line today to Dept. V-9.

ESPEY MANUFACTURING CO., INC.
528 EAST 72nd ST., NEW YORK 21, N. Y.

"Established 1928"

KILLS RATS Electrically



Hundreds of satisfied users who have benefited from lease-installation of the ELECTRONIC RAT TRAP in their plants testify to its efficiency. They report catches of 50 to 100 rats a night! Fully automatic! You don't even touch the rats! No bait required! Write for literature and testimonials.

**SAFE! SIMPLE!
SANITARY! SURE!**

WANTED! DISTRIBUTORS!

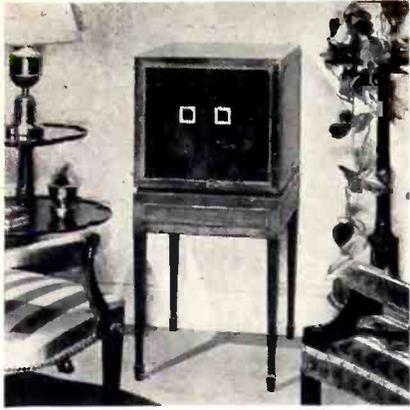
Franchises with large potential earnings available in excellent territories for financially responsible parties! Patent and manufacturing rights are available in most foreign countries.

FOR DETAILS WRITE DEPT. X

ELECTRONIC TRAPS, INC.
7 NORFOLK PL. ROCHESTER 6, N. Y.

New Bendix Models

Manufactured by Bendix Radio Division,
Baltimore, Maryland



Known as the Fiesta, Bendix television receiver model 235MI receives video broadcasts on all 12 channels. Cabinet in mahogany, with full swinging doors. Crystal picture detector, 10-inch picture of "front row" brilliance. 21 tubes including cathode ray and two rectifiers. Has 12 push buttons for instant tuning and is free from flicker and snow effect. FM sound system, four watts output, 6-inch Alnico V dynamic oval speaker, phantom grille, and three point tone control. Special features include low power consumption, concealed efficiency controls, built-in antenna.



Called the Boulevard, Bendix radio-phonograph model 95B3 is 34" high, 31 3/4" wide, 16 1/4" deep, and is styled in golden harvest finish mahogany veneers, the cabinet housing a drawer-type record player, with a double record storage. Radio has eight tubes and rectifier, three gang FM condensers, a dual chassis, and tuned RF amplification on FM. Also has 12-inch Alnico V concert speaker, eight watts push-pull output, a crystal tone reproducer, and three point tone control. Special features include record changer controls, built-in AM-FM antennae, tilt-out tuner, and permanent point needle. Lists at \$209.95. Say you saw it in *Radio & Television Journal*, September, 1948.



WHERE QUALITY
AND RESULTING PRESTIGE ARE
PARAMOUNT, LEADING MUSIC
MERCHANTS PROFITABLY
FEATURE THE INCOMPARABLE

CAPEHART

WURLITZER
is music

PROUDLY—WE PRESENT

The Capehart

... WORLD'S FINEST INSTRUMENT
FOR MUSICAL REPRODUCTION

The Capehart is far more than a phonograph and radio. It is a fine musical instrument. So true-to-music are its tones that as you listen, it becomes a violin, a piano, a flute—each with the instrument's expression. If you prefer, The Capehart will sing for you—or you may enjoy all the combinations of instruments and voices from the world's great library of music. The Capehart is especially created to give America's most lovely apartment homes. On exhibit at our show is a distinguished group of "Capehart instruments" priced from \$1145

THE CAPEHART MODERN (Illustrated). Carefully revised design reflects contemporary style that harmonizes perfectly with such walls, panel or modern decor. Appropriate record reproduction of 100 rpm, broad-band or "record" programs. In handsome cabinet of mahogany veneer, choice of lacquer or ebonized finish, with Capehart's unique record changer. \$1275

The exclusive Capehart record changer plays up to 16 records. 27 selections \$2 each and 22 more selections each \$1.50. The record changer reproduces the music with its original appearance in playing and with style, as designed.

Panamuse by Capehart. \$395 up.

WURLITZER—121 East Fourth St., Store Hours: 9:30 to 5:45

Reproduced from
a recent issue of
"The Cincinnati Times-Star"

Farnsworth TELEVISION & RADIO CORPORATION,
FORT WAYNE 1, INDIANA

ANNOUNCING . . .

No. 80



The result of
12 months of Lewyt research!
The achievement of Lewyt's
precision engineering!

Of 5 big-name vacuum cleaners tested by United States Testing Company, Inc., laboratories, including a famous revolving-brush upright, Lewyt with its revolutionary and exclusive No. 80 Carpet Nozzle ran **FIRST IN EVERY TEST!**

**PICKED UP
18% TO 55%
MORE
EMBEDDED
DIRT!**

**REMOVED
MORE
SURFACE LINT,
THREADS
AND HAIR!**

**YET...
WITH
13% TO 58%
LESS
CARPET WEAR!**

READ THE EYE-OPENING REPORT STRAIGHT FROM UNITED STATES TESTING COMPANY, INC.

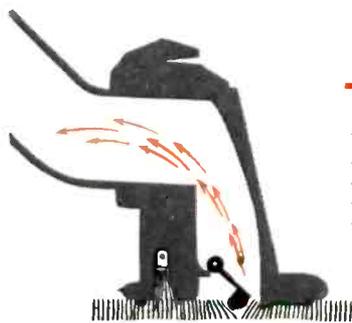
For the first time in 45 years, one vacuum cleaner proves it can do the work of two—both tank-type and upright—and do it better! Lewyt leads again!

Amazing new
automatic comb-valve
makes the big difference!

See how
it works!

Give your
customers
this astounding
Lewyt Demonstration!

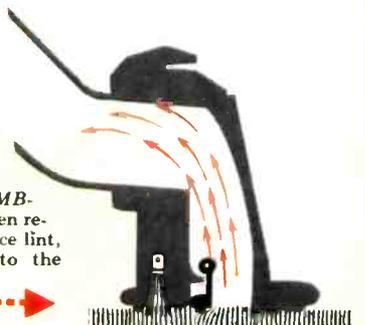
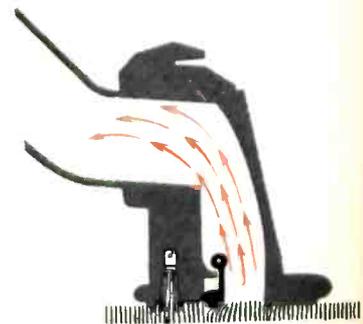
Note: Present Lewyt owners can convert at nominal cost! See your Lewyt Distributor for details!



1. ON THE FORWARD STROKE,
the *AUTOMATIC COMB-VALVE* gently grabs threads, lint and hair that other vacuum cleaners miss! In addition, it *parts* the nap—increasing Lewyt's cyclonic cleaning-power on dirt imbedded in the pile of rug!

2. ON THE BACK STROKE,
the *AUTOMATIC COMB-VALVE* swings forward and upward, bringing lint, threads and hair to its high-pressure chamber . . . concentrates terrific suction power through its comb-like slots . . . thus cleaning itself!

3. READY FOR NEXT STROKE!
The Lewyt No. 80's *AUTOMATIC COMB-VALVE* is clean . . . imbedded dirt has been removed from the pile of the rug . . . surface lint, threads and hair have disappeared into the Lewyt . . . it's like magic!



Lewyt's sensational new CARPET NOZZLE!

United States Testing Company, Inc. reports Lewyt best in every test!

EMBEDDED DIRT TEST

Report #78730-1

June 14, 1948

(Efficiency rating of each cleaner obtained during simultaneous runs under identical conditions.)

1. LEWYT, WITH ITS NO. 80 CARPET NOZZLE!

The Lewyt Vacuum Cleaner picked up:

- 18% more Embedded dirt than Cleaner A
- 34% more Embedded dirt than Cleaner C
- 40% more Embedded dirt than Cleaner B
- 55% more Embedded dirt than Cleaner D

CARPET WEAR TEST

Report #78730-3

June 14, 1948

(Nap pick-up of each cleaner compared to weight of nap picked up by control cleaner during simultaneous runs.)

1. LEWYT, WITH ITS NO. 80 CARPET NOZZLE!

With the Lewyt Vacuum Cleaner, carpet wear was:

- 58% less than with Cleaner A
- 52% less than with Cleaner C
- 25% less than with Cleaner B
- 13% less than with Cleaner D

SURFACE LITTER TEST

Report #78730-2

June 14, 1948

(Long and short dog hair, cotton thread, and shredded absorbent cotton, worked into the nap of rug.)

OPINION

1. LEWYT, WITH ITS

NO. 80 CARPET NOZZLE!

2. Control Cleaner A (Upright revolving brush)
3. Cleaner B
4. Cleaner C
5. Cleaner D

- Good surface litter pick-up.
- Good surface litter pick-up except at center of nozzle.
- Fair surface litter pick-up.
- Poor surface litter pick-up.
- Poor surface litter pick-up.

EXCELLENCE OF PRODUCT TEST

Report #78730-4

June 16, 1948

(Lewyt was disassembled and component parts examined. Later re-assembled, and its functional performance and ease of operation noted. All attachments tested.)

1. LEWYT, WITH ITS NO. 80 CARPET NOZZLE!

- a. Lewyt Vacuum Cleaner constructed of excellent materials throughout!
- b. Design provided excellent ease of operation with a sturdy, attractively styled vacuum cleaner!
- c. Workmanship was first class throughout!

Summary report of these tests may be had upon request.

Approved Underwriters'
Laboratories



Lewyt
(rhymes with "do it"!)
VACUUM CLEANER

LEWYT CORPORATION • VACUUM CLEANER DIVISION • 82 Broadway, Brooklyn 11, New York



Model "1950" Television Receiver
with 12" Picture Tube and FM Radio
... \$495 List

YOUR prospective television customers want a set that will give them perfect reception. Now at last they can have it...exclusive with Rembrandt. For Rembrandt offers reception never thought possible in present day television. It is truly tomorrow's set TODAY! Large, picture-clear reception to make your customers rub their eyes in disbelief. The Rembrandt is now available for immediate delivery in four luxurious models.

ALL REMBRANDT TELEVISION RECEIVERS CONTAIN FM RADIO

REMINGTON RADIO CORPORATION
White Plains, N. Y.

now...
give your
customers in

*Perfection in
Television*

exclusive with
Rembrandt



Rembrandt
Master in the
Art of Television



Model 130
Television
Receiver
with 15"
Picture Tube
and FM Radio
... \$895 List

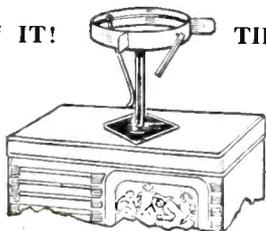
— VISIBEAM —

INDOOR TELEVISION ANTENNA

- **SOLVES**
Installation Problems
- **SELLS**
More Television Sets
- **MEANS**
More Profits To You

TUNE IT!

TURN IT! TILT IT!

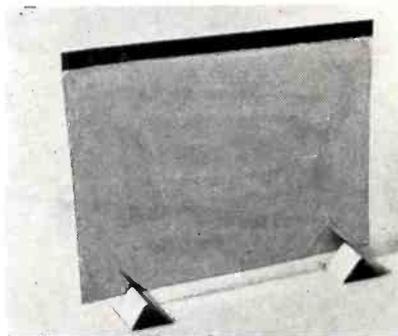


For use on all television sets.
Compact, attractive lamp size,
blending with set and room.
• Gets Clear Pictures On All
Channels
• Eliminates Ghosts & Reflections
VISIBEAM retails at **\$16.95**

Some distributor territories still open
BURNETT SERVICE CO.
178 W. 168 • JE 7-4592 • New York 52, N. Y.

Television Filter

Manufactured by Pli's Television Filter Co.,
1154 Stratford Ave., Bronx, N. Y.

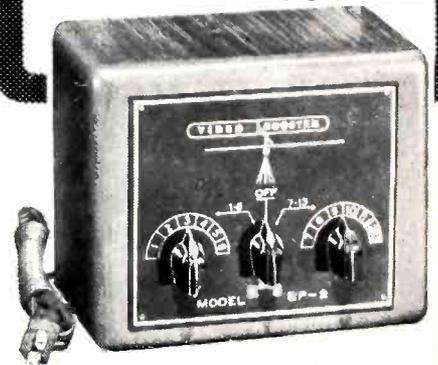


This filter reduces the glare and screens out the ultra violet rays of the cathode ray tube. It's the manufacturer, who will also imprint your company's name in gold leaf.

Say you saw it in *Radio & Television Journal*, September, 1948.

• **Charles Robbins**, Emerson's National Sales Manager, has appointed the **Bomar Appliance Co., Inc.**, as Emerson's distributor in Knoxville. The company's office and warehouse are located at 520 Western Avenue, Knoxville 02, Tennessee. **Billings Wholesale Radio**, 2232 Tulare St., Fresno, California, has been named Emerson's Fresno distributor.

Perfect Performance
with **RMS VIDEO**
ANTENNA BOOSTER



13 CHANNELS \$37⁵⁰
Model SP-2 list
6 Channels, Model SP-1 \$33.75

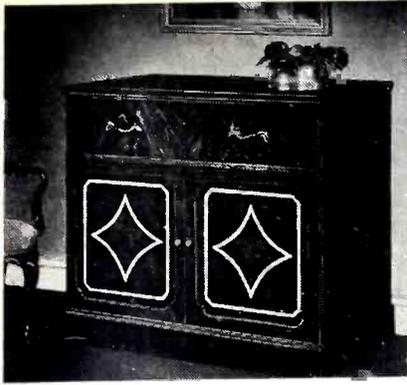
Boosts weak stations . . . Pulls in distant stations with signal strength gain **SIX TO TEN TIMES!** . . . Cuts down off-channel interference . . . Has self-contained power supply . . . eliminates need for outdoor TV antenna in most local installations . . . **NEW:** pilot light prevents leaving set on overnight.

DEALERS! Your local distributor has this as well as other fast-moving RMS television accessories in stock. Write for literature to

RADIO MERCHANDISE SALES INC.
550-J Westchester Ave., N. Y. 55, N. Y.

Custom-Built Console

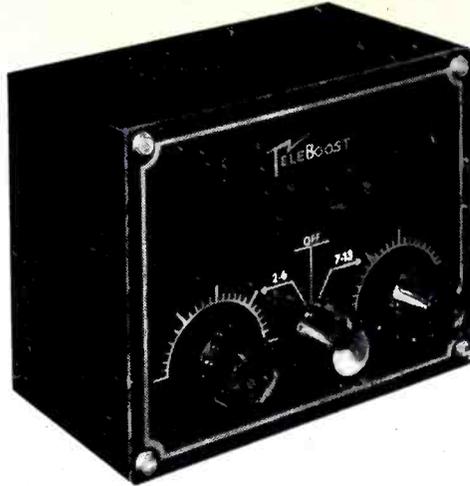
Manufactured by A. & M. Woodcraft, Inc.,
419 West 49th Street, New York City



This beautiful and striking console cabinet originates in the workrooms of A. & M. Woodcraft, Inc., New York City. The firm accepts orders from clients with discriminating tastes who desire custom-built radio and television consoles. Fine craftsmanship, like that represented above, is a byword at A. & M. Mr. Alongi, Circle 6-7663, handles all orders.

TV Preamplifier

Manufactured by Sonic Industries, Inc.,
2999 Third Avenue, New York City



Sonic's new television amplifier eliminates internal oscillations, cuts down off-channel interference, and permits the use of indoor installations. Called Teleboost, it sells television in low signal areas. Model TV-1, channels 7-13, lists at \$19.95 and Model TV-3, channels 2-13, at \$29.95.

All-Channel Booster

Manufactured by Transvision, Inc.,
New Rochelle, N. Y.

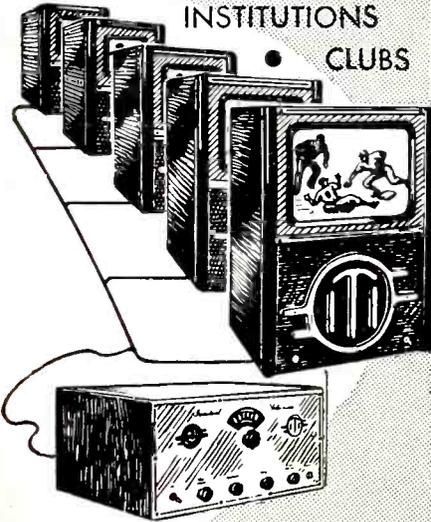


Designed to help set owners achieve television reception in weak signal areas which are out of range of certain broadcast stations. This booster increases signal strength on all 13 channels and can be used with any type of television receiver. Gives unusually high gain in upper television channels.

Say you saw it in *Radio & Television Journal*, September, 1948.

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For Public Viewing in
TAVERNS - HOTELS
HOSPITALS - SCHOOLS
INSTITUTIONS
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Featuring - SIMPLIFIED
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with any number of viewing screens

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At Better Stores Everywhere

A Complete Line of Clear and Blue Filter Lenses from \$16.95 to \$44.95



#1. Opti-Gem clear lens, size 9x11, to fit 7" screen. Retail price \$16.95. Blue filter lens \$18.95.

#2. Opti-Gem clear lens, size 11x13, to fit 7" and 10" screens. Retail price \$19.95. Blue filter lens \$22.95.

#3. Opti-Gem clear lens, size 12x17, to fit 10" and 12" screens. Retail price \$29.95. Blue filter lens \$34.95.

#4. Opti-Gem clear lens, size 14x19, to fit 10", 12" and 15" screens. Retail price \$37.95. Blue filter lens \$44.95.

OPTI-GEM television lenses magnify up to three times normal area . . . are easily adjusted and centered to screen . . . and provide wide angle of view. Universal brackets with #3 and #4 lens sizes for console or table model sets. Bracket sleeves gloved in suede finish to protect furniture. Attractive floor stand available for #3 and #4 lens sizes.

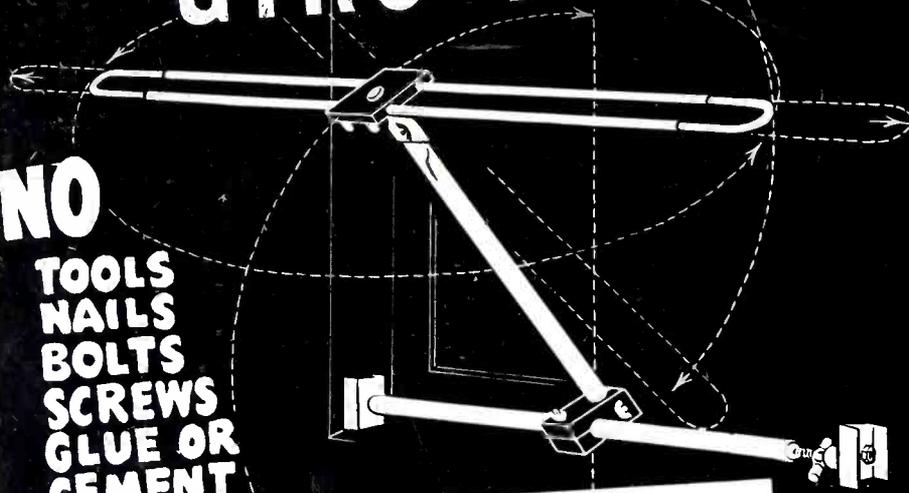
OPTI-GEM, inc.

Makers of clear and blue filter television lenses to fit all screen sizes
also the Opti-Gem Television Floor Stand

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5 MINUTE INSTALLATIONS GYRO-TENNA

**NO
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BOLTS
SCREWS
GLUE OR
CEMENT**



The Television-FM Antenna of a 1,000 Positions

- A removable window antenna
- Covers all frequency ranges 44-216 mc. channels 1 to 13 and FM
- Non-directional. Provides reception from all points of the compass
- Expandable to full folded dipole or straight dipole and reflector
- Secured firmly by expansion bolts
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- Strong, lightweight aluminum with genuine lucite insulation
- Sells right across the counter TV-FM buyers can install easily

**1675
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28 NEPTUNE HIGHWAY · ASBURY PARK, N. J.
Phone: Asbury Park 1-0119

Telrex Conical Antennas have a constant center impedance and a band width of 5 to 1 in frequency coverage.

These two factors combine to give an antenna-to-transmission-line-to-receiver match that no other type Antenna has.

True conical performance is obtained without the bulk of solid spinings.

The resolution and gain obtained by the band width and the effective reflectors are responsible for improved definition, contrast and gain. All vertical pick-up is eliminated allowing ghost free reception. This improvement is immediately apparent on the viewing screen of the television set.

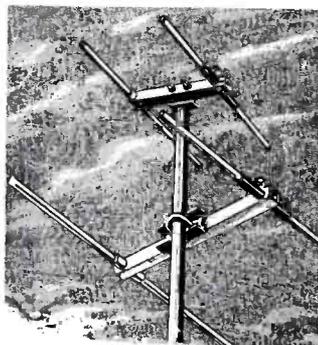
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4XTV\$42.50 List

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CHIMNEY MOUNT..\$8.85 List**

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OR WRITE TO US DIRECT**

ALL CHANNELS HIGH GAIN
INDIVIDUAL ORIENTATION
FREQUENCY COVERAGE 44-216 MC
MULTI-STACKING FEATURES



TYPE 401 AW LIST PRICE \$15.25

All Aluminum Rugged Construction
Polystrene Insulation
Designed for Maximum Efficiency
Also Complete Line of HF Adapters
IMMEDIATE SHIPMENT
See Your Local Jobber or Send For Circular



Establish Advisory Comm. To Help Gov't. on TV

Far-reaching problems resulting from rapid developments in television, FM broadcasting, and other radio and electronic services has prompted the Radio Manufacturers Association and the Institute of Radio Engineers to establish a Joint Technical Advisory Committee, JTAC, to advise governmental agencies, and professional and industrial groups within the industry.

Formation of JTAC follows a suggestion of FCC Chairman Wayne Coy that the industry provide FCC with authoritative technical information on the adaptability of the frequencies above 216 megacycles for television broadcasting. The committee will make its first report before the Federal Communications Commission at a hearing starting September 20, the report to cover availability of equipment and propagation characteristics of the ultra high frequencies.

As such, JTAC supplants the Radio Technical Planning Board in its relation to governmental agencies, particularly the FCC.

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**CORTLEY
MODEL
#720**

Here's great news in television! The brand-new **CORTLEY PROJECTION TELEVISION RECEIVER**—an amazing set capable of throwing an image, varying in size from several inches up to 6 x 8 feet, onto a screen—just like a home movie projector. This compact, highly mobile **CORTLEY RECEIVER** now enables hundreds to view a telecast without squinting and straining at images previously measured in inches.

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Get in on this brand-new, easy-to-sell market. Be the first to fill the enormous need. Send for full information and price today!

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