

# RADIO & APPLIANCE JOURNAL

March  
1947

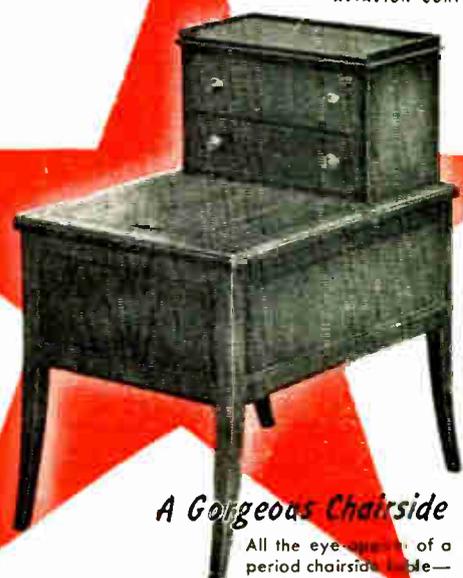
*Store Modernization Issue*



VINCENT  
COSTELLO

1916 The Industry's Oldest Complete Dealer Magazine 1947  
30,000 AUDITED CIRCULATION

# ANOTHER ALL-STAR BENDIX RADIO...



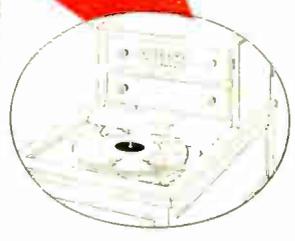
*A Gorgeous Chairside Table*  
All the eye appeal of a period chairside table—handsome and practical.

*A Full-Toned Radio with the Famous "Phantom Dial"*  
Turn a drawer pull and the "Phantom Dial" glows through the mahogany grained panel as if by magic.



**..PACKED WITH SALES APPEAL!**

*A Fully Automatic Phonograph*  
Slide back the "table top" for easy access to the automatic record player.



**THERE'S PROFIT  
IN THE STARS FOR YOU!**

With this all-star Bendix Radio-Phonograph in your show-room you just can't miss extra sales—extra profit! There's more eye appeal—more demonstration magic—more practicality—more performance—more value in this sensational Bendix than in any other chairside radio-phonograph. Here's another example of the far-sighted, extra effort of Bendix Radio to give you all that's best of all that's newest. Another reason why there's added profit for you in Bendix Radio—the stars of 1947!



**THE BEST IN RADIO IS ALWAYS BETTER WITH *Bendix Radio***

DIVISION OF BENDIX AVIATION CORPORATION  
BALTIMORE 4, MARYLAND

## BUSINESS IN BRIEF

### Radio Dealers High Among New 1946 Firms

New proprietors were starting in business in 1946 at a rate about double that of 1940 and 1941, according to a survey conducted by the Department of Commerce. The rate of business discontinuance in 1946 was only about half what it was in 1940 and 1941.

According to a compilation by the office of Business Economics, there were approximately 227 new firms started for every 1,000 firms in operation at the beginning of 1946. By comparison, the rate of entry in 1941 was 135 for every 1,000 and only 108 in 1940. In retail trade, the industry with the highest rate of entry in 1946 was motor vehicles. There were 457 new retail automobile firms started for every 1,000 in existence. Radio and appliance stores were a close second with an entry rate of 452.

The 1946 rate of discontinuance for all business—including business failures as well as discontinuance for other reasons—was 53 for every 1,000 businesses in existence. In the retail trade, the highest rate of discontinuance was in radio and appliance stores. In this group 77 firms quit business for every 1,000 in existence.

However, the radio and appliance field led all types of business in the increase of firms in operation in June, 1946, as compared with December, 1943. The number of radio and appliance stores rose from 10,100 in 1943 to 18,400 in 1946 for an increase of 82 per cent.

### Irons Lead Appliances

The electric iron is found in more American homes than any other piece of electrical equipment, according to a report prepared by National Family Opinion, a consumer research organization with headquarters in Toledo, Ohio. Ninety-three per cent of the homes have electric irons. NFO figures show, as compared with 90.1 per cent that have radios.

### Says Sellers' Market Ending

Members of the New York Credit Men's Association were urged to realize that the sellers' market of war years is fast vanishing in a recent address before their annual meeting by Henry H. Heimann, executive manager of the National Association of Credit Men. Mr. Heimann pointed out that in some lines a buyers' market is here and in other lines it is just around the corner.

"I look for a buyers' market to be at hand pretty generally in 1947," Mr. Heimann declared, adding, "I look for the keenest competition American industry ever has faced. There should be a slight recession in 1947, but it would surprise me if it continued for more than six or seven months."

### Philco Hikes Prices

Philco Corporation has made known price increases on radios and combinations that effect all but three models in its lines, including the lowest priced set. Dealers have been notified of the changes in a letter from Philco Distributors, Inc., which listed the increases from \$2 on the 46-2001 model to \$20 on the mahogany and bleached mahogany 1213 model which now retails for \$369.50.

### Radio Production Hits New High

Radio set production in 1946 broke all existing records, while AM-FM and television receivers reached a new peak during December, according to a report by the Radio Manufacturers Association. Production of all types of receivers last year exceeded 15 millions, which tops the previous peak of 13,640,334 achieved in 1941. FM-AM and television set production rose sharply in December to bring the year's output to 181,485 FM-AM sets and 6,476 television receivers.

### Trade-In Bugaboo Spreads in Capital

Radio dealers in Washington, D. C., are reluctantly admitting that the trade-in bugaboo has emerged from hibernation and they are sharpening up their weapons to meet it face to face once more. After a long vacation from this ancient headache—due to the merchandise scarcity during the war years—few if any of the dealers relish its reappearance, but they frankly admit there is little they can do about it.

It first came out into the open recently when a large radio chain advertised that they again were accepting trade-ins. The response was good and immediate. One by one, other retailers in the Washington area began to make known that they would take trade-ins and the tide mounted. The dealers point out that trade-ins as such are not objectionable, but call attention to the fact that once started, they lead to unbridled price-slashing through uncontrolled allowances. Washington dealers also are a little worried about price-cutting in major appliances, but it was pointed out that most of this has been confined to less-known brands which the dealers appear to be clearing out.

### Sales, Institutional Ad Integration is Urged

There can be no definite division between institutional and item advertising for retail stores if they are to maintain merchandising leadership, according to arguments advanced by Miss Margaret Egan, assistant sales director of Marshall Field & Co., Chicago, at a recent meeting of the Omaha, Neb., Advertising Club. Miss Egan declared that today's retail advertiser must sell goods and must also sell the store and its policies. And, she declared, to do both successfully, he must tailor his advertising to meet the needs and desires of customers who vary considerably in their opinions.

## **Oak Ridge Antenna Co. Plans National Distribution**

Howard S. Levy, general sales manager of the Oak Ridge Antenna Co., 717 Second Avenue, New York City, has announced that plans are being formulated for national distribution of the company's products. Mr. Levy said that radio parts jobbers throughout the country will be featuring the sturdy, weatherproof, aluminum television and FM antennae, and other Oak Ridge products within the next few weeks.

The company is now expanding its distribution nationally, the sales manager explained, to meet the increased country-wide demand for an attractive, durable, weather-proof antenna. This demand has been growing ever since television sets were released by manufacturers after the war.

The Oak Ridge Antenna Co., manufactures the Rig-Fast line of all-aluminum television and FM antennae.

## **Consumer Spending Up**

With retail prices at an all-time peak, the Commerce Department has estimated that consumers spent about one-fifth more for goods and services in 1946 than during the previous year and 70 per cent over the peak prewar year of 1941. Implying the end of the high wartime rate of saving, the Department said that the public, for the first time since 1941, spent the full amount that could have been expected on the basis of the historic relationship between income and spending.

## **Record for Washer Sales**

Factory sales of household washers in 1946 broke all records, totalling 2,023,981, after a slow start in converting from war manufacturing. This compares with 1,959,887 in 1941, final prewar year of full production, according to figures announced by the American Washer and Ironer Manufacturers Association. Ironer sales were 124,616, compared to 215,994 in 1941.

## **Says Radio, Appliance Price Drop is at Hand**

Appliance and radio dealers are "in for the most hectic year you have seen in a long time with cut prices in 1947 coming about much sooner than you think." This warning was sounded to Long Island, N. Y., electrical appliance dealers by Edward Holmberg, manager of the appliance promotion bureau of Consolidated Edison, in a recent meeting. Mr. Holmberg reported an investigation made recently on the distribution time element between order placement and delivery on hundreds of samples on the floor made by national-known manufacturers and said "not a single concern gave us a promise date of longer than three months, including refrigeration, and some gave two and three weeks."

## **Truesdell Leaves Bendix**

Leonard W. Truesdell, general sales manager of Bendix Radio Division of Bendix Aviation Corp., Baltimore, Md., has resigned effective March 1st. Mr. Truesdell, who is well-known throughout the industry, has not revealed his future plans, but is expected to announce them shortly.

J. T. Dalton, who has been with Bendix since its organization, has been appointed to succeed Mr. Truesdell. H. W. Silliman, also a Bendix veteran and for years district manager of the New England territory, has been appointed manager of distribution, with offices in Baltimore.

## **Admiral Resigns From RMA**

Admiral Corporation has made known its resignation from the Radio Manufacturers Association, in the form of a release from Seymour Mintz, advertising and publicity director for Admiral. The letter, addressed to Bond Geddes, executive vice president of RMA, follows:

"We believe it advisable that Admiral Corporation resign as a member of the Radio Manufacturers Association. Please acknowledge this resignation, which is to be effective immediately. (signed) Ross D. Siragusa, president, Admiral Corporation."

## **Says Salesmen Should Welcome Buyer's Market**

Conceding that we are "soon going to hear that old cry that the customer is always right," Gerald Hulett, vice president in charge of sales of Electromaster, Inc., is telling his sales organization: "That doesn't bother me a bit."

"What does disturb me," points out Mr. Hulett, "is the attitude of our so-called prognosticators who continue to predict dire tragedy. As salesmen, I think we should welcome the return of a buyer's market, for the one who always thrives in a buyer's market is the salesman. The buyer is going to become critical, selective and conscious of price tags . . . I think we are really going to have some fun when things get competitive again in business. Remember, that is the kind of market we have grown and thrived upon."

## **Arnold Corporation New M-G-M Disc Distributor**

The Arnold Wholesale Corp., of Cleveland has become the wholesale distributor of M-G-M records for 44 counties of Ohio, including the Cleveland, Columbus and Youngstown area, according to an announcement made by Robert Hager, president. Mr. Hager also announced the appointment of Gordon H. Boole in charge of M-G-M record department of Arnold Wholesale with headquarters at 5209 Detroit Avenue, Cleveland. For two years prior to his coming with Arnold Wholesale, Mr. Boole was sales and promotion manager of Columbia Records of Strong Carlisle and Hammond Co.

## **Retailers Decry Poor Quality**

Retailers are freely admitting that quality on many items is not up to what it should be and that prices generally are too high, according to a survey made by Harvey E. Runner, business news editor of the New York Herald Tribune. He reports that retailers are preaching this gospel at their own trade conventions and at various meetings of manufacturing groups which supply them with merchandise.

# FADA



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

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



**MODEL P82**

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

**TOPS IN TABLE MODELS...**

YOU CAN ALWAYS DEPEND ON

# FADA

*Radio*

*Famous Since Broadcasting Began!*



**MODEL 1000 — 6 TUBES**

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



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



**MODEL 605 — 5 TUBES**

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

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

# RADIO & APPLIANCE JOURNAL

**ALEX H. KOLBE**

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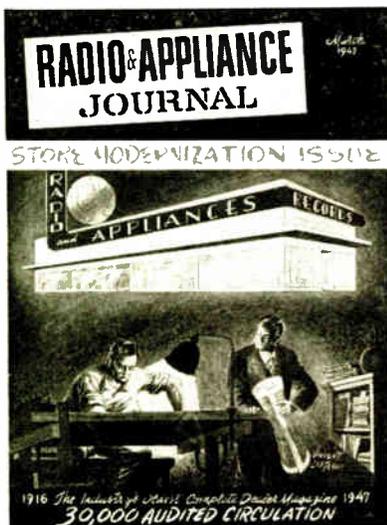
**TED OTTOBRE**

Sales Representative

## Contents for March, 1947

<b>BUSINESS IN BRIEF</b> .....	3
<b>EDITORIALLY SPEAKING</b> .....	8
<b>NEW RADIOS AND APPLIANCES</b> .....	10
<b>READERS WRITE</b> .....	15
<b>FM AND TELEVISION DEVELOPMENTS</b> .....	17
<b>RECORD COMMENT</b> .....	18
<b>GLASS ADDS CLASS AND CUSTOMERS</b> .....	21
<b>NIGHT DISPLAYS</b> .....	23
<b>FLOORS HELP SELL MERCHANDISE</b> .....	24
<b>THESE WISE DEALERS GOT THE JUMP</b> .....	28
<b>PICTURING PEOPLE IN THE INDUSTRY</b> .....	32
<b>HOW TO MODERNIZE YOUR SERVICE DEPARTMENT</b> .....	35
<b>DEALER ADVERTISING BULLETIN BOARD</b> .....	36
<b>DISPLAYS ALONE DOUBLE SALES</b> .....	38
<b>PARTS ON PARADE</b> .....	40
<b>RADIO QUESTION BOX</b> .....	42
<b>MONTHLY MERCHANDISING CALENDAR</b> .....	44
<b>TRADE NEWS</b> .....	46
<b>ADVERTISERS' INDEX</b> .....	49
<b>JOURNAL'S END</b> .....	50

### THIS MONTH'S COVER



This month's cover by staff art director Vince Costello depicts the post-war dream store that enterprising dealers now are able to translate into blueprints and later into brick and stone reality. Your RADIO & APPLIANCE JOURNAL this month contains ideas for those planning to modernize, plus the story of how many dealers already have made modernization pay big dividends.

### Business Offices

#### NEW YORK

1270 SIXTH AVENUE  
New York 20, N. Y.  
Phone: Circle 7-5842  
IRVING COOPER  
Eastern Advertising Manager

#### CHICAGO

110 S. MICHIGAN AVENUE  
Chicago 5, Ill.  
Phone: Wabash 2918, 2919  
MAL PARKS  
Western Manager

#### WEST COAST

412 WEST 6th STREET  
Los Angeles 14, Calif.  
Phone: Mutual 8153  
FRED STERN  
Manager

### Volume 64

RADIO & APPLIANCE JOURNAL combines F.M. and Television, Master Servicing, Phonograph 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. Canadian Subscription \$3.50 per year, plus any customs duties; all other countries \$4.00 per year, payable in American money in advance. Price 25 cents per copy. Printed in U.S.A.

### Number 2

RADIO & APPLIANCE JOURNAL

# This "Post-War Wonder" is a Selling Reality!

National advertising campaign opened in Saturday Evening Post, Time, New Yorker, etc. The Mail-A-Voice will stay "News" for a long time!

The Saturday Evening Post

**IT'S ABSOLUTELY NEW!**  
Here's one of the most sensational benefits of wartime electronic research... a brand new way of corresponding!

## Now... MAIL YOUR VOICE!

Send your spoken message, recorded electronically... folded into any letter envelope... mailed for a three cent stamp!

**YES, THROUGH THE MAGIC** of the new electronic wonder—Magnetic Recording—you can record your voice on a small paper disc... fold it and mail it! The new MAIL-A-VOICE® records your words and plays them back... with every personal meaning you gave them!

MAIL-A-VOICE recordings have no grooves—no scratches. There are no "tricky" gadgets to fuss with... no skill needed to make excellent "voice letters." Each recording holds three minutes of your voice... costs only a few pennies... can be "erased" and used over... or filed for permanent record.

### FOLDABLE "VOICE LETTERS" REVOLUTIONIZE CORRESPONDENCE!

**1** They fold into ordinary envelopes... there's nothing to break... but your voice is there... placed there by a post-war electronic "magic!"

**3** Unfolded they play back just as you recorded them... the folds don't harm them... because they are recorded magnetically. Mail them anywhere!

**2** Send them anywhere... a few pennies puts your "personality" in the mail! How much more intimate than the written word of pen and ink.

Here are just a few ways you can use the MAIL-A-VOICE!

- Bring your loved ones closer through intimate "voice letters!"
- Make business correspondence quick, confidential, emphatic!
- Open new worlds to handicapped persons!
- Holiday Greetings
- Children's Messages
- Letters between Students and Parents
- Salesmen's Reports
- Inter-office Messages
- "Voicemail Pad"
- Convalescences
- Aged
- Blind

## Mail-A-Voice®

"The Letter with a Personality"

THE BRUSH DEVELOPMENT CO. • 3405 Perkins Ave., Cleveland 14, O.

See and hear the amazing MAIL-A-VOICE...  
Fill out this coupon and mail it TODAY for a free Mail-A-Voice and for a demonstration of its utilization!

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

Mail it to The Brush Development Co.  
P. O. Box No. 5744, Cleveland 1, Ohio

Trade Mark



Brush Mail-A-Voice® magnetic recorder—reproducers represent the skill and research of America's pre-war and post-war leader in electronic recording. You will want to be among the first with this revolutionary correspondence instrument. Inquiries are pouring in... this is an electronic wonder people can actually see, hear, and buy! Write

# *Editorially Speaking*

A good portion of your RADIO & APPLIANCE JOURNAL this month is devoted to the theme of store-modernization. We attempt to show how various dealers have met the challenge of the post-war "buyer's market" by modernizing—all or in part—and how this modernization already is paying big dividends. It is our firm belief that all dealers—whether they are contemplating store-modernization or not—can find ideas between this month's covers that can be utilized for making their stores more efficient and to help them sell more merchandise.

As dealers around the country begin to get a taste of that muchly ballyhooed bug-boo—"the buyer's market"—they are going to meet its challenge in several ways, if they hope to procure their share of the business that is to be had. First, they will have to stock quality and branded merchandise and then display it efficiently and attractively. And finally they will plan sound merchandising ideas to help sell all goods featured.

As radios, phonographs, records and appliances continue to swing toward full supply, the wide-awake dealer will rely on several methods to "sell" his merchandise. Not only will he devote more thought and space to advertising, but also he will make sure to have sound-thinking salesmen on the floor. However, during the days of short supply, many retailers apparently forgot that standard merchandise, attractively presented, often sold itself.

Efficient presentation through modern, entrance-compelling fronts and interior displays that practically scream "Take me home!" at the customer will do much to sell casual trade and develop new buyers. Therefore, if your store has an unattractive, old-fashioned front, with small, hard-to-read signs, and merchandise piled helter-skelter on counters, you stand to lose plenty of business to the on-the-ball competitor in your community, especially to the one with the smart-looking shop.

And while you are modernizing, be sure to allot space for adequate display rooms for FM, television and fast-moving home appliances. All are going to be dollar-and-cent realities in the immediate future and you don't want to be one of the lackadaisical dealers who'll be caught unprepared. FM and television set sales, too, will help take up any of your business slack.

Potential buyers have been schooled to expect streamlined, modernized merchandise, exhibited in inviting surroundings. Therefore, the need for an up-to-date showcase for offering post-war lines is a must for '47. Better do it now.



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

Famous G-E "Wake-up-to-music" Clock-Radios. Dainty plastic cabinets (9 $\frac{3}{4}$ " wide, 5 $\frac{7}{8}$ " high) in four different colors. Clear tone radio and accurate G-E Electric Clock. It also turns on favorite programs—automatically. Model 50B (ebony black) shown in large illustration.

*The outstanding novelty set of the year!*

Waking-up-to-music caught the public fancy in 1946 like nothing the industry had seen in years. Demand for the G-E "Wake-up-to-music" Clock-Radio broke all records. For 1947, production is being stepped up tremendously. Now four models are available—rich ebony black, cream white, white trimmed with red, and rosewood brown plastic.

The record breaking sales of this G-E "Clock-Radio that remembers" is your assurance of quick profits . . . and the utmost in goodwill. For full details about the outstanding novelty set of the year, get in touch with your G-E Radio Distributor, or write today to General Electric Company, Electronics Department, Bridgeport, Connecticut.

THE FIRST AND GREATEST NAME IN ELECTRONICS

**GENERAL**  **ELECTRIC**  
178-73

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

# JFD NEW **BIG 4** SERVICEMEN'S BASIC KIT!

**A Great New TIMESAYER For Radio Servicemen!**  
**FOUR Basic Radio Service Kits in ONE Package**

**SPECIAL! SERVICEMEN'S COST**

**\$18.00**  
LIST PRICE \$33.35

These 4 Popular JFD Kits have everything needed for 25% of all radio service work!

- 1. B25A BELT KIT** assortment of 25 Dial Belts in Metal Container.
- 2. 5C25 DIAL CABLE & CORD RACK.** Contains 5 metal spools of fast-moving dial cables and cords.
- 3. 770 BALLAST KIT** contains 5 JFD improved Air-cooled AD JUSTABLE Ballasts.
- 4. BP-100-MC PLUG ASSORTMENT** contains 100 radio battery plugs in 25 different popular types.

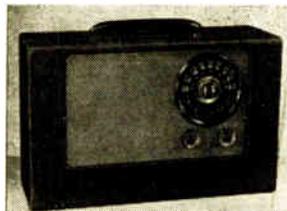
Above kits include much valuable radio service data.

*Write for Literature*

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

# New Radios

## Emerson 3-Way Portable



Another Emerson quality radio is the 3-way portable model 523, which operates on AC-DC current or battery. The handsome luggage type cabinet, designed for utmost portable service, is lightweight and weatherproof.

## Westinghouse Table Model

The new Westinghouse table models, H-104 in mahogany and H-105 in walnut, have both standard and international shortwave frequency ranges. The radio is built by the Westinghouse Electric Corp., Home Radio Division, Sunbury, Pa.



## Lexington Mach. & Dev. Co.'s Electric Iron



A new Electric Iron, the 1947 Iron Queen, has been announced by the Lexington Machinery & Development Corp., Clifton, N. J. The Iron Queen is an all-purpose, general utility household iron with an unusually sensitive thermostatic control.

## Bendix Model 747-A

The new Bendix Radio employs advanced radio-detector system for FM together with AM. The continental modern styling in "honey" walnut has won sensational response from the trade for Bendix Radio Division, Baltimore 4, Md.



## Westinghouse Battery Radio



This compact five-tube radio, the "Ruralist", operates on batteries and is designed for use on farms, ranches, camps and summer cottages. The compact unit houses the chassis, battery packs and wiring units. The set is built by Westinghouse Electric Corp., 306 Fourth Ave., Pittsburgh 30, Pa.

## WANTED FOR EXPORT 10,000 Inexpensive 3-Band RADIOS

13-550 Meters  
 220V AC/DC  
 Plastic or Wood Cabinets

We have a world-wide sales organization and offer our services for distribution of your products on exclusive or non-exclusive basis. We pay in New York and attend to all formalities.

### Interested in:

Radio Sets, Standard and Battery with Cabinets, also Chassis Phonographs — Radio Phonograph Combinations.

## Electrical Household Appliances

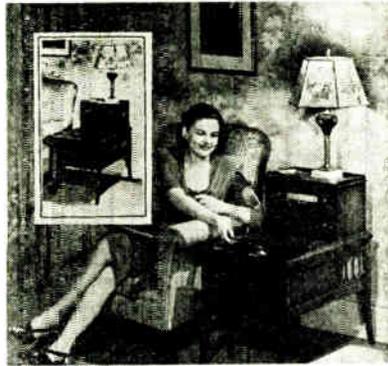
Write Box 123

**RADIO AND APPLIANCE JOURNAL**  
 1270 Avenue of the Americas  
 New York 20, N. Y.

# and Appliances

## Bendix "Furniture Piece"

Bendix Radio Division of Bendix Aviation Corp., Baltimore 4, Md., has come out with this revolutionary departure in radio-phonograph styling. Utilizing the Phantom Dial, the combination is completely housed in a step-table which can double for end table or occasional use. The automatic record player sits low in the body of the table, with room for a dozen records. The top slides back revealing the player and is closed at other times to fulfill its function as a table.

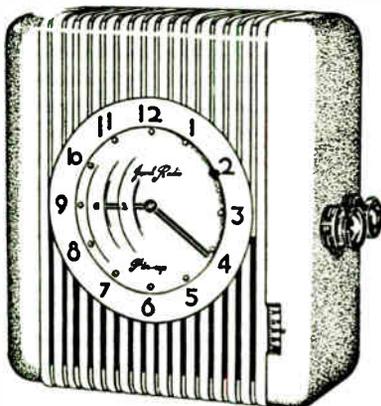
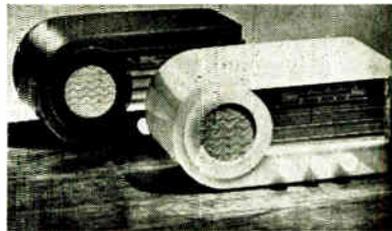


## Tele-tone Portable

Tele-tone Radio Corp., 609 West 51st Street, New York, N. Y., has come out with this portable set Model No. 145. This three-way superhetrodyne receiver operates on self-contained batteries on 110 to 125 volt AC or DC power lines. It is light weight—five and a half pounds, including batteries—has a full vision slide rule dial, self-contained loop antenna, and comes in simulated leather cabinet with plastic front.

## Plexion Radio Grille

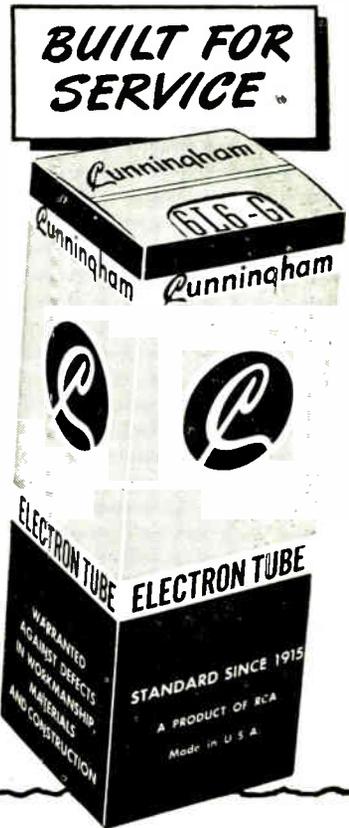
A radio grille made of Plexon, the first time this fabric has been used in the radio industry, is a feature of the Cyart DeLuxe radio with all visible parts of plastic. The grille, which can be cleaned with a damp cloth, is made by Plexon, Inc., of 212 Fifth Avenue, New York, N. Y.



MODEL NO. 505...PIN-UP  
MARCH, 1947

## Jewel Pin-Up Clock

The Jewel Radio Corp., 583 Avenue of the Americas, New York, N. Y., is now shipping this combination superhetrodyne radio-electric clock—the Jewel Pin-Up. It is fitted with a Miracle Rectifier, and Magic Voltage control, which prevents initial voltage surges. Designed to be hung on the kitchen or bedroom wall, or placed on table or shelf, the Pin-Up is available in a variety of colors.



## Now—Quick-Reference Up-to-Date Tube Data

Your Cunningham Distributor has waiting for you this new, up-to-the-minute booklet (1275-C) on Receiving Tubes for Television, FM and Standard Broadcasting. It includes in condensed, easy-to-use form the latest data on all new tubes, revised data on older types, and socket diagrams for the complete line. An added feature is the easy-reference system for immediately identifying miniature and metal types.



You'll find this handy reference guide the speediest answer to many of your technical tube problems... and you'll find Cunningham tubes the answer to improved customer relations. That's because Cunningham tubes are built for service.

For more service — TURN THE PAGE →

# Cunningham Electron Tubes

A product of  
RADIO CORPORATION OF AMERICA  
Harrison, N. J.

## THE WORLD'S SMALLEST PORTABLE PHONOGRAPH



MADE BY  
**THORENS**  
OF SWITZERLAND

THORENS #55

Made by Thorens of Switzerland, makers of the finest musical instruments and sound-recording equipment used throughout the world. Plays all your favorite 10 in. and 12 in. records with a fine, melodious tone quality. You carry it like a camera—weighs about 4 lbs. Size 11"x4 $\frac{3}{4}$ "x2". This phonograph is so new that we have been unable to provide enough to supply the demand—it is extremely popular—"the life of the party" wherever it goes.



295-5th AVE., NEW YORK 16, N. Y.



### DEALERS ARE CASHING IN ON THIS UNIVERSAL DEMAND!

The universal desire for good food, and the savings in time and money in the zero-temperature preservation of foods, mean a steady, lasting market for Harder-Freez Home Lockers. Tyler national advertising in such magazines as Post, Collier's, Field and Stream, Outdoor Life, Country Gentleman, Farm Journal, Better Homes & Gardens, and others, further stimulates this demand.

Tyler Harder-Freez offers many outstanding advantages. Large capacity—up to 18 cubic feet. Chest and Upright Models. Appealing design. Low price. Experienced manufacturer. Dealerships available.

Tie up with Tyler—for profits in the fast-moving zero-temperature food refrigeration field. Write today!



Upright Model

**TYLER**  
HARDER-FREEZ HOME LOCKER

Tyler Fixture Corp., Dept. HR-10  
Niles, Michigan

Rush data on Tyler Harder-Freez Home Locker line and dealership agreement.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_

# New Radios

## Webster-Chicago Table Model Phonograph



A new table model phonograph complete with automatic record changer is now arriving at radio, music and department stores from Webster-Chicago Corp., 3825 West Armitage Ave., Chicago 47, Ill.

## G-M "Surf" Conditioner

So designed that it can easily be converted from heater to fan in 29 seconds, the "Surf" Season-Air is the first room conditioning appliance with four season utility. Made by G-M Laboratories Inc., Chicago, Season-Air is the lead off product in a new line of household electrical appliances of the "Surf" name.



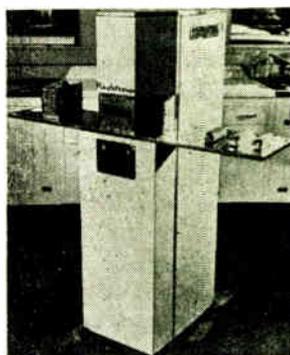
## Traubee Time-Saver



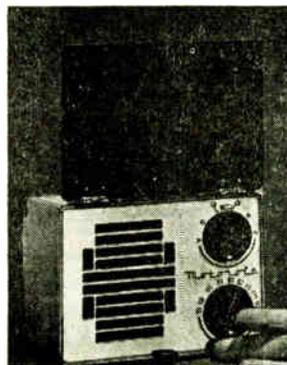
Traubee Products, 924 Bergen Street, Brooklyn 16, N. Y., has its new "Time-Saver" pressure cooker on the market featuring five safety devices: A floating gasket, safety plug, a calibrated pressure gauge, two extra steam vents, and instant pressure release.

## Raytheon Radarange

A revolutionary new type of cooking device, developed from wartime electronic research, can grill a hamburger in 35 seconds, bake a cake in 29 seconds, and prepare a meal in less than a minute. The sandwich model illustrated is being produced by the Raytheon Manufacturing Co., Waltham, Mass.

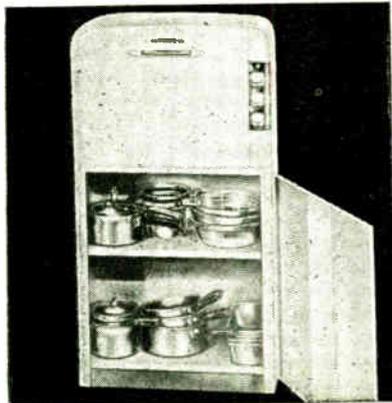


## Motorola Playmate, Jr.



This tiny portable radio set, made by the Galvin Manufacturing Corp., 4544 Augusta Blvd., Chicago 51, Ill., is in great demand as an all-purpose set. It fulfills many wishes for better listening with its compact case and its reputation as the smallest three-power AC-DC-battery operated portable radio on the market.

# and Appliances



## Universal Bantam Range

Landers, Frary & Clark of New Britain, Conn., has announced its New Universal Bantam Range, which plugs in on any appliance circuit outlet. It has an oven large enough to roast a 22-pound turkey, although it measures 22 and one-half inches wide, 14 inches deep, and 42 inches high. Imbedded coils are wrapped around the all-steel insulated porcelain enamel oven lining to provide a maximum input wattage of 1,650 watts.

## Crosley Deluxe Range

The Crosley Division—the Aviation Corporation, Cincinnati, Ohio, now is delivering to distributors throughout the country this electric range Model DE-17. The model is equipped with a control timer and clock that controls the cooking process, a top lamp which illuminates switches on backguard as well as range top, interior oven light automatically controlled by door, and an oven pilot light replaceable from the front.



## Wilkes Hot Plate

General Aviation Equipment Co., Inc., Wilkes-Barre, Pa., has appointed D. E. Sanford Co., as national sales agents for its new Wilkes Hot Plate. The plate, which has two burners and operates on any AC or DC outlet, is 20 inches long, 10 inches deep and four and one-half inches high, and is finished in snow-white enamel baked on steel.



## Bendix Home Laundry

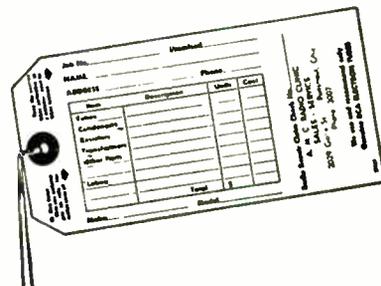
Bendix Home Appliances, Inc., South Bend, Ind., has announced availability of its new Bendix Automatic Home Laundry. This streamlined 1947 model now is being shipped to dealers and distributors and is expected to reach high production in coming months. Full information on the model may be had by writing direct to the South Bend plant.



MARCH, 1947



**New Double-Duty Tags  
Build Customer Confidence**



Here's one of Cunningham's business aids for you—a double-duty repair tag that will keep you and your customers straight on charges and work done. The tag is perforated so that the bottom section, carrying your name, may be used as a claim check. When the job is completed, you can file away the top part as a permanent record of repairs and for maintaining your prospect list.

You'll find these inexpensive repair tags will sell your customers on your dependability... just as the dependability of Cunningham tubes contributes to your prestige.

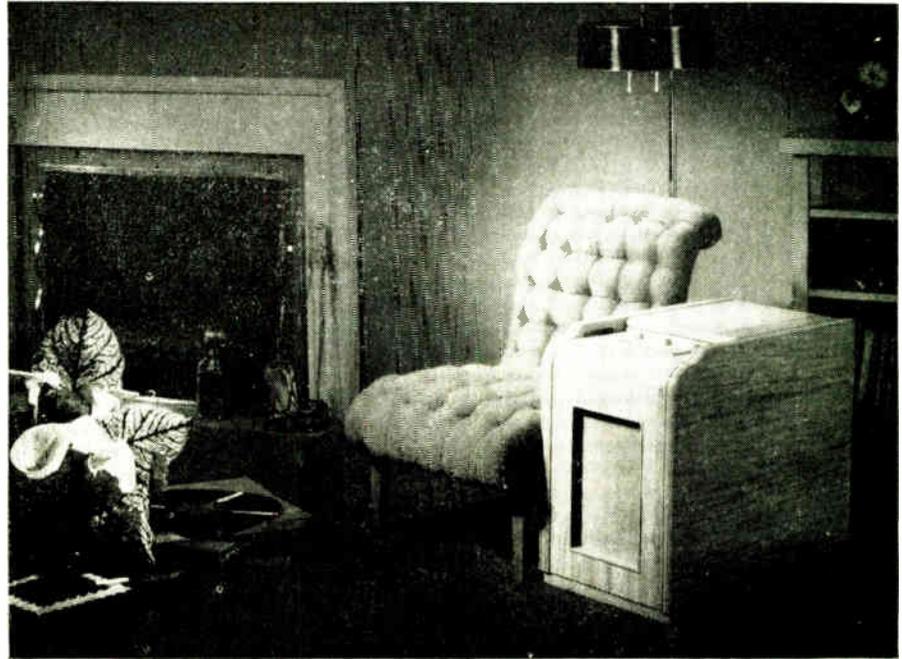
For more sales—TURN THE PAGE →





# THE FARNSWORTH DEALER WILL PROFIT FROM THIS PICTURE!

Appearing in the March 17 issue of Life magazine



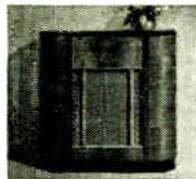
THE FARNSWORTH CHAIRSIDE • Fingertip convenience—all phonograph and radio controls accessible from your easy chair. The compact, modern cabinet provides ample record storage—full, faithful tonal reproduction. Available in walnut and gleaming South American prima vera.

Millions of readers will see this powerful full-color, full-page national advertisement next month. They will see and read about the famous Farnsworth Chairside Model EK-264, the set that sells them sitting down. They will identify Farnsworth quality phonograph-radios, table models and television sets. And they will read that the Farnsworth dealer "is one of a limited number carefully selected because of his integrity, his willingness and ability to render proper service."

In this way, Farnsworth backs up every Farnsworth dealer, not only with consistent, attention-getting national advertising for Farnsworth products, but with a strong reference to the reliability of the Farnsworth dealer himself.

Farnsworth Television & Radio Corporation, Fort Wayne 1, Ind.

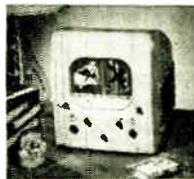
*Farnsworth for Fidelity*



MODEL EK-102 • Modern, beautifully styled phonograph radio. Brilliant F.M. (Frequency Modulation) and A.M. performance. High-fidelity tone. 3-point suspension record changer plays 12 ten-inch or 10 twelve-inch records. Choice of walnut or blond mahogany cabinet.



MODEL ET-061 • Smart, handsome table radio. Lustrous ivory plastic cabinet with contrasting grille in blue, maroon or black. Features brightly illuminated Farnsworth travelite dial. Standard and foreign reception. Built-in long antenna. Set operates on either AC or DC current.



TELEVISION TABLE MODEL • The hit of the New York Television Show, brilliantly engineered by Farnsworth, television's pioneer. Shows clear pictures on 10 inch direct-view, semi-detachable tube. A.M. radio also available. Compact, modern cabinet in regular or blond mahogany.

Whether you enjoy the sparkle and drive of today's popular music, or the flooding richness of the symphony, you'll like the way each is re-created in your home by the new Farnsworths. These truly post-war instruments are endowed with a full, vibrant tone that brings you recorded and broadcast music of surpassing clarity. All incorporate new electronic advances, and the phonograph-radios are equipped with an improved automatic record changer that is quick, quiet and gentle. Cabinets range from smart portables to luxurious phonograph-radios—all combining quality with modest price (ranging from \$25 to \$400). Hear the new Farnsworth today at your nearest Farnsworth dealer. He is one of a limited number carefully selected because of his integrity, his willingness and ability to render proper service. You'll find him friendly and informed, and anxious to help you in every way.

FARNSWORTH TELEVISION & RADIO CORPORATION

*Farnsworth*

*Television • Radio • Phonograph-Radio*

Farnsworth Radio and Television Receivers and Transmitters • Aircraft Radio Equipment • Farnsworth Television Tubes • Mobile Communications and Traffic Control Systems for Rail and Highway • The Farnsworth Phonograph-Radio • The Capehart • The Panamuse by Capehart

# Readers Write

**Gentlemen:**

I have opened my store on Federal Street and taking everything into consideration things are going nicely.

Of course, I am not getting the amount of merchandise that I would like to have, but I guess I am fortunate in getting what little I do get. I am operating my service department and that phase of my business is going on very well. I have bought some Howard Radios and I am also handling Lear and Garod.

However, I have been working to obtain RCA Victor and prospects look very favorable. I am going over to see Tom Joyce at Raymond Rosens, the distributor here, and if you happen to know of anyone in this outfit, I would certainly appreciate whatever you could do to help me obtain an RCA franchise.

I expect to be over in New York either next week or the week after as I wish to see the DuMont Sales Department, as I would like to handle the DuMont television over here. I like their models and I feel that I can sell a number of their \$600 model.

Whenever you are over this way drop me a line and I will be very glad to see you.

Very truly yours,

**R. E. Gebbie.**

**Gebbie's Appliances & Radio,  
1830 Federal St.,  
Camden, N. J.**

*\*\*\* One of the nicest things about editing your Radio and Appliance Journal is the opportunity of building wonderful friendships with so many good readers like Mr. Gebbie. And, the opportunity to help every one of you in your problems. We are able to do this, as in the case of Mr. Gebbie, because we are also privileged in having so many friends among wholesalers and manufacturers too. We wrote to good friend Thomas Joyce down at Raymond Rosen Co., in Philadelphia in an effort to serve Mr. Gebbie. But, we do want to emphasize the fact that we are always willing to try, and try very hard to do everything in our power to help every reader of Radio and Appliance Journal. So be sure to call on us any time you have a problem you need help on.*

MARCH, 1947

**Gentlemen:**

It was with a great deal of interest that I read through the September 1946 Issue of your magazine. It was replete with just the news and information that a Radio and Appliance dealer needs.

Lots of luck for your continued success. I remain,

Alex A. Gettlin.

**President  
Record Dealers Association of  
Greater Philadelphia  
Philadelphia, Pa.**

*\*\*\* Alex Gettlin is one of the most progressive Radio and Appliance dealers and a complimentary letter such as the one above, from him, is high praise indeed. Speaking as he does for his important Association, lends added weight to Alex's letter and provided an added stimulus for your entire staff to continue meriting your approval.*

**Gentlemen:**

I am very much interested in securing representation or distribution of radios and any other electronic equipment, as well as parts, for the state of Bahia, Brazil.

Being that you are in daily contact with people engaged in the manufacture of this (sic) items I would appreciate it very much if you would advise (sic) them of my wants.

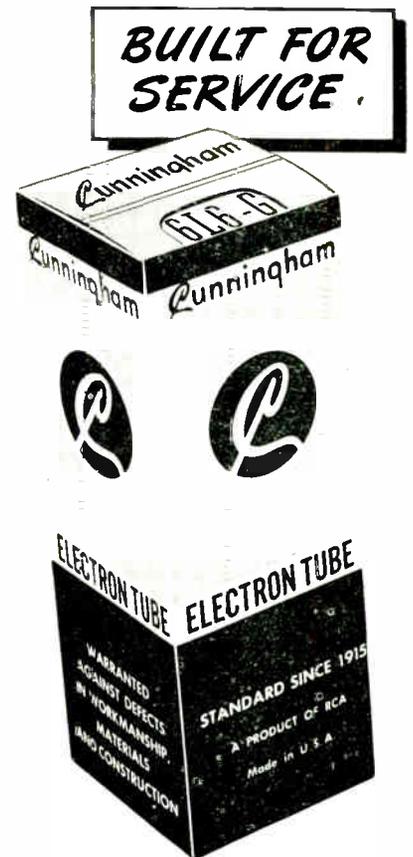
Thanking you in advance for your kind cooperation, I remain,

Very truly yours,

**Louis S. Landrau.**

**Radiotec  
Rua Dr. Seabra No. 266  
Caxa Postal 864  
Salvador, Bahia, Brazil.**

*\*\*\* We often wish that you could sit with us and get an idea of the world-wide scope of your Radio & Appliance Journal. We are putting Mr. Landrau's letter in just to show how other men in other countries also rely on your Radio & Appliance Journal. We have a great many visitors from foreign countries and our talks with them enable us to forecast world-wide trends that may have a bearing on your own business.*



**Your Name Out Front  
on a Cunningham Sign**



Catch customers' eyes—and their business—with this new blue and orange outdoor sign that ties your name up with Cunningham tubes and their 30-year reputation. The 3½ x 15-inch hanging metal pendant will give your name the prominence it should have along the street.

Arrange with your Cunningham Distributor today to get one of these signs so that you can "hang out your shingle" and cash in on Cunningham tubes. That's an easy way to build customer confidence, because Cunningham tubes are built for service.

For expert guidance—TURN THE PAGE →



15

LISTEN

LISTEN

LISTEN

IT'S A

Jensen



SPEAKERS

priced from

\$5 to \$1500

CONSTANTLY INCREASING PRODUCTION

LISTEN



*Designers and Manufacturers of Fine Acoustic Equipment*

JENSEN MANUFACTURING COMPANY 6611 S. LARAMIE AVE., CHICAGO 38, U.S.A.  
In Canada: Copper Wire Products Ltd., 11 King St. W., Toronto, Ont.

# F. M. & TELEVISION DEVELOPMENTS

## Television Harnessed to Outdoor Advertising

Being tested by John Donnelly & Sons, Boston, is a plan involving the projection, via television, of advertising messages on billboards. In a measure, these telecasts will correspond to theatre television, at least to the extent that news will probably be broadcast. It will bear a relationship, also, to intra-store television. In evaluating this development one recalls that, in the early days of movies, a plan was tried that involved movie shorts on an outdoor screen interspersed with messages. That plan failed; but billboard video advertising may have interesting potentials: it will certainly give a greater sense of immediacy to the advertising messages, and it will quicken the public interest in television.

## Hotels Reach for Television

Leading hotels throughout the country are showing keen interest in video. The New York Hotel Pennsylvania has already installed 20 receivers in various rooms; and, in addition, has offered television entertainment in its cocktail lounge since last October. Also, the management of the Statler chain has scheduled a considerable percentage of the rooms in several of their major hotels for complete video receiver installations.

From the radio service-dealer's viewpoint these installations, like the plan for video outdoor advertising, will help greatly to introduce television to the public and will provide many more maintenance and repair calls.

## Lexington Machinery & Development Co.'s Electric Iron

A new Electric Iron, the 1947 Iron Queen, has been announced by the Lexington Machinery & Development Corp., Clifton, N. J. The Iron Queen is an all-purpose, general utility household iron with an unusually sensitive thermostatic control. The underwriters' approved permanently attached cord emerges from the handle base and a rubber sleeve holds it rigid and prevents snarling.

MARCH, 1947

## 1946 Record Year for Radio

The Radio Manufacturers' Association reported, late in January, that radio receiver production of all types in 1946 exceeded 15 million, outpacing that achieved in the best prewar year (13,642,334 sets in 1941). This showed that although reconversion and pricing obstacles made overall receiver output slow to reach prewar rates, at year's finis sets were being made at an annual rate of nearly 20 million.

FM-AM and video receivers rose sharply in December to bring the year's total to 181,485 FM-AM sets and 6,476 TV sets. Most of the FM-AM receivers turned out were of the console type: 165,762 by RMA-member companies, as compared with 15,723 table models. The figures on video production reversed the console-table model picture: more than five thousand of the TV receivers made by RMA companies were table models with radio reception attachments, more than 1,300 were radio-television consoles, while the few remaining were projection types.

No immediate improvement was foreseen in the shortage of wood cabinets, which was largely responsible for the low console output: of all the sets manufactured by RMA companies, 77 per cent were of the table model type, while consoles constituted only 7 per cent.

## Bendix Has Video Headquarters

Bendix Radio will cover both black and white and color receiver markets according to L. C. Truesdale, general sales manager for radio and television. Chief television activity of the company centers in the newly completed research and engineering headquarters added to the Baltimore factory. Developments involving entirely new techniques and adaptations of war-born advancements are being incorporated in forthcoming Bendix television radios. These activities are headed by W. L. Webb, director of engineering and research; A. C. Omberg, chief of radio research engineering; Frank K. Norton, W. B. Wilkins, and Dr. H. Goldberg.

## JOHN RIDER SAYS...

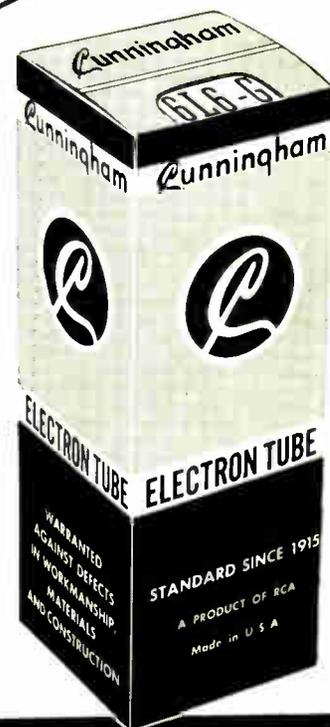
### The First Impression



"Have you ever visited the pretentious offices of a professional man—or, for that matter, any establishment which was clean, orderly, obviously well conducted and bespoke affluence—a business which catered to the higher income earners? There is hardly a human being who does not develop certain favorable mental reactions under such conditions.

"As the client or customer—you feel that you'll pay for what you're getting—maybe a bit more than you would have to pay elsewhere—but it's probably worth it. You're inclined to think: the individual *must* be good to afford such a layout! Even when you feel that you're paying more than you might elsewhere—you take pride in doing business with such a man or such a store... the air of the place—the courtesy tendered makes you sell yourself. It accomplishes effects never possible through advertising alone. That first impression is extremely important. *Are you cultivating such an approach in your shop?*"

*Built for Service*



**Cunningham**  
Electron Tubes

A product of  
RADIO CORPORATION OF AMERICA  
Harrison, N. J.

# RECORD COMMENT

RCA Victor and its distributors are planning a new dealer record-return deal which is expected to aid retailers considerably in clearing stock. Official announcement of the new scheme will probably be made around the first of the year . . . Apollo Records is on the lookout for the biggest artist names it can get in a strong bid for a major rating in the record field. A large share in the company was recently acquired by the Gar Wood Industries, a large industrial corporation with widespread interests.

\* \* \*

The appointment of Thomas W. Pulliam as Assistant Sales Manager for Musicraft Records was announced by Oliver Sabin, Vice President in charge of Sales. Mr. Pulliam will spend a great deal of time in the field working with Musicraft distributors on sales, sales promotion and training of distributor sales staffs. He will also call on retail outlets with

distributor salesmen . . . Aero Needle announced the appointment of the Sampson Co. in Chicago as exclusive distributor in the area.

\* \* \*

Combining two of the latest trends in recordings, the Sacred Records Co. of Los Angeles has just completed the first of a series of children's records which offer musical Sunday School lessons, built around such popular fables as "The Three Little Pigs." The new records are aimed at youngsters five years of age or under, according to Earle E. Williams, president. The first release will feature "The Three Little Pigs" and "The Whistle Song," a unique rendition designed to eliminate common juvenile faults by encouraging the youngsters to whistle instead of committing them . . . Musicraft Records, Inc., which has been famous for so long for its extensive catalogue of classic music, has announced plans for extending it further with a new

series of classics and a repressing of most of the outstanding works in its current listings.

\* \* \*

Graded albums, "Songs to Grow On," are now in production at the Disc Company of America. The music will cover a wide age range and is planned to take the child from two years through the elementary grades. Only music of lasting interest is to be used, thus providing a permanent repertory of songs for the youngster to grow on.

\* \* \*

Prices on English Brunswick discs have gone up from 79 cents to 98 cents per platter. The British transport strike and coal shortage are blamed for the price increase. English Brunswick is a subsidiary of British Decca and features Bing Crosby recordings, which are top selling platters in the British Isles. However, none of the other major British labels, including Parlophone and His Master's Voice, have made the move toward hiking prices.

\* \* \*

The Radio Corporation of America has completed a deal for leasing a former war plant from the War Assets Administration for its newest Victor pressing plant. It will be located in Canonsburg, Pa., and is expected to be completed by summer. The Canonsburg plant will be Victor's fourth, supplementing output of its Camden, N. J., Indianapolis and Hollywood factories.

\* \* \*

Mail-order record business has blossomed out in recent months in such portions that record dealers may soon find themselves in for some serious competition. Both in the Midwest and nationally, mail order disc sellers, who have probed deeper and deeper into small towns and rural areas that have been hitherto neglected by regular distributors, report mounting sales. It is estimated that there now are some 500 firms selling records by mail—with some five to 12 in every state. However, most of the records sold via mail order are the product of independent operators, rather than nationally-known disc makers.

**Look to WARD the Leader!**

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

**DESIGN** { Each smart looking model is engineered and equipped to fit every car on the road.

**QUALITY** { Every model has been tested and approved by car and radio set manufacturers.

**DOLLAR VALUE** { Always "most for the money" Ward aeriels are going *down* in price Feb. 1, 1947. List prices will be from \$2.95 up.

**WARD Aerials**

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

Write us for full information!

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

AMERICA'S LEADING PORTABLE . . .

**Brock**  
TRADE-MARK

**ELECTRICAL & MECHANICAL  
RECORD PLAYERS**

*Sell Brock and Sell the Best*

• MORE VALUE  
FOR LESS MONEY

THE *Brock* NAME  
IS GROWING  
**BIGGER**  
ALL THE TIME

**No. 7X-10  
MECHANICAL RECORD PLAYER**

Striking Appearance and  
Long Wear

3-Tone luggage-type case covered  
with simulated leather.

One-piece, 24" tone column,  
scientifically tapered for maximum  
tone and volume.



**No. 7X-50  
ELECTRICALLY AM-  
PLIFIED PORTABLE**  
Striking Appearance and  
Long Wear

3-Tone luggage-type case  
covered with water-proof  
simulated leather. Motor:  
Rim-drive, 78 R.P.M. con-  
stant, air-cooled, rubber-  
cushioned, A.C. current.



**DAVIDSON  
MANUFACTURING CO.  
EATONTON • GEORGIA**

SALES OFFICE

133 CARNEGIE WAY, N. W.

ATLANTA, GA.

*"In Dollar-for-Dollar Value, Brock has no equal!"*

**PROOF OF**  
**1**

**LEADERSHIP THAT BUILDS YOUR DEALERSHIP**

**IN '47... 20 MAGAZINES**  
**-307 MILLION CONSUMER**  
**MESSAGES**



**BIG**  
*Three Attack  
spearheads this  
National  
coverage!*

**LIFE**

**Farm Journal**  
DECEMBER 1946 • TEN CENTS.

**GOOD HOUSEKEEPING**  
NOVEMBER 1946

**IN '47**, each Universal dealership will be backed by the biggest national advertising campaign in the history of the Company. Dramatic full page color advertisements appearing regularly in twenty national magazines will feature sensational new Universal products.

Life, Good Housekeeping and Farm Journal will spearhead this tremendous merchandising effort. The great, new Universal Product Parade is on the march.

Plan now to tie in locally for "Leadership that Builds Your Dealership."

**PROOF IN COLOR**—To put the accent on beauty... the emphasis on smart, new design and features.

**PROOF IN VOLUME**—307 million consumer messages for the biggest advertising impact ever scheduled.

**PROOF IN CONTINUITY**—Life, Good Housekeeping and Farm Journal. A constant barrage of color pages.

**PROOF IN COVERAGE**—Big volume circulation blankets your market... focusses on your point-of-sale.

**UNIVERSAL**

LANDERS, FRARY & CLARK • NEW BRITAIN, CONN.

*Watch for the  
UNIVERSAL  
Product Parade*



# GLASS ADDS CLASS AND CUSTOMERS

By ELMER LUNDBERG

**D**URING the past twenty years the radio and appliance shop has evolved from a side street hole-in-the-wall to a tastefully designed, functionally correct structure with its own particular architectural style. Like the products it sells, the modern radio and appliance shop is the result of healthful competition and customer demand.

During the past five years, with possible exception of 1946, most radio and appliance shops had a 24-hour, round-the-clock service job on their hands. Consequently operators found it virtually impossible to rebuild or modernize their establishments. The condition resulted in an upsurge in reconstruction and modernization during 1946 and will reach its peak in the current year. It was evident before the war, that the average radio and appliance shop was faced with a definite need for expansion of merchandising facilities and introduction to their clientele of many new, associated, and related products. It has been evident for some time that the radio shop had to handle a maximum of basic products and afford maximum service facilities to be on a paying business.

Such merchandising changes will, of course, have their effect upon the type of structure needed for the modern radio and appliance shop. No longer will an eighteen-by-eighteen cubby hole serve as headquarters for the operator who wants to get ahead. The progressive dealer is faced with

essentially the same problems as store operators generally. Fortunately there will be available special materials to solve these construction and merchandising problems.

Like other commercial establishments on Main Street, the modern radio and appliance shop will utilize glass in its many shapes and forms to achieve the ultimate in building economy, practicality, and beauty. In the pre-war era architects and designers were using glass in shop plans to achieve a combined exterior-interior treatment which would virtually compel customer entry. Current construction shows this trend to be greatly accentuated. The interior of the radio shop will become in fact, an extension

of the exterior, set off by invisible walls of weather protecting plate glass.

Today's radio and appliance storefront like today's radios and television sets will use effectively the all-important visual factor to create and hold customer interest. Just as appliance designers have adopted streamline styling which incorporates both utility and beauty into irons and refrigerators so have architects achieved in the open-front store design a unit which combines architectural beauty with building efficiency. No longer will the store-front be a static area suited only for entry or limited merchandise display, but

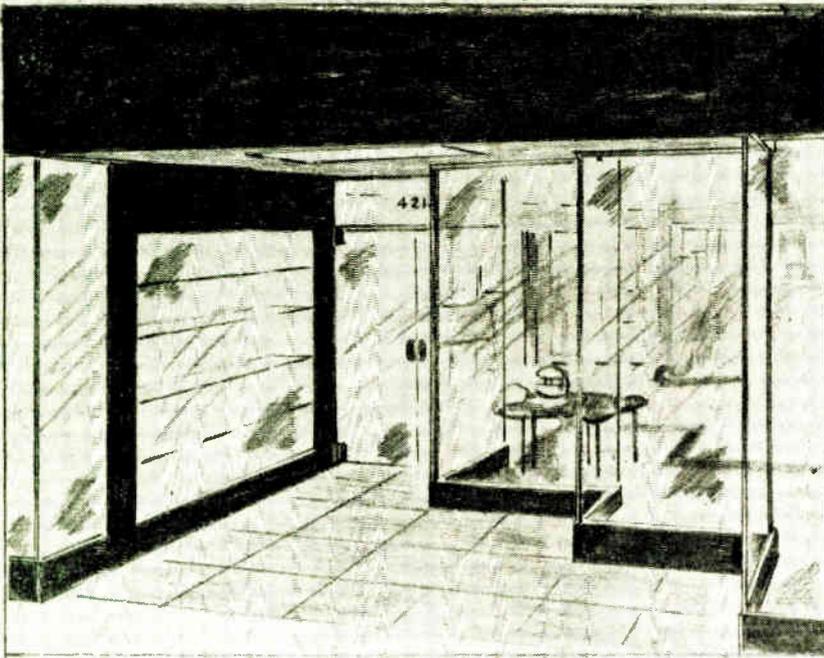
*(Please turn page)*

Here a wide-awake dealer has created for the passer-by the illusion of actually being inside the store through the use of an all-glass front. No window displays are necessary as this type front makes a window display of the entire interior.



Mr. Lundberg is director of Architectural Design for Pittsburgh Plate Glass Co., Pittsburgh, Pa.

Here a dealer employs a stepped-glass front which, in addition to increasing display area, leads shopper up to door.



through the use of invisible walls of highly polished weather-protecting plate glass, it will become alive with the dynamic motion of the entire store.

The trend to the open-front store is the culmination of an architectural cycle originating in the Middle Thirties. The open-front had its beginning with the use of Herculite (tempered glass) doors which permitted greater vision into the store proper. Later all-glass sidelights were added to increase the vision area, and ultimately display windows as such were eliminated. These structural uses of glass were made possible by the continuing research and development work of glass technicians.

Today glass is an ideal construction material. In the past few years, the glass industry has found new ways to make flat glass flatter, strong glass stronger, and safety glass safer and thus provide radio and appliance store operators with a structural material combining beauty and strength with the scintillating transparency or translucency which only glass can give. Architects are taking advantage of these new developments to achieve modern open-front designs which will virtually compel customer entry. They are doing this by eliminating all high bulkheads, incongruous window-display areas, and other obstructions separating the merchandise from the potential customer, making

the store interior become in fact, the extension of the exterior.

There are innumerable considerations which should be kept in mind when planning modernization of radio and appliance store-fronts. First and foremost step in modernization is, of course, to provide a front that is distinctive in appearance and which reflects merchandising efficiency. The more attractive and inviting a store-front is, the more likely it is that customers will enter. A pleasant exterior will instill in the potential customer confidence in the store and its ability to serve him competently and satisfactorily. The open-front type offers new and unusual methods in which these aims can be accomplished. The full-length polished plate glass panels afford the customer an instantaneous view of the interior and exactly what radios, appliances, and service the merchant has to offer. With the bulky window display sections eliminated, additional space can be given to exterior off-sets so that pedestrian traffic does not clog the sidewalk. By providing these convenient off-sets so that the customer can leisurely survey the store's interior the first and most important step in selling has been accomplished. It is only when the attention of the passerby on the sidewalk is gained that he or she is transformed into the potential customer.

The exterior of the store, is of course, the means of identifying the

merchant and usually carries a sign of some type. Great care should be taken in choice of the proper sign. Many times the appeal of an attractive and pleasant looking front is completely dissipated through use of an incongruous and ugly sign. For example, signs of a color that blend into the background of the front cannot do an efficient job nor can one of a color that clashes. When an architect designs a store-front he usually suggests the type of sign to be used and store owners who want to achieve the utmost from the modernized front would do well to abide by these suggestions.

The door itself is the key to the entire psychological task of urging the customer into the store and toward the counters or areas where the radios and other appliances are located. In all open-front designs the door is placed so that the window shopper, after being attracted by the store-front gradually working his way along the outside, finds himself at the door. In many pre-war stores the entrance has been an unnatural barrier between the prospective customer outside the store and the clerk inside. Therefore, the entrance way has been so designed that there is no thought of a barrier in the customer's mind. This is achieved in the open-front store, where the line of demarcation between interior and exterior is simply a wall of clear polished plate glass. To the customer this is not a visual barrier and consequently adds another important sales factor to the store itself.

Endless opportunities for individual treatment in radio and appliance stores will be afforded by glass in its myriad shapes and forms. Glass will not only be used in store-fronts but will be used from the sidewalk to the rear shipping areas to improve and add to the comfort and efficiency of the modern appliance store. Where and how glass will be used in individual instances rests ultimately in the plans arrived at by the store owner, the architect, and the builder. Each store location presents different problems, and the variable factors call for individual treatments.

RADIO & APPLIANCE JOURNAL

# *Night Displays*

# **SELL**

# *Appliances in*

# *Small Town*

When Les Sorensen and Dick Weller moved into their completely remodeled main street building recently after being meticulously careful to arrange the store primarily for its potential display facilities, they believed they "had something."

Today, they know the greatest sales asset they have is the eye-appealing value of the store, inside and out. The Aransas Plumbing & Electric, Aransas Pass, Texas, is one of the most attractive stores of its kind anywhere in the South or Southwest, re-

gardless of the size of the city. Aransas Pass has a little over 4,000 inhabitants.

To verify their belief in the value of small-town store attractiveness and the pulling-power of small town main street display, they have made several merchandising tests. One of the latest involved two large floor fans.

Although they had some calls for floor fans in the past, when the two fans arrived, they did not immediately display them nor did they attempt to contact anyone who previously had called for floor fans.

After deliberately waiting several days to see if anyone would come in and call for a floor fan, without result, they set each fan on a low display unit near the front of the store, where it would be seen from both the street and sidewalk day and night. They arranged the display after closing hours one evening.

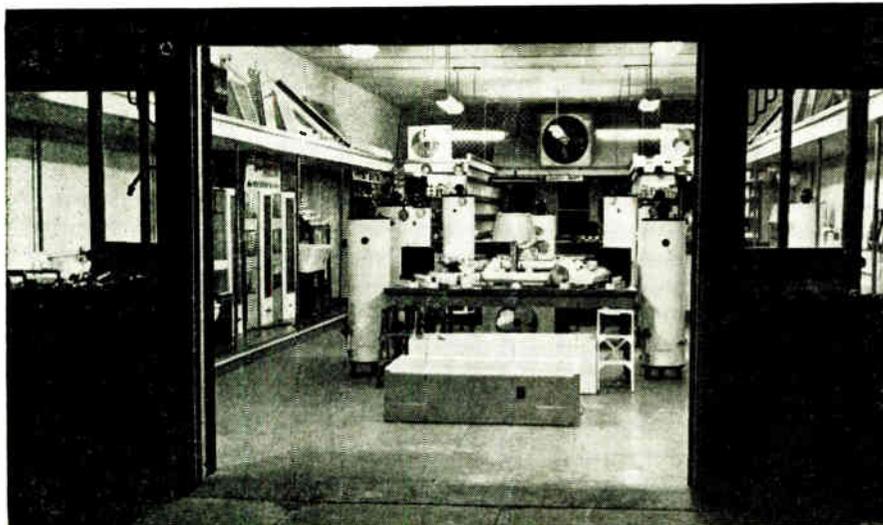
Next morning when the owners opened the store doors, two buyers were waiting for the fans. During the day they had several other calls—from people who had seen the fans display the night before.

The store is of concrete and plaster construction and is painted solid white, outside and inside. Fluorescent lighting fixtures are on display from both walls and ceiling, and a lot of them are connected and burn all night. The store stands out like a light-house on Aransas Pass' main street at night.

"We sell more lighting fixtures and electrical appliances at night than we do during the day, even though the store is closed," Mr. Sorensen declares. "Being right in the center of town, the store is seen by everyone who does any driving or walking around town at night. And the lights remain on all night. Men and women see certain merchandise on display while driving around and come down next day and call for it."

They have proven that the small town electrical shop or contractor can do more with eye-appeal than the store in a larger city, because the competition for the prospect's attention is so much less in the small town.

*Fluorescent lighting displays are connected and many of them burn all night to give the Aransas Pass, Tex., Plumbing and Electric Co. one of the most attractive exteriors in the Southwest. Below, owners Les Sorensen and Dick Weller talk over displays beside a well stacked display counter.*



# FLOORS HELP

**DON'T OVERLOOK YOUR FLOOR**

**N**OW that the buyer's market is fast becoming a reality, the old axiom that the merchant who does the best merchandising job will get the business is good advice today to any dealer. Fundamental to good merchandising is a modern, attractive, well-designed store or display room. A basic part of the radio and appliance store or display section is the floor. A shabby, unattractive floor is an incongruous background for displaying the streamlined radios, refrigerators, ranges, laundry equipment and other appliances that are being produced in increasing quantities today.

Time was when a floor was considered adequate if it merely provided something to walk on; but that day is gone. Today the floor can set up the whole decorative scheme of the store, and thousands of successful merchants have proved that a floor can actually be put to work. It can help to draw customers into a store; it can help to sell merchandise.

The flooring materials which can do these things are linoleum and the resilient tiles—*asphalt tile, Linotile and rubber tile.*

Linoleum offers to the retail merchant great decorative value and ver-

satility, individuality, and inherent attractiveness, besides many other important advantages including durability, quietness, comfort, high light reflection, and ease and economy of maintenance.

Linoleum lends itself perfectly to custom design; it can be used to establish the identity of the store. The name of the store, a trademark, a picture of the product, or some other insignia that symbolizes the type of merchandise sold or the character of the business can be inset right into the floor. The gas flame insignia used by many gas appliance merchants is an excellent example of the type of distinctive inset that can be incorporated in an attractive way into a linoleum floor, thus making the floor a potent advertising and merchandising factor.

Linoleum can be set to work doing many other "jobs". For instance, by the use of design and color, it can be employed effectively to departmentalize a store, to divide a department into several sections, or to set off one display from another. By inseting straight or curved strips in colors that contrast with the field of the floor, the linoleum can be made to "direct traffic" in a store, for peo-

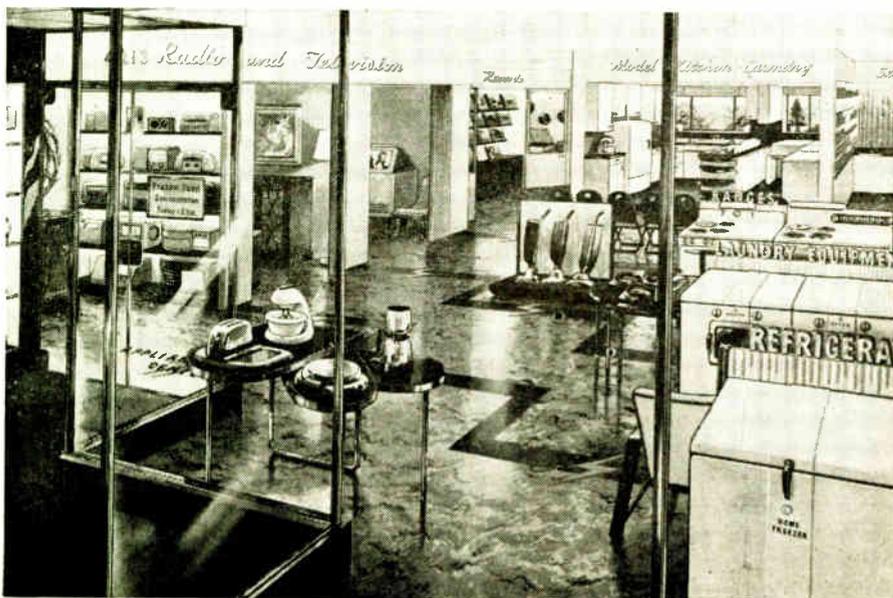
ple unconsciously tend to follow these ingenious traffic-lanes. The design of the linoleum can also "change the shape" of a given area. For instance, if a store is awkwardly long and narrow, it can be made to seem—by a kind of optical illusion—much wider if the floor design is broken up into a group of rectangles; or if broad bands cross the floor at intervals.

Aside from its design advantages, linoleum has all the other qualities which most merchants today demand in a flooring. It is long wearing. The colors and patterns go all the way through to the backing, so that colors remain bright and patterns sharp as long as the floor lasts. The resilience of linoleum makes it quiet and comfortable, qualities which are appreciated by customers and sales people alike. Shoppers spend more time in stores where floors are restful and easy on the feet. An exceedingly practical consideration is the ease with which linoleum floors may be cleaned and maintained. Routine sweeping and damp-mopping, with occasional washing and waxing, keep linoleum bright and new looking. To avoid marring the linoleum, furniture and appliances on display should be placed on furniture rests.

Linoleum is made in a wide range of colors and patterns, including many of the lighter shades so much favored by designers and decorators today. A floor made up of light colors gives excellent light reflection and thus can have an amazingly brightening effect on a store that seems a bit dark or gloomy.

A dealer likely would choose linoleum in *Marbelles, Jaspes or Plain* colors, rather than pattern goods of the type usually used in homes. The multitone graining of *Marbelle* and

**Design for a model appliance store prepared and photographed by the makers of Armstrong Asphalt Tile. The asphalt tile floor is designed to highlight the displays of radios, stoves, refrigerators and other appliances.**



# SELL MERCHANDISE

## WHEN YOU MODERNIZE YOUR STORE

the striated effect of Jaspe are considered particularly desirable for commercial floors because they tend to hide footprints and dirt that is inevitably tracked in under heavy traffic conditions. For instance, for model kitchen displays, the appliance dealer probably would want to use pattern linoleum of the type usually chosen by housewives for their kitchens.

In choosing linoleum for his store, the merchant should take into consideration the dominant colors of his merchandise, and also the fact that many of his appliances, such as radios, ranges and refrigerators, are displayed on the floor, rather than on shelves or in showcases.

Linoleum dealers are glad to give advice on these matters, and the services of the Bureau of Interior Decoration of the Armstrong Cork Company are freely available, through local linoleum retailers, to help merchants with their flooring problems. The Bureau's trained personnel will suggest colors and color schemes, design individual monograms or other insignia, or create a special floor design built around the needs of a particular store or department.

Linoleum may be installed on virtually every type of sub-floor—wood, concrete (if it is suspended and thoroughly dry), metal or terrazzo. Installation is a rapid process, so that there is a minimum of interference with business.

To achieve an appearance of extra smartness, linoleum may be covered up the sides of the walls, or permanent fixtures, for a few inches. This also eliminates the dirt-catching, right-angle joints—an important sanitary feature.

Linoleum is a good serviceable covering for stairways, both risers

and treads; and many stores find it effective in numerous other places—for counter tops, on shelves, in display windows, and display cases. The decorative and durable possibilities for these uses are being utilized more and more.

Asphalt tile is a durable, attractive, low-cost flooring that was developed originally for use in basement or on-grade areas where linoleum and most other floorings are not recommended because of the presence of moisture and alkali in such areas. Asphalt tile is entirely satisfactory for below-grade or on-grade installations because it is highly resistant to the effects of moisture and alkali. It can even be installed on concrete in direct contact with the ground.

But asphalt tile is also suitable for any interior installation, upstairs or down, and it is enjoying increasing acceptance in stores and offices of all kinds. It is made in a wide range of harmonious colors, offering design possibilities that are practically unlimited. Trademarks or other insignia can be inset. Since this flooring is installed by individually cementing each tile to the sub-floor, a tile that might be accidentally damaged may be replaced without disturbing the rest of the floor. Like

linoleum, asphalt tile may be installed with cove base at the floor-wall joint. Asphalt tile may be cleaned and maintained as easily as linoleum.

Linotile, an exclusive product of Armstrong Cork Company, has all the beauty and most of the advantages of hard tile, without the disadvantages of coldness, hardness, and noisiness. Linotile is easy to clean and maintain, and is as simple as asphalt tile to repair if one tile should be damaged by some unusual accident. This product also lends itself well to custom design; trademarks or other special insets can be inset in it; and can be installed with cove base.

Cork tile is an exceedingly resilient flooring that is especially quiet and easy under foot. It is often used in private office areas, back of counters, and in other commercial spaces where comfort is a prime consideration.

Rubber tile is another material that might be chosen for private offices. Rubber tile again is becoming available after having been off the market during the war. Noiseless, comfortable, with rich coloring and lustre, rubber tile is the first choice of many merchants for richly appointed shop, store and offices and other places where an atmosphere of quiet dignity is maintained.

Use of linoleum to set off kitchen appliance display. An "ideas portfolio" explaining the specific ideas incorporated in the model displays plus other suggestions is available on request to Armstrong Cork Co., Lancaster, Pa.



**FOR A BANNER YEAR . . .**

**It's NEW! It's SAFE! It's SCIENTIFIC!**



**Time-Saver**  
REG. U. S. PAT. OFF.  
**PRESSURE COOKER**

LIST

**\$13.95**

Fair  
Traded

Packed 6 to a carton,  
net weight 40 lbs.



No. 102

PATENT  
PENDING

**5  
SAFETY  
FEATURES**

NO OTHER COOKER possesses all these extra-safety features! Sell the Time-Saver with confidence—and with the assurance IT WILL STAY SOLD!



**DIVIDER**

For the TIME-SAVER Pressure Cooker packed 6 to a counter carton. Retail 89c.

NEW, BEAUTIFUL 48 page recipe and instruction booklet with each cooker. Also GUARANTY Certificate.



**1 FLOATING GASKET**

Will not fall into the food. Always seats itself properly . . . because it is interlocked with our newly "patent pending" floating design arrangement.



**2 SAFETY PLUG**

This safety plug cannot blow out at a given pressure, does not melt at a given point. When pressure exceeds safety limits the excess pressure simply seeps out in an orderly manner, retaining the proper pressure for safety.



**4 EXTRA SAFETY**

Two additional steam vents help the escape of pressure in the event of clogging of main channel.



**3 PRESSURE GAUGE**

Scientifically calibrated for accuracy. A simple turn of pressure cap sets gauge precisely for cooking at 5, 10 or 15 lbs. pressure.



**5 PRESSURE RELEASE**

To release all pressure when cooking cycle is completed simply place knob in vertical position . . . no need for cold water cooling.

**MATCHED SET GIFT PACKAGE**

Beautifully designed and made of fine quality extra-thick cast aluminum. Seal-tight dome covers permit waterless or regular cooking. Heat-resisting plastic handles. Shiny, smart, good value. The pride of any kitchen.

ENTIRE SET PLUS  
COVERS  
**\$34.95** Retail  
Individually packed,  
3 sets to a carton.



#502 2 Quart Sauce Pan with Dome Cover.



#503 3 Quart Sauce Pan with Dome Cover.



#504 4 Quart Sauce Pan with Dome Cover.



#505 10 1/2 Inch Chicken Fryer with Dome Cover.



#506 6 Quart Dutch Oven with Dome Cover.

# Feature the **TIME-SAVER** Line!

## AN OPEN LETTER TO THE TRADE...

During 1946 we shipped many thousands of pressure cookers. Frankly, you might call our operation a success story. However, we know there's been a shortage of pressure cookers so we don't pat ourselves on the back unduly. We certainly appreciate the wonderful manner in which our product has been received, and we're very grateful to our dealers for their fine spirit of cooperation.

Unfortunately, our limited production during the past year made it impossible for us to do business with the backbone of American trade, namely, the wholesalers — the folks who truly bridge the gap between the manufacturer and the dealer. We have always recognized the importance of selling through wholesale channels, and now, due to a better flow of raw materials and an expansion of our production facilities, we are in a position to deliver in large quantities to a select group of distributors and jobbers. Frankly, we are not going to sell every Tom, Dick and Harry. We feel that it will be more advantageous to you if we confine our line to a minimum number of wholesalers. This should make the TIME-SAVER line a valuable franchise.

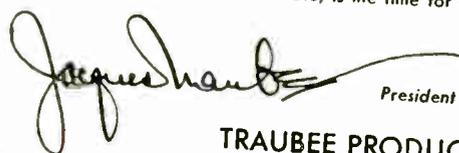
This organization has always endeavored to make research and engineering the foundation of its business. We believe our new 1947 pressure cooker is the first scientific approach to pressure cooking. Its safety features are unequalled by any other pressure saucepan now on the market. Add to its unexcelled safety features its beauty of design and simplicity of operation and there can be no doubt that the new TIME-SAVER is slated to be America's No. 1 pressure cooker.

In our national consumer promotion and advertising, we're going to take a skeleton out of the closet and talk "safety" in pressure cooking to the intelligent American housewife.

We have confidence in the future, not simply with talk, but we've backed our judgment with considerable investment to expand the TIME-SAVER line to include heavy-cast aluminum waterless cookware. We are further backing this conviction with a large budget for consumer, magazine, radio and newspaper advertising, plus a highly organized dealer-consumer promotion program, which includes such projects as the famous, nationwide "Perfect Housewife" contest.

That's the "story" and it's really going to become a "best seller". Right now, while good territories are still available, is the time for you to join forces with us.

Sincerely,



President

TRAUBEE PRODUCTS, Inc.



## THE POPULAR 'ALLCAST' LINE

REG. U. S. PAT. OFF.



## Waterless Cooking Ware

Designed for utility and beauty, cast in permanent molds of stain-resistant virgin aluminum. High lustered surface and uniform sunburst finish inside. This all-purpose line is priced to meet ALL competition. Show it and you will sell it.

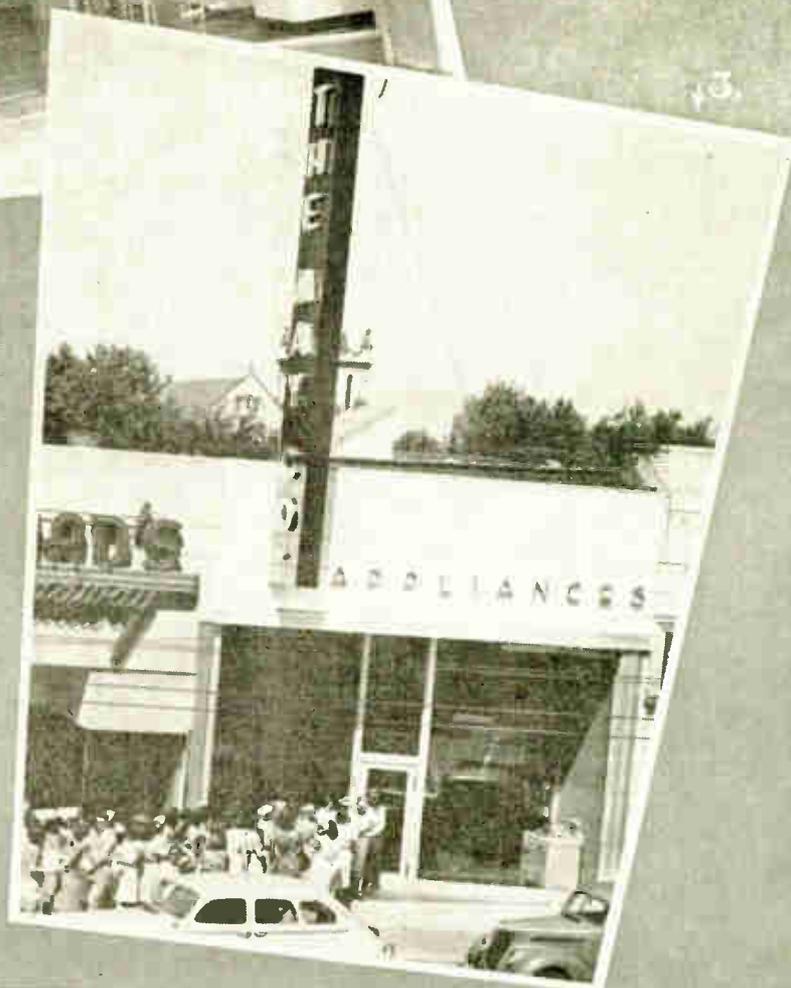
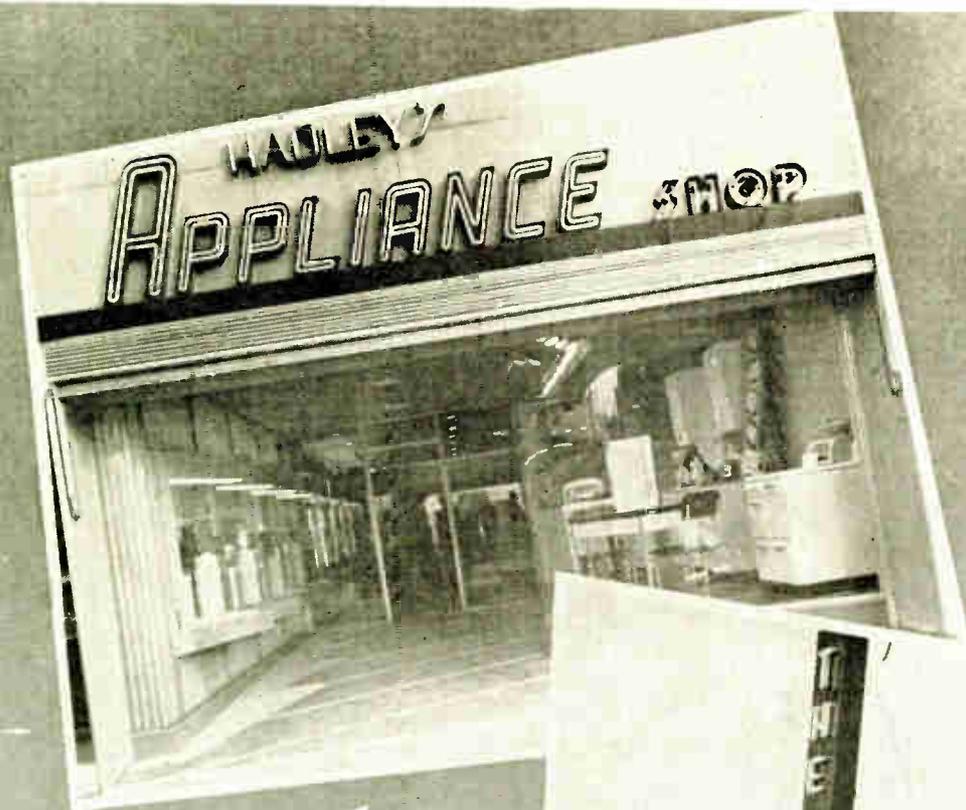
	AVAILABLE
#601 1½ Quart Sauce Pan with Cover	IN
#602 2 Quart Sauce Pan with Cover	SINGLE
#603 3 Quart Sauce Pan with Cover	UNITS
#604 4 Quart Sauce Pan with Cover	OR
#605 2 Quart Double Boiler with Cover	SETS
#606 6 inch Fry Pan — No cover	
#607 7 inch Fry Pan — No cover	
#610 10½ inch Fry Pan with Cover	

Manufactured by

# TRAUBEE PRODUCTS, Inc.

924 BERGEN STREET, BROOKLYN 16, N. Y.

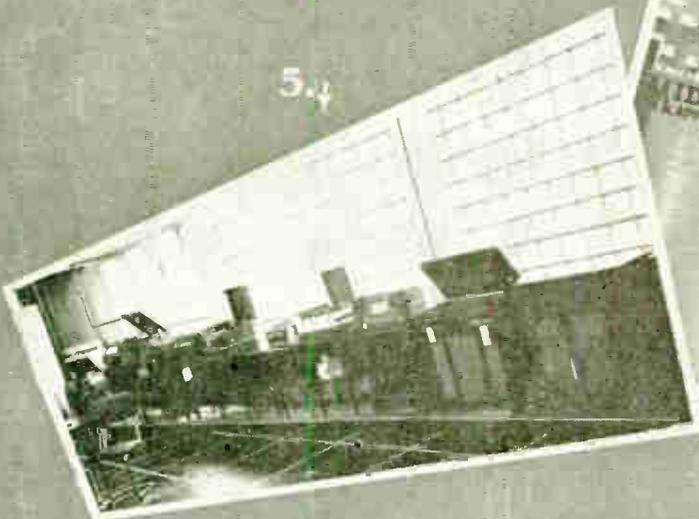
# THESE WISE DEALERS



**W**HILE many dealers were waiting for products, priorities and prosperity, these dealers got busy and modernized. When post-war products began to make themselves available, these store-owners had fancy fronts and sales-compelling interiors to give them the jump over competition. (1) In Worcester, Mass., Hadley's Appliance Shop

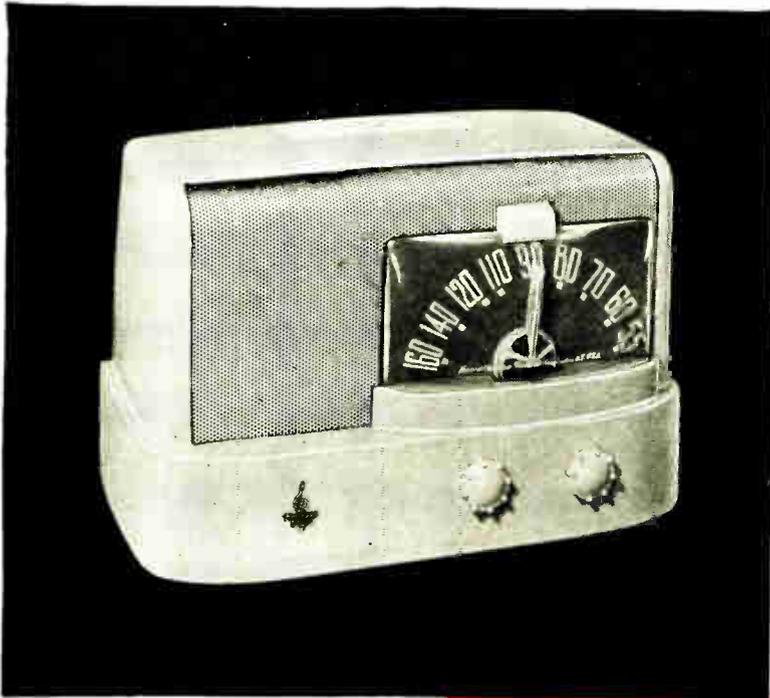
overcame a lack of space that prevented installing a large display window on the left by using a novel series of parallel small windows in step fashion—designed to catch the eye of traffic moving toward the store. (2) In Boston, the Continental Store got away from jumbled display tables by lining up their stock of table radios by brands,

# GOT THE JUMP . . .



which were identified in white cutout lettering above the display. (3) In Denver, Colo., the May Co. found that its attractive open front, set diagonally to the sidewalk, does an excellent job of drawing in customers. (4) In Philadelphia, the Wilf Co. transformed a two-story building that previously had housed two stores with a stairway between into the modern design revealed by the contrasting

before-and-after pictures above. (5) In Springfield, Mass., Carlisle's Department store gave its radio department maximum display through the installation of a glass brick wall that bathes the display in a flood of light. (6) In Wichita, Kans., the Mid-Town Appliance Store stops the passer-by with an open front that creates the illusion of being inside. And, usually, he who hesitates to look, is soon lost inside.



*IN THE  
Moderne  
Manner*

Emerson Radio Model 511. In ivory and gold (also Model 517 in ebony and maroon) AC-DC superheterodyne. Modern design which creates a sensation wherever shown. Feature it as a style and **\$29<sup>95</sup>** reception LEADER . . . . .



Emerson Radio 3-Way Portable Model 536. Most highly powered set. Handsome cabinet, sturdily constructed. All advance features. *Less batteries.* . . . **\$39<sup>95</sup>**

*Lead with the  
Leader  
in '47*



Emerson Radio Model 508. Tremendous selling pocket receiver in unbreakable tenite case. Unbelievable power and tone. *Complete* . . . . **\$37<sup>50</sup>**

## Radio's Greatest Promotion Campaign

Backing greatly increased production and dealer shipments of new 1947 Emerson Radio models in all territories—

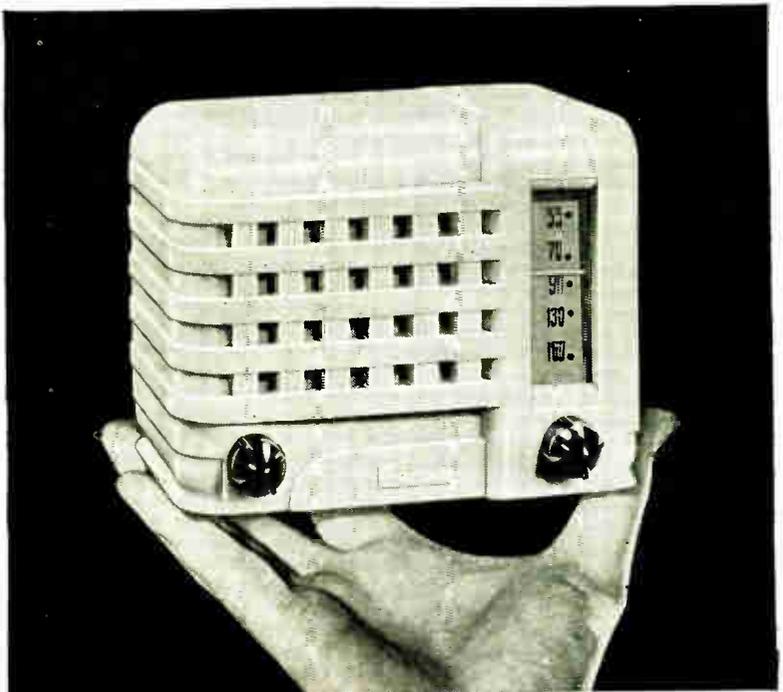
A new series of BIG Factory-Distributor ads in more than 300 cities . . .

Local tie-up ads by hundreds of Franchised Emerson Radio Dealers . . . Participating dealer ads in more than 1,000 towns.

Big space—continuously—by major outlets. Dramatic point-of-sale promotion.

**EMERSON RADIO AND PHONOGRAPH CORPORATION • NEW YORK 11, N. Y.**

**World's  
Smallest  
AC-DC  
SUPERHETERODYNE**



**Emerson Radio Model 540.** A handful of SUPER POWER and TONE. All new quality set features. Tubes: 1 type 12BE6, 1 type 12BA6, 1 type 12AT6, 1 type 50B5, 1 rectifier 35W4. In colors—Walnut Finish, Ivory, Green, Red.  
**\$19<sup>95</sup>**  
*(in Walnut Finish)*

**THE NEW 1947  
Emerson  
Radio**

**In Behalf of ALL Dealers  
Alike**

Emerson Radio headquarters and all Emerson Radio distributors are united in this promotion for ALL DEALERS ALIKE.

All advertising in this campaign carries the urge to "SEE YOUR EMERSON RADIO DEALER."

In addition to the overall promotion, all dealers are given opportunity to tie in with their own newspaper copy. Newspapers everywhere are cooperating in this joint effort.

This is the COMPLETE promotion service which enables YOU to "Lead with the Leader in '47!"

*Call Your Emerson Radio Distributor*



**Emerson Phonoradio Model 525.** Completely automatic. It has "everything" in advanced features and outstanding performance. Walnut cabinet. **\$99<sup>95</sup>**



**Emerson Electric Record Player Model 542.** Plays 10-inch and 12-inch records. Easy portability. Full, rich tone. Beautiful, sturdy, cabinet . . . . **\$39<sup>95</sup>**

**EMERSON RADIO AND PHONOGRAPH CORPORATION • NEW YORK 11, N. Y.**

# PICTURING PEOPLE IN THE INDUSTRY

A RADIO AND APPLIANCE JOURNAL FEATURE



Lee McCanne, center, Stromberg-Carlson vice president and general manager, presents first table model radio off new Erie plant production line to Mayor Charles Barber of Erie, while union head Joseph Lochner, left, looks on.



Leon Alpert has bought 50 per cent interest in Eastern Amplifier Corp. of New York City and has assumed complete supervision and control of general management.



Jack Lasser has resigned as president of Mastercraft Electric Co., of Newark, N. J., in which he also has sold his interest, to start a new organization. The new company, the Lasser Mfg. Co., will enter production of fluorescent lighting fixtures and lamps, with general offices at 40 N.E. 22nd St., Miami, Fla.



The appointment of Harry F. Randolph as general plant manager of the RCA Tube department has been announced. Mr. Randolph will continue as acting plant manager of the Harrison, N. J., tube plant, plus supervising all of the company's manufacturing activities.



Phillip W. Pugh has been appointed range sales manager of the Crosley Division—Aviation Corp., with headquarters in Cincinnati. He has been Crosley promotional manager for the central region since November, 1945.



Lou Alexander, who has been in radio since 1920 when he joined the De Forest Radio Corp., has joined the Cornell-Dubilier Electric Corp., South Plainfield, N. J., as a member of the eastern sales force.





▲ Sales representatives from 21 states met in Atlanta to launch their 1947 sales campaign behind Brook mechanical and electrical record players manufactured by Davidson Mfg. Co., Eaton, Ga. Left to right: A. D. Bates, L. W. Rodgers, Miss Martha Ryals, F. Freeberg,

J. L. Aushan, Winnie McGovern, T. P. Davidson, vice president; C. L. Paxton, Ralph Roe, Sr., William P. Parks, H. E. Montgomery, L. A. McCrary, D. R. Jones, S. W. Hart, Thomas W. Wiggins, Mr. Johnson, and P. C. Brockman, Davidson president.



▲ J. E. Fishelson, former general sales manager of the Hill-Shaw Co., has been named executive vice president of the newly-formed Duralux Company, an affiliate of the Buckeye Aluminum Co. of Wooster, Ohio. Ross K. Shoolroy, president of the Buckeye company, will serve as president of the Duralux company.



▲ R. C. Cosgrove, general manager of the Crosley Division—The Aviation Corp., right, was cited by the War Department recently "For patriotic service in a position of trust and responsibility." The award was made by Col. Raymond C. Hildreth, commanding officer of the Lexington Signal Depot.



← The appointment of Col. Edgar L. Love as manager of the Koiled Kord Division of the Kellogg Switchboard and Supply Co., has been announced. Colonel Love formerly was chief of production of the Central district, Army Air Corps, and plant representative of the Dodge Chicago plant.



→ Charles O'Neil Weisser, sales promotion manager, has been appointed sales manager of Emerson Radio and Phonograph Corp.

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



MRS. ANDY RUSSELL

MRS. JACK BENNY

FIBBER MCGEE AND MOLLY'S CHILDREN

MRS. EDGAR BERGEN

MRS. KAY KYSER

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

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

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

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

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

**Olympic**  **Radio**  
The only radio with 'Tru-Base'

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

HOW  
TO

# MODERNIZE

YOUR SERVICE  
DEPARTMENT

By JOHN PELL  
Manager, Philco Service Dept.

IT has been the experience of the Philco Service Division, which has set up its own model service shops for handling maintenance problems on radio, radio-phonograph, television and other appliances, that a simple bench layout with the right test equipment, tools and instruction manuals results in the most efficient and profitable operation.

Illustrated here are the basic elements used by Philco service experts in trouble-shooting current radio and phonograph models. There is a standard signal generator and a new lightweight oscilloscope which can be viewed in either a horizontal or vertical position. This scope is particularly useful in the alignment of FM radio receivers and television sets. A Philco 7002 test meter (20,000 ohms per volt), which combines the functions of voltmeter, ammeter and ohmmeter, and a tube tester complete the roster of essential test equipment.

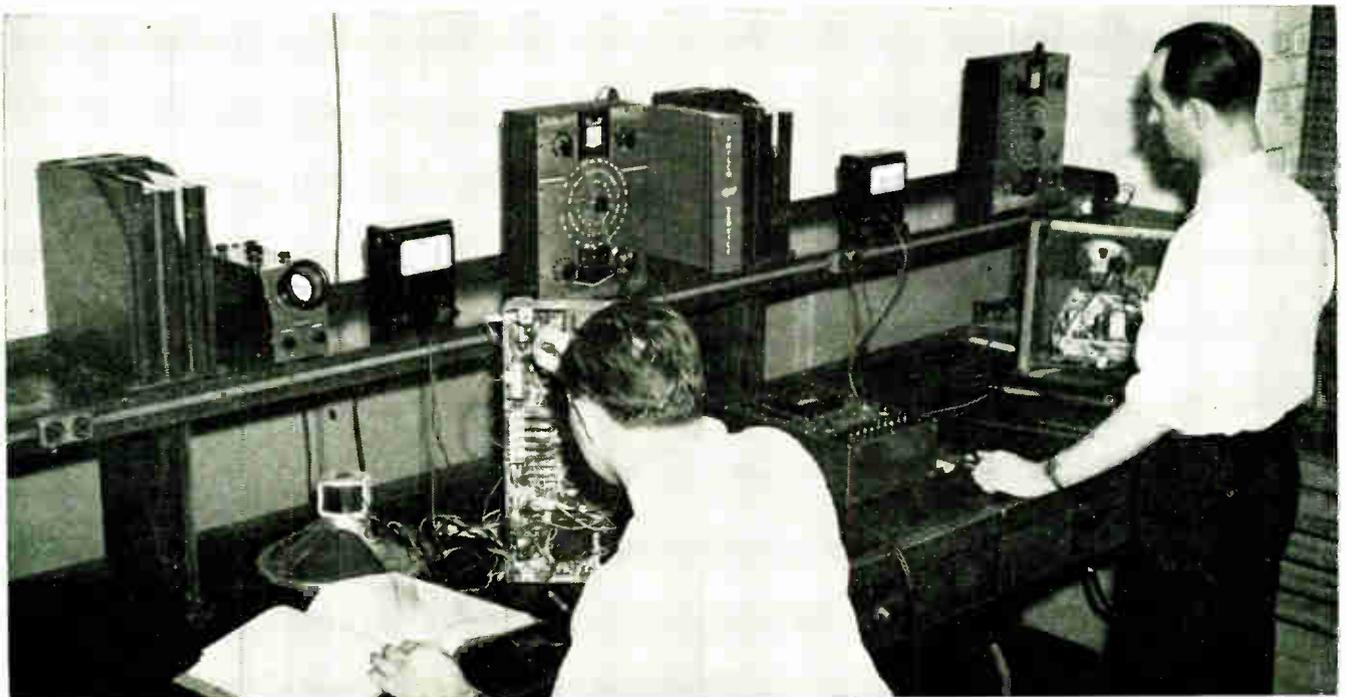
In addition, a complete assortment of tools is an obvious need, and these may now be readily purchased.

Service manuals for the specific appliances which are to be repaired are another item too often overlooked by some dealers. It is easy to get the right service bulletins from the manufacturer, and the repairman can save time and effort by learning the best procedures for each problem and examining the required schematics. Philco provides an indexed loose-leaf binder for all Philco Service members. Into this binder may be inserted product information manuals and bulletins as they are issued when new models are introduced. With this binder on his shelf, the serviceman can attack his day-to-day problems involving products with the assurance of finding the right answer in the shortest time.

Philco experience indicates that it is not necessary to "dress up" a service department to make it profitable. Put the chromium and fancy displays in the section of the store where major appliance sales are made. Efficient radio servicing can be handled with common sense in providing adequate bench space, the right equipment and trained servicemen. The average customer does not buy service on the basis of a handsome showcase; rather, because of good workmanship at a reasonable price.

Hence our recommendation is to put your modernization dollars largely into reliable test equipment, tools and manuals. Be sure, of course, that working space and lighting are adequate for good housekeeping. In service, it's the results and not the "front" that pay off. And only a well-equipped serviceman can handle the variety of radio, phonograph and television problems that now confront him every day.

Shown here is a two-position radio service bench. At left, serviceman is servicing the chassis of a radio using oscilloscope, test meter and signal generator. On right, set-up for servicing radio-phonograph combinations is shown.

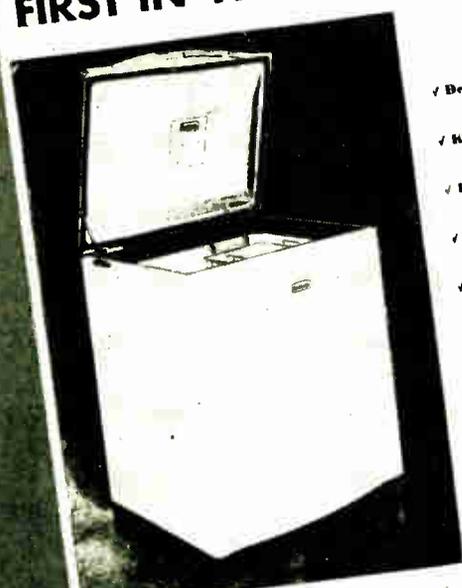


MARCH, 1947

35

# Dealer Advertising

**Herpolsheimer's** PRESENTS  
**FROSTMASTER**  
**FROZEN FOOD CABINET**  
**FIRST IN WESTERN MICHIGAN**



- ✓ Designed to Fit Your Kitchen
- ✓ Keeps Zero Degree Temperature
- ✓ Holds 100-120 Lbs. of Food
- ✓ White Dulux Exterior Finish
- ✓ Guaranteed for Five Years

**149<sup>50</sup>**  
 ONE THIRD DOWN  
 10 Months to Pay  
 Small Carrying Charge

The main features of this frozen food cabinet are shown in a brief and well-set-off check list, with details below for those whose interest has been aroused.

IN FOODS DEPARTMENT - APPLIANCE STORE - LOUIS AT OTTAWA

This covers a multitude of appliances and yet maintains an orderliness of layout. Additional items are catalogued neatly in layout center.

**IMMEDIATE DELIVERY**

for Christmas now—cross many names off numerous electrical wants from our special 10 Days program.

WINDS AS REFLECTOR, PARALLEL, AND...  
 MUST BE ORDERED FOR DELIVERY—VERY...  
 OF GETTING THEM QUICKLY AT BUILDING...  
 OF FINDING ANYTHING YOU WANT AS AT...  
 DO NOT PAY IT FOR IMMEDIATE DELIVERY...  
 GET IT FOR YOU WITHIN A VERY SHORT...

ROPER SETS	8.95	ROCKING CHAIR	13.75	TRUCK PRESSURE COOLER	13.95	WIRE MESH	18.00
ELECTRIC ROOM FAN	5.00	GENERAL ELECTRIC MOTOR	12.50	COFFIN SET OF 8 PIES	12.50	FULLY AUTOMATIC ELECTRIC SHAVE	17.75
ELECTRIC WASHING MACHINE	34.60	STEEL WARE	12.00	STEAM COOKER	12.00	COFFY BUFFET COFFEE (2000)	12.00
SMOOTHER	9.95	TRAVELING IRON	12.00	TRAVELING IRON	12.00	TRAVELING IRON	12.00
WALL TYPE CAN OPENER	3.95	EXPERT ELECTRIC ROOM HEATER	24.75	STEEL COOKING RANGE	22.75	MENS SHIRT	18.00
ADDS WARE	10.00	WALL TYPE CAN OPENER	3.95	ADDS WARE	10.00	SMOOTHER	9.95

Budd's new store hours until Christmas eve, December 18, 19, 20 and 23, from 12:30 to 9:00 p. m. Dec. 21 and 24, from 9:30 a. m. to 5:30 p. m.

**Budd & Co**

11.19

13.20 10.15 5.95 11.95

Look at **Launderall**

THE Completely Automatic HOME LAUNDRY

WITH THESE OUTSTANDING FEATURES

- Better Washing
- Less Water
- Greater Capacity
- Greater Economy
- Pre Soaking
- Flourinated

Better Built to Do a Better Job

IMMEDIATE DELIVERY

**Zweedyk Appliance Mart**

330-340 STATE ST. SE. OPEN MONDAY EVENING

Here is an example of a small layout doing a big job with a minimum of copy and with attention called to immediate delivery.

**LAZARUS**

Famous RCA-Victor Recordings

Featured in Our New Tantal Shop

Give the Gift of Music... Classical, Popular, Children's!

Ask About Our Gift Certificates!

Classical	Popular	Children's
1.00	1.00	1.00
2.00	2.00	2.00
3.00	3.00	3.00
4.00	4.00	4.00
5.00	5.00	5.00
6.00	6.00	6.00
7.00	7.00	7.00
8.00	8.00	8.00
9.00	9.00	9.00
10.00	10.00	10.00

**Lyric Record Holder 3.50**

50 Records in 12 Inch Spool

1.50  
2.50  
3.50  
4.50  
5.50  
6.50  
7.50  
8.50  
9.50  
10.50





Without any promotion, sales volume jumped 60 per cent the first month after this Cincinnati store remodeled.

*The "Record Bar," above, adjoins record counter, and has proven popular with younger fans. Speakers are tuned low enough to be heard only within booth.*

By taking full advantage of a general expansion of Rollman's Department Store, Cincinnati, which tripled the size of its Appliance Center, Mr. M. J. Loeb, major appliance buyer, contrived to put into practice all the appealing display and layout features of which he could only dream in his former cramped quarters.

Proving that the displays were a financial, as well as an artistic success, Mr. Loeb proclaimed, "Without any promotion whatever, our record sales jumped over sixty per cent the first month! Customers just wandered in, were captivated by the handsome new displays, and apparently couldn't resist buying!"

By looking over the spacious new department (now 3,500 sq. ft.) it is easy to see why Rollman's Appliance Center attracts the customers. The layout of the entire eye-appealing record department was designed to entice customers to "help themselves." The purpose of the wide,

carpeted aisles is to encourage leisurely browsing. These wide aisles lead between rows of colorful album display racks, and lighted display cabinets, many of which are reserved exclusively for one type of music each. So, whether the customer's preference is for rhumbas, hot jazz, vocals, concertos, or show tunes, he finds whatever he wants segregated for his convenience. "We have made it a simple matter," Mr. Loeb explains, "for the customer to select his favorites and hand them to the counter clerk for wrapping. Or, if he prefers, it is just as convenient for him to carry them into one of our four attractively decorated listening rooms, and relax and play them to his heart's content."

A special feature of the new department, which has the dual merit of appealing particularly to the younger set, and being a great time-saver for sales personnel as well, is the new "Record Bar." It adjoins the record

counter, and the glass windows of each of its six compartments open behind the counter. By using these convenient "windows" the salesperson can "suggest" other selections to customers playing records, and can pass the suggestions through the window without having to leave her position behind the counter. The tiny speakers in each listening compartment are tuned sufficiently low so as not to interfere with pleasurable listening in the adjoining compartments.

To facilitate the sales of allied merchandise, the radio and record departments adjoin and "flow together." Ample, uncrowded space, has been provided for attractive displays of more than sixty console models, many portables, and over a hundred table models. To provide for the functional showing of all merchandise, electrical outlets are provided for every unit on display.

RADIO & APPLIANCE JOURNAL

Carrying out the allied merchandise-selling plan further, the four record-listening booths have been arranged beside the four salons for showing consoles and radio-phonograph combinations. Each room is attractively papered, thickly carpeted, and tastefully furnished to give a "fine home" atmosphere for leisurely enjoyment of superb music.

Enhancing the attractiveness of the background, the entire display is in the modern motif, with blonde and stained Weldtex, and extensive use of corrugated and clear glass. Indirect lighting, and the use of live plants, help convey the illusion of a "lived in" atmosphere.

In the adjoining display of washers, refrigerators, ironers, sinks, and stoves, chairs have been conveniently placed so that tired purchasers can relax and examine these larger items in comfort. In the center of the room, little display sections have been constructed to provide for distinctive individual displays of different brands of merchandise. These bays also serve to break the monotony of open floor space, and aid materially in contracting the area of attention, and minimizing distractions when the salesman is about to close a sale.

The department attributes much of its present success to its reputation for fairness in handling the waiting list for items in short supply. The rule "first to order, first to receive" has been rigidly adhered to, and the customers are convinced of the fairness because each one enters his name on the list in his own handwriting, and he can see by perusing the list that there has been no "juggling," or favoritism, or signing of new names out of their proper order.

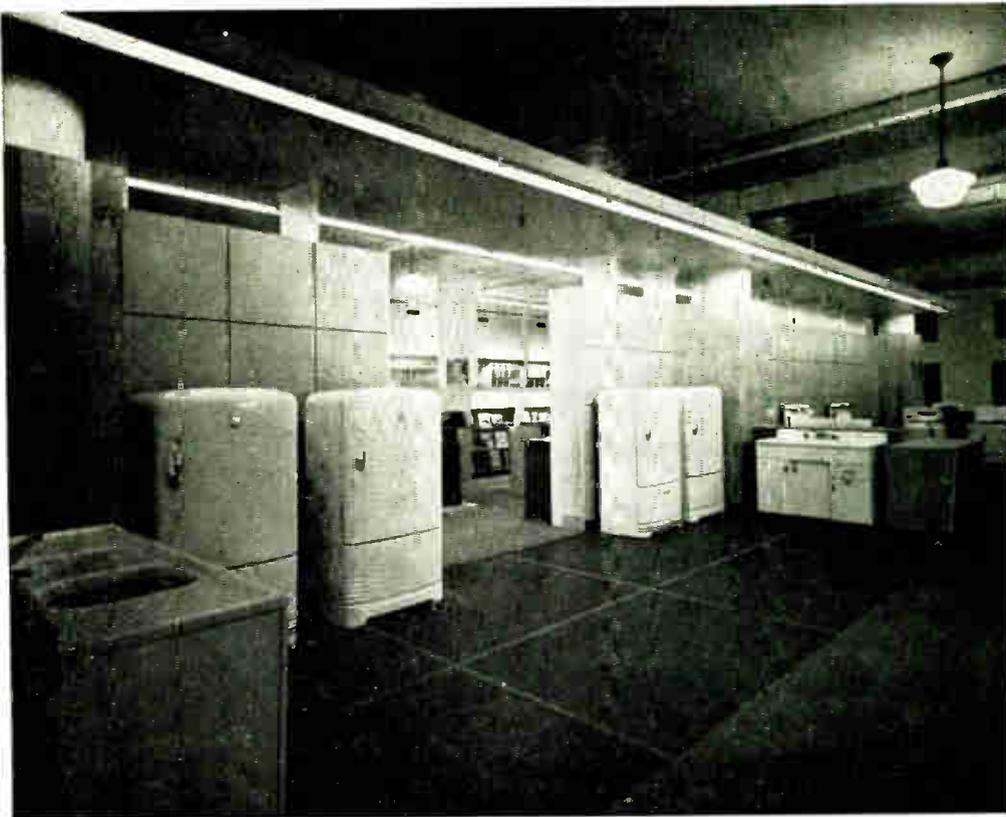
"While there is no short cut to establishing a reputation for quality, service, and fair-play," Mr. Loeb explained, "Many appliance dealers could increase their effectiveness by following our example of arranging the layout with the comfort and well-being of the customers uppermost in mind. Customers of the future will be more demanding than they have been in the past. Our customers are showing their approval of our layout and our methods by coming back again, and again, because they 'like it here.'"

MARCH, 1947



*Console models are displayed to advantage in the uncrowded floor of this well-lighted radio and appliance department. Separate display sections break up the monotony in the large room and provide privacy for the salesman when he is closing a sale.*

*Major appliances are displayed in a room adjoining the radios and records where the same techniques of lighting and decoration are applied for the sale of sinks, refrigerators, washers, and ranges. The store's new displays alone resulted in doubled sales.*



## JFD Test Leads

The JFD Manufacturing Co., 4117 Fort Hamilton Parkway, Brooklyn 19, N. Y., has announced the assembling of its new line of test leads and test lead accessories. The JFD line contains 15 different numbers of test leads made with fiber and cast phenolic prod handles. They are made of No. 18 soft-drawn copper, insulated with kink-free flexible rubber. All end fittings are made of chromium-plated brass. End fittings used are the phone tip, phono needle point, spade lugs, alligator clip, banana plug, and the new elbow angle tips.

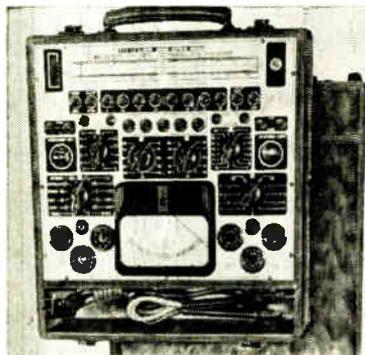


The Test Leads are packaged in dust-proof cellophane envelopes, packed 12 in a self-selling jobber's counter display. Descriptive literature and price lists will be sent on request to JFD.

## Precision Tester

Precision Apparatus Co., Inc., 92-27 Horace Harding Blvd., Elmhurst, N. Y., has announced the availability of their 954-P Electronamic Tube-Battery and Set Tester. This unit is a portable combination mutual conductance type vacuum tube tester, radio battery tester and 37-range

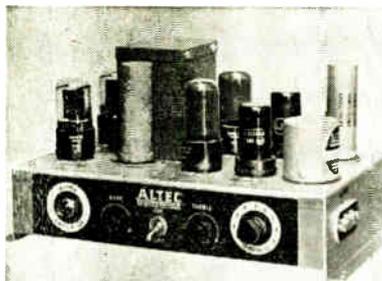
super-sensitive AC or DC Multi-Range Set Tester, with ranges to 6,000 volts AC and DC at 20,000



ohms-per-volt DC. It provides a compact unit with every facility for accurate and reliable solutions of tube test, set measurement and other service or laboratory problems arising from AM and FM radio, television, industrial and laboratory practice. A wide-faced four and one-half inch rectangular bakelite cased meter provides utmost visibility.

## Altec Amplifier

Altec Lansing Corp., 250 West 57th Street, New York 19, N. Y., has announced availability of a high-quality, low-price, light weight AC-DC type A-319 amplifier designed primarily for use in commercial wired music systems and in home phonographs and music systems. It also can be used as a terminal amplifier for paging systems, dance studios and in any other place requiring a medium gain low power amplifier.



At present, it is made in two models—the A-319A and the A-319B. The A-319A model, which comes in the 10479 metal wall cabinet, has a balanced bridging input transformer

# Parts on

with a 5,000-ohm input designed for bridging across 250-500-600 ohm lines without requiring isolating transformers. The A-319B amplifier, which is normally supplied without the wall cabinet, has a high impedance input for crystal pick-up use. A wall cabinet must be purchased separately if required. Both amplifiers have an adjustable low frequency "bass" boost and the A-319A has an adjustable high frequency "treble" boost to compensate for line losses.



## Astatic "Conneaut" Mike

Among recent acquisitions to the Astatic line of microphones is the "Conneaut", a new, streamlined microphone with chrome body and blonde plastic grille. The Astatic Corp. has named this microphone in honor of the lake port town in Ohio where its main plant and offices are now located. The "Conneaut" is a crystal microphone with relatively high output and wide frequency range and is especially designed for use with public address and paging systems. This new microphone, with an overall frequency response exceptionally smooth up to 10,000 c.p.s., will satisfy the most critical demand for high fidelity performance. Model 606-S, illustrated, is supplied with T<sub>1</sub> S on-off switch.

## Electro-Voice Microphone

Two low-priced general-purpose dynamic and crystal microphones have been announced by Electro-Voice, Inc., Buchanan, Mich. The Model 610 Dynamic, shown here em-

RADIO & APPLIANCE JOURNAL

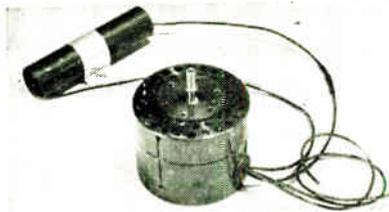
# Parade . . .

employs the new E-V acoustalloy diaphragm which withstands high humidity, extremes of temperature, salt air, and severe mechanical shock. It also uses Alnico V in the magnetic circuit. Output level is -53 db. It is available in Hi-Z (direct to grid, 25,000 ohms), 50, 250 or 500 ohms impedance. The Model 910 Crystal Microphone employs a high capacity moisture-sealed crystal, and durable aluminum diaphragm. Output level is -48 db. high impedance.



## Fairchild Motor

Fairchild Camera and Instrument Corporation, 88-06 Van Wyck Blvd., Jamaica, N. Y., has announced it is now producing an AC, 117-volt, 60-cycle, single-phase synchronous capacitor motor, designed on an entirely new principle. The 3,600-rpm motor, with a maximum of 2.4 watts output, has a starting torque of .75 ounce inches, a running torque of .90 ounce inches at 117 volts, is ultra quiet in operation, has a low magnetic leakage field, and non-hunting synchronous performance. The new Fairchild unit was designed for use



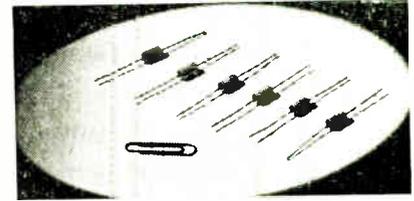
on record changers, wire and tape recorders, dictating machines, television and facsimile equipment, timers, and instrument product applications.

MARCH, 1947

## G-E Germanium Crystal Diode

A new germanium crystal diode, with a safe forward current of .05 amps and a safe back voltage of 60 volts for radio and television receiver and other equipment applications, has been announced by the Specialty Division of the General Electric Company's Electronics De-

partment, Wolf Street Plant, Syracuse, N. Y. G-E engineers say the new diode will handle higher voltages



than any of its type. Weighing several grams, the diode has a body length of 23/64ths of an inch.

What do You  
Look for in a  
Phono-Radio  
Line? . . .



# ELECTRO-TONE

#706  
Portable  
Automatic  
Phono-Radio  
Combination



#712  
Portable  
Phono-Radio  
Manual  
Record  
Player



. . . offers a line that is taking a definite place among the nation's finest. For, here you have a line that is truly "The Right Combination" . . . a line that has Style . . . Tone . . . Value. Dealers, coast-to-coast, are now featuring and selling "ELECTRO-TONE".

**Our Exquisite #555:** The new "Console-performance" table model phono-radio, 6-tube scientifically improved radio receiver plus the famous Seeburg dual-post automatic record changer.

On the way . . . one of the most magnificently styled quality consoles to hit the market—destined for record breaking sales—wait 'til you see it!

Choice distributorships available . . .  
write, phone or wire

# ELECTRO-TONE CORPORATION

221 HUDSON ST. • HOBOKEN, N. J.

# RADIO SERVICING QUESTIONS ANSWERED

**Question:** Many times in my servicing experience I have had many rush alignment jobs to do just when my signal generator has had a failure. Now, several of my friends in the servicing business have told me of different ways in which a receiver may be "hopped up" without the use of a signal generator. I would like to know what you recommend in this case.

**Answer:** We have always held to the belief and practice that no improvised method of r.f. or i.f. alignment is the equal of the standard one using the signal generator. In the long-range interests of more efficient servicing, customer-satisfaction and more repair calls, which all add up to greater profits for yourself, we feel the serviceman does better to have a spare signal generator on hand or even to borrow one from a colleague rather than improvise. However, when this cannot be done, we recommend the following procedure for alignment:

Place the receiver antenna (wire or loop) near a fluorescent lamp. Adjust the main tuning condenser to a non-broadcast frequency near the beginning of the set's band (around 600 KC). Adjust the volume control for maximum. Now vary the i.f. trimmers and i.f. padder for maximum noise reception. Next, adjust the main tuning condenser to a non-broadcast frequency near the end of the set's band (around 1400 KC). Vary only the r.f. trimmers for maximum noise reception. Slight decrease of volume may be necessary here.

**Precaution:** To use this method, the serviceman must be pretty sure beforehand that the IIF oscillator and frequency i.f. transformer tuning are pretty close to their correct values.

**Question:** Maybe my fingers are not as nimble, or my eyes as keen, as those of other servicemen, but I just can't check voltages on some of the smaller midget and personal radios

without having the test prod shorting two or more terminals, thus aggravating the receiver's trouble as well as my nerves. Can you tell me if anyone is making test leads having finer points, or what I can do to remedy the situation?

**Answer:** Many servicemen have found that the test prods which serve perfectly well on the ordinary sets are too blunt and clumsy for work on the smaller models. Many companies are making test leads with finer points and your parts jobber probably stocks them or can get them for you. In the meantime you can make a set of fine points yourself:

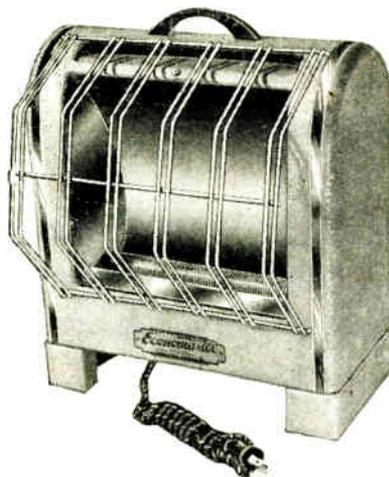
Replace each prod needle with a pointed piece of stiff wire about 2 to 3 inches long. Leaving about one-eighth inch of the point free, shield the wire with rubber tape or spaghetti cemented in place. It is best to solder these wire-needles into the prod holes. Any good set of test leads can be adapted for finer work in this manner. Remember that these wire-needles can be bent to get at out-of-the-way terminals.

## 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.

**Question:** I have an RCA-221 brought to me with the complaint that it cuts off and on. I replaced the volume control (which was open) but this cleared the fault only partly. Checking of the other parts shows nothing wrong.

**Answer:** In replacing all volume controls, you must always remember to duplicate the taper of the control as well as its absolute resistance. Taper, of course, is the way in which the resistance of the volume control varies with rotation of its shaft, and is determined by where the control is placed electrically in the circuit. Also, in this particular model, it is our experience that R-19 (the 10,000-ohm, 10-watt resistor) often goes intermittent and is best replaced. Be sure to check condensers C-35 and C-36 and replace if necessary.

RADIO & APPLIANCE JOURNAL

### Announces New Radio Line

Radio Furniture Distributors Co. of 1947 Broadway, New York City, has announced that its new complete line of console cabinets will be available to parts jobbers in early March. Descriptive literature and prices are available on request to Dept. RAJ, Radio Furniture Distributors Co.

### National Union Adds New Line

National Union Radio Corp. of Newark, N. J., has added a line of table radio-phonograph combination models, according to an announcement made by Jack Clune, sales manager. Full information on the new line is expected to be made within the next month.

### Heads RCA Record Sales

J. W. Murray vice president in charge of the RCA Victor Record Department, has announced the appointment of J. (Dave) Finn as General Sales Manager of the department. Mr. Finn was formerly Renewal Sales Manager of the RCA Tube Department.

# *Philharmonic*

## *"Opens the Door"*

TO UNUSUAL OPPORTUNITY!

*A Few Choice Territories to*

- SALES REPRESENTATIVES
- DISTRIBUTORS

*who can sell* **TOP QUALITY  
RADIO CONSOLE COMBINATIONS**

**IMMEDIATE DELIVERY**

*WRITE, WIRE OR PHONE TO*

**PHILHARMONIC PRODUCTS CORP.**

528 EAST 72nd STREET

NEW YORK CITY

## *Radio Manufacturers!*

# VIM OFFERS YOU SPOT CASH FOR YOUR SURPLUS RADIOS

- Table Model Radios
- Table Model Combinations
- Console Model Combinations
- Portables

**NO QUANTITY TOO LARGE! CASH WAITING!**

Here is an opportunity to turn your slow moving inventories into cash. Name of manufacturer will be withheld from advertising promotions if requested. Write or phone!

**VIM — 325 GOLD ST., BROOKLYN 1, NEW YORK MAin 4-5800**



*Smooth Power*

**THAT PLEASURES YOUR CUSTOMERS**

You'll make better friends of your customers when you equip your phonographs with General Industries *Smooth Power* Motors.

That's because of fine performance from the first instantaneous pick-up to the last note. Constant speed, quietness and vibration-free operation result in faithful, enjoyable reproduction.

These same high qualities characterize all *Smooth Power* mechanisms, including recording motors and assemblies and combination record-changer recorders. From our complete line, you can select fitting companions for your own fine products.



**THE GENERAL INDUSTRIES CO.**

DEPARTMENT MT • ELYRIA, OHIO

**MONTHLY MERCHANDISING CALENDAR**

Although the month starts off with April Fool's Day, it certainly is no month for the enterprising dealer to fool around about going after business. April should be your best month so far for the year, with sales for the month amounting to nine per cent of your total business for the year. Also, by the end of the month your accumulated sales for the year should amount to approximately 28 per cent of annual business.

In a lot of areas, Spring will be a reality—or at least just around the corner—and advertising promotions should be slanted toward getting ready for gardening and spring house cleaning. The appliance dealer can cash in on gardening promotion through the sale of pressure cookers and other electric cooking apparatus to be used in connection with canning the garden crop.

As for house-cleaning, it might be a good idea to start off at home. If you haven't modernized your store, this would be a good time to clean out the corners and accumulated debris. Rearrange counters and displays to give your store maximum efficiency and attractiveness. You would do well to tie in with local spring cleaning programs. or if none has been launched, create some goodwill by suggesting it yourself with some community service type advertising.

On the opposite page is the April merchandising calendar, which lists several national observances that you may be able to tie in with your sales promotion program. But you'll have to give your advertising a juvenile slant as all of these anniversaries have to do with the younger set.

The first is National Boys Club Week, from the 14th through the 20th. This is followed by National Boys and Girls week beginning on the 26th. And on the 28th comes National Baby Week. If you stock kiddie records and toy record players, here is a chance to tie in some promotions aimed at these small fry groups. It may prove a worthy investment in a few years when they reach an age where they will be prospects for your regular record and record player lines.

RADIO & APPLIANCE JOURNAL

	SUN.	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<b>A P R I L</b>			1  APRIL FOOL'S DAY	2	3	4  GOOD FRIDAY	5  LENT ENDS
		7	8	9	10	11	12
		14  National Boys' Club Week. Tie-in with local observance. Promote gift suggestions such as radios to be used in club rooms.	15	16  Begin Clean-up Week advertising through all local outlets, including newspaper, radio, or by circulars. Also through use of window displays.	17	18	19
		21  Clean-up Week. Feature house-cleaning appliances. Also a good time to push sales of ranges and cooking appliances.	22	23	24	25	26  National Boys' and Girls' Week. Don't miss an opportunity to slant some of your advertising toward the small fry. Feature Kiddie records and toy type record players. Later on, they may become your best record customers.
		28  National Baby Week. Feature those baby bottle warmers and sterilizers, which may be accentuated to advantage by a nursery window display.	29	30			

*How to use this Calendar*

Every day is an opportunity to sell more goods. This merchandising calendar is especially designed to help dealers prepare their sales promotion activities far enough ahead to permit proper timing for maximum sales volume. To do selling plans with special events throughout the month, fill in empty spaces with your own sales program. Tear this page out and place where it can be seen

# TRADE NEWS

## DISTRIBUTORS SEE NEW UNIVERSAL LINE

At a meeting of eastern distributors in Hartford late in January, Landers, Frary and Clark of New Britain, Conn., completed the unveiling of their new 1947 line of Universal home appliances. The Hartford meeting was preceded by one for West Coast distributors held in San Fran-

---

W. J. Russell, LFC vice president in charge of engineering, shows Bret C. Neece, vice president in charge of sales, how to get a 22-pound turkey in new Universal Bantam range.

---

cisco earlier in the month, followed by one in Chicago for mid-west distributors.

The Hartford meeting, held at the Hotel Bond, opened on January 28th with a welcome by R. L. White, president of Landers, Frary and Clark. Other company officials, who spoke on business conditions and presented new appliances, included Bret C. Neece, vice president in charge of sales; W. J. Russell, vice president in charge of engineering; E. J. Van Buskirk, vice president in charge of small appliances, and H. M. Parsons, vice president, who presented the Universal Range.

One of the highlights of the Wednesday session on January 29th was a presentation on the advertising and sales promotion campaign that the company will conduct in introducing the new line. This was conducted by W. J. Cashman, director of publicity. The Wednesday meeting was attended by magazine, newspaper, and radio representatives from New York, Boston, and the surrounding area.

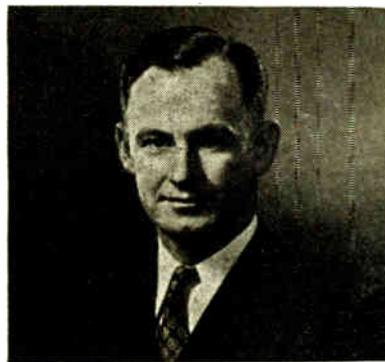
On Thursday and Friday company officials conducted individual conferences with distributors, followed by tours of the plant in New Britain.

One of the highlights of the presentation of the new products was the showing of the two Universal ranges, the deluxe and Bantam models. Other new appliances shown included electric water heaters, a two-speed washer, a two-speed deluxe table top ironer, vacuum cleaners and floor polishers and many small appliances.



## Hallicrafter Appoints Lafferty Service Manager

The appointment of Bruce R. Lafferty as general service manager has been announced by the Hallicrafters



company of Chicago. Lafferty, a veteran of 18 years in the radio field, had previously served as assistant to the general service manager. Prior to beginning work with Hallicrafters, Lafferty served with the Chicago Ordnance district. He spent several years in the South Pacific area with the Civil Aeronautics Administration as a civilian radio engineer.

## Carrier Sales Manager Named

Promotion of O. W. Bynum as manager of direct sales, John A. Gaselle as manager of distributor-dealer sales and Carl U. Spriggs as

assistant general sales manager has been announced by Arthur P. Shanklin, vice president and general sales manager of Carrier Corporation. The appointments were effective Nov. 1.

## Nate Hast Opens Office As Sales Specialist

Nate Hast, for the past several years merchandising manager of the Lear Home Radio division, and for more than a quarter of a century a prominent sales figure in the radio business, has resigned his post with Lear and announces the opening of his own offices in Chicago as a national radio and appliances sales and merchandising specialist.

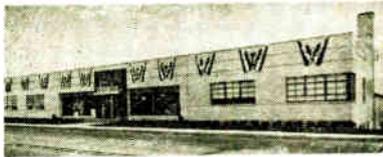


Mr. Hast's office is in the American Furniture Mart, where he will represent manufacturers, distributors, and national sales organizations.

RADIO & APPLIANCE JOURNAL

### Albany Distributors Open New Building

Foreshadowing the future building trends for distributor stores, the large new Roskin Brothers, Inc., store in Albany was opened the first of December. The two-story office and warehouse building was begun in October, 1945, and completed entirely without the use of materials required for housing projects. The



25,000 square feet of floor space is divided on two levels, allowing 5,000 square feet for offices and showrooms on the street level facing the main highway. The remainder of the building is a large warehouse all on one level, below the storerooms. Since the ground slopes away, this allows for ground level loading by train or truck.

### Philadelphia Merchandise Fair March 3rd to 6th

Philadelphia's Tenth Annual Merchandise Fair, which will be held March 3rd, 4th, 5th, and 6th at the WGS buildings, 231 North Third Street, is expected to attract some 30,000 dealers from all parts of the United States. The fair will feature 700 exhibits by leading manufacturers. Many new merchandise lines in hardware, electrical appliances, toys, cosmetics, sporting goods, and other articles will be on display.

### D. W. May Corp. to Take 400 Dealers to Miami

The D. W. May Corp., exclusive distributors of major appliances in the metropolitan New York, northern New Jersey, and Connecticut areas, has made plans to take 400 appliance dealers and their wives for a 10-day vacation to Miami Beach, starting March 23rd. The D. W. May Corp. is exclusive distributor for Farnsworth radio and television receivers, Filter Queen vacuum cleaners, Electromaster ranges, Speed Queen washers, Coleman heaters, Capitol kitchen cabinets, Ken-Rad radio tubes, and other electrical appliances.

MARCH, 1947

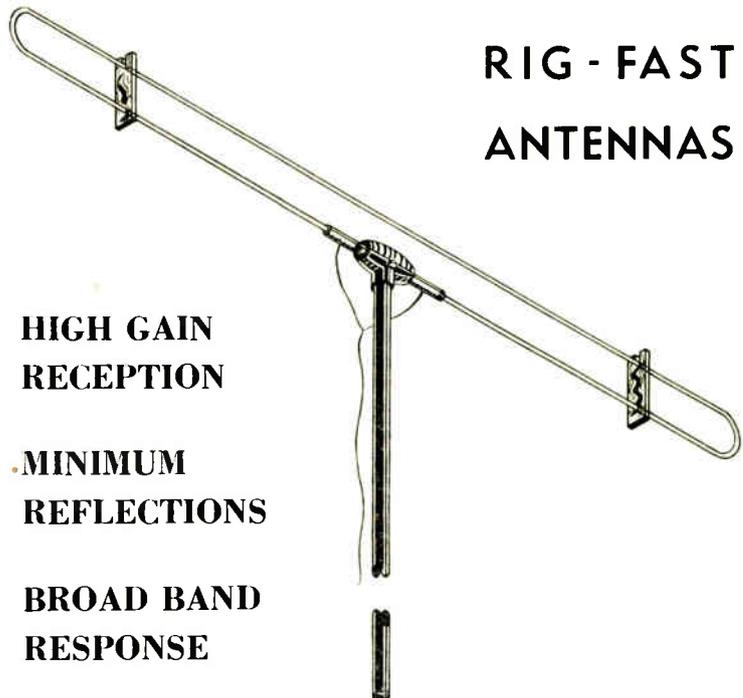
### Supplee Biddle Salesmen Give Birthday Banquet

Mr. William G. Steltz, President of Supplee Biddle Co., hardware wholesale distributors of Philadelphia, was honored on his birthday when 116 salesmen of the company staged a giant celebration banquet in the ballroom of the Warwick Hotel. To express their tribute to their president, the salesmen of Supplee

Biddle said it with sales. For the four weeks preceding the banquet, the sales organization put on a campaign in eleven states selling a special "Birthday Assortment" of scarce and regular merchandise—which was in addition to regular business. As a result, at the banquet they presented Mr. Steltz with a sheaf of 2,500 orders.

## ***Easily Sold Easily Installed***

### RIG-FAST ANTENNAS



- HIGH GAIN RECEPTION
- MINIMUM REFLECTIONS
- BROAD BAND RESPONSE

### for TELEVISION and FM

Built of aluminum and lucite, Rig-Fast Antennas are sturdy, lightweight and easily handled. Specially designed "Barrel T Clamp" cuts assembly time to less than five minutes. All parts are interchangeable and can be purchased and sold separately—an exclusive RIG-FAST feature that enables you to service from stock.

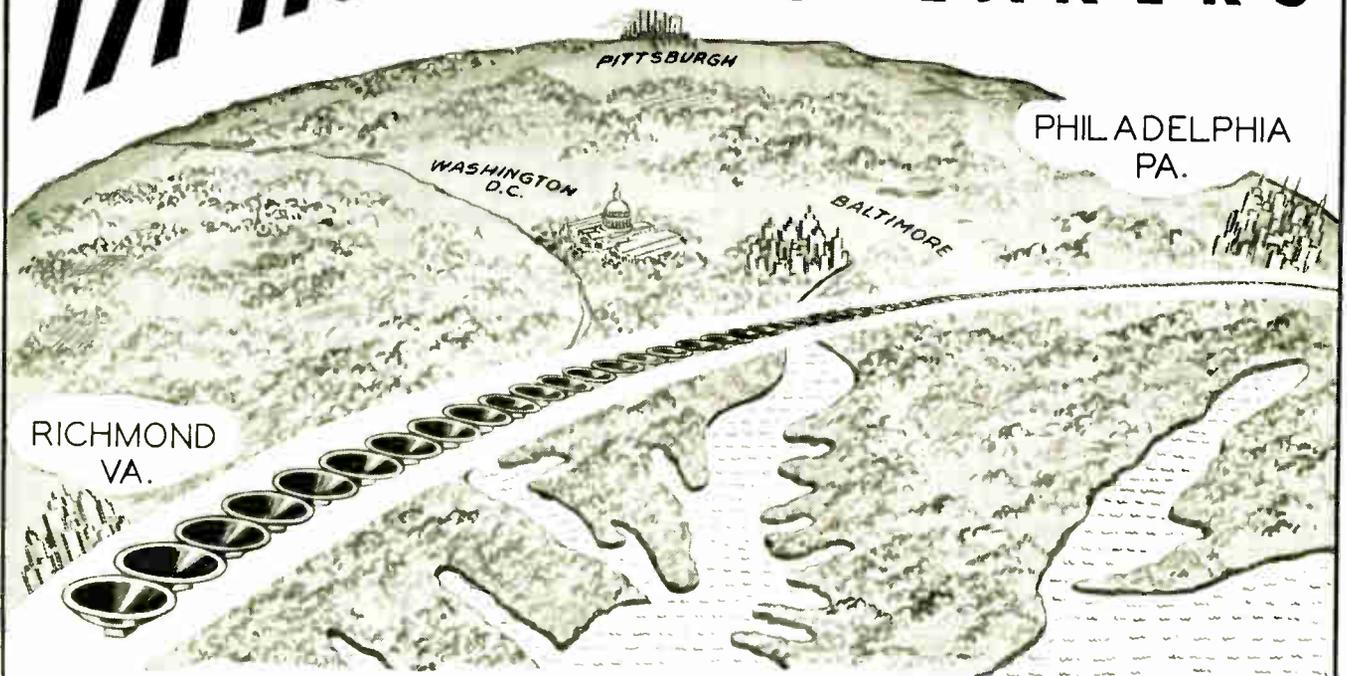
RIG-FAST line consists of five models to meet every Television and FM requirement. Broad band response, minimum reflections and high gain reception assure customer satisfaction. Also available are the 300 ohm "Videowire" transmission line for television receivers, and a 72 ohm coaxial cable (R.G. 59U).

Immediate delivery can be made on this popular equipment so write to Oak Ridge Antenna Co., for literature about the entire line today.

*"Installed in Minutes • Lasts for Years"*

**OAK RIDGE ANTENNA CO.**  
717 Second Ave., New York, N. Y.

# 171 Miles of OXFORD SPEAKERS



## ACROSS THE COUNTRY!

WHILE one does not think of speakers spread out across the land, still if the OXFORD SPEAKERS already sold to over 77 leading radio receiver firms for their 1946-1947 line were laid end to end, they would reach almost from Philadelphia to Richmond! And at the end of this year, they should reach nearly three times that far.

**\*OS/AJC**

THAT'S a lot of loudspeakers, and attests to the excellence of their construction and their unquestioned popularity. The Jobber who knows this fact, can stock up on OXFORD SPEAKERS with the foregone conclusion that he can meet every requirement any customer can bring. And he can do it without a "special speaker." For the OXFORD SPEAKER line is designed to give the "Maximum Customer Coverage" with only the average Jobber stock pile.

THAT'S why the better Jobbers heartily endorse the statement that OXFORD SPEAKERS are the ALL JOBBERS' CHOICE!

**\*OXFORD SPEAKERS/ALL JOBBERS' CHOICE**

(Coming soon: The New Oxford Catalog. Write for your free copy.)

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ALL JOBBERS' CHOICE

**OXFORD ELECTRIC CORPORATION**  
3911 SOUTH MICHIGAN AVE., CHICAGO

## Carrier Sales Manager Named

Promotion of O. W. Bynum as manager of direct sales, John A. Gaselle as manager of distributor-dealer sales and Carl U. Spriggs as assistant general sales manager has been announced by Arthur P. Shanklin, vice president and general sales manager of Carrier Corporation. The appointments were effective November 1. All three will make their headquarters in Syracuse. As manager of direct sales, Mr. Bynum will be in charge of the sale of Carrier's larger air conditioning, refrigeration and industrial heating equipment which is direct to customers. He will also supervise Carrier's contracting, field engineering and installation activities. Mr. Gazelle, as manager of distributor-dealer sales, will be in charge of all Carrier distributor and dealer sales which are made through 48 distributors and 3,552 dealers throughout the United States.

## Free Sewing Machine Co. Appoints District Sales Managers

L. E. LeVee, vice president in charge of sales, Free Sewing Machine Co., Rockford, Ill., announces the appointment of Bart N. Eberlin, as district sales manager for that company with headquarters at 1150 Merchandise Mart, Chicago, Ill. The Chicago headquarters will cover the States of Illinois, Indiana, Wisconsin, Minnesota, North Dakota, and Michigan.

Prior to his appointment to district sales manager of the mid-west states for Free Sewing Machine Co., Eberlin served as district sales manager covering the States of Georgia, Florida, Kentucky, Tennessee, North Carolina, and South Carolina. This position will be filled by J. T. O'Shell, former manager of the sewing machine department in Gimbel Bros. Department Store, Pittsburgh, Pa.

At the same meeting, Lloyd H. Coffin was elected chairman of the executive committee and treasurer of Air King Radio Products Company, Inc.

Another new appointment was that of Edward A. Ossman as a factory representative for the firm. He is covering New York State with the exception of metropolitan New York and Long Island, and will work out of his office in Rochester.

MARCH, 1947

# ADVERTISERS' INDEX

MARCH, 1947

BENDIX AVIATION CORP. ....	2
Agency: McManus, John and Adams, Inc.	
BRUSH DEVELOPMENT CO. ....	7
Agency: McCann-Erickson, Inc.	
DAVIDSON MANUFACTURING CO. ....	19
Agency: Bates, Rikard and Richardson, Inc.	
ECONOMASTER SALES, INC. ....	42
Agency: Noble-Dury Associates, Inc.	
ELECTRO-TONE CORP. ....	41
Agency: Paul Smullen	
EMERSON RADIO & PHONOGRAPH CORP. ....	30, 31
Agency: Grady & Wagner Co.	
FADA RADIO & ELECTRIC CO. ....	5
Agency: Sternfield-Godley, Inc.	
FARNSWORTH TELEVISION AND RADIO CORP. ....	14
Agency: N. W. Ayer & Son, Inc.	
GENERAL ELECTRIC CO. ....	9
Agency: Maxon, Inc.	
GENERAL INDUSTRIES CO. ....	44
Agency: Fuller & Smith & Bros., Inc.	
JENSEN MANUFACTURING CO. ....	16
Agency: Burton Brown Advertising	
JFD MANUFACTURING CO. ....	10
Agency: Bergman-Jarrett Co.	
LANDERS, FRARY & CLARK ....	20
Agency: Goold & Tierney, Inc.	
OAK RIDGE ANTENNA CO. ....	47
Agency: Makelim Associates, Inc.	
OLYMPIC RADIO & TELEVISION, INC. ....	34
Agency: LaRoche & Ellis	
OXFORD ELECTRIC CORP. ....	48
Agency: Signet Corp.	
PHILHARMONIC PRODUCTS CORP. ....	43
Agency: Wm. H. Rankin Adv. Co.	
RADIO CORP. OF AMERICA (Tubes) ....	11, 13, 15, 17
Agency: J. Walter Thompson	
RAYTHEON MFG. CO. ....	51
Agency: Walter B. Snow & Staff, Inc.	
REXON, INC. ....	12
Agency: Direct	
STROMBERG-CARLSON CO. ....	52
Agency: McCann-Erickson, Inc.	
TRAUBEE PRODUCTS, INC. ....	26, 27
Agency: J. R. Kupsiek, Inc.	
TYLER FIXTURE CORP. ....	12
Agency: Carter, Jones & Taylor	
WARD PRODUCTS CORP. ....	13
Agency: Burton Brown Adv.	
VIM ELECTRIC CO. ....	43
Agency: Miller Adv. Inc.	

## Notice To Our Advertisers NEW CLOSING DATES FOR ADVERTISING COPY

All Color Plates—10th of Month Preceding Publication  
All Copy to Be Set—10th of Month Preceding Publication  
Single Black Plates—15th of Month Preceding Publication

With these new deadlines the Editors hope to have each issue of the magazine reach readers on the first of the current month.

RADIO AND APPLIANCE JOURNAL

1270 Sixth Avenue

New York 20, N. Y.

**W**ELL, here we are back, after a hectic month . . . devoted to stepping up our schedule so that you can be sure of receiving your RADIO & APPLIANCE JOURNAL on the first of each and every month . . . plus getting **Mal Parks** off to Chicago where he now is well set up at 410 S. Michigan Avenue . . . While there he will direct your RADIO & APPLIANCE JOURNAL business office and keep tab on you mid-westerners . . . Mal will work in cooperation with you, so if you've got any problems or news for us, drop in and see him . . . We had a good chat with **Herbert A. Brennan**, general manager of Associated Stores, Inc., Tampa, Fla. Herb was in town for a thorough physical overhauling . . . When the medicos got through thumping Herb around they decided he will live . . . Now back in Tampa, vibrating with health, Herb is doing a better job.

By the way, **Mrs. Henry O. Berman**, wife of the well-known Baltimore, Md., distributor, has fully recovered from a severe cold . . . and she's again able to delight hubby's friends with samples of her noted culinary skill . . . **Bob Hager**, dynamic president of Tracy-Wells, Columbus, Ohio, and Arnold Wholesale, Cleveland, Ohio, in town to visit us . . . Bob came to town to see some of his old friends and pick up a few new lines . . . and was accompanied by the charming Mrs. Hager, whose wide circle of friends in New York always are glad to see her.

Over to Chateau Richelieu for for tasty food and conversation with **Jacques Traubee**, youthful bachelor head of Traubee Products, Inc., his right-hand man, **Dick Roffman**, and Agency Man, **Jack Kupsick** . . . Jacques' hobby is demonstrating pressure cookers for his married friends, and he's not above tossing off a few of his own recipes . . . He claims he has a sure cure for that "morning after" feeling . . . It's a "Bloody Mary" from his native Russia, consisting of tomato juice, Worcestershire sauce, vodka, salt and

# Journal's End

By The Staff

pepper . . . If it doesn't go off when you shake it, toss it off and you'll soon be good as new.

Paramount Industries prez. **Henry Halpern** of New York, is popping buttons off his vest these days . . . due to becoming a grandfather . . . His daughter, **Madeline (Mrs. Paul Honig)** gave birth to a seven and one-half pound daughter—**Jo Ann**—on January 29th . . . At last reports, mother, baby, father and grandfather all were doing nicely . . . In case you're planning to attend the Chicago Parts Trade Show at the Hotel Stevens on May 11th, **Perry Saftler**, Rector 2-5334, New York, has all the info on transportation . . . Perry says the Special Train will run either the 10th or 11th of May, so you'd better get in touch with him.

Up to New Britain, Conn., to have a look at the showing of Landers, Frary and Clark's post-war line of appliances and they looked mighty good after some of the duration gadgets we've had to put up with . . . Looks like the New Britain boys got the jump on a lot of the appliance industry . . . Also heard sales promotion manager **Bill Cashman** make a dynamic presentation of the new line, in which he revealed that the Universal four million dollar expansion program will double 1946 production . . . plus a prediction that dealers' shelves will be stocked with this postwar dream merchandise in thirty days.

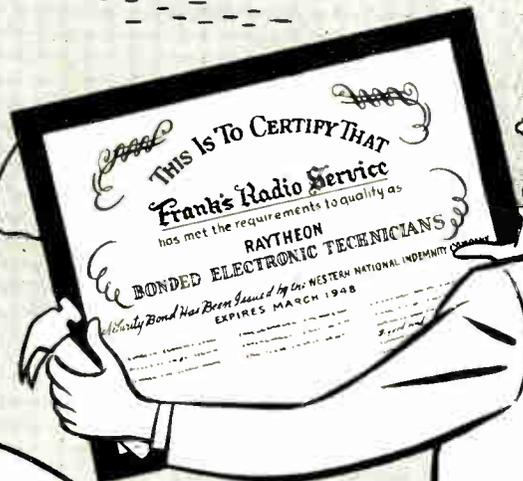
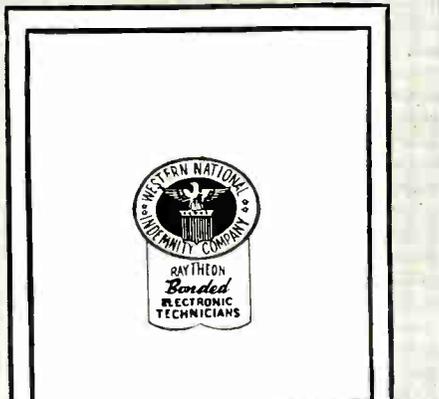
A pleasant telephone chat with National Union's sales manager, **Jack J. Clune**, who tipped us off that their forthcoming line of table model combinations will have some startling innovations . . . We'll wait and see when they are announced some time this month . . . Down in Baltimore

with Distributor **Bill Baddock** (Oriole Corporation) who is doing a good job, but says he can handle a few additional lines . . . If you should see a beaming character in a blue Hudson sedan in the New York area it probably will be **Lou Silvers** (Garod Radio Corp., Brooklyn) who was gifted with the car by the company's distributors in recognition of his high calibre performance.

Congratulations are in order for **Milton** and **Rosina Spirt** of Spirling Products, New York . . . Their first baby, **Beverly Alice**, arrived this month . . . weight seven pounds, four ounces . . . Milton is head of Spirling Products and wife Rosina doubles as secretary . . . but looks as if young Beverly Alice will get first call on her time now.

A visit recently from a well known figure in the industry who told **Publisher Alex H. Kolbe** that he will head up a large organization in Philadelphia, representing 150 distributors, to buy and sell radios, phonographs, appliances, and sound equipment . . . and is prepared to buy large quantities with or without trade names . . . Congratulations are in order to the fast-growing Silex Company, Hartford, Conn., for that sparkling new package they have just designed for their Doy-Therm steam iron . . . Last minute information from **Arnold Robbins** down in Norfolk, Va., telling about the first big show of the Norfolk Distributing Co., to be held March 10th and 11th . . . They're expecting a large turnout of top industry men . . .

Here we are at the end of another visit . . . Any time you're in New York, drop in our office and let's get acquainted . . . See you next month.



IT'S GOOD FOR YOU  
AND THE CUSTOMER, TOO...  
**YOU CAN'T GO WRONG  
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- SPECIAL PURPOSE TUBES
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- HEARING AID TUBES

**The AUTOGRAPH, Model 1135 PL** — This magnificent radio-phonograph in its classic 18th Century cabinet is available in either mahogany or walnut veneers, carefully matched and rubbed to emphasize the natural beauty of the rare woods. Reception is deep, brilliant and true with the famous exclusive "Acoustical Labyrinth" and matchless Carpinchoe Speaker. Automatic range switch gives push-button control of both AM or FM programs. Record changer plays 10 and 12 inch records intermixed. Feather-light crystal pick-up provides extreme fidelity of reproduction. "No-lift" drawer-type changer leaves cabinet top clear for decoration. Engineered for wire recording.



It's the biggest radio news in years.

Yes, the two famous models of the Stromberg-Carlson 1135 series... "The Georgian" and "The Autograph" ... are here!

The most brilliantly conceived Stromberg-Carlsons ever!

More than any other radio-phonographs, these two give you an opportunity for prestige... for profit. They're your most brilliant sales performers.

*For the main radio in your home...*

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*Radios, Radio-Phonographs, Television, Sound Equipment, and Industrial Systems, Telephones, Switchboards, and Intercommunication Systems.*

## The Finest Stromberg-Carlson in History

**The GEORGIAN, Model 1135 PF** — Impressive in every detail, a distinctive addition to any home. Without doubt, the finest automatic radio-phonograph console Stromberg-Carlson has ever made. It combines every advance in electronic engineering in an exquisitely rich cabinet of matched African swirl mahogany veneers. Utmost fidelity in all tonal ranges, at any volume level, with the patented "Acoustical Labyrinth" and exclusive Carpinchoe Speaker. Automatic range switch gives push-button control of both AM and FM programs. Record changer plays 10 and 12 inch records intermixed. Feather-light crystal pick-up provides extreme fidelity of reproduction and long record life. Engineered for wire recording.

