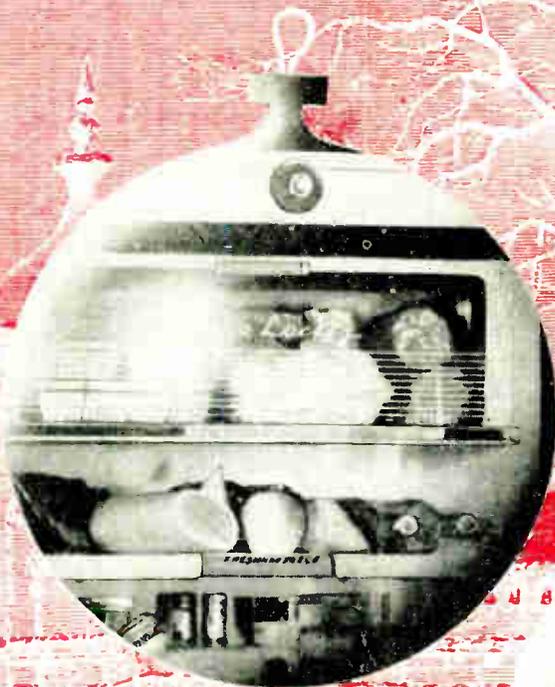
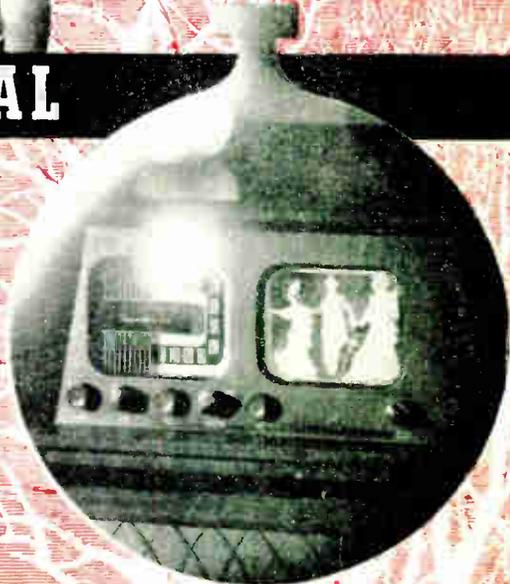


RADIOS • APPLIANCES • FM and TELEVISION • RECORDS • COMPONENT PARTS

RAJ

RADIO & APPLIANCE JOURNAL



*The entire staff
of Radio & Appliance
Journal
wishes you a very
Merry Christmas
and a
Happy New Year*

DECEMBER 1947

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AND NOW...



JEWEL BRINGS YOU
THE WONDERFUL
**JEWEL
Trixie**

3- WAY Personal Portable Radio

Model
801



Fitting companion to the sensational "Pixie" the whole industry is talking about!

To Retail for
\$29⁹⁵
5% HIGHER
WEST OF
ROCKIES
LESS BATTERIES

AC-
DC and
BATTERY

You know the tremendous appeal of Jewel's Pixie Portable battery radio, the most-copied radio in the industry. Now here's Trixie, the 3-way, personal battery-powered and A.C.-D.C. plug-in model, combining all of the Pixie's features, plus many additional ones. Here's terrific sales appeal, unusual performance and lasting quality combined to provide PROFITS to sales-minded dealers.

JEWEL RADIO CORPORATION

583 Ave. of Americas, New York 11, N. Y.

DISTRIBUTORS!

We have a limited number of distributor and dealer territories open.

CHOICE OF 6
APPEALING
COLORS

"DEEP-VOICE"
SOUND
CHAMBER
FEATURE

PLAYS
WITH LID
OPEN OR
CLOSED

ALNICO 5
PM
SPEAKER

EXTRA LARGE
BUILT-IN LOOP
ANTENNA

4 TUBE
SUPERHET
CIRCUIT

ADJUSTABLE
SHOULDER
STRAP

7 1/2" LONG
5 1/4" WIDE
4 3/4" DEEP

CORD & PLUG
"HIDE-AWAY"
COMPARTMENT

FOR 17 YEARS *Radio Dealers*
(as well as the public) *Have said:*

"When there's a choice—
it's a **PHILCO**"



IT'S happening again—now that customers can get what they want. They are choosing again the brand they have trusted for 17 years to give the utmost in value *plus* years of service and satisfaction. They are choosing *Philco* today by the widest margin in history.

Radio Dealers, too, are sitting in the driver's seat again—able to buy and sell as they choose—able to concentrate their efforts where they will yield the biggest results—on Philco.

Yes, on Philco, the line that is easiest to sell . . . that is in the greatest demand . . . that gives the dealer the biggest turnover in dollars invested . . . that gives the highest average unit of sale . . . that builds the greatest customer Good Will.

Now, as you plan for 1948, make sure the way is clear for you to capitalize to the fullest on the overwhelming public preference for Philco. Build with Philco, the leader, for profits today and customer Good Will tomorrow!

PHILCO *Famous for Quality the World Over*

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Business Department

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Technical Editor

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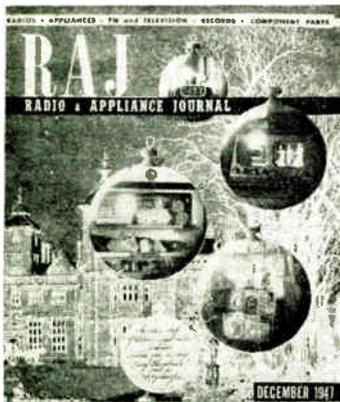
MARY LOUISE KAUFFMAN

Circulation Manager

RICHARD H. ROFFMAN

Director, Public Relations

This Month's Cover



Artist Nat Krate captures the spirit of Christmas in this month's cover. The products illustrated in the globes are in sharp, modern contrast to the traditional background. Christmas is old; our industry thrives on the new. But at this Season, the two blend to make life happier for countless millions.

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

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RADIO & APPLIANCE JOURNAL is the complete business magazine for Radios, Appliances, Television, FM and AM, Phonographs, Records, Master Servicing Component Parts; and is published monthly for Radio and Appliance Dealers, Jobbers, and Service Men by Kolbe Publications, Inc., Radio City, 1270 Sixth Avenue, New York 20, N. Y. Phone: CIrcle 7-5842. Alex H. Kolbe, President and Treasurer. Subscription price \$3.00 per year in U. S., its possessions, South America, Canada and all other countries \$4.00 per year, payable in American money in advance. Price 25 cents per copy Copyright 1947. No material in RADIO & APPLIANCE JOURNAL may be reprinted without consent of publisher. Printed in U.S.A.

HOW FARNSWORTH'S NEW

Tone Clarifier HELPS YOU SELL



You're looking at the heart of a Farnsworth phonograph-radio—the Farnsworth Automatic Record-Changer P-56MP. Years of dependable performance, of trouble-free operation—have made it one of your strongest selling points.

Now—with an amazing new feature, the Tone Clarifier—the Farnsworth changer adds a still more powerful sales clincher.

The Tone Clarifier has three easily-set switch positions to answer every record-playing need. Set it for old records—you'll hear undiminished brilliance. Set it for new records—still greater dynamic range. At wide-range position—it reproduces perfectly the highest frequency recordings available today.

Show your customers how easily it works. Let them hear for themselves how it banishes surface noise dramatically, convincingly—even while playing badly scratched records. They'll agree that the Tone Clarifier is one of the greatest improvements ever made in phonograph-radios.

With this new record-changer—incorporating:

- PRE-AMPLIFIER
- VARIABLE RELUCTANCE PICK-UP
- VIRTUAL FREEDOM FROM "NEEDLE TALK"
- STABILITY UNDER HUMIDITY, HEAT OR COLD
- GENUINE SAPPHIRE STYLUS
- HANDY NEEDLE SET-DOWN ADJUSTMENT KNOB

and the sensational new *Tone Clarifier*—Farnsworth's de luxe models are easier to sell—and they stay sold! Every sale motivates another sale. Each new Farnsworth owner becomes a "salesman" working for you—telling his friends that Farnsworth is proof of the fact that quality need not be expensive.

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

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

Radio & Appliance JOURNAL • December, 1947

5

Editorial

Ring in the New

• And so another epochal year comes to a close. Nineteen hundred and forty seven was, in many ways, even more eventful than any of the war years. It marked the almost complete reconversion to civilian production. The United Nations took some severe maulings, particularly from our big neighbors in the East, but they're still in there punching, and despite the saber rattling, most informed observers believe that World Peace is here to stay if for no other reason than the fact that another war cannot be risked.

On the home front we're faced with a host of problems: prices, wages, legislation, taxes. But production has reached an all-time peak, and economists forecast years of prosperity. Despite the confusion and bombast emanating from Washington, the year ending was a good year. In our industry, the predominant complaint was: Give us more shipments.

For the coming year, we at RADIO & APPLIANCE JOURNAL wish you good health, good business and stable profits. Here at RAJ, we've just thrown our crystal ball out the window and are through worrying. We're using our common sense in believing with the poet Robert Browning: "Grow old along with me, the best is yet to be."

Significant Step Forward

• In recent months, the radio service technician has been a much-maligned character. In September, Life Magazine, with its huge circulation of 26 million readers, took a blast at the entire service industry when, in reporting on the "Repair-It-Yourself Radio," the publication said: "It will also be watched with dismay by those radio repairmen who have relied on the customer's ignorance of electronics to foist huge repair bills on him."

In addition, there have been several moves to license radio repairmen. While these have been ostensibly for the purpose of correcting existing evils, there are many who feel that the real intent is to obtain revenue from a heretofore untapped source. Whatever the true motive may be, there are many persons close to the servicing business who have long felt that something is wrong with the current state of affairs. These individuals have now taken positive and creative action of a

nature which, in our opinion, will set the pattern for the entire servicing business.

We are referring to the Town Meeting of Electronic Technicians in Philadelphia, a three-day clinic which will be held on January 11, 12 and 13 of the coming year. For the first time in the history of the industry, all branches of the radio field will join together in sponsoring a well-planned and comprehensive program designed to assist the radio technician obtain up-to-date information on new developments and the best methods for efficient operation of his business.

To our way of thinking, this "Philadelphia Experiment" marks a significant step forward in the servicing industry; it is a sign of 'coming-of-age' and a recognition of responsibility to the public which bodes good for all elements concerned: manufacturer, dealer, customer.

No Saturation in Sight

• This issue of the "Journal" contains an article by Max F. Balcom, President of the Radio Manufacturers Association on the subject: "Has Radio Reached the Saturation Point?"

We commend this article for your careful reading on several accounts: (1) It is the most clearly worded and thought-out statement on the subject which has come to our attention; (2) It expresses *facts*, not wishes, which should be hammered home to all pessimists in our industry and (3) It sets a merchandising goal for dealers which should bring a warm glow to those aggressive-minded retailers who love a challenge.

Gist of Mr. Balcom's remarks deal with the situation in the radio industry before the war, when progress was measured in terms of how many homes were equipped with a radio. If 70 out of every 100 homes contained a radio, all segments of the industry felt that the saturation point was being approached.

The war taught us just how cockeyed this method of thinking was, says Mr. Balcom, pointing out that the saturation point in radio listening is much further away than has been supposed. "If every home has four radios, or if every member of the family has his own radio (the postwar concept of saturation) then the potential market for new home sets, not counting replacements, is close to 100 million. That the need for multiple set ownership is no mere pipe dream is emphasized by the steady increase in the number of broadcasting stations being licensed by the F.C.C.

The entire situation is somewhat analagous to the way some people spoke when Columbus set sail. "The world is flat, he'll topple off," they cried, in the same vein as those who bemoan that radio set ownership has reached its saturation point. There's no saturation point in human desires. America doesn't believe in saturation points. That's why we're the greatest producers and consumers in the world.

Stromberg-Carlson Output Hits Peacetime Peak

Stromberg-Carlson established a new record of peacetime radio and telephone apparatus production in October, according to Dr. Ray H. Manson, company president. He said that shipments were 44 percent greater than for October, 1946.

Total billings through September equalled the entire year of 1946, Dr. Manson added. Another record established last month was the production and shipment of more than 36 percent more FM-AM radio-phonographs than that turned out in any previous month in the company's history.

Philco Sales This Year Set New High Record

Sales of Philco Corporation in the first nine months of 1947 totaled \$157,209,000 as compared with \$72,465,000 in the same period a year ago, and set a new high record in the history of the Corporation, it was announced today by John Ballantyne, president.

Net income of Philco in the first nine months of 1947 totaled \$5,632,005 after all taxes and charges including an inventory reserve of \$2,500,000 and a reserve for future research expenditures.



Predict Wide Demand for Low Cost Television

"Eventually, as in the radio field, the low income groups will be the widest and best market for television, since these groups will come to depend so heavily on video sets for their entertainment. Television will not replace the movies as America's most popular form of entertainment, but there can be little doubt that television will grow in the next few years to mighty proportions." This is the forecast made by John S. Mills, Vice President of Tele-Tone Radio Corporation, shown above (center) planning a nationwide advertising campaign on their forthcoming low-priced television set. Others in the photo are Mike Raymond, (left) of Lester Harrison Ad Agency and Ralph Sterling, assistant to Mr. Mills.

Radio, TV Production Break All Records

Radio set production, including television receivers and FM-AM sets, broke all industry records in October and indicated preparations for heavy Christmas sales, the Radio Manufacturers Association announced last month. For the first time in the industry's history more than 2,000,000 radio and television receivers were manufactured by RMA member-companies. In one month FM-AM sets produced in October numbered 151,244 and were well above the production of any other month this year.

Television receivers manufactured also reached a new high of 23,693 although the September reported figure though the September reported figure of 32,719 was higher due to the inclusion of 16,991 sets produced earlier but not reported.

Total radio and television set production by RMA manufacturers numbered 2,002,303 in October and brought the year's ten-month total to 14,364,218.

FM-AM sets for the ten months totalled 830,106, while television receivers for the same period numbered 125,081. The television set production in October represented an increase of 110 percent over the average output for the previous nine months.

October FM-AM sets included 49,319 table models, 555 converters and tuners, 656 consoles, and 100,714 radio-phonograph consoles. Television receivers included 13,503 radio table models, 10,181 consoles and radio-phonograph combinations, and 9 converters.

Sentinel Loan to Finance Television Expansion

Sentinel Radio Corporation has placed a \$750,000 first mortgage loan on its new manufacturing plant at 2100 Dempster street in Evanston, Illinois, it was announced today by Ernest Alschuler, president.

Proceeds of the loan will be used to retire a currently outstanding mortgage of approximately \$300,000, with the balance going into working capital, Mr. Alschuler said. "This procedure will strengthen the company's capital position and allow expansion of our program of television receiver production," he added.

The plant, valued at \$1,000,000, was completed in the summer of 1946 in a program to streamline manufacturing procedures and consolidate all production operations and executive offices under one roof.

Radios Top Furs

Radios and phonographs are the first choice of women as the gifts they would like most to receive on Christmas morning. This fact was determined in a ten-city survey of 1,005 women, 8.3% of who named radios and phonographs as their most desired single gift as compared with 7.1% who picked furs and fur coats.

Following is the monthly breakdown of FM, television and all radio set production this year:

Month	FM-AM	Television	All Sets
January (five weeks)	51,318	5,437	1,564,171
February	53,594	6,243	1,379,966
March	67,264	6,639	1,377,269
April (five weeks)	112,256	7,886	1,759,723
May	84,507	8,690	1,316,373
June	76,624	11,484	1,213,142
July (five weeks)	70,649	10,007	1,155,456
August	72,014	12,283	1,265,835
September	90,546	32,719	1,339,980
October (five weeks)	151,244	23,693	2,002,303
Total	830,016	125,081	14,364,218

New Video Development Now Makes Possible Multiple Television Reception in Hotels, Hospitals

A revolutionary development in multiple television reception, whereby any group or individual, located in any number of hotel rooms, can switch, by a simple turn of the dial, from one television program to another regardless of whatever programs are being viewed in other rooms, with all receiver serviced by a centrally-located receiving instrument, was demonstrated on November 7 at the main plant of the Olympic Radio and Television Building in Long Island City, N. Y.

Named Hotelevision, Inc., this new development is but one of two in a similar vein announced last month by firms in the television field. The other is Guest Television, a device made by Industrial Television, Inc., of Nutley, New Jersey.

The principle involved in the Hotelevision process is the transmission of video and audio waves to multiple and pretuned receiving sets. Heretofore, television has been available only through the medium of individual receivers, the cost of which were high. Operation of the individual receivers were impracticable if an effort was made to install such receivers in separate hotel rooms with individual antennas, or master antennas yet to be developed. Hotelevision makes it possible to wire every hotel room for television reception and to offer every guest in that hotel the choice of any program available in that area through a hook-up of master receivers for those stations. All incoming programs are screened through a central monitor control, for perfection in video and audio reception.

One of the great advantages of this new system is that it eliminates the need for an individual to operate a number of controls to achieve the desired perfection in television. The Hotelevision receivers have only two controls, one for volume and the other for television program reception. The remote receivers are not complete conventional television sets. They are designed to pick up the video and audio components of the television signal after that signal has been picked up, amplified and separated into the two components through the agency of the master receivers. All tuning adjustments are made at the monitor controls.

Basic idea behind Hotelevision was conceived by Pat F. Gale, a 29-year-old television engineer for Dynamic Radio Service, subsidiary of Dynamic Electronics-New York, Inc., back in 1939. Olympics is now building and installing

the operating units for Hotelevision, which has already been installed in a number of rooms at the Hotel Roosevelt in New York. J. M. Winer is president of Hotelevision.

The ITI system of multiple reception, known as "Guest Television" also employs teleceivers which are controlled from a central unit which transmits pictures by coaxial cable to an unlimited number of screens at the same time. In a recent demonstration at the National Hotel Exposition at Grand Central Palace, Horace Atwood, Jr., president of Industrial Television, showed how picture units for individual rooms are attached by plugging into a wall unit, permitting each type of screen to be used interchangeably at any television outlet. In addition, all Guest Television units are equipped with FM radio.

Stewart-Warner to Achieve Balanced Production in '48

Consumer demand for new radio models introduced by Stewart-Warner Corporation this fall has been so great during the first month of sales that the inventory built up in September before the radios were introduced has been exhausted and deliveries at present are running behind orders, according to Floyd D. Masters, Sales Manager of the Radio Division of Stewart-Warner.

He made the announcement at the conclusion of the regular quarterly sales

RMA Seeks Greater Dealer Cooperation

Plans for greater dealer participation in the RMA "Radio-in-Every-Room" campaign and in the observance of National Radio Week in 1948 were considered by the RMA Advertising Committee at a meeting Wednesday, Nov. 12, at the Stevens Hotel, Chicago.

The Advertising Committee, with Chairman Stanley H. Manson, of Stromberg-Carlson Co., Rochester, N.Y., presiding, also received a detailed proposal from the Fred Eldean Organization for continuation and probable expansion of the merchandising aspects of the "Radio-in-Every-Room" program but deferred action until its next meeting on Dec. 5 in New York. Victor A. Irvine, of Motorola, Inc., Chicago, was appointed by Chairman Manson as head of a subcommittee to prepare the detailed 1948 promotion program and submit it to the next meeting.

The committee agreed that in 1948

Farnsworth Sponsors "Met" Air Auditions



E. A. Nicholas, (center) president of the Farnsworth Television & Radio Corporation, is congratulated by George A. Sloan (left) chairman of the board of directors of the Metropolitan Opera Association, and Edward Johnson, general manager of the "Met", following plans to resume radio broadcasts of the Metropolitan Opera Auditions of the Air. The program is being sponsored by the Farnsworth Corporation.

conference with regional radio managers at the Stewart-Warner main plant in Chicago.

"Contrary to some predictions for the radio industry, we are faced with a production rather than a sales problem this fall," Samuel Insull, Jr., manager of the Radio Division, stated, adding: "We plan, however, to have a steady, well-balanced flow of radios for the 1948 market," he continued, "matching the production of the various models with the inventory turnover so there will be little possibility of any shortages of popular models or a surplus of slower moving models in the dealers' stocks."

local dealer organizations and power companies will be invited to join in the local sponsorship of National Radio Week. Mr. McGill called attention to the success of the Cincinnati Radio Week celebration sponsored by the Cincinnati Gas & Electric Co. as being an outstanding example of what could be done in other cities.

William Macke, of Zenith Radio Corp., Chicago, was appointed chairman of another subcommittee to work with the Fred Eldean Organization in preparing detailed plans for a special "Radio-in-Every-Room" sales promotion project early next year. Tentative plans call for "a saturation campaign" in Hartford, Conn., for one or two weeks. Local distributors, radio stations, dealers, and others will be enlisted in an effort to establish a pattern for nationwide intensification of the merchandising program.

News of FM and Television

Royal Television

The Royal wedding of H.R.H. Princess Elizabeth and Lieutenant Philip Mountbatten last month provided one of those tremendous romantic motivations which are good for an industry, especially a budding one such as television. The entire eye-filling spectacle was televised throughout England, and although no reception was possible here, the fact that it was televised was impressed on the minds of many millions of Americans. We heard one starry-eyed girl say: "Gosh, how I'd like to see them get hitched via television"!

FM Audiences Growing

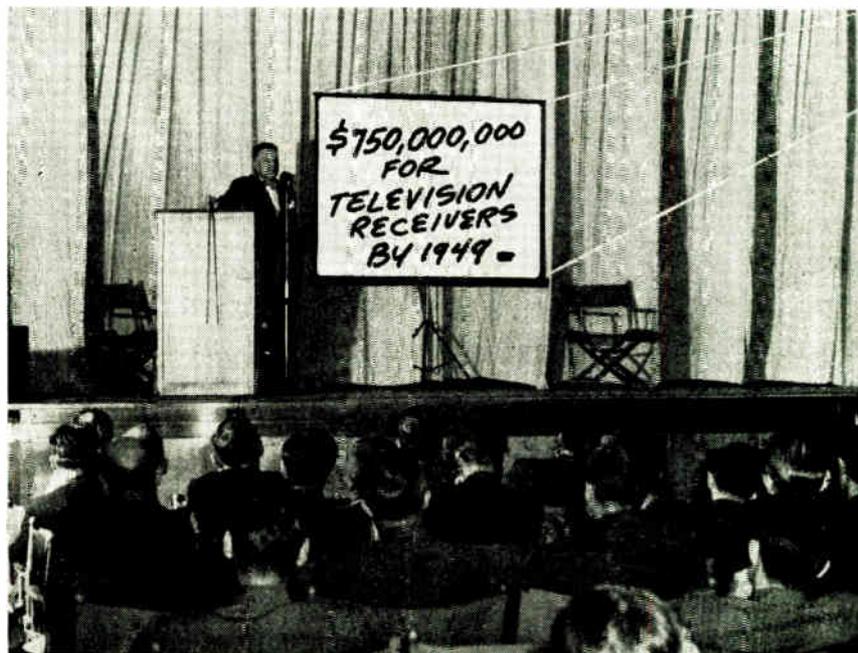
A prediction that FM audiences will soon vie with AM audiences in the number of listeners has been made by John Meck, president of John Meck Industries in Plymouth, Indiana. "The public is now ready for something new in radio reception. They are fed up on commercials and singing jingles, static and soap operas," says Mr. Meck, to which we add a hearty "Amen." He adds that thousands of new listeners, a new listening audience is being created, and like television, FM has unlimited vistas for commercial exploitation.

Five Million Receivers

Predictions about the future of the television industry are coming fast and furious these days, but here's one by an authority in the business which seems to be pretty close to facts. Edward M. Martin, vice president and secretary of the Farnsworth Television and Radio Corporation believes that 5,000,000 television receivers will be manufactured and sold in the next five years. Pointing out that there are nearly 100,000 television sets in use already, Mr. Martin stressed that by the end of 1948 television stations will be serving areas including more than 40 per cent of the country's population. "No other new or potential industry on the business horizon today equals the possibilities offered by television," says Mr. Martin.

Apartment House Antennas

A solution to the problem of apartment house owners and their tenants who want good television reception without spoiling the appearance of the apartment house roof is offered by the Engineering Department of the Radio Manufacturers Association in a new booklet just off the press. Titled "Apartment House Television Antenna," the RMA booklet points out that apartment house tenants in a number of cities where television stations are now op-



Getting Close to a Billion Dollar Industry

More than three quarters of a billion dollars will be spent by the public for television receivers within the next two years, according to J. R. Poppele, vice-president in charge of engineering for radio station WOR. Mr. Poppele, who is also president of the Television Broadcasters Association, last month told a large group of General Electric employees that there will be at least two million television sets in use by the end of 1949. This is in sharp contrast to the less than one third of a billion dollars which was spent on radio receivers during the first four years of standard broadcasting after World War I.

erating have met objections from their landlords when they sought to place individual antennas on the roof. The proffered solution, the booklet explains, "has been found in a distribution system which uses an antenna or combination of antennas, an amplifier, cables, and an outlet box for each apartment. The antennas are mounted on the rooftop and are oriented or "sited" at the time of installation so as to give the best reception for each station in the vicinity. Individual apartments are connected to the system, or the amplifier if one is being used, by means of a low-loss transmission line connected through conduit to the various apartments, and each apartment is equipped with a connection box to an ordinary wall outlet."

Two-to-One Preference

Almost twice as many table-top television sets as consoles will be sold within the next twelve months, in the opinion of sixty-four dealers in the greater New York metropolitan area recently questioned in a survey spon-

sored by Allen B. DuMont Laboratories. According to the survey, table-top models are expected to account for 63.3% and consoles for 36.7% of total set sales. Dealers also anticipate that 57.2% of all television receivers sold during the coming year will have television only; 20.8% of the units sold will have television in combination with FM and AM; and 22% will have television in combination with AM, FM, and phonograph. Eighty-eight per cent of the dealers in the survey noted that in making buying decisions, male customers have the most to say about the brand and the price, while fifty-nine per cent of the dealers said that women have the most to say about the model, whether table-top or console. The dealers expressed the opinion that people want television set advertising to tell them, in order of importance, about the size and clarity of the picture, price of sets, and quality of programs. The reputation of the manufacturer, according to the dealers, is the greatest single factor determining why a customer buys the brand he does.

Letters

Likes New Editor

TO THE EDITOR OF
RADIO & APPLIANCE JOURNAL:

My sincere congratulations on your new position as editor of Radio & Appliance Journal. We've always known that Alex could "pick 'em", and I'm sure that he has done a very good job in selecting you as his new editor. I'll be looking forward to seeing you at Trade Shows and contacting you through the mail.

ROSE BUSS KORSGREN
THE HALLICRAFTERS CO.,
CHICAGO, ILL.

This is one of a host of congratulatory letters which we received following the announcement of the new editor's appointment in the November issue of the Journal. Thanks loads. This is by all odds the friendliest industry I've ever been in. Hope to get to know most of you personally within the coming year. Ed.

November Issue A Hit

TO THE EDITOR OF
RADIO & APPLIANCE JOURNAL:

We would appreciate you supplying us with six (6) copies of your November issue of Radio & Appliance Journal. The articles in this issue, covering recording equipment, are so interesting that we want to supply each of our salesmen with a copy.

W. D. JENKIN: GENERAL MANAGER
RADIO SUPPLY CO., RICHMOND, VA.

At the time we planned our Home Recorder, we didn't anticipate what a tremendous dealer interest existed in this type of device. Literally dozens of requests for hundreds of extra copies of RAJ's November Home Recorder issue have deluged us. To meet this demand, we printed 500 reprints of the Special Section, and these are practically gone. We shall be happy to mail these to firms who may need them. Ed.

Loves RAJ's Cover

TO THE EDITOR OF
RADIO & APPLIANCE JOURNAL:

I have just finished reading your

November issue and I am writing this letter to congratulate you on a job well done. The advertising content appears to have tightened considerably over previous issues. As for the cover, while I dare say you have considerable comment both pro and con, I would like to go on record on the "pro" side. I think it is most unusual and strong in design, and certainly a far cry from some of the stereotyped designs extant in the trade publishing field today. I would like to see more of them. Wishing you success in your new post, I am

BOB TIGHE
J. L. PURNIES & ASSOCIATES

Thanks Bob, for those nice comments about our November cover. Judging by our mail, the industry went "overboard" for our cover, and we hope that future covers will continue to stimulate just as favorable a response. It is our aim to make each "Journal" cover symbolic of the pace and spirit of some phase of this vast industry. To our way of thinking, the radio-television-appliance-record-parts business is one of the mainstays of our economic life. We'll try to make our covers reflect that importance. Ed.

SOUTHERN RADIO CORPORATION

DISTRIBUTORS for

**RCA VICTOR
GOLDEN THROAT
RADIO**

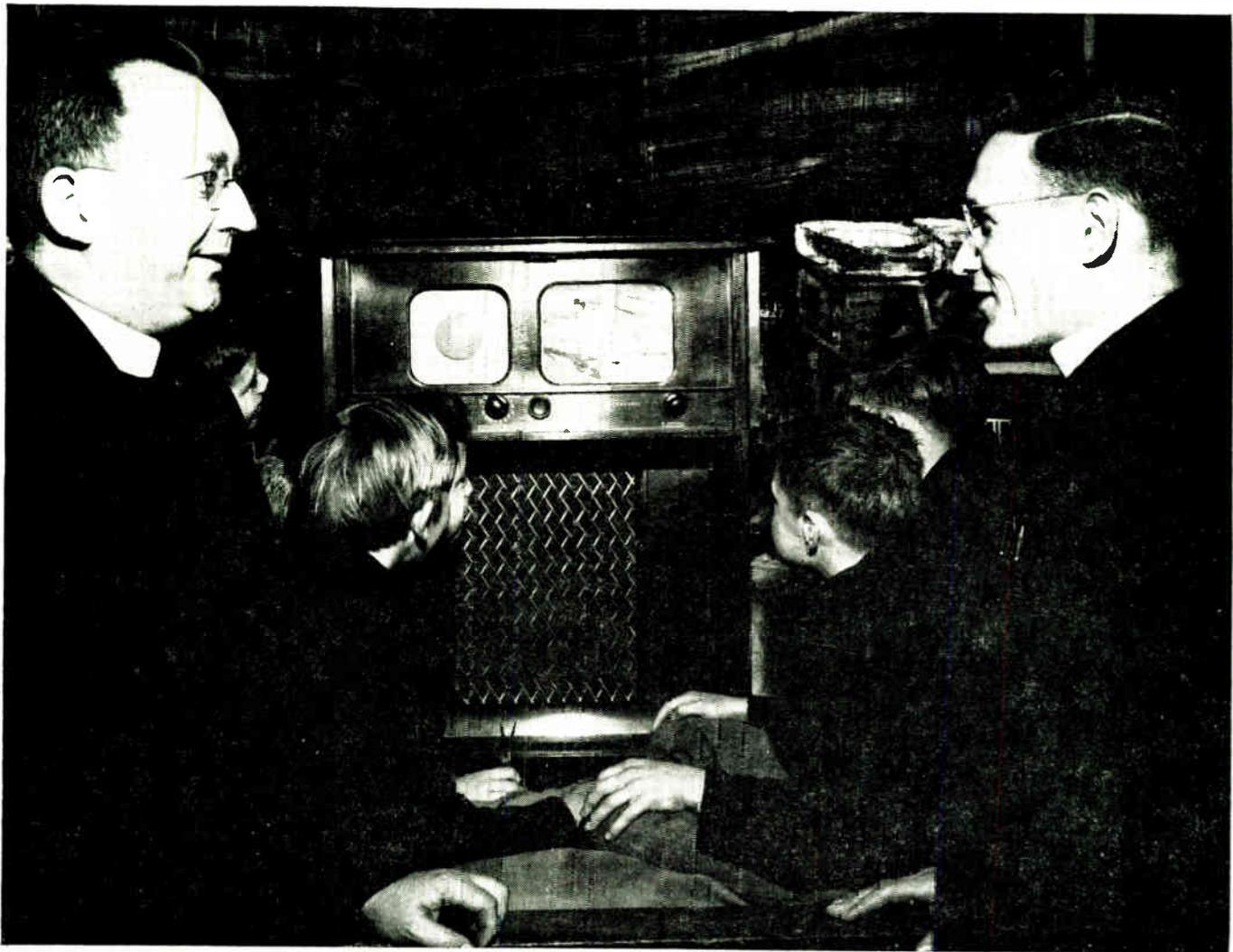
**ONLY RCA VICTOR MAKES THE VICTROLA
ONLY RCA VICTOR HAS THE GOLDEN THROAT**

SOUTHERN RADIO CORP.

THE CAROLINA HOME OF THE VICTOR DOG

CHARLOTTE

NORTH CAROLINA



Religious institutions offer dealers new opportunities to sell television

Television for Churches

A COMPLETE new market for the sale of television receivers by dealers is now open as a result of the news that video sets have been installed in twelve Roman Catholic parishes and church halls in the city of Chicago. Why this lucrative market has been neglected up to now is anybody's guess, but the announcement that television has entered the religious field should serve as an incentive to wide-awake radio and television merchants to go after this tremendous potential source of sales.

Tremendous Potentiality

Installation of the receivers in Chicago's churches has been made under a plan worked out by electronics dis-

trict manager George S. Peterson, of the General Electric Company's Electronics Department and G-E distributor R. Cooper, Jr., cooperating with Chicago radio dealer John L. Keeshin.

Primarily, the plan's purpose, carried out in Chicago by Most Reverend Sheil, D.D., Auxiliary Bishop of the Chicago Archdiocese, is to make available television reception of football games, hockey matches, or other programs of youth interest to youngsters. Later on, the sets will be used by other groups within the congregation. Two of the highlights of the church video programs to date have been the Army-Notre Dame and Iowa-Notre Dame football games for the Chicago teen age audiences at the Catholic parishes. Bishop Sheil is

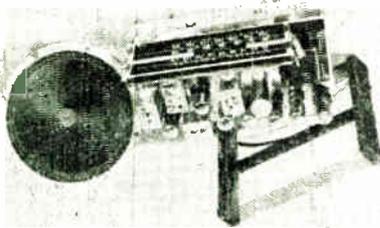
very enthusiastic about the programs. In a recent statement about his church's participation, he remarked: "Certainly it is wiser to offer young people the opportunity to witness television under church auspices rather than to have them attracted to less desirable places. We believe that television holds tremendous potentialities for education and entertainment of youngsters. We would like them to learn and know television through our churches and schools."

Enthusiastic Response

So far, the response, both on the part of the parishes and youngsters, has been most enthusiastic. Dr. Preston Bradley, a well-known Chicago

(Continued on page 16)

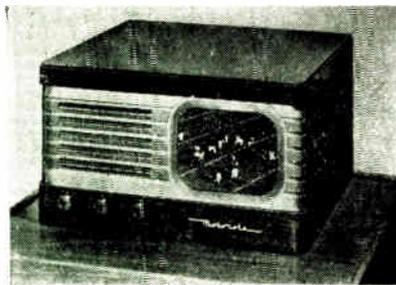
Custom-Built Chassis



The Espy Mfg. Co. of New York City recently introduced their custom-built chassis line to the trade in a demonstration held at the Hotel Astor. Pointing out that there has always been a large demand for chassis units which could be easily adapted to custom-built work or as replacements for existing inferior parts, Mr. Nathan Pinsley, Espy President, stressed the fact that with the advent of the FM era, more and more strictly AM sets would become obsolete although they are housed in highly thought-of cabinets. Please mention RADIO & APPLIANCE JOURNAL, December, 1947 when writing to manufacturer.

Motorola Television

Motorola has announced that deliveries have already begun on the new table model television set to retail at \$179.95. This new Motorola table model television



receiver, known as VT71, is a handsome, compact, lightweight unit. Weighing only 26½ pounds complete, this new set may be easily carried about the house to provide television entertainment in any room. It has 15 tubes, 2 rectifiers and a 7-inch cathode ray picture tube. Picture size of this direct view receiver is 4½ inches by 6 inches, or approximately 26 square inches. Please mention RADIO & APPLIANCE JOURNAL, December, 1947 when writing to manufacturer.

Remler Portable

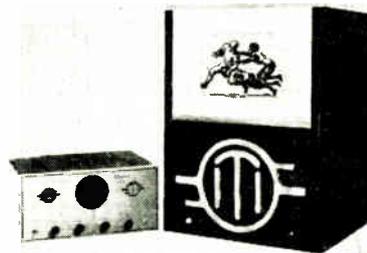
Designed for AC, DC or battery operation, the new 1948 "Scottie" portable manufactured by the Remler Co. Ltd. of San Francisco is now in full production. Big feature is a California styled trick in color harmony which makes the set

smart for travel or outdoors and equally at home in any room in the house. This new unit is an addition to Remler's "Thirtieth Anniversary" line and will be the lowest priced portable on the market, approved by the Underwriters, according to Jack Totten, Remler Vice-President.



Please mention RADIO & APPLIANCE JOURNAL, December, 1947 when writing to manufacturer.

Industrial Television

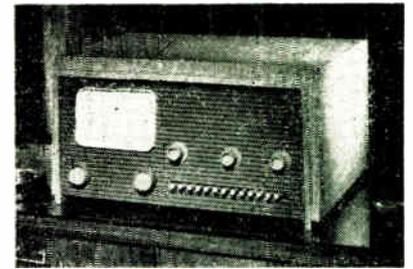


A new television receiver manufactured by Industrial Television, Inc. of Nutley, New Jersey is now in production. Called the "Essex," the new unit will be offered at a lower price than previous models due to complete redesign and use of new, more efficient components. Among many new features is a new plastic picture definer which both protects the face of the cathode ray tube and provides greater picture clarity through the reduction of internal reflection. Please mention RADIO & APPLIANCE JOURNAL, December, 1947 when writing to manufacturer.

Selling via Television

It's about time that someone thought of using television to *sell television*. This was done for the first time last month when a telecast was used to introduce a new line of radio and television receivers to the public and trade. The occasion was the showing of the 1948 models of Bendix radios and television, presented over Station WABD by the Warren-Connolly Company, New York Distributors.

Hallcrafters Television



A television set to sell for \$169.50 has been announced by the Hallcrafters Co. of Chicago. The new receiver, a table model with 22 tubes and 13 channel push button selectivity is especially designed for the lower priced market and comes in a metal cabinet finished in gray and silver. Other features are a full 7-inch image, push button for fine tuning and dials for simplified volume control. Please mention RADIO & APPLIANCE JOURNAL, December, 1947 when writing to manufacturer.

Admiral Console

Ross D. Sirigusa, President of Admiral Corporation, 3800 Cortland Street, Chicago, a company which is now producing at the rate of \$40,000,000 a year, announces a new console radio-phonograph combination. Some of the phonograph features of this model are the improved record changer, a miracle tone arm and a snap-in cartridge which comprises a specially designed retractable pressure metal pick-up point and highly sensitive energy converter contained in a plastic cartridge, enabling reproduction of complete lowest bass and



highest treble tonal range. The radio section includes such features as push-pull output, bass compensation, automatic volume control, and powerful 10-inch speaker. The entire unit is housed in a handsome cabinet. Approximate shipping weight is 94 pounds. Please mention RADIO & APPLIANCE JOURNAL, December, 1947 when writing to manufacturer.

Tradiovision



A completely selective AM radio, FM channels, television and phono packaged, has been announced by Tradio, Inc. The following elements are contained in this packaged installation: 1 Tradiovision FM and television receiver, 1 Tradio-ette for each booth. This entire system has been built around Tradio-ette, the world's smallest coin-operated radio receiver. In locations where juke boxes or personalized music systems are in operation, an adaptor kit is available which will permit the coordination of these systems with Tradio-ette. Please mention RADIO & APPLIANCE JOURNAL, December, 1947 when writing to manufacturer.

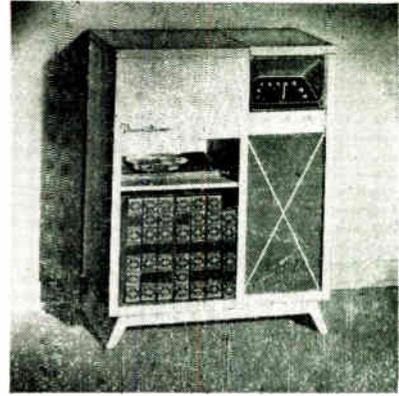
Three RCA Models

RCA Victor has announced three new television receiver models, bringing its line to a total of 8 models. Shown here is the finest of the new television receivers, known as Model 730-TV2, a television FM-AM Victrola phonograph. The receiver has phonograph with automatic record changer and silent cathode tone arm at top right, FM and standard broadcast radio controls, a television receiver presenting a 52-square inch picture, and generous album storage compartments at



lower left. Please mention RADIO & APPLIANCE JOURNAL, December, 1947 when writing to manufacturer.

"Interpreter"



Stewart-Warner Corp., placing emphasis on modern styling, has come out with a new model radio-phonograph console which it calls the "Interpreter". Styled to match modern furniture designs, this unit is among the several new models added to the company's line this fall. Shown here in blond finish, the "Interpreter" is also available in a mahogany finish. Some of the features of this model include full dimensional tone reproduction, and a shadow box recessed in the cabinet to permit improved visibility for tuning. The record players which can handle ten 12-inch or twelve 10-inch records, or ten of both intermixed, feature the electric hush reproducer which eliminates needle noise and automatically retracts the needle. Please mention RADIO & APPLIANCE JOURNAL December, 1947 when writing to manufacturer.

"I'm Sitting Pretty with Leander

3 Way (AC-DC-Battery) Portables"

Leander is a portable you can recommend with confidence — at a mark-up that allows a worthwhile profit. When you sell Leander, you're free of franchise obligations . . . free to merchandise the way you prefer.

- ★ 4 tubes plus selenium rectifier.
- ★ Operates on 110 volt AC-DC or battery.
- ★ 5" Alnico V speaker.
- ★ Advanced superheterodyne circuit.
- ★ Slide rule dial.
- ★ Handsome leatherette covered cabinet.
- ★ Size 10" x 5" x 6 1/4", Wt 5 1/2 lbs.
- ★ Economical battery replacement (1-67 1/2 v "B", 1-4 1/2 v "A").
- ★ Standard RMA guarantee.

Newspaper mats, copy and layouts on request.



Model 707
(illustrated)

\$21⁹⁵
List

West of Chicago — 22.95 List
Model 700 — 26.95 List
(Deluxe case, plastic fittings)
Prices F.O.B. factory —
subject to usual discounts



Leander INDUSTRIES Inc.
Virginia 9-4217

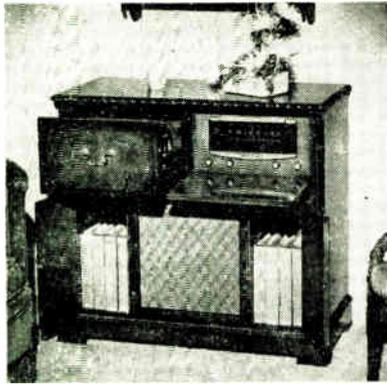
130-45 91st Avenue • Richmond Hill 18, L. I.

ORDER NOW! Immediate delivery for Christmas sales.

NEW RADIOS, FM, AND TELEVISION

Body is made of the new unbreakable plastic and is available in sand or maroon colors. Please mention RADIO & APPLIANCE JOURNAL, December, 1947 when writing to manufacturer.

Crosley Combination



A new console radio-phonograph, Model 88CR, with cabinets by Carrollton, has been announced by the Crosley Division of the Avco Manufacturing Corp. The radio is 8-tube, AM-FM short wave, with full tone controls and automatic record changer handling ten 12-inch or twelve 10-inch records, or an intermixture of the two. Please mention RADIO & APPLIANCE JOURNAL, December, 1947 when writing to manufacturer.

Philco Console

The new Philco model 1282 radio-phonograph features a powerful radio receiver with approved superheterodyne circuit,

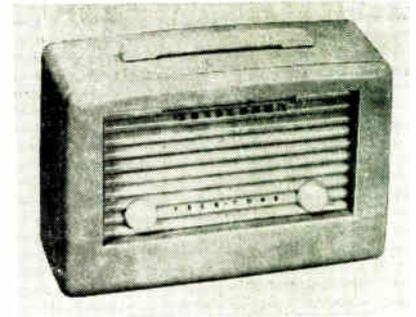
permanent magnet dynamic speaker, plus a quiet, smooth action automatic record changer which plays up to 12 records. The



Model 1282 is housed in a beautifully figured console cabinet of "classic modern" design. Please mention RADIO & APPLIANCE JOURNAL, December, 1947 when writing to manufacturer.

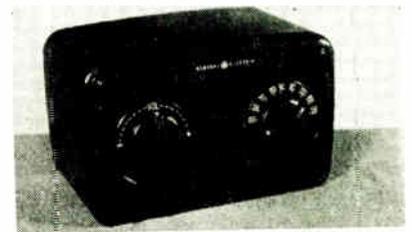
Tele-Tone Portable

This latest postwar portable by Tele-tone contains a soft powered straight battery set which has the advantage of weighing only 5½ pounds, including batteries.



G-E Table Model

General Electric Co. has added a new low priced AM table radio receiver to its line.



Known as Model 112, it is a 5-tube, AC-DC, superheterodyne receiver with a built-in antenna loop and a permanent magnet loudspeaker. Cabinet is finished in durable brown plastic.

*A MERRY CHRISTMAS
and A HAPPY and SUCCESSFUL NEW YEAR*

NORTHEASTERN DISTRIBUTORS, INC.

588 COMMONWEALTH AVENUE, BOSTON, MASS.

SALES MANAGERS

FOR OUR
MANUFACTURERS

ZENITH
GRAND
CALCINATOR
M-G-M RECORDS

THOR
ELGIN
QUAKER
SANI-WAY

MERCHANDISING COUNSELLORS

FOR OUR
INDEPENDENT RETAILERS

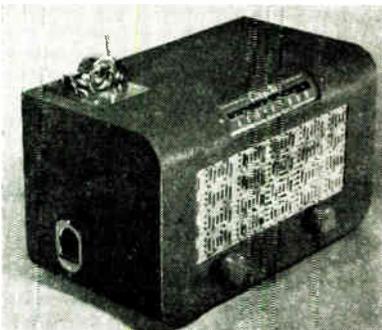
GIBSON
LEWYT
NATIONAL
SCOTT-ATWATER

Brunswick Console



Called the "Glasgow" model #6000 by its manufacturer, Radio & Television, Inc., makers of Brunswick radio and television sets, this particular unit features exceptionally fine cabinet work. The doors arched at center of cabinet and open from the sides, thereby eliminating stand-out doors when the cabinet is in use. It is a 10-tube FM-AM radio-phonograph combination. Please mention RADIO & APPLIANCE JOURNAL, December, 1947 when writing to manufacturer.

Coin-Operated Radio



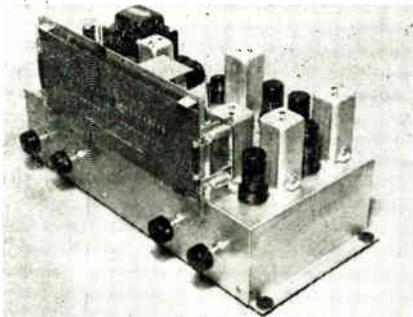
The newest in the line of coin-operated radios is that being manufactured by CORADIO of 108 West 31st Street, New York. This new coin-operated unit requires no buttons to push to go into operation, the unit starting with the deposit of the coin itself. Each coin box on the unit is made of hardened steel and individually locked. The set comes in a modern design cabinet and is guaranteed unconditionally for a full year by the manufacturer. Tubes are guaranteed for 90 days. Many dealers with service departments are doing quite a volume of business by installing and servicing these coin-operated radios. Please mention RADIO & APPLIANCE JOURNAL, December, 1947 when writing to manufacturer.

Pocket-Size Portable

A personal portable that approaches big-set performance has been announced by Zenith Radio Corporation. Called the "Zenette," the new radio is smaller than most women's purses. It comes in smart, modern design, molded in rich maroon, ivory, or black plastic.

FM-AM Tuner

Dongene Laboratories, Inc., 95 Van Dam St., New York City, recently introduced a new 13-tube FM-AM tuner. This tuner has a range of from 88 to 108 m.c. for the new FM band, and 530 to 1700 k.c. for the standard broadcast band. Temperature compensated ceramic capacitors are used throughout the FM section, minimizing frequency drift. The FM-IF coils are wound on ceramic coil forms and are slug tuned. The unit comes complete with tubes, large 3-color edge-lighted slide rule dial, heavy steel chassis, instruction book, schematic circuit diagram, and panel template. Please mention RADIO & APPLIANCE JOURNAL, December, 1947 when writing to manufacturer.



Write to the manufacturers of products mentioned on these pages for more information about deliveries, territories and distributorships.

Bendix Portable



The Bendix Radio air-marine portable, a set especially designed to meet the needs of private aeroplane and boat owners, serves a variety of uses. Its 3-way operation, from AC-DC or battery, extends the portable facilities to home entertainment and provides a continuous source of weather information. Please mention RADIO & APPLIANCE JOURNAL, December, 1947 when writing to manufacturer.

Public Acceptance

Top public places of the nation are now accepting television as a necessary part of their equipment, says Hamilton Hoge, President of United States Television Mfg. Corp. "The cautious first approach to the new crowd-pleasing medium has now turned to enthusiastic reception, and many enterprising owners of select public places realize that television is a necessity.

HOLIDAY GREETINGS and BEST WISHES for 1948



GREAT DISTRIBUTORS
OF THESE GREAT LINES

PHILCO RADIOS



COLUMBIA RECORDS



BLACKSTONE WASHERS

AMERICAN CENTRAL
KITCHENS



KNAPP-MONARCH
TABLE APPLIANCES



DUO-THERM HEATERS

COMPLETE COVERAGE OF NORTH TEXAS TERRITORY

THE SOUTHWESTERN CO., INC.
1719 N. HARWOOD ST. DALLAS, TEXAS

Sensational
As Television Itself
INDOOR
TELEVISION ANTENNA

by **BERMAC** **\$9.95**
RETAIL

- Makes Television Sales Easier.
- Equal to a Good Outdoor Aerial.
- Polarization, Horizontal or Vertical.
- 5 Minute Installation.
- Installation Flexible for Any Angle.
- Landlord's Permission Unnecessary for Installation.

Also Available . . .
INDOOR HIGH GAIN
FM ANTENNA \$5.95

BERMAC

TELEVISION MFG. CORP.

1381 Lexington Avenue, N. Y. 38

TELEVISION
FOR CHURCHES

(Continued from page 11)

clergyman and broadcaster, has completely endorsed the plan, adding: "The main job of our television receiver is to get the youngsters together for the Saturday afternoon football games and any other program of youth interest. We look on our set as part of the educational equipment just as much a part as school. I think this type of thing will help tremendously in education and will come to be accepted as a forerunner of practical classroom tutelage."

Here, of course, is an unusual opportunity for radio and television dealers to sell video sets to thousands of churches throughout the country. A vast majority of these merchants are members of various church congregations in their communities, and are the logical persons to propose the use of television for social and educational purposes within their church.

Navy Honors for Philco

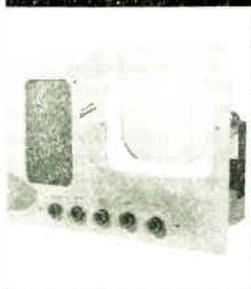


Above, (left to right) are John Ballantyne, President of Philco, Vice Admiral James I. Kauffman, USN, and Larry E. Gubb, Chairman of the Board at Philco, at a ceremony where Philco was awarded a Navy Citation in recognition of its services on behalf of the U. S. Naval Reserve campaign. An individual citation was also presented by Admiral Kauffman to Mr. Gubb for his aid in the Naval Reserve.

In addition, the plan points the way for the use of television by thousands of fraternal, social and other organizations. Go out and talk with your minister, lodge president and school principal—they are all ripe prospects for television.

The famous **REPUBLIC** easy-to-build
TELEVISION SETS

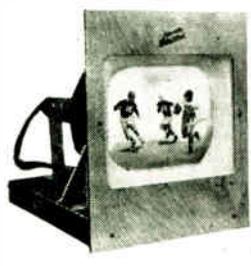
KIT TL-10



10" picture screen, 20 tubes, Optical Plastic Mask
 5 channels, pre-wired
 FM Sound, 3.5 MC bandwidth
 Di-pole antenna, and 60 ft. lead-in cable
 5 pictorial wiring diagrams
 All components down to the smallest nut

Complete: **\$199.50**

CONVERT your 5" or 7" television receiver to this large 10" screen



with **REPUBLIC CONVERSION KIT TC-10**

Includes: Electrostatic Sylvania 10" Tube, Hi-Voltage Booster Circuit, Wired Socket, Optical Mask

SOLD THROUGH LEADING JOBBERS AND DEALERS THROUGHOUT THE COUNTRY.

WRITE FOR FURTHER INFORMATION

REPUBLIC TELEVISION, INC.

Dept. RAJ, Dumont, N. J.

FULLY GUARANTEED

Memo to Advertisers:

NOW IS THE TIME TO SELL!

- To be smug about one's position is always dangerous. To be complacent these days about your product sales or position in the market is especially dangerous, because new manufacturers with new products are entering the radio and appliance field daily.
- Successful manufacturers never underestimate their competition, and constantly challenge it with aggressive selling and advertising. **RADIO & APPLIANCE JOURNAL**, with over 30,000 CCA circulation sells your product because it concentrates on your customers: the top dealers and distributors in the United States. Now is the time to reserve advertising space for 1948 in the industry's oldest business paper.

RADIO & APPLIANCE JOURNAL

1270 Sixth Avenue New York 20, N. Y.

Has Radio Reached The 'Saturation' Point?

Following are excerpts of some particularly timely and pertinent remarks by Max F. Balcom, President of the Radio Manufacturers Association, from an address delivered recently at a luncheon of the Radio Executives Club in New York. The occasion was the celebration of National Radio Week. Mr. Balcom is President of Sylvania Electric Products Corporation.

FOR years before the war the radio industry measured its progress in terms of how many homes were equipped with a radio. It patted itself on the back as it reached 70, 80 and 90 per cent of what was then called "saturation". By saturation, radio manufacturers meant a radio in every home in America, and there were but few persons who attempted to look beyond that goal. Well, even before the war almost every home in every city and town had a radio, although the national percentage of radio homes, covering rural areas as well, was still in the eighties. By the end of 1946 more than 90 per cent of all homes in the United States had at least one radio and it appeared that "saturation" might be just around the corner.

Meanwhile, the radio manufacturing industry had expanded far beyond its prewar capacity due to huge demands of the military services for radio and electronic equipment. During the first full year of reconversion, and in spite of material shortages, pricing troubles, etc., the radio industry turned out 15 million receivers. This year's production by RMA member-companies probably will surpass 16 million sets with all industry output in excess of 17 million sets.

Of course, all of these radios produced since the war are not home receivers. But it is apparent that it would not take long, at this production rate, to attain the prewar concept of "saturation" and at the same time replace all obsolete radios in the 35 million radio homes of the country.

Long Way to Go

The RMA was cognizant of this situation when it launched early this year a sales promotion campaign with the theme, "A Radio in Every Room." By adopting this program and financing it, RMA raised the sights of the industry and pointed the way to continuing high production and prosperity for manufacturers, distributors and dealers. Just what does this "raising the industry's sights" mean to manufacturers and those in the merchandising of radios? It means that instead of our having reached over 90 per cent of "saturation" of American homes, we are only

about 37.5 per cent of actual saturation if we allow an average of four rooms to every home. Thus, if this goal of an average of four radios for every home is practical and attainable, we've got a long way to go before we reach the saturation point.

At the beginning of this year there were 38,128,000 families in the United States and an estimated 34,800,000 of them had at least one radio in their homes. If the prewar concept of saturation is used as a yardstick of the potential market, we would need only about three and a quarter more million sets, plus replacements of course, to reach 100 per cent saturation. But if the new concept of an average of four sets per family is taken as a goal, the potential market for new home sets, not counting replacements, is close to 100 million.

The need for multiple radio set ownership is emphasized by a steady increase in the number of broadcasting stations being licensed by the FCC. RMA has uncovered a straw in the wind which, while too sketchy to be considered a basis for estimating retail sales throughout the nation, did provide some interesting data for speculation. A spot check was made of selected representative dealers in a few New England towns to determine the advisability of setting up a national monthly reporting service on retail sales. This very limited survey did indicate, in the area observed, that there are no abnormally high stocks of radios at the dealer level except some of the table model types. In fact, there were indications in some instances that dealers are tending to "live off their inventories."

Outlook for 1948

The outlook for the radio industry in 1948 and the years ahead is excellent, assuming that nothing happens to disrupt our present economy. And so we believe that RMA's "Radio-in-Every-Room" objective is fundamentally sound and not just a temporary expedient. This merchandising campaign is not just a one-shot affair but a continuing program which may well take years to complete.

HOLIDAY GREETINGS and BEST WISHES for 1948

RCA PRODUCTS
RCA Victor Radios
Victrolas,
Television,
Victor Records,
Industrial Sound Systems,
Electronic Tubes,
Test Equipment

**APEX Irons,
Washers, and Vacuum
Cleaners,
PRESTELINE Electric
Ranges,
ELGIN Kitchens,
SUPERFLAME Space
Heaters,
SANIWAY Garbage
Eliminators,
VORNADOFAN
Circulators**

IN CONNECTICUT AND WESTERN MASSACHUSETTS

RADIO & APPLIANCE DISTRIBUTORS, INC.

673 CONNECTICUT BLVD.

EAST HARTFORD, CONN.

Selection, Training and Compensation of Retail Radio-Appliance Salesmen

The Nation's 50,000 Merchants Will Soon Need 100,000 New Salesmen. NERA Survey Shows Trend Toward Higher Costs.

IF RETAILERS are to thrive and prosper as consumer outlets for radios, television and appliances, then the electrical industry as a whole must assume responsibility for guidance in developing and training sales applicants as well as giving serious consideration to the problem of adequate compensation. Questionnaires on the subject were recently completed by the National Electrical Retailers Association. Replies came from association members in all 48 states, Alaska, Canada and Hawaii. Firms reporting ranged from \$4,800 to \$500,000 in annual sales volume,

and the analysis of returns is therefore considered representative of existing practices and conditions both geographically and as to various sized dealers.

The nation's 50,000 retailers of appliances and radios will need 100,000 additional salesmen as soon as merchandise becomes more plentiful. Where the average dealer now employs four salesmen, he expects in the near future to employ six. If dealers can secure the additional salesmen, the estimates based on the survey are that 20.3 per cent will work only inside on the salesroom floor. A



Can Women Sell?

Several dealers stated that women were more valuable in selling such appliances as laundry equipment, sewing machines, and as demonstrators of various home products. In this connection, 59.9 per cent of the dealers now use the services of women as demonstrators in the store and within the customer's own home.



HERE it is— a true champion in smartness and sales-appeal . . . Styled and made by **DYNAVOX**, the name that has always meant "high quality", this is the ideal radio for Home, Beach, Country, and for Traveling.

BIGGEST VALUE at this price! This is one of our fastest-selling models—has more features, better reception than anything in its price class:—

- 4 Tubes plus Selenium Rectifier
- 4" Alnico V Speaker • Vernier Tuning
- Concealed Dynascope Loop • Super Selectivity
- Operates on 110V AC or DC or Batteries
- Simplicity in changing batteries
- Uses 1-67½V "B" and 2-1½V "A" Batteries
- Size: 7¾" x 5½" x 4½"; wgt. 5¼ lbs. with batteries
- Licensed under R.C.A. and Hazeltine patents

Two-tone color schemes are available in the following combinations: *Brown-White; Red-White; Blue-White; Red-Blue.*

Write Dept. RAJ for further particulars and prices.

AN ALL-AMERICAN SELECTION!
3-WAY PERSONAL PORTABLE (AC-DC-Battery)



Model 3P-801

List **\$2695** less batteries

Price slightly higher west of the Rockies



much smaller number, or only 5.1 per cent, will be used as outside salesmen, while the great majority, or 74.6 per cent, will work both inside and outside the dealers' stores.

It is apparent from the NERA survey that merchants are actively working at the problem of securing salesmen. A total of 22 per cent of the dealers report that they use every possible means of securing applicants. 28.8 per cent advertise for applicants, while almost one quarter of the dealers take advantage of personal contacts, such as friends, business and social connections, etc.

Only 10.2 per cent of the retailers, it is gratifying to note, rely on drop-in applicants. No turn-over in sales personnel was reported by 3.4 per cent, and 6.8 per cent reported no special method. These were mostly of the husband-and-wife category.

A decided preference for men as retail radio-appliance salesmen was shown by the NERA survey. Dealers report that 62.7 per cent hire men only, and 37.3 per cent hire both men

(Continued on next page)

and women. This last figure is still a carry-over from the war-time shortage of manpower. 76.3 per cent of the dealers say that men make the best radio-appliance salesmen, while 22 per cent are of the opinion that either men or women are good salesmen. A brave 1.7 per cent registered a preference for the ladies!

Several dealers stated that women were more valuable in the selling of laundry equipment, and for specialized fields such as sewing machines, and as demonstrators of various home products. In this connection, 59.5 per cent now use the services of a woman home/store demonstrator.

The question of getting sales personnel on the dealer's payroll poses a problem for many merchants. The general opinion is that educational standards are not of serious consequence, so long as the applicant has a command of good English and can meet the public. The survey does indicate, however, that some business-like arrangement should be recommended to dealers for getting the essential facts on applicants before they are hired. While 32.2 per cent of those reporting used some form of application blank provided by the manufacturer and made available through distributors—67.8 per cent used no form of application blank at all. NERA believes that when the advantage of having complete information about an applicant before he is hired is proved to dealers, they will doubtless be quick to adopt the practice of always using such forms.

The survey discloses that dealers need a great deal of help in finding good sales applicants. Probable core of the trouble is no doubt reflected in such dealer statements as "Lack of interest—good salesmen want too much money" . . . "I find it almost impossible to hire salesmen, unless you guarantee them about \$300 a month" . . . "Young men are afraid of work on a salary and commission."

Dealers are definitely training-conscious. Evidence to support this is found in the fact that 91.5 per cent of the dealers report use of some definite form of training—either their own or their own supplemented by outside training provided through

electric companies, manufacturers and distributors.

The question of how to pay a salesman is one matter on which most want advice. The majority of dealers reporting in the survey use the plan of salary and commission. Many of the most successful dealers use, in addition to the salary and commission plan, and incentive method of rewarding their better salesmen. Therefore it would seem that the best plan for compensating salesmen is salary, commission and incentives. No two plans function alike. For instance, in the category of dealers paying straight commission or salary and commission, where one dealer pays \$40 a week and 6% commission, another pay 6% and no salary at all. Many dealers, it is apparent, do not know their actual costs of doing business, or there would be no such wide variation. The entire question of compensation might resolve itself, therefore, into the one problem: what % of gross profit can a dealer expect to pay in commission? The best authorities indicate that 10% is the maximum that can be paid out of earnings to salesmen.

Where does this leave the discount picture?

NERA believes that when the going gets rough, and dealers must compete with other industries for better and more efficient salesmen, it is very questionable whether he can get a good salesman for the present national average of \$300 a month, less taxes. If the dealer is going to pay his salesmen more, he must have an accurate understanding of his own costs. This means that manufacturers must recognize a trend toward increased dealer costs, and must adjust discount schedules accordingly.

Television Rentals

A pioneer in the rental of television sets, Martin Sugar, has announced the formation of Bell Television, Inc., with headquarters at 11 West 42 Street, New York City. The new firm will specialize in renting big-screen projection television sets designed especially for public places such as taverns, clubs, hotels, institutions and other places where large groups gather. Plans are now underway, according to Mr. Sugar, to increase Bell Television's range to all the television centers of the country.

TRANSVISION

7" TELEVISION KIT with COMPLETE FM RADIO



COVERS
ENTIRE
FM BAND

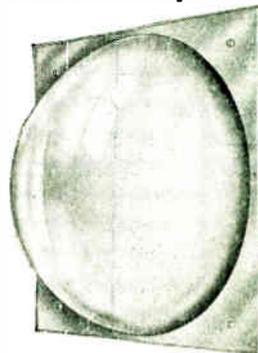
(87.5 TO
108.5 MC)

TRANSVISION 7" De Luxe Television Kit with FM Radio Receiver. Easy to assemble; no technical knowledge required. 18 tubes and 60 ft. low-loss lead in cable. . . . List \$199.00
7" Standard Television Kit. . . . List \$169.00
Table Model Cabinets for above. . . . List \$32.50
10" CONVERSION KIT with 10" Electrostatic Tube and Directions. Converts any 7" Television Kit to 10" size. . . . List \$69.00
Also 10" STANDARD TELEVISION KIT . . . List \$239.00
Table model cabinet. . . . List \$35.00

Transvision Picture Blow-Up Lens

Brilliantly enlarges any 7" television picture to equivalent picture of 10" television set.

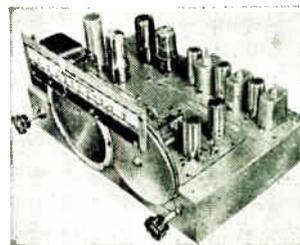
Has adapter arrangement for Transvision Panels and cabinets. Optically ground and polished to high accuracy. Plastic, gives 50% greater light transmission than equivalent glass lens.



. . . . List \$19.95

Transvision 8-Tube FM Radio Receiver

Covers entire FM Band (87.5 to 108.5 mc).



No technical knowledge required for assembly. Makes an FM Radio Receiver worth 2 to 3 times cost of kit. **Model FM-1 8-tube FM Radio Receiver Kit with 10" Speaker and**

Tubes List \$64.95
FM CONVERSION KIT enables you to incorporate a complete FM Radio into your present television receiver. . . . List \$29.95

HIGH-FIDELITY FM TUNERS
Model FMF-2 2-tube Tuner Front End (less tubes) List \$21.65
Model FMF-3 3-tube Tuner Front End (less tubes) List \$30.75
Model FM-107R 3-tube 1F Amplifier Kit (less tubes) List \$21.65
Model FM-107 6-tube 1F Amplifier Kit (less tubes) List \$41.20
 All prices fair-traded. . . . All prices 5% higher west of the Mississippi River.

See your local distributor, or for further information write to:

TRANSVISION, INC. DEPT. R. A. J.

385 North Ave. New Rochelle, N. Y.

NEWS AND NOTES OF MANUFACTURERS AND DISTRIBUTORS

Dorman D. Isreal, vice president in charge of engineering and production at *Emerson Radio and Phonograph Corp.*, has appointed *Floyd Makstein* as service manager for Emerson Television Service Corporation.

George A. Bodem, widely known radio executive, has joined *National Union Radio Corporation*, Newark, N. J. as vice president in charge of sales. He was formerly with *International Detrola Corporation* as vice president and general manager of the Radio Division.

Appointment of *Jack H. Frankel* as general manager of *Bagdad Television Co., Inc.*, 107 West 42nd Street, New York, has been announced by *James Saltzman*, president of the company. He was formerly manager of *Vim's* 42nd Street record department for 10 years.

John K. West has been named vice president in charge of public relations for the *RCA Victor Division*. Mr. West was previously Director of Public Relations for *RCA Victor*, and was largely responsible for the creation and development of the *RCA Exhibition Hall* in Radio City, New York, of which he is manager. He has been associated with *RCA Victor* since 1930.

J. H. Kelley, Southeastern District Manager the past three years, has been named Manager of the *Farnsworth Sales Division of the Farnsworth Television & Radio Corporation*. The Southeastern District includes the states of Georgia, Alabama, Florida, North Carolina, South Carolina and sections of Tennessee, Virginia and Kentucky.

The *Automatic Radio Manufacturing Co., Inc.*, announces the appointment of *Louis Silverman* as its new general sales manager. Mr. Silverman has had extensive experience with Automatic Radio and has been their district sales manager for the past ten years.

Colonial Television Corp. has moved its offices and manufacturing facilities from its former location at 2139 Harrison Ave. to a modern five-story factory building at 780 East 137th St., Bronx, N. Y. Colonial sales, say officers of the company, have trebled in the last few weeks with production schedules now calling for 100 large screen 15" direct view receivers per month.

Warren-Connolly Co., Inc., distributors for the Norge line, have been awarded the *Bendix Radio franchise* for the New York metropolitan area.

A new television company, the *Sightmaster Corporation*, with offices and show rooms at 220 Fifth Avenue, New York City, has been formed by *Herbert Suesholtz* and *Michael Kaplan*, who are president and treasurer, respectively. Other executives of the company are: *Bernard Kaplan* and *F. Wakefield*. The firm will manufacture a complete line of *Sight-*



master television receivers, including 10", 12" and larger table models, consoles, combinations, and club models for commercial installations. Protected sales and service franchises are given only to dealers who are thoroughly experienced in television, and who can satisfactorily install and service every *Sightmaster* receiver sold.

Murray Yeomans, former regional sales manager for *Motorola Inc.* in the mid-Western territory, has started operations as the *Yeomans Distributing Company* handling *Motorola* products in the Peoria area. He had many years of experience in the radio business before joining the *Motorola* organization in March of 1931.

IT'S NEW! IT'S SENSATIONAL!

The **MECK**

**FM
CONVERTER**

LIFELIKE FM ON ANY RECEIVER!

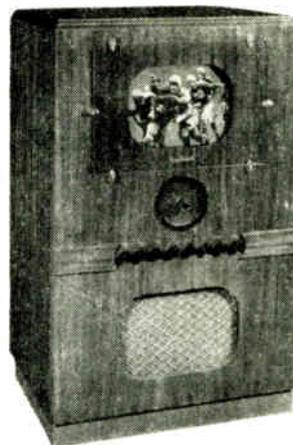
LIST \$ **19⁹⁵**

JOHN MECK INDUSTRIES, INC. FLYMOUTH, INDIANA, U.S.A.

FOR THE
FINEST IN TELEVISION

Buy **Rembrandt**
REG. U. S. PAT. OFFICE

TELEVISION-FM CONSOLE RECEIVERS



Model 80

12" picture tube,
80 square inches,
direct vision view
screen. List \$695.

Model 130

15" picture tube,
130 square inches,
direct vision view
screen. List \$895.

Both models feature the famous **DUMONT IN-PUTUNER**; include all 13 Television Channels and FM Band.

Write today for free illustrated folder and particulars.

Manufactured by

REMINGTON RADIO CORPORATION

WHITE PLAINS

NEW YORK

AMAZING

Hush-O-Matic

does for
phonograph performance
what FM did for radio!

"Greatest
demonstration
feature of
any year" ...
**Say Dealers
Everywhere!**



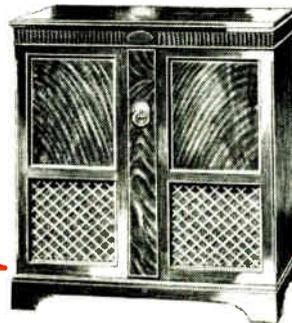
Really removes scratch and surface
noise.

Really restores original beauty to old
records.

Really increases pleasure from new
records.

This exclusive new Bendix Radio advancement makes Bendix Radio-phonographs by far the easiest to sell for this very good reason! It *really* does what is claimed for it *and you can prove it to any ear* by a side-by-side comparison with any other set. Yet this truly great sales feature is only one of many "firsts" that put Bendix Radio in a class by itself in demonstration, sales and profits!

AND ONLY
Bendix Radio
HAS IT!



Only Bendix Radio-phonographs combine all these advancements

Hush-O-Matic... Swing-A-Door automatic record player
... Phantom Dial... New Phantom grille... Bendix
Ratio Detector FM circuit... crystal-controlled FM...
true furniture styling... Aviation quality.

BENDIX RADIO

DIVISION OF





IMPORTANT

... TO THE

AFTER MANY YEARS OF CONSISTENT EFFORT AND PLANNING, YOUR RADIO & APPLIANCE JOURNAL HAS BEEN ACCEPTED AS AN OFFICIAL MEMBER OF



*Controlled Circulation Audit

NOW



YOUR JOURNAL IS THE ONLY DEALER TRADE PAPER IN THIS INDUSTRY WITH A GUARANTEED CONTROLLED CIRCULATION OF OVER 30,000, AND AT NO INCREASE IN ADVERTISING RATES.

Released for publication October 7th, 1947

FOR SIX MONTHS ENDING August 1947

CONTROLLED CIRCULATION AUDIT REPORT- 4500
THIS REPORT HAS BEEN AUDITED BY THE CONTROLLED CIRCULATION AUDIT, INC.
420 Lexington Avenue, New York, N. Y.

CCA

1916 4. Monthly (Frequency)

1. **RADIO & APPLIANCE JOURNAL**
(Name of Publication)

2. **Kolbe Publications, Inc.**
(Name of Publishing Company)

3. **1270 Sixth Avenue, New York 20, N. Y.**
(Address)

6. **Class, Industry or Field Served:** Radio & appliance field, phonographs, records, phonograph supplies, television and radio parts

7. **AVERAGE TOTAL DISTRIBUTION FOR PERIOD COVERED BY THIS AUDIT**

Total Controlled Circulation Mailed in Individual Wrappers	27,800	Advertisers, Agencies, Exchanges, Advertising Prospects	1,043
Total Controlled Circulation Bulk		Other Samples	443
AVERAGE TOTAL CONTROLLED CIRCULATION	27,800	Unclassified	715
		Office, Files, etc.	674
		AVERAGE TOTAL EDITION	30,675

8. **NET CONTROLLED CIRCULATION BY ISSUES, INCLUDING BULK**

Date	Number Mailed Every Issue	Number on Beyond List	Total	1947	Number Mailed Every Issue	Number on Beyond List	Total
1947				July	28,061		28,061
March	27,220		27,220	August	28,264		28,264
April	27,608		27,608	TOTALS	166,801		166,801
May	27,711		27,711				
June	27,937		27,937				

9. **ANALYSIS OF CONTROLLED CIRCULATION AS TO TYPE OF READERS BASED ON ISSUE**
average for period. OF August 1947

This issue is 1.6% or 464 copies above average for period.

- Dealers selling radios, appliances, phonographs, records, phonograph supplies, tubes, accessories, parts; many with service departments: 14,735
- Service-Dealers selling service mainly and also, radios, small appliances, component parts, records and supplies: 7,548
- Parts jobbers and manufacturers agents wholesaling component parts, small appliances and radios: 2,173
- Radio and appliance distributors wholesaling radio, FI and television sets, radio-phonograph combinations, major appliances, records, phonograph supplies and accessories: 1,978
- Manufacturers of radios, radio parts, FI, television, records, phonographs and phonograph supplies: 1,240
- Manufacturers of electrical appliances: 590

TOTAL.....28,264
Average for Period.....27,800

9a. **WHAT IS THE NUMERICAL EXTENT OR LIMIT OF THE FIELDS AND WHAT IS THE SOURCE OR AUTHORITY FOR THIS INFORMATION?**

Classification or Group	Number	Source (including authority)
Dealers	100,000	These figures are the publisher's estimate of the present number of dealers, jobbers and manufacturers representatives in the field.
Jobbers	5,000	
Manufacturers Representatives	800	

Form Copyright 1946, CONTROLLED CIRCULATION AUDIT, INC., New York, N. Y.

RADIO & APPLIANCE

1270 SIXTH AVENUE RKO BUILDING

ANNOUNCEMENT

INDUSTRY!

DO YOU MANUFACTURE RADIOS, F.M. AND TELEVISION AND COMBINATIONS?

Out of 22,283 dealer names on our mailing list, 22,283 buy and sell radios, F.M. and Television, combinations, etc.

Out of the 4,151 jobber names on our mailing list, **over 3,000** buy and sell radios, F.M. and Television, combinations, etc.

DO YOU MANUFACTURE APPLIANCES?

Out of the 22,283 dealer names on our mailing list, 90 per cent buy and sell appliances of **every description**.

Out of the 4,151 distributor names on our mailing list, **over 1,500** buy and sell Appliances of all kinds.

DO YOU MANUFACTURE COMPONENT PARTS OR SERVICE EQUIPMENT?

Out of the 22,283 dealer names on our mailing list, **over 20,000** maintain a service department.

Out of the 4,151 wholesalers on our mailing list, **over 1,800** buy and sell component parts and service equipment of all types.

DO YOU MANUFACTURE PHONOGRAPHS, RECORDS, NEEDLES, RECORD ALBUMS AND ACCESSORIES?

Out of the 22,283 dealer names on our mailing list, **over 8,500** buy and sell Phonographs, Records, Needles, Record Albums and Accessories. (More Radio and Appliance dealers are adding a record department to their stores, **because** record and needle sales are today an essential part of their business.)

Out of the 4,151 distributors on our mailing list, **over 1,500** buy and sell Phonographs, Records, Needles, Record Albums and Accessories.

NOW for complete coverage of this lucrative market your advertising dollars in the **Radio & Appliance JOURNAL** will produce the greatest results, at lowest costs.

NOW is the time to reserve space in the **Radio & Appliance JOURNAL** for your 1948 advertising schedules.

JOURNAL

RADIO CITY

Radio & Appliance JOURNAL • December, 1947

**THE INDUSTRY'S
OLDEST DEALER
PUBLICATION**

NEW YORK 20, N. Y.

Merry
Christmas





THE time of peace and good will is here again.

Now is the season for warm greetings and good tidings.

To you . . . the RCA Victor dealers and distributors of America . . . our thanks for your enthusiastic co-operation which played such a vital part in making 1947 the most successful year in the long, successful history of RCA Victor.

In the coming year, we of RCA Victor will continue to supply you with the finest in radio for your customers. The great RCA Laboratories in Princeton, New Jersey, will continue to work to make each succeeding radio and television instrument surpass the last in beauty of performance and design.

As in the past, "The RCA Victor Show," national magazine advertising, newspaper advertising and our co-operative advertising program will be designed with you and your needs in mind.

To you, our friends and associates, we here at RCA Victor again wish a Merry Christmas . . .



*and a
Happy and Prosperous
New Year*

RCA VICTOR



ONLY RCA VICTOR MAKES THE VICTROLA

DIVISION OF RADIO CORPORATION OF AMERICA

Radio & Appliance JOURNAL • December, 1947



“Big Time” Appliance Selling in a Small Town Community

A COMPLETE home, commercial and industrial appliance center only partly describes the full range of equipment and services concentrated in the new, streamlined Reina appliance store recently opened in

Kingston, New York. Housed in a glass-fronted building which permits an unobstructed view of the entire interior, the Reina firm is located in the heart of Kingston's business center. Its sharp modernity is in colorful

contrast to the ivy-clad traditions of the 300-year-old city of Kingston.

Mr. Reina, a youthful, handsome, quiet-spoken man, has built an appliance business which now embraces forty technical and sales experts covering every conceivable type of appliance. On opening day, over 3,000 persons flocked to the store to inspect the first completely electrically operated kitchen in the county.

Kitchen windows open on hand-painted landscapes, and each kitchen display is divided by brick walls, thus enabling a salesman to enter each of these alcoves and talk privately with a prospective buyer.

Here are some of the methods which have made the Reina Company one of the outstanding retail appliance stores in upstate New York:

Salesmanship: No high pressure methods. The keynote of the sales system employed is a complete knowledge of the products sold and an attempt to tie in this knowledge with



Interior view of Reina's Appliance Center. The units on display actually are hooked up to work, thus enabling customers to witness performance. Photo at top shows very attractive, modern exterior. Wide windows make entire store visible.

Reina's appliance center in Kingston, N. Y. has established a statewide reputation for successful merchandising. Here's how!

the needs of the individual customer. Several mornings a week, Mr. Reina gathers his sales staff for a meeting during which time they discuss the new developments being made in neighboring communities and the opportunities for new sales prospects. Very often, manufacturers send down their sales managers to give talks to the staff.

Sales Policy: Once a piece of equipment is sold, that is not considered the end of the contact. There is a *personal follow-up* by a member of the Reina sales staff who sees to it that the customer knows how to operate and obtain maximum efficiency from the particular unit that has been purchased. These direct, friendly, patient demonstrations right in the customer's own home, are the cause of many repeat sales for other products.

Method of Operation: No matter how large or small a particular installation may be, a Reina expert makes a personal survey of the work to be done, from re-designing a kitchen or laundry room to the installation of new heating equipment. There is no guesswork concerning estimates, prices, auxiliary costs. Once a job is accepted, the Reina staff does all the worrying.

Night and Day Service: A large switchboard efficiently handles a heavy influx of telephone calls for emergency service at any time during a 24-hour period. The community

knows that Reina is prepared to provide "Johnny-on-the-spot" service at any time.

Special Services: A home economics expert is on hand at all times to conduct individual or group demonstrations of all cooking and refrigeration equipment. This type of instruction is especially popular with women customers.

Advertising: Reina is a firm advocate of advertising, and knows that used properly, it is an invaluable aid to increased business. In the radio field, Reina sponsors a news summary at the noon hour daily. These broadcasts are made directly from the Reina display window, thus attracting hundreds of persons. Liberal use of newspaper advertising is made on a regular basis. Either half or full page space is used in all of the eleven Ulster County papers. This is supplemented by frequent editorial writeups concerning new equipment that is being featured at the store. The firm's large fleet of handsome trucks, artistically painted in white and bearing the company's name and address in bold letters, is a constant source of publicity for the Reina.

Music-Record Department: An attractive music reception room features a large variety of radio, television, and phonograph models. This department is air conditioned and lined with thick carpets. Sea-blue drapes over mammoth white venetian



M. Reina, snapped on opening day last July, after he had personally greeted some 3,000 visitors.

blinds and large studio windows creates an impression of a radio studio. The entire atmosphere is conducive to buying. The record department has four small, soundproof rooms, each furnished with comfortable built-in green cushioned love seats.

Conclusion: All things considered, the major reason for this big-time success in a small city is the fact that M. Reina knows how to employ courtesy and human interest in helping customers solve problems of how to spend their money for major appliances. In the last analysis, when an individual or family goes out to make a major appliance purchase, they want to have confidence in the firm they are dealing with. Reina gives them this confidence, through a combination of service, intelligent selling and complete selection. That's the open secret as to why they come back.

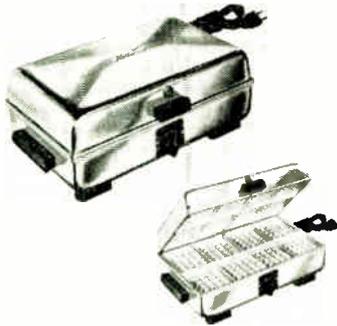


Reina's maintains a large, fully-trained service, delivery and installation staff. Customers get fast, efficient action at all times.



Reina's sales staff (note large proportion of women) know the products they sell and can demonstrate them intelligently. Customers trust their knowledge and usually follow their suggestions.

Eight-Square Waffle



Another addition to the Hollywood line of home electrical appliances made by Finders Manufacturing is this family sized electric waffle maker constructed of highly-polished solid cast aluminum. A capacity of 8 squares makes this waffle iron particularly handy for large sized families. They are available for delivery now. Please mention RADIO & APPLIANCE JOURNAL, December, 1947 when writing to manufacturer.

Wringer-Washer

A new lower-priced General Electric wringer washer is now in production. Designated as Model AW-132, the new machine carries a recommended national retail price of \$129.75. Washer is driven by a rubber mounted 200 horsepower motor, and "Permadrive" mechanism that has only four moving parts. Please mention RADIO & APPLIANCE JOURNAL, December, 1947 when writing to manufacturer.



Power Polisher



A new labor-saving device for the home, manufactured by the Scott & Fetzer Company of Cleveland, Ohio is now on the market. It is a power polisher and buffer and there are 18 units in this "system". The unit is easy to set up and heavy enough to do a good job in furnishing wax down into the pores of linoleum and yet sufficiently light that it is easily handled in storage within closet. Please mention RADIO & APPLIANCE JOURNAL, December, 1947 when writing to manufacturer.

"Roly-Poly" Iron



The new Model #984 Proctor "Roly-Poly" never lift iron with single leg for stability and greater ironing surface is the latest development of the Proctor Electric Co. Its self-lifting feature permits sit-down ironing. It comes equipped with a visible dial for fabrics, which includes a nylon marking (the first time this has appeared on any iron dial) and a new innovation, a rayon signal, which points to green when it is safe to iron rayons and nylons and red when iron is too hot for synthetic fabrics. Please mention RADIO & APPLIANCE JOURNAL, December, 1947 when writing to manufacturer.

Oops, We're Sorry!

In last month's RAJ, we ran a picture of an AC-DC folding travel iron which we said was made by The Winsted Hardware Manufacturing Co. of Winsted, Conn. It was the wrong picture. Winsted's new Durabilt Iron, which is equipped with an accurate fabric heat indicator and which weighs less than 2 pounds, is shown below.



HOLIDAY GREETINGS and BEST WISHES for 1948

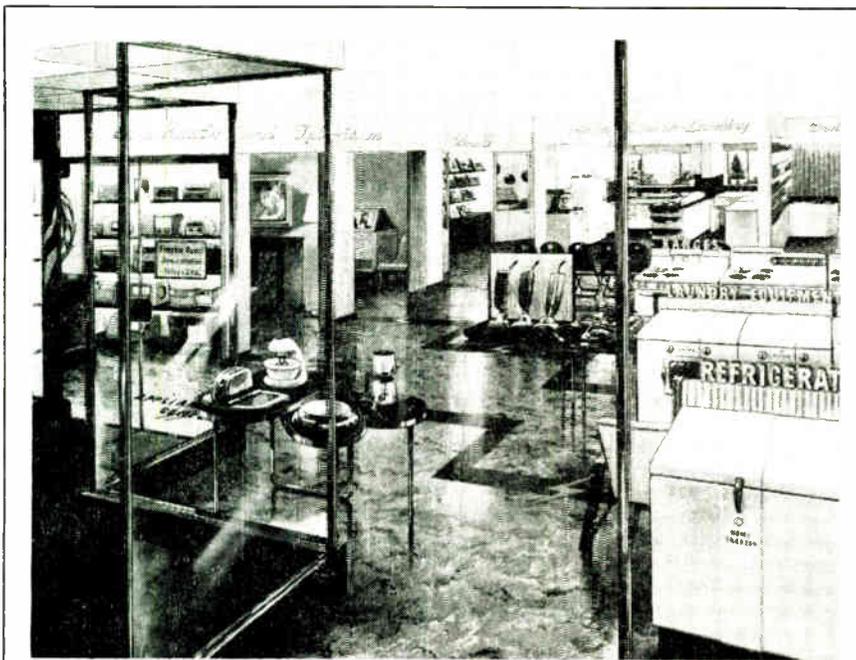


- FARNSWORTH—Radio, Television
- THOR—Washers, Ironers
- ELECTROMASTER — Electric Ranges, Water Heaters
- COOLERATOR — Refrigerators, Farm Freezers
- MOORE—Coal & Gas Ranges
- SILEX—Coffee Makers
- HANDLEY-BROWN — Gas Water Heaters
- KEMPER—Packaged Kitchen Cabinets
- CHICAGO ELECTRIC—Small Appliances
- UNITED STOVE — Savoir Heaters & Cook Stoves

Distributors Covering
Central New York State

PAUL-JEFFREY CO., INC.

935 ERIE BLVD. EAST
SYRACUSE 3, N. Y.



STORE MODERNIZATION PAYS

REPORTS from all sections of the country show that an increasingly large number of radio and appliance retailers are either in the process of re-modernizing their stores or have already done so. Since all building restrictions were virtually eliminated at the beginning of the year, appliance and radio-television dealers have shown that they are very much aware of the advantages to be gained from modern, streamlined store fronts and interiors.

Many of the dealers have incorporated some of the features shown in the design for a "model" appliance store shown above, which was offered some time ago by the Armstrong Cork Company as a service to the nation's appliance dealers. In planning the "model" store, Armstrong made a careful study of the needs and problems of radio and appliance merchants and then obtained down-to-earth practical solution from successful merchants and other experts in store design.

One of the most interesting features of this store is the step-back, clear glass front which puts the entire interior of the shop on display. This trend toward visual display is being adopted by many leading radio and appliance merchants because it makes their entire store a show window. This is especially valuable for this industry since much of the equipment is large and bulky and cannot conveniently be displayed in a store window.

Radios and phonographs, like kitchen and laundry appliances, are best shown in home-like setting in which they will be used. In this model store these items are displayed in a series of booths which are comfortably and tastefully furnished to resemble living rooms. Note how the phonograph record department in the rear of the store is arranged to aid both shoppers and sales people. Elimination of the conventional counter makes the floor area more spacious and prompts customers to self-selection.

Since many large appliances are sold at night when both husband and wife can make the selection, it has been found that brilliant lighting plays an important part in successful appliance merchandising.

The majority opinion among "Journal" readers polled on the subject is that store modernization pays . . . in increased sales and prestige with customers.

Says Appliance Firms Hold Line on Prices

Vacuum cleaner prices have risen an average of only 30 per cent over 1939, although production costs have gone up more than 100 per cent, says C. G. Frantz, president of Apex Electrical Manufacturing Company, who is also secretary of the Vacuum Cleaners Man-

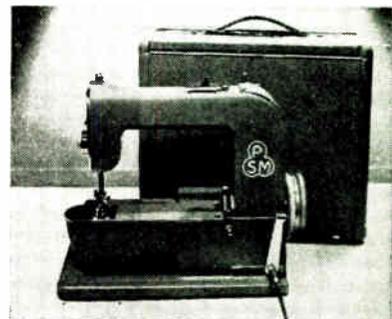
ufacturers Association. Testifying in Cleveland before a Congressional subcommittee investigating the price structure, Mr. Frantz pointed out: "A careful study of the figures of our own company and those of the industry has developed the fact that the factory cost of these products has slightly more than doubled, as of the present time, over the 1939 level."

Tax "Co-ops" Says NERA

Tax exempt cooperatives are the number one enemy of private enterprise according to a sharp statement made before the House Ways and Means Committee on taxation by Clifford C. Simpson, Managing Director of the National Electrical Retailers Association.

Testifying before the Committee on behalf of the nation's retailers of radios and appliances, Mr. Simpson stated: "We believe in competitive tax equality and feel that no group which engages in business activity for profit should have special privileges or exemptions from taxes. Cooperative stores handling radios and electrical appliances operate just exactly in the same manner as do the members of my organization with whom they compete. The cooperative tax advantage operates to the detriment of regular corporations wholesaling and manufacturing electrical appliances. The local retailer is doomed if his regular suppliers are forced from the market place."

In closing his testimony, Mr. Simpson said it was the hope of NERA that the Tax Committee would do everything in their power to rectify the present unfair tax structure and place cooperatives on the same basis as regular private enterprise.



PORTMAN

The Sensational All-Purpose

SEWING MACHINE

DEALERS, we are now allotting exclusive territories on a Franchise Basis — Issued directly by Manufacturer to Dealer.

Write to us At Once Before Your Territory Is Gone

PORTMAN MACHINE TOOL COMPANY, Inc.

**70 PORTMAN ROAD
New Rochelle, New York**



Public Puts Pressure on Pressure Cookers

Illustrating the fact that there exists a large audience who will buy appliances when they are priced within their pocketbooks is this crowd which surged into Macy's basement on a Monday morning last month to buy a pressure cooker which was advertised at a new low price of \$7.94. Made by the Magicook Pressure Cooker Company of Brooklyn, the new cooker produced a public demand which indicated that the pressure cooker market had been untapped in this price range. Once again, industry leaders are saying: "New markets always open up when price makes a product attractive."

New G-E Co-op Ad Plan Favors Small Dealers

Since only larger dealers are generally able to take full advantage of cooperative newspaper advertising, the General Electric Company has started a "Spotlight" newspaper cooperative advertising plan that is workable for all dealers, especially the smaller dealers who will be responsible for a large measure of the retail radio business.

The decision to revise the established concept of cooperative newspaper advertising was based on a study which showed that most retail stores secure almost all of their business from their immediate neighborhoods. The new campaign, as explained by Fred A. Parnell, advertising and sales promotion manager of the Receiver Division, will enable smaller dealers to avoid past pitfalls in cooperative advertising which were both impractical and uneconomical.

The "Spotlight" plan provides for large space advertisements signed by a maximum of 20 dealers who divide the normal dealer share of the cost. The distributor arranges for the dealers to be spotlighted in each advertisement, selecting them so that no two in any single insertion are in the same neigh-

borhood. "This plan is simple and direct," says Mr. Parnell, pointing out that it puts advertising dollars to work where they are most needed—building up the smaller dealers who are responsible for a large share of the retail radio business.

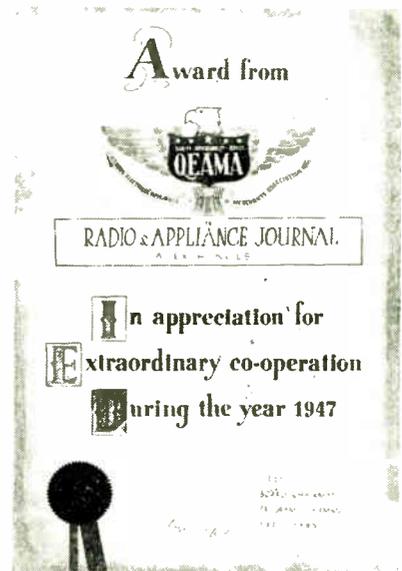
Washer-Ironer Sales Reach All-Time Peak

Household washer and ironer sales, continuing at the highest rate in history, broke through to new all-time records in September, according to industry figures recently announced by the American Washer and Ironer Manufacturers' Association.

Sales of standard-size household washers in September totalled 354,094 units, an increase of 12.5 percent over the previous high. 314,705 in June and 27 percent above 279,229 in August. Washer sales in September, 1946, were 184,215 units. Sales of portable washers with a capacity of three pounds, dry weight, being reported this year for the first time, amounted to an additional 41,287 units in September, compared to 43,834 in August and 50,000, highest for the year, in January and in February.

QEAMA Dealer Group Honors Industry Leaders

The Queens Electrical Appliance Merchants Association, one of the most progressive dealer organizations in the East, held a combined business and social meeting on November 25 at Jeanette's Restaurant in Corona, L. I. Highlight of the meeting, presided over by Joseph D. Loscalzo, president of QEAMA, was the award of citations to eight members of the appliance industry "in appreciation for extraordinary co-operation during the year 1947." Individuals so honored are: Alex H. Kolbe, Publisher, RADIO & APPLIANCE JOURNAL; Earl Lifshy, managing editor of Retailing; L. L. Suritz, president, Majestic Brands; John W. Walter, president of John W. Walter, Inc.; Henry Feinberg, president, Barth-Feinberg, Inc.; Sy Perkins, district sales manager, Proctor Electric Co.; Jack Tucker, U. S. Electrical Supply, and Nick Aprigliano, sales manager, E. A. Wildermuth Co.



Replica of citation presented to Alex H. Kolbe, Publisher of Radio & Appliance Journal.

A lively pre-Christmas party followed the business session of the meeting. Entertainment was furnished by Majestic Brands, Inc., local distributors of Majestic radios and records.

Glamorize Appliances

Miss Madge Dilts, Director of the Home Institute of the Hoover Company, has been making a series of lectures to prospective demonstrators in the appliance field. Her advice may be used with profit by radio and appliance merchants who want to improve their sales techniques. "The average person is more impressed by 'seeing' than by 'hearing' but it is the interesting combination of these two, showing what the appliance will do, that creates buying interest," says Miss Dilts. She urges the need for dealers to glamorize appliances such as cleaners, which are rather prosaic.



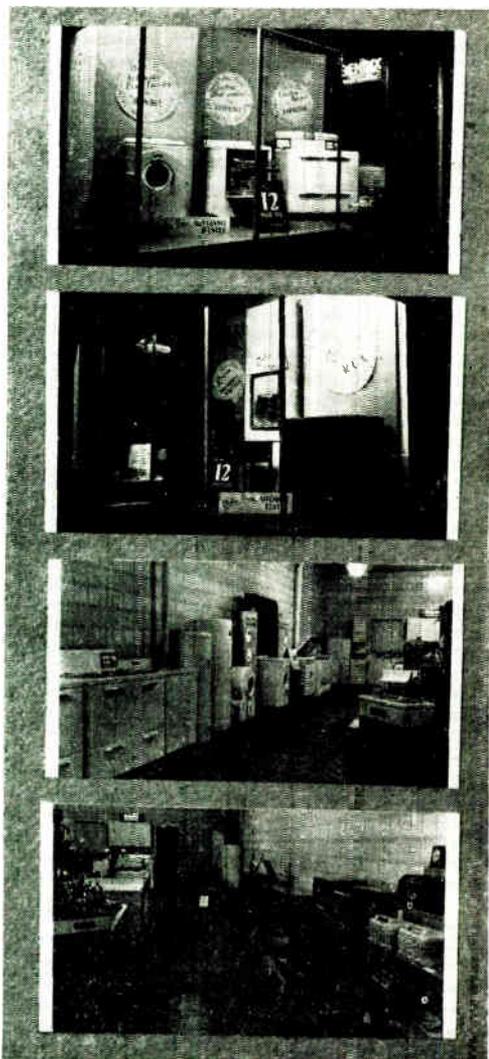
Night view of Ochs Bros. new appliance center. Complete visible "step-back" windows permit excellent displays.

New Trend in Location of Department Store Appliances

A NEW approach to the merchandising of appliances by department stores has been tried and found successful by Ochs Bros. Appliance Center in Faribault, Minnesota. The Ochs Bros. store has just been completely overhauled and redecorated and now occupies its own quarters exclusively, separated from the department store with which it is affiliated. Major reason for installing the appliance department in its own store is the fact that when it comes to buying major appliances for the home, it is usually a joint venture by both husband and wife. These purchases are generally made in the evening when the main department store is closed. It is therefore convenient and more efficient to keep an individual appliance store open rather than the entire department store building.

Two large display windows at Ochs Bros. offer an excellent opportunity to exhibit a great variety of merchandise at all times instead of having to fit appliances into the crowded regular store display schedule. The new appliance center is decorated in rose and blue with raised flooring for viewing appliances at a convenient height for easy inspection. All lines carried by Ochs are nationally advertised. Besides major household appliances and radios, the store also stocks a large number of small electrical items.

The store management is very much enthused about the way the public has accepted this new venture in individual selling of radios and appliances.



NEWS NOTES OF APPLIANCES

Under the terms of a new policy now in effect, *General Electric's* dealers are the first in the history of the electrical appliance industry to offer their customers an iron-for-iron exchange for those irons which fail under the terms of the warranty. The new exchange policy makes it possible for customers to return specified GE irons which have failed to perform according to guarantee and to obtain new ones from their dealers. The dealer simply ships the faulty iron to the nearest G-E appliance service center and receives, in turn, a new iron to replace the one he gave his customer.

Colen-Grahn, Inc., 387 Fourth Avenue, New York, has been appointed as exclusive distributor for *Tracy Stainless Steel* kitchen sinks in the Metropolitan New York area.

Clarence F. Packard, well known in the appliance sales field in Salt Lake City, has been named manager of the *Jackson Distributing Co.*, distributor of *Farnsworth* products in Utah, and sections of Idaho, Nevada, Wyoming and Oregon.

M. C. (Craig) Miller, who entered the household appliance field more than 20 years ago, has been named manager of sales promotion and training for the Norge division of *Borg-Warner Corp.*

The *D. W. May Corporation*, exclusive distributors of major appliances in the metropolitan New York, Northern New Jersey and Connecticut areas, have announced plans to take 300 vacuum cleaner dealers and their wives on the first post-war cruise to Havana, leaving New York Monday, May 3rd, 1948.

It Works Too!



Special officer Tex Wilson tests out clean-up methods at the Hoover Exhibit during the National Hotel Show recently at the Grand Central Palace in New York. The jumbo model on which he is resting is two and a half times the size of the regular Hoover cleaner shown in his hand. Incidentally, "Jumbo" works.

D. R. Chenault Promoted

E. C. Bonia, vice president of the Sparkes-Withington Company announces the appointment of Dave R. Chenault, formerly assistant advertising manager to the position of sales promotion and advertising manager for the Radio and Appliance Division. Mr. Chenault, who was in sales



work before joining the Air Force in 1943, joined the Sparton organization soon after his discharge and since then has been active in preparing and implementing many of the company's successful promotions.

Wally B. Swank, former sales manager of the E. F. Johnson Co., Waseca, Minnesota, has announced the formation of his own organization in Syracuse, N. Y. where he will represent the manufacturers of several lines of electrical and electronic equipment for all New York State except New York City.

I. and M. Sufrin, wholesale distributors of *Stewart-Warner Radios* and electrical appliances in the western Pennsylvania, Ohio and West Virginia area, announce the appointment of *Frank Morrison* as sales manager.

Victor H. Meyer, who has been connected with radio and major appliance distribution for a quarter of a century under the name of *Guardian Sales and Service Company*, has incorporated under the name of *Victor H. Meyer & Company, Inc.*, 312 Fifth Avenue, New York City. He is distributor in the metropolitan area for *Apex Electrical Mfg. Co.*, *Gibson Refrigerator Co.*, and *Grand Home Appliance Co.*

Clifford O. E. Curtis, formerly sales manager of the *Bergman Norge Co.*, has been appointed vice president of the firm. *Bergman Norge* is distributor for all Norge products in western New York and parts of Pennsylvania.

The *Farnsworth Television & Radio Corporation* has announced the appointment of *Graybar Electric Corporation, Inc.* of Denver, Colo. as distributor of the firm's products in Colorado, Southern Wyoming and Northern New Mexico.

Elected Chairman of Household Refrigeration Division



N. C. Macdonald, general sales manager, Crosley Division, Avco Manufacturing Corporation, has been elected Chairman of the Household Refrigeration Division, National Electrical Manufacturers Association, at a meeting held in Atlantic City recently. Macdonald, who formerly was Vice President and General Manager of the Crosley Distributing Corporation of New York, is a veteran of more than 20 years experience in the radio and household appliance industry.

New Crosley Manager



Appointment of Tom Mason as regional Manager, Central District, for the Crosley Division, the Avco Manufacturing Corp., has been announced by C. W. Kirby, Domestic Sales Manager. Mr. Mason has had extensive experience in the radio and home appliance fields.

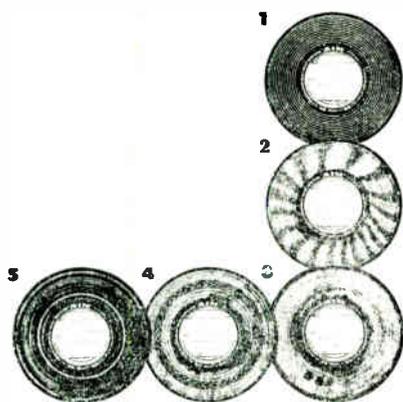
Two new organizations have been added to the rapidly growing list of distributors for *Air King Products Co., Inc.* of Brooklyn, N. Y. They are: *Radio Electric Service of Pennsylvania, Inc.* and *Chamrose Distributors* of Jamaica, Long Island.

Prepare Standards for Better Disc Performance

Work is being started immediately to prepare standards which it is expected will result in better performance of disc records used on home record players and in broadcast studios, the American Standards Association announced recently. The work as planned will also include magnetic recordings and sound track on film. A new committee, under the leadership of the Society of Motion Picture Engineers and the Institute of Radio Engineers, has already taken the first steps toward this end. Representatives of the radio manufacturers, the motion picture industry, broadcasting companies, and the War and Navy Departments, are cooperating.

Standard definitions of terms, methods for determining the quality of the sound and standard dimensions to insure complete interchangeability and more satisfactory operation of automatic record changers are among the problems to be undertaken immediately.

New Catalog Gives Causes of Home Recording Defects



A new and informative catalog just issued by Aim Industries, 41 Union Square, New York, contains valuable information on home recording and instructions on how to avoid some of the most common defects. Illustration 1 shows grooves cut with good feeding mechanism—note the even spacing. No. 2 shows the “spoke” pattern caused by overloaded motors or vibrations due to worn drive gear. No. 3 visualizes “skip” patterns, brought about by imperfections or dents in the recording disc. Illustration 4 shows the “Moire” pattern produced by vibration in the recording machine, worn rubber drive wheels, or dirt in the thread of the mechanism. The last illustration, No. 5, reveals uneven spacing caused by an inferior feed mechanism. The catalog also lists many practical suggestions for the elimination of record hum.

Wins Novel Record Promotion Contest



It was an unusual and interesting contest sponsored by Northeastern Distributors of Boston on behalf of M-G-M Records. Photo shows Mrs. Doris MacLean, representing the record department of Byram & MacLean, Danvers, Mass. happily accepting the top prize of \$100. Others in the picture, left to right, are: Bruce MacLean, Gardner Hinckly, MGM sales representative, Harry Byram, and Jim Tighe, advertising manager of Northeastern Distributors. “Holiday for Strings” was the album chosen for the contest, each dealer receiving a number of points for each purchase. Describing the contest as one of the most successful ever originated by an eastern record distributor, Mr. Tighe points out that dealers throughout New England were solidly behind the contest, terming it an excellent promotional aid and an added incentive to their record personnel.

RMA Officials Map Action Against Petrillo Ban

The RMA Board of Directors has authorized its president, Max F. Balcom and other RMA officials to participate in the joint industry action in opposition to restrictions imposed on recordings and certain music broadcasting by president James C. Petrillo of the American Federation of Musicians. President Balcom and past President R. C. Cosgrove, who is chairman of the RMA-NAB Liaison Committee, will represent RMA on the Music Industry Committee, while Vice President Bond Geddes will act for RMA as a member of the Planning Committee.

Organize Credit Bureau For Disc Manufacturers

An organization to be known as the Record Manufacturers Credit Bureau has been formed by Isidor Magidoff, a lawyer and certified public accountant. The organization was suggested by a number of independent manufacturers of records, who, says Mr. Magidoff, maintain that there is no recognized credit bureau in the industry despite an urgent need for this type of information.

Effective Display



R. H. Macy believes in effective window display to move merchandise. This recent display, promoting television, brought record sales to its Fifth Floor Music Center, one of the world's largest. Note how modern abstract art is employed to express modern feeling of television.

**IT'S NIFTY...
IT'S THRIFTY
IT'S THE
Morris
ONE-FIFTY**

**SAPPHIRE
NEEDLE**

Only \$1.50



Join the hundreds of better dealers from coast to coast who are putting this nifty seller up on TOP!

Sells Itself... thousands of pleasing plays appeal to your thrifty customers.

Silent Salesman display card... eye-catching... carries self-selling sales shorts.

Guaranteed by the country's leading precision jewel manufacturer.

**UNPRECEDENTED
PROFIT FOR YOU!!**

List price per card of 12	\$18.00
Your regular cost	9.00
Your usual profit	\$ 9.00
Your introductory bonus of two (2)	
ONE-FIFTYS ABSOLUTELY FREE!	3.00
YOUR PROFIT	\$12.00

ORDER A CARD NOW!

INDUSTRIAL SAPPHIRE MFG. CO. INC.
131-35 AVERY AVENUE FLUSHING, N. Y.

Send () cards of ONE-FIFTYS.
PLUS my introductory bonus. Plus ()
color brochures describing the entire
NORRIS line.

Name _____

Address _____

MAIL TO YOUR DISTRIBUTOR OR DIRECT TO INDUSTRIAL

New Coin-Operated Recorder Captures Imagination of Dealers and Public



Wilcox-Gay's new coin-operated recorder has become a great hit with the bobby-sox crowd. The device is designed for use in all public places with heavy passerby traffic.

Taking advantage of the new upsurge in public interest in all phases of recording (see special Home Recorder Section in the November Issue of Radio & Appliance Journal) the Wilcox-Gay Corporation of Charlotte, Michigan, one of the pioneers in the recorder field, has just produced a new device called the Recordio-Gram which holds promise of taking the industry by storm.

The device is a completely automatic coin-operated recorder which has a conventional telephone as its microphone. It will be placed in a wide variety of public places, including theatres, hospitals, night clubs, stores, travel depots, hotels, resorts, taverns, colleges, and many other places which have a heavy passer-by traffic.

The essential merchandising principle back of the coin-Recordio is that everybody wants to hear how their voice sounds. This machine now makes it possible for millions of people to send "voice letters" to their families, friends, office, in much the same manner as they now send a letter. The operation is simple and automatic: a person deposits a quarter in the machine, picks up the phone, and from there on is directed by a series of cleverly worded instructions which tell him what to do. The recording itself lasts two minutes, and before the plastic, unbreakable record is delivered, the speaker hears a playback of his recording. A handy mailing envelope may be purchased from the same machine for five cents.

Demonstrated for the press last month at the Hotel Astor in New York City, the Recordio-Gram received an enthusiastic response. After "Chet" Wilcox, president of Wilcox-Gay had explained the new unit, there was unanimous agreement that this machine would do much to raise the public's acceptance of home recorders. Said one

seasoned observer: "This is terrific; it will do for the home recording industry what automatic record changers did for the phonograph industry."



"Chet" Wilcox, president of the Wilcox-Gay Corporation, explains the new coin-operated recorder to the press at the Hotel Astor. At right is Bob Timms, of Cramer-Krasselt Advertising Agency in Milwaukee, firm handling the Wilcox-Gay account.

The tone range of the machine is above average. It automatically adjusts itself to make excellent recordings despite variations of low-voiced adults and high-pitched children. The telephone-type receiver-transmitter has been designed to eliminate "mike" fright since everyone has had the experience of using a telephone. The Recordio-Gram has a six tube amplifier rectifier and separate recording and playback channels. Dimensions of the unit are 29½" high, 21¼" wide and 28¾" deep. It is priced at \$645 without the base and is being sold direct by the Wilcox-Gay Corporation. Just what part the radio and appliance dealer will play in merchandising and servicing this new product is still in doubt, but the consensus of opinion is that alert dealers can use the recordio-gram to build their own recorder business while at the same time realizing an excellent profit.

NEWS of the DISC INDUSTRY

Wire Recorder Display

Release of a new series of point-of-sales aids featuring their wire recorder has been announced by the Webster-Chicago Corporation. These sales aids consist of two attractive counter and window display cards that demonstrate uses of the Webster-Chicago Wire Recorder. Also included is a large window streamer urging passers-by to see the wire recorder demonstrated. The displays are designed to be extremely useful when shown with the wire recorder unit. Used on counters, they direct attention to wire recorder traffic displays on the selling floor of the store.

Sanford W. Rederer, sales manager for *Majestic Records*, announces the appointment of *J. E. Miller Company* of 80 Twenty-Sixth Street, Pittsburgh, as exclusive distributor in Western Pennsylvania for its line of unbreakable records for children.

John Hammond, president of *Keynote Records* and *Irving Green*, president of *Mercury*, have announced the completion of arrangements for the production and distribution of the vast library of classical records obtained recently by Keynote under an exclusive rights arrangement with the Gramophone Industries of Czechoslovakia. The new line will bear the label "Keynote Classics".

Sales figures for the month of October for *Majestic Records, Inc.*, show a sharp rise over the previous month according to *Parker H. Ericksen*, newly-elected president of the Elgin, Illinois diskery. While the usual Fall upswing is admitted to be a factor in this increase, *Majestic* executives feel that the closer coordination between recording, scheduling promotion and selling is largely responsible as well as the increasing popularity of *Majestic's* top artists.

Capitol Records announce a change in its record releasing policy designed to give dealers both better service and better merchandising. Effective December 29, weekly Capitol record releases will contain balanced material giving news of all its record classifications. There will be no change in the average total number of records under the new plan.

The *RCA Victor Record Department* has announced the inauguration of a series of one-day clinics for its record distributors and their key officials from New York, Newark, Washington, Baltimore, Harrisburg and Philadelphia. Discussion of sales, advertising and promotion plans for 1948 will be highlighted. *RCA Victor Division* has announced the appointment of four section heads to organize sales functions of the Record Department. The new heads and the fields of their respective sales operations are: *E. L. Dodelin*, Western, Blues, and Rhythm records; *G. L. Keane*, Pop Records; *L. F. Sarge*, International Records; and *I. E. Siagle*, Red Seal.

Price Display Cards

In a move to eliminate dealer inconvenience in making hand and home made price display cards, *RCA Victor* is now offering a standard, color-trimmed display card featuring an eye-catching white center block for pricing. Cards are available to dealers immediately through *RCA Victor Home Instrument distributors*. Four and a half by five inches in size and made of heavy cardboard, the price cards feature a white-on-red "RCA Victor" identification along the top border. Speaking of signs, *RCA* has also created a new, permanent point-of-sale identifier, a neon tubular window sign specifically designed for retailers handling *RCA Victor* television and radio instruments. The display is complete with all accessories and has the glass neon tubing mounted on a metal frame for rigidity.

Needle Display



A striking display-demonstrator of clear Lucite has been developed for the Fidelity Supreme needle by *Permo, Inc.*, of Chicago, makers of the product. This display is one foot high; giant needle is of golden metal, while the circular plaque is in gold and deep blue. Displays are available through Fidelity distributors. Please mention *RADIO & APPLIANCE JOURNAL*, December, 1947 when writing to manufacturer.

Recorder Circular

A series of 10 Magnetape recorders and accessory equipment is described and featured in a recently-revised 8-page circular issued by *Magnephone Division of Amplifier Corp. of America*. These ten units, first of a complete line of magnetic tape recorders and playback instruments, feature extended frequency response, adjustable tape speed, portability and an 8-hour play. Prices range from \$234 to \$560.

Asher Shuffer, has been named assistant central sales manager of the *Eastern Company* in Cambridge, Mass. *Thomas Reilly* will head the new sales department to be known as the *RCA Engineered Products*.

The RECORDISC Concerto for Cash Register



THE RECORDISC LABEL RINGS UP RECORD SALES

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

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

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

Write today for
latest Recordisc
Catalogue.



"PIONEERS IN
RECORDING
ACHIEVEMENT"

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

New Aids to Increased Sales

Garrard Record Changer

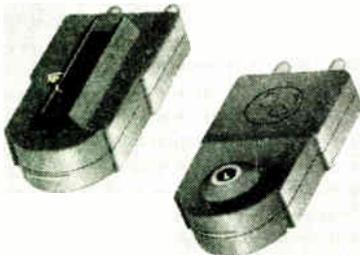
Garrard Sales Corporation, 315 Broadway, New York City, is extending dealer-agent appointments for its record changer. This move is part of a new sales program, announced by Leonard Gardner, sales manager. The Garrard record changer is mounted in a compact carrying case—16 x 10 x 14 inches. Case is made of wood, covered with light brown parchment style leatherette. This is one of the three styles of completely packaged Garrard units. Please mention RADIO & APPLIANCE JOURNAL, December, 1947, when writing to manufacturer.

Christmas Album Display



Emphasizing the theme that records are the gift that keeps on giving, RCA Victor has created a three dimensional Christmas display featuring outstanding albums for national dealer distribution to spark holiday sales. The display is fashioned out of heavy cardboard and features an angel reproduced in eight pastel colors mounted on a record four feet in circumference. This year's Christmas display underscores wide selection of merchandise, and its compactness (only three feet high) enables prospective record buyers to see a variety of quality albums at a glance. An effective eye-catcher, it can be mounted easily on tables or counters.

Pickering Cartridge



The Pickering Cartridge offers a direct replacement, mechanically, in existing record changers and players without any changers. The mounting is effected by a unique keystone clip which permits adjustments for minimum tracking error. This item is distributed by F. Summer Hall, Inc., 29 West 57th Street, N. Y. Please mention RADIO & APPLIANCE JOURNAL, December, 1947 when writing to manufacturer.

This department will be a regular feature of Radio & Appliance Journal.

Window Eye Appeal



Inaugurating its 1947-1948 Window Display Service, the RCA Victor Home Instrument Department announces the debut release, the Standing Girl Console Display, a six-in-one, full color item designed for eye-appeal effectiveness and adaptability to store locations. The initial display is a life-size, full color lithographed reproduction of an attractive girl attired in evening gown and posed holding a lithographed record as demonstrating an RCA Victor radio-phonograph combination. Additional units of the display consist of five individual and different full-color reproductions of floral bouquets. Each comes easel-backed and can be used anywhere in the store or with any RCA instrument.

Jukebox Phonocedle



The well-known Recoton Jukebox phonocedle is back again. These needles are specially made of the finest osmium alloys for long life and service-free performance. Each needle comes in an individual packet sealed for the operator's protection. Please mention RADIO & APPLIANCE JOURNAL, December, 1947 when writing to manufacturer.

New Needle

The Aero Needle Company of Chicago now has completely rounded out its line by introducing a new "49'er" long life needle which retails at 49 cents. The newest addition has the curved spring design that assures fidelity with minimum record wear. Attractively packaged, and to be nationally advertised, the "49'er" is now in production and will be shipped on attractive 24-needle display cards.

Needle Counter Display



Coincident with the introduction of a new Euphonic phonograph by the Federal Sapphire Products Co. of Elmhurst, N. Y., the company has prepared an attractive counter display to feature the new product. The "Federal Euphonic" has a diamond lapped, micro-polished sapphire tip for longer life and less record wear.

Children's Phonographs



Universal Mart Associates Corp., 15 Moore Street, New York City, is now in production on a new line of children's electric-amplifier table model and console phonographs. Each unit is equipped with an amplifier, high gain crystal pickup, Alnico 5" V speaker motor and turntable.



By
 JOSEPH C.
 MARTIN

Records Are An All-Year Business. Here Are New Ideas to Spark Those Disc Dollars

Christmas Albums are Great... **BUT**

Photo at top of page illustrates how effectively a record dealer can utilize display to promote record sales throughout the year. The point made by the writer of this article, Mr. Martin, is that smart record merchandising demands a continuous approach to sales promotion rather than a haphazard hit-or-miss attempt at certain high spots during the holiday season.

ONCE a year, the record dealer's merchandising problems seem to be solved for him by the manufacturers. It's easy, they say, to stock up on Christmas carols, St. Nicholas ballads and pretty red and green displays and streamers. Oh, yes, don't forget a good supply of children's albums.

No one, however, wants to remember that clothing stores don't feature only red and green mufflers, and tobacco shops don't sell snow-filled cigarettes. To get down to cash-register facts, don't go overboard on traditional Christmas merchandising. There's no doubt but you will sell carols, sacred songs, and children's items, but if you were a buyer of

records rather than the seller, wouldn't you give year 'round albums as gifts rather than the traditional?

It is not my intention to discourage the sale and promotion of Christmas or other seasonal albums, but there is a possibility of the dealer becoming so engrossed with these specialized items that he neglects his large inventory of single-side records. Take a quick inventory of those singles. Set up displays under such group headings as: "For Sis", "For Mom", "For Aunt Susie", "For Junior", etc.

How about setting up a special display of "Songs to remember"? Make

(Continued on page 38)

Christmas Albums Are Great . . . But

(Continued from page 37)

this Christmas your end-of-the-year clearance. Gather together those platters of songs long dead and sell them as "Memories of 1947." It'll work too! Hollywood proved it with revivals. Just take a look at the current box office for *Gone With The Wind*. It beats anything current.

Americans have always been attracted by the word "imported." Nowhere else in the world do purchasers become as excited over British woollens, French perfumes, Irish linens, or even Spanish olives. How's your line of imported records. Although the price of imports is usually higher than domestic products, the profits are commensurately larger. Check with distributors of imported records. Some wonderful pressings are now coming in from the continent. And many record buyers believe: "If it's imported, it's got to be good."

Don't forget to tie in your window displays with the Freedom Train when it reaches your city. What better opportunity to feature Irving Berlin songs, American Folk Albums, marches? Check with your local theatre manager as to his coming schedule of attractions. There isn't an easier method to build sales than by tie-ins with the current motion picture. Best cooperative promotion scheme we heard of along these lines is the record dealer who ran a contest in cooperation with a theatre manager. Entry blanks were issued at the movie house for free records or albums. The main point we want to make is that record selling is a 'year round business' and not something that should be stressed at

What They Want Most

Radios and phonographs are the first choice of women as the gifts they would like most to receive on Christmas morning. This fact was determined in a ten-city survey of 1,005 women, 8.3% of who named radios and phonographs as their most desired single gift as compared with 7.1% who picked furs and fur coats. The survey was conducted by the magazine Sales Management.

Don't 'Needle' Customers



Do your clerks ask "Need any needles" Stop it right now! Don't ask a question that automatically can be answered with a "No". Try saying: "A new needle, you know, will prolong the life of the records you've just purchased and add to your enjoyment." Watch how your customers react to a positive suggestion instead of a negative one.

Aggressive and forward-looking record retailers know that it takes constant sales effort to sell records. Attractive window displays and adequate stocks are requisite to successful record and album merchandising, but it requires more to achieve a reputation for top disc sales, week-in-week out.

These two pictures illustrate some novel ideas which merchants have used with remarkable effect. Top photo shows how one record retailer set up a separate department for children's platters.

Lower photo shows how one sales-minded retailer, desiring to push sales for a well-known group of records made by a famous warbler, discovered, after some investigation, that this same songster was a "local boy" from his neighborhood. With some effort, he invited the "local boy" to his store (Buddy Rich) and built an entire public showing around the event. Result: Buddy Rich's records sold like wildfire.

FM Booklets

As part of its increasing effort to promote the popularity of FM, Stromberg-Carlson has prepared an attractive counter card holding consumer booklets devoted to a simple explanation of frequency modulation. The pamphlets and display cards have been made available to authorized Stromberg-Carlson dealers for distribution to store customers. This is the third in a series of similar FM booklets bearing the Stromberg-Carlson name which have proved extremely popular.

Electronic Blanket

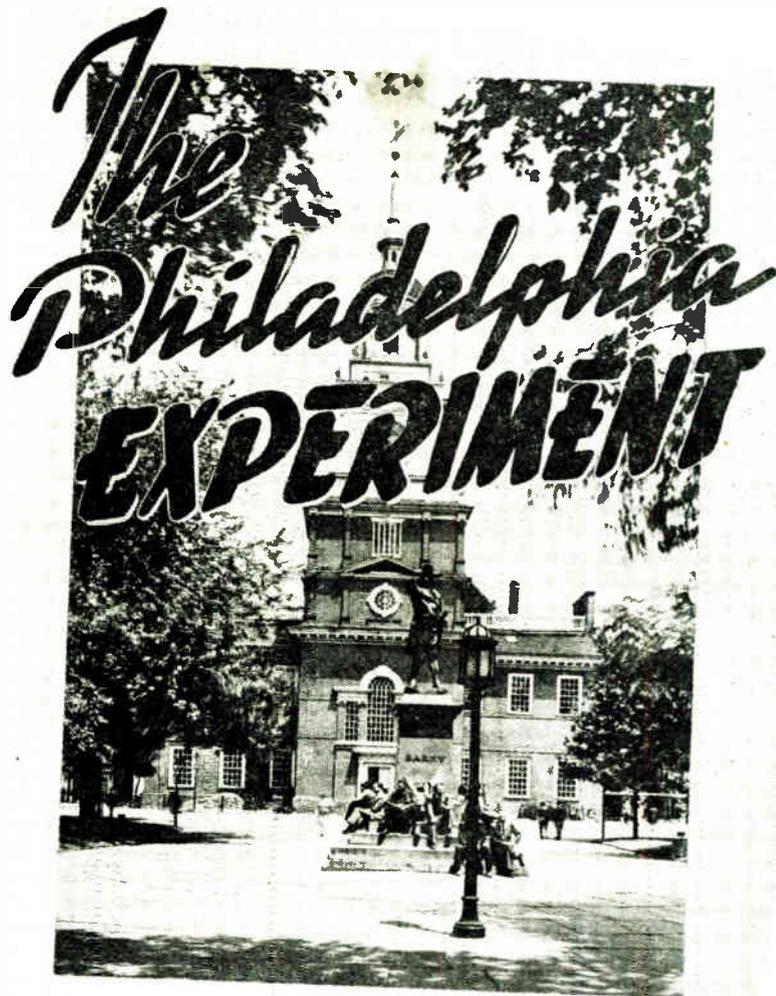


A newly-created sales display, that simulates a bed demonstration of the Simmons electronic blanket, in actual operation, is shown by John Roemer, merchandising manager of the electronic blanket division of the Simmons Company. The transparent lucite footboard features selling copy, and the control cabinet is supported on a small shelf.

New Sales Manager



Hugo Sundberg has been appointed sales manager of the Jobber Sales Division for Utah Radio Products, a division of the International Detrola Corporation, in Huntington, Indiana. He is in charge of promoting and selling Utah's more than seventy models of permanent and electro magnetic speakers.



**Success of the Town Meeting of Radio Technicians
will be watched by the entire radio service industry**

FOR the first time in the history of the radio servicing industry, all branches of the radio field have joined together to sponsor a program which holds promise of opening a new era for improved service by radio technicians, and better appreciation of that service by the public at large.

The program consists of a three-day Town Meeting of Electronic Technicians to be held in Philadelphia, January 11, 12 and 13, 1948. The program, which has been in preparation for many months, is a joint undertaking by the Radio Parts Industry Coordinating Committee, the Sales Managers Club, Philadel-

phia members of the National Electronic Distributors Association, the Electronic Parts and Equipment Manufacturers, and the Mid-Lantic Chapter of the Representatives with the assistance and cooperation of the federation of Radio Servicemen's Associations of Pennsylvania and the Philadelphia Radio Servicemen's Association.

The three-day town meeting, which may more properly be called a sales and technical clinic, will provide radio technicians in the Philadelphia area with the latest electronics technical information and with expert advice on various phases of small business management. Most of the

technicians for whom the program is designed either work for others or operate shops with from one to 10 employees.

This boldly imaginative training scheme for radio service men has captured the interest of the entire trade in all parts of the country, says H. W. Clough, chairman of the Radio Parts Industry Coordinating Committee. "Success of the Philadelphia show will be watched by the entire industry," says Mr. Clough, adding, "For too many years, we in the radio industry, preoccupied with the problems of building a new industry in a new and rapidly developing field,

(Continued on page 40)

The Philadelphia Experiment

(Continued from page 39)

have neglected the needs of the radio technician. The people to whom he should look for help in his business are manufacturers and distributors of parts and sets.

"I consider the Philadelphia experiment a significant step forward in terms of industry relations. It is a sign of industrial maturity and a recognition of industrial responsibility. Success in Philadelphia will encourage further cooperative ventures," says Mr. Clough.

The overall program is in charge of Harry A. Ehle, Chairman of the Coordinating Committee's subcommittee on the Town Meeting of Radio Technicians. At the present time, it is planned to open the three-day sessions on Sunday night, January 11. This will be a keynote meeting. All-day sessions on Monday and Tuesday at the Bellevue-Stratford Hotel are calculated to give technicians the latest information on management and technical subjects designed to be

most useful to him in his own shop. Extensive coverage of television and FM, unfamiliar to most technicians, will be designed to furnish the basic information necessary for him to understand repair work in those fields.

The program will de-emphasize brand names and all manufacturers will refrain from merchandising during the sessions. The only exhibits on display will be those from within the industry, embracing test equipment manufacturers which will be shown as matters of technical information.

The program has been created so that it will appeal to every type of radio technician, including discussions and demonstrations on finance and merchandising as well as technical subjects.

It is expected that upwards of 5,000 radio technicians will attend the sessions, which, if successful, will be the first of a series to be held in key cities throughout the nation.



RADIO WAREHOUSE INC.
73 East Mill St., Akron, Ohio



Better get on our
MAILING LIST!
If you haven't sent us
your name and address,
do it now and be
sure of getting
our monthly
**BARGAIN
BULLETIN**
and all special
Deals we offer

**NO CHARGE —
IT'S FREE!**

CLIP THIS
COUPON TODAY

Plan "Town Meeting" for Service Industry



On November 11, this group of trade press and consumer magazine editors met in Philadelphia to hear outlined the complete plans for the Town Meeting of Electronic Technicians, scheduled to be held at the Bellevue-Stratford Hotel in Philadelphia early next month. Above, in the usual order of left to right, starting with the man nearest camera, are: Al Steinberg, Louis Dion, Appliance Dealers Association, H. Browning, public relations director for the event, H. Mauspaugh, Radio & Electronic Jobber News, Stanley Meyers, P.R.S.M.A., Nat Boolhack, Editor of RADIO & APPLIANCE JOURNAL, Fred Shaunamarr, Radio-Craft, Harold Ellis, Radio & Television Retailing, Norman Chalfin, Radio News, Lewis Winner, Service, May Shupack, Advertising Age, Harry A. Ehle, President of International Resistance Corp., John Stern, Radio Electric Service Co., Joseph J. Roche, Radio Maintenance, Claire Doris, Tide Magazine, Lee Robinson, Radio & Television Retailing, John Milton, Printers Ink, J. R. Bengel, Mid Atlantic, S. L. Cahn, Radio Service Dealer and Morris Green, Abro Radio Co.

OLSON

RADIO WAREHOUSE INC.
73 E. Mill St., Dept. 110, Akron, O.

Sure, put me on your List.
I want to save time and money.

- I have a Service Shop.
 I am an Amateur or Experimenter.

NAME _____

ADDRESS _____

CITY _____ STATE _____

NEWS OF COMPONENT PARTS INDUSTRY

Expanded services for the manufacturer members of the *RMA Parts Division* and the *RMA Transmitter Division* will be undertaken at once with the appointment of staff assistants to the respective Divisions and their Chairman, *J. J. Kahn*, of Chicago, and *S. P. Taylor*, of New York.

Albert Giddis is \$500 richer than he was because he can write. That was the amount Mr. Giddis earned when he won a hundred word contest conducted by *John F. Rider Publisher, Inc.*, publisher of *Rider manuals* and electronic textbooks. Mr. Giddis, who lives in Lowell, Mass. has been in radio servicing since 1925.

Ward Leonard Electric Co. of Mt. Vernon, New York, has established a New England office at 37 Webster St. in Hartford, Conn. *C. F. Shea*, will serve as district manager.

The *J. F. D. Manufacturing Co. Inc.*, has instituted an advertising assistance program for radio jobbers. Mats and electros of all J. F. D. products are available for use in preparation of ads, catalogs and mailing pieces. Write for details to the company at 4117 Fort Hamilton Parkway, Brooklyn, N. Y.

The *S/C Laboratories, Inc.* of Newark N. J. has appointed the *Radelma Company*, 53 Park Place, New York, to handle their export sales.

Visitors at RCA Tube Dept.



Among recent visitors to the RCA Tube Department home office at Harrison, N. J., was *George Weakley* (center), Parts Department Manager of the *Braid Electric Company*, Nashville, Tenn. Flanked by *Len Battaglia* (left), RCA Renewal Sales Section, Mr. Weakley is getting the pit-*h* on RCA's line of "radio-engineered" batteries from *A. C. "Cam" Duncan*, Manager of RCA Battery Sales.

J. Arden Still has been named as manager of the Southwestern Division, Distributor Tube Sales, *Sylvania Electric Products Inc.* He succeeds *Ray Carson*, who has resigned to establish his own business as manufacturers' agent in San Antonio, Texas.

Don C. and William H. Wallace, manufacturers representatives, have established new offices in the *Bendix Building*, 1206 Maple Ave., Los Angeles. The firm will represent eastern electronic factories in the western area. Two appointments in the *Equipment Sales Organization* of the RCA Tube Department have been announced. *G. R. Rivers* is Manager, Tube Sales Group, and *G. H. Myers* has been made Manager of the newly-organized Customer Service Group.

Westchester Electronic Supply Co. of 333 Mamaroneck Ave., White Plains, N. Y., has been appointed distributor for the following lines: *Par-Metal Products*, *Jensen Loud Speakers*, *Eveready Batteries* and the *Hallicrafters Co.*

The *Pioneer Radio Supply Corp.* of 2115 Prospect Ave., Cleveland, Ohio, has been named distributor of RCA tubes, batteries, parts and test equipment.

Components Catalog

Insuline Corporation of America, Long Island City, N. Y., is now distributing its new catalog which is printed in color and consists of 52 pages describing and illustrating more than 2000 radio-electronic components, including thousands of standard radio parts plus many new items representing the latest advances in the radio-electronic field. The catalog is available now at no cost to all users of radio-electronic components.

Serving the RADIO TRADE since 1929

TUBE SHIELDS
All types, including ST-12, ST-14, T-9, miniature and loktal tube shields. Sold individually and in package of 100 assorted for Tube Dealers and Servicemen.
TS-100 List \$25.00

JFD POCKET ALIGNING KIT
Handy leatherette case, contains 4 different useful aligning wrenches and screw-drivers.
No. 5-75 List \$3.00

JFD RADIO INTERFERENCE FILTER
Exceptionally effective. Used on 110 volts AC or DC up to 5 amps. Inductance-capacitance filtering action. Handsome brown wrinkle case, 6 1/2-ft. cord.
No. ST-1040 List \$7.50

JFD FLUORESCENT LIGHT NOISE SUPPRESSORS
Underwriter's Lab approved. Easily installed. Suppresses fluorescent lamp noise, as well as interference from electrical appliances.
No. ST-1030 List \$1.50

Buy these essential JFD parts from your Nearest Parts Jobber

Write for COMPLETE JFD CATALOG today!

MANUFACTURING CO. Inc.
4111 Fort Hamilton Parkway
Brooklyn 19, New York, U.S.A.

Now!

HEAR FM FROM ALL DIRECTIONS

Ward Products scores again with a new high-gain non-directional FM dipole, the Model FMT-61.

This new "turnstile" dipole picks up FM signals efficiently from ALL directions, does not require orienting!

Engineered for quick assembly and easy mounting, it comes complete for only \$13.50 list.

See your Ward dealer or jobber, or write us direct.

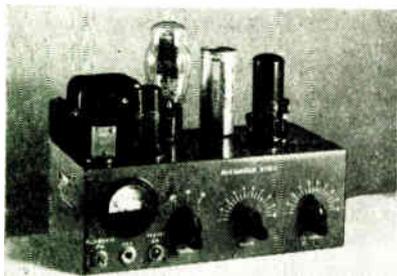
LIST PRICE \$13.50

NEW WARD NON-DIRECTIONAL

TURNSTILE FM DIPOLE

THE WARD PRODUCTS CORP., Division of the Gabriel Company
 EXPORT DEPT.: C. W. Brandes, Mgr., 4900 Euclid Ave., Cleveland 3
 IN CANADA: Atlas Radio Corp., 560 King St., W., Toronto, Ontario

Transmitter Kit



Micamold Radio Corporation, Brooklyn, N. Y., announces the first of a line of amateur radio equipment which it calls a CW Transmitter Kit. The kit includes all parts and complete instructions to assemble a well-engineered transmitter which is rated at 45 watts input to the final amplifier. Please mention **RADIO & APPLIANCE JOURNAL**, December, 1947 when writing to manufacturer.

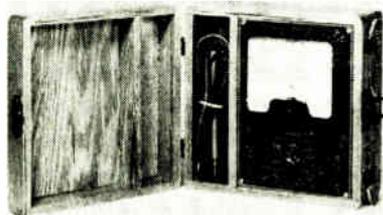
Supreme Issues Index

Supreme Publications of Chicago, Ill., publishers of radio books and diagram manuals, has just published an individual index to simplify the finding of required material in any of its six manuals from 1926-38 to 1946 volume.

PM Speakers

A standard line of PM speakers for general replacement and sound-systems has been announced by the Renewal Sales Section of the RCA Tube Department. Made to RMA standards, RCA's speakers feature high quality cones for rattle-free response and RCA's moistureproof centering.

Measurement Instrument



Latest addition to the line of quality measurement instruments manufactured by the Electronic Measurements Corp., 423 Broome St., N. Y. C., is the Model 120, which, the manufacturer states, gives the widest resistance range (12 ohm to 300 megs.) and highest AC voltage sensitivity (10,000 ohms per volt). Please mention **RADIO & APPLIANCE JOURNAL**, December 1947, when writing to manufacturer.

Replacement Speakers



Utah Radio Products, Division of International Detrola Corporation, Huntington, Indiana, announces three new auto radio replacement speakers which are available in sizes of five, six and seven inches. Each model incorporates a 3 ohm voice coil and 4 ohm field coil. Speaker mountings are square type. Please mention **RADIO & APPLIANCE JOURNAL**, December 1947, when writing to manufacturer.

Season's Greetings



IRV BROWN DAVE KUBRICK

MANUFACTURERS' REPRESENTATIVES

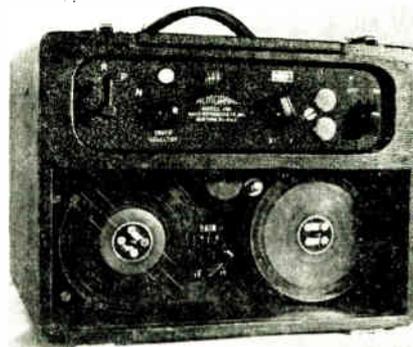
Combining over twenty-five years of sales and technical experience . . . serving RADIO, TELEVISION and ELECTRICAL PARTS and EQUIPMENT manufacturers and jobbers.

Representing TRANSVISION TELEVISION, OAK RIDGE TV AND FM ANTENNAE, and other nationally known quality lines in Greater Metropolitan New York, The State of New Jersey, Philadelphia, Baltimore, and Washington, D.C.

CAN ASSURE COMPLETE COVERAGE TO ONE OR TWO ADDITIONAL QUALITY LINES.

PROGRESSIVE MARKETERS

41 Union Square New York 3, N. Y.
Algonquin 4-7486



**F. C. C.
approves
TELEPHONE
RECORDING
after
JAN. 15
1948**

Model HM Filmgraph; recording capacity up to 88 hours on single small reel of film, cost only 2 1/2¢ per hour!

FILMGRAPH PERMANENT RECORDERS and INSTANTANEOUS REPRODUCERS record 2-way Telephone conversations, conferences, interviews, dictation, ("TALKIES" with 8 or 16 mm silent or sound projectors) AUTOMATICALLY, CONTINUOUSLY and PERMANENTLY.

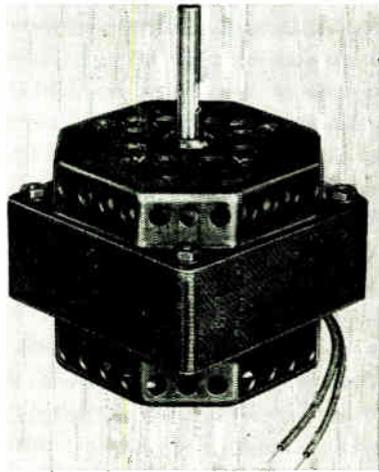
MILES "TELEMIKE"—a midget Inductor picks up for Group Loud Speaker listening and/or for Recording 2-way Telephone conversations. May be operated with standard Radio Receiver, Audio Amplifier or Recorder. "TeleMike" requires no electrical connection to telephone or wire. "TELEMIKE" fits over the outside of desk or wall telephone or may be concealed inside base of cradle type telephone or ringer box of telephone. Attractive discounts.



MILES REPRODUCER CO., Inc.
812 Broadway, New York 3, N. Y.

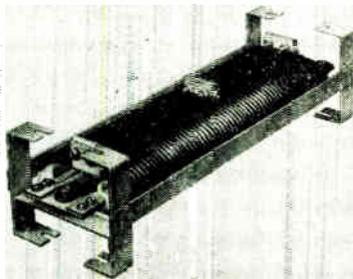
Cable Address MILESMAN New York

Smooth Power Motor



Redesigned to meet the increased power requirements of wire and tape recording units, a new and improved RM-4 smooth power motor for general small motor applications has been developed by The General Industries Company, Elyria, Ohio. Features of the new model include the addition of a bottom motor cover, and special locating and locking means for both top and bottom covers which assures high accuracy in alignment of rotor within the stator bore. Please mention RADIO & APPLIANCE JOURNAL, December, 1947 when writing to manufacturer.

Current Resistors



Ward Leonard Electric Co., Mount Vernon, N. Y., announces the development of their Edgeohm high current resistors which are applicable to uses for starting dynamic breaking, field discharge and plugging resistors on D.C. or A.C. motor controllers and other intermittent duty high current applications. Please mention RADIO & APPLIANCE JOURNAL, December 1947, when writing to manufacturer.

New Rider Manual

The latest John F. Rider "Perpetual Troubleshooter's Manual—Volume xvi," encompasses products of 94 manufacturers of radio receivers, and inaugurates a new policy in that it will now appear three times yearly instead of annually. Accompanying the volume is a separate "How It Works" book and Index.

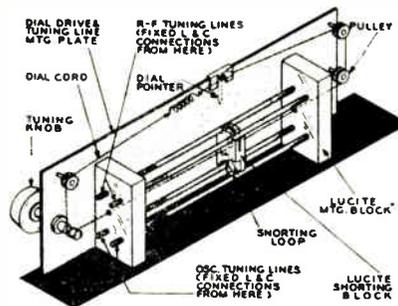
Scientific Toys

The new electric motor kit and book No. 11 manufactured by Fun Fair Industries, Inc., 66 Beaver St., Brooklyn, N. Y., is the first of a line of scientific toys offered for merchandising through radio and appliance stores.

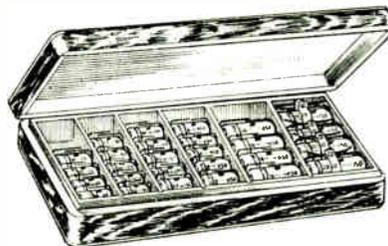
Radio & Appliance JOURNAL • December, 1947

VHF Tuning

A new device which goes a long way towards solving problems of VHF tuning has been developed by Edwards FM Radio Corp. Called the Fidelotuner, this FM tuner is employed by the set builders and experimenters with such success that the manufacturers have decided to make this device separately available. Please mention RADIO & APPLIANCE JOURNAL, December, 1947 when writing to manufacturer.

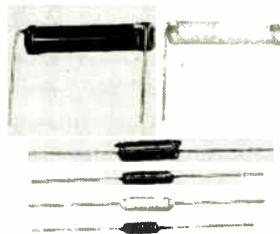


Radio Repair Kit

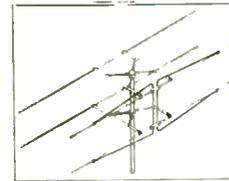


A new combination kit of Olson Radio Warehouse, known as the "Cap Chest" has just been made available to radio repairmen. The chest contains a selected assortment of 27 of the most popular 25 V, 150 V, and 450 V Condensers which radio servicemen need. These are packed in a handy walnut finished wood chest with six adjustable compartments. Please mention RADIO & APPLIANCE JOURNAL, December, 1947 when writing to manufacturer.

Frequency Chokes



To adequately cover the higher radio frequencies now in use by amateurs, etc., Ohmite Manufacturing Co., 4954 Flournoy St., Chicago, has developed six new radio frequency chokes. These new chokes are single-layer wound on low power factor steatite or molded plastic cores and are covered with a moisture-proof coating. Please mention RADIO & APPLIANCE JOURNAL, December 1947, when writing to manufacturer.



**HIGH-GAIN
BROAD-BAND**
Type 704-2A
• Television •
Type 704-2B
• FM •

S/C LABS TELEVISION - FM ANTENNAE

More signal guaranteed. A mechanical perfection. Will *outlast* and *out-perform* any antenna. Save yourself those extra service calls due to faulty antenna design. Endorsed and used by leading service organizations where other makes fail. Designed for multiple stacking. All aluminum construction. Easily installed and priced in competition to any antenna of its type.

*Immediate Shipment
Send for Particulars*

S/C LABORATORIES, INC.

20-22 VAN WAGENEN ST.
NEWARK 4, NEW JERSEY

CANADA: Frank's Agencies
1708—6th Ave., N. W., Calgary, Alberta
EXPORT: The Radelma Co.
53 Park Place, New York 7, N. Y., U. S. A.



IF you're interested in a steady year-in-year-out income—a substantial share of financial security for you and your family—you'll get in on the ground floor of this flourishing industry. You can build a lucrative business of your own NOW with TRADIO, the radio functionally-designed for coin operation in hotels, hospitals, tourist camps, motor courts, etc. Men and women like yourself all over the country are finding it a natural for big earnings and a steady income.

TRADIO ★ Tried ★ Tested ★ Proved

TRADIO has pioneered in this profitable post-war industry. Today, there are more TRADIOS installed throughout the country than any other coin radio.

Send for complete information and free illustrated brochure today.

Put you in touch with the distributor in your territory if you'll phone Asbury Park 2-7447 or write Dept. V-11.



TRADIO, Inc. ASBURY PARK
NEW JERSEY

Journal Pictorial

Photographic Review of Events of Interest
in the Radio and Appliance Industry



RAJ Advertising Director, Irving Cooper, left, with Stanley Dudek (center) of Variety Electric Co. and Nothan Pinsley, president of Espey Mfg. Co., of recent party to introduce new Espey chassis line.



First shipment of Philharmonic radio-phonos consoles to N. Y. Philharmonic - Chicago, Inc. pres. David Krechman, is at left.



Ray George, Philco's sales promotion manager, presents portable radios to British Ryder Cup players. 'Bing' Crosby welcomed team when they arrived on west coast.



N. Y. Daily News publisher F. M. Flynn signs contract covering purchase of television transmitter from RCA. Looking on is Orrin E. Dunlap, Jr., RCA's v-p in charge of advertising and publicity.



A gold and silver-plated Bendix is shipped to the Vatican for His Holiness, Pope Pius XII. Looking on is Judson S. Sayre, president of Bendix Home Appliances, Inc.



William P. Lear, president of Lear, Inc. tells Fred Waring all about the new Learecorder.



A last quarter goal of one million dollars was set by the sales managers of Associated Store, Inc., Tampa, Florida. October figures was 25 per cent over last year.



Stanley Glaser, (left) Crosley production official, describes projected new designs to N. B. Dinkel, Western Sales manager, at recent meeting of Crosley dealers in San Francisco.

New Appointments

Heads Colonial Radio



EDWARD F. LEWIS

The election of *Edward E. Lewis* as president of *Colonial Radio Corporation*, Buffalo, N. Y. was announced recently by *Don G. Mitchell*, president of *Sylvania Electric Products Inc.* of which Colonial Radio is a wholly owned subsidiary. Mr. Lewis was formerly executive vice president of Colonial, having been elected to that post on July 1, 1947. He has been associated with Sylvania as an independent industrial consultant since 1945.

Tepfer Names C. W. Amos

J. R. Tepfer, president of the Tepfer Appliance Co., Inc., Cincinnati, Ohio, has announced the appointment of C. W. Amos as national sales promotion manager. The Tepfer Company manufactures intermediate appliances, including a washer, electric water heater and space heater which are distributed nationally.

Television Preview Party for Dealers



According to leading manufacturers, dealers need as much education about television as does the public. Seeking to correct this situation, the Havens Electric Company of Albany, New York, one of the aggressive distributors in the upstate New York region, recently arranged a "television preview party" for its dealer customers. The General Electric Company cooperated in the event, which was held prior to the official inauguration of a new commercial television relay which will bring New York City programs to the Troy-Albany-Schenectady and adjacent trading areas.

Appointed Manager of Philco Accessory Div.

John J. Moran, who has a background of 24 years of experience in the radio and appliance industry, including 11 years with *Philco*, has been appointed sales manager of the *Accessory Division of Philco Corp.* In his new post, Mr. Moran will be responsible for nationwide sales of auto radios, aerials, tubes, dry batteries, test equipment, radio parts and other accessory products.

JOBBER WANTED

Large West Coast manufacturer of nationally known radio cabinets now manufacturing complete line of record cabinets. Jobber wanted for Western States. **BOX CC**

RADIO & APPLIANCE JOURNAL
1270-6th Ave., New York 20

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Journals' End

THIS MONTH, these notes should properly be called "Year's End", marking the passage of twelve eventful months in the life of the world, nation, and particularly your own business. December is a time for reflection, for stock taking. December is another milepost. Human beings are so constituted that they think in terms of time periods: days, weeks, months, years. This is a good habit, for it enables us to take a quick glance back so that we might better see where we're going. During these last weeks of '47, take time out from the cares and bustle of your business to think over the problems which have come up during the last year. You'll find the experience refreshing and helpful in planning for '48. . . . And now, enough philosophizing, and down to business.

★ ★ ★

Edward Lewis' appointment as president of Colonial Radio Corp. came as pleasant news. Colonial, (a wholly owned subsidiary of Sylvania Electric Products) is planning big doings for 1948. Made us dream of palm trees and bathing beauties to hear **Winnie May** of D. W. May Corp. describe plans to take 300 vacuum cleaner dealers and their wives on the first postwar cruise to Havana next May. Good to hear **Charlie Segal**, president of Charles Segal of New England, enthuse about business prospects next year.

★ ★ ★

Many distributors buzzing with the grapevine rumor about **DeWald** Radio hiding a new television receiver in its secret pocket. Probably will be shown early next year.

★ ★ ★

Speaking of jobbers, there's a real groundswell of change now current, with many manufacturers in radio,

television, appliance and parts fields on the sharp lookout for smart and dynamic distributors who can do an effective promotion and sales job for their product. Loads of excellent opportunities to line up some good new lines.

★ ★ ★

What a gathering of industry notables at **Alec Delmont's** cocktail party in his suite at the Commodore last month. Alec, who is a director of Gallo, Africa, one of Johannesburg's leading radio and record distributors, gave the affair just before sailing. Gathering read like "who's who" in radio and records: Emerson vice president **Max Abrams** tilted glasses with **RAJ** Publisher **Alex Kolbe** and **Ed Manning**, ad director for Decca. **Charlie Sonfield**, head of Bruno-New York chatted amiably with **Len Schneider**, vice president of Decca Records in New York, while **Sidney Gould** and **Bill Moody** of Recordisc tried to arrange a gin rummy session. All in all, a swell time and a tribute to a grand visitor from the dark continent. Incidentally, when that Delmont chap gets to raving about Africa, we feel like chucking it all and taking the next boat out.

★ ★ ★

Excellent breakfast at the Waldorf with **Pat Solomon**, head of Paul-Jeffrey Distributors in Syracuse who was doing the 'Big Town' with Mrs. S. to celebrate a new addition to the family. Pat had some very shrewd and encouraging comments for those jobbers and dealers who are weeping because there's no television reception in their localities, and hence, no opportunities to sell. Pat's in this same boat, but he's using this time to study all the mistakes being made by other wholesalers. "By the time

we're ready to roll on television," says Pat. "we'll know all the pitfalls. I hope."

★ ★ ★

A 'baker's dozen' of new manufacturers have entered the video field in recent months. More evidence, if any were needed, that television holds promise of becoming a new giant among American industries. Talking of giants, we hear that the **Pilotuner** folks in Long Island City have sold a cool three million dollars worth of their FM tuners since the item was introduced, last May. Which makes it a grand tribute to a good product and fine merchandising.

★ ★ ★

Gross Distributors' house warming party, celebrating the opening of their new branch in Newark, New Jersey, brought a flock of leading retailers. Good talk, good food, and warm fellowship.

★ ★ ★

Orchids to **General Electric** for the wisdom of their new policy which allows dealers to offer customers an iron-for-iron exchange for those units which fail to perform according to guarantee.

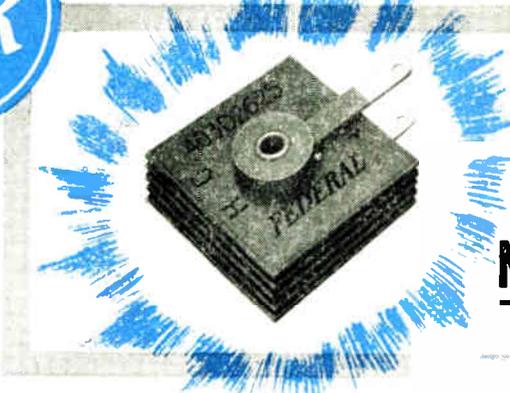
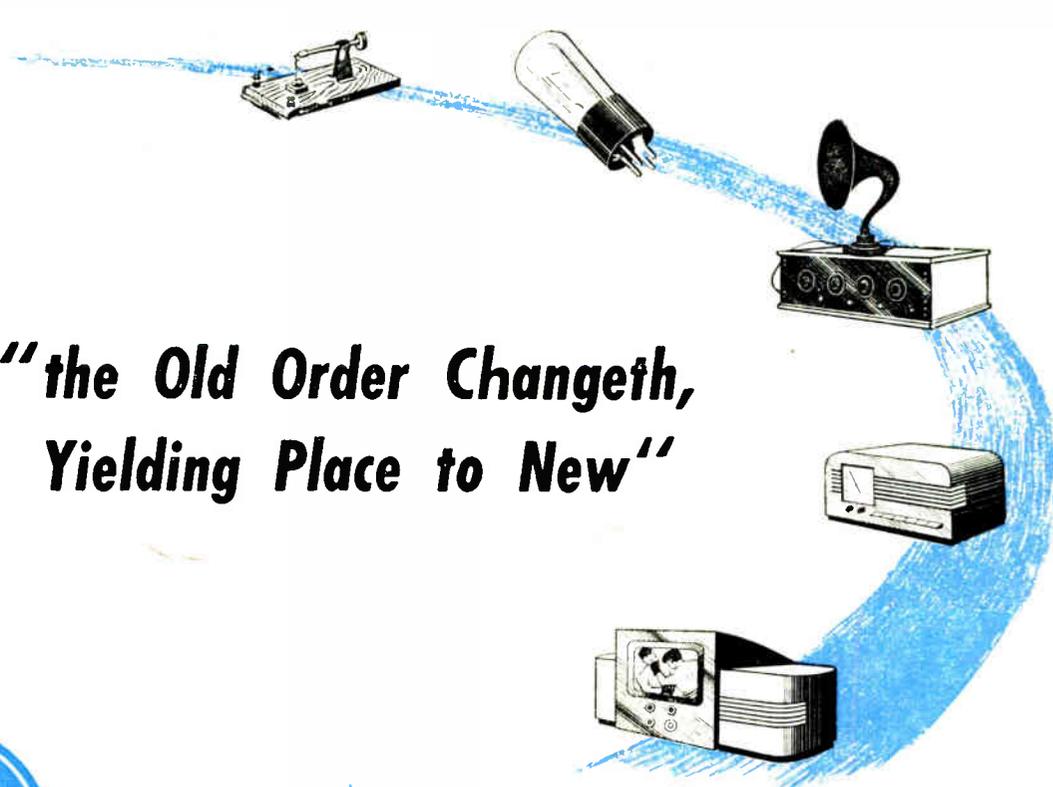
★ ★ ★

Talk of atomic bombs . . . those scientists at Oakridge have nothing over **Marshall Vancil**, an enterprising appliance dealer in St. Louis, who has developed a "chain-reaction" system of selling washers, ironers, etc. Vancil makes one washer sale generate a host of others without additional effort or sales personnel by simply turning a routine home demonstration into a "selling" demonstration for the new user's friends. Works like wildfire too!

★ ★ ★

And so we reach another "Journal's End". Wish we could visit with every one of you to extend our personal greeting for Christmas and New Year. That not being possible, we look forward to having you visit us when you're in New York. Remember, it's the RKO Building. Wonderful eating places all around us. We'd be happy to have you lunch with us as our guests. Until then, good health and cheer. Auld Lang Syne.

**"the Old Order Changeth,
Yielding Place to New"**



**... and this new component
CAN MEAN
NEW BUSINESS FOR YOU**

"Lots of water has gone over the dam" since the early radio fan tickled a crystal with a "cat's whisker." And every major advance in radio design has meant more and better business for the radio industry—from manufacture to servicing.

So it is with Federal's new Miniature Selenium Rectifier, which replaces the rectifier tube in AC-DC radio receivers. Already more and

more radio manufacturers are including it as original equipment — and more and more progressive service men are getting new business by installing it to *modernize* the sets they service. Here's what it can do for you:

- INCREASE YOUR BUSINESS
- ASSURE SATISFIED CUSTOMERS
- REDUCE YOUR INVENTORY

Federal's profit-making Miniature Selenium Rectifier can be obtained from major jobbers all over the country—complete with detailed instructions for installation.

Federal Telephone and Radio Corporation



KEEPING FEDERAL YEARS AHEAD... is IT&T's world-wide research and engineering organization, of which the Federal Telecommunication Laboratories, Nutley, N. J., is a unit.

SELENIUM and INTELIN DIVISION, 1000 Passaic Ave., East Newark, New Jersey

In Canada:—Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributors:—International Standard Electric Corp. 67 Broad St., N. Y.

★ NATHAN-DOHRMANN CO. San Francisco
 ★ THE EMPORIUM San Francisco
 ★ FREDERICK LOESER AND CO., INC. New York
 ★ ABRAHAM AND ST. New York
 ★ MACY'S OF SAN FRANCISCO
 ★ CITY OF PARIS San Francisco
 ★ H. C. CAPWELL'S Oakland
 ★ MacDOUGALL-SOUTHWICK Seattle
 ★ MEIER AND FRANK Portland
 ★ THE WHITE HOUSE San Francisco
 ★ LIPMAN WOLFE Portland
 ★ BON MARCHÉ Seattle
 ★ G. SCHIRMER MUSIC Los Angeles
 ★ BLOOMINGDALE BROTHERS INC. New York
 ★ JAMES McCREERY AND CO. New York
 ★ HAYNES-GRIFFIN New York
 ★ CENTER MUSIC STORES INC. New York



Our apologies to the hundreds of other dealers whose names have been omitted due to lack of space.

East meets West in a

Salute to **REMLER**



SCOTTIE PUP **19⁹⁵**
 #5500 Walnut . . . \$19.95
 #5505 Black & ivory . . . 20.95
 #5510 All white . . . 22.95

Remler—the Pacific Coast's leading radio manufacturer "goes national" and celebrates its 30th Anniversary with values unsurpassed in the history of radio. Leading Eastern stores join with Western radio retailers in congratulating Remler. Remler reciprocates with popular prices, unusual dealer cooperation and generous discounts. Cut yourself a piece of Remler's birthday cake...act now and cash in on extra profits.

★ **DEALERS** — write for name of nearest distributor

A few choice territories still open for distributors. write or wire **REMLER COMPANY, Ltd., 2101 Bryant St., San Francisco 10**



SCOTTIE JUNIOR
 De Luxe with carrying handle
 #5520 Walnut . . . \$24.95
 #5530 White . . . 27.95



SCOTTIE
 With invisible carrying handle and phonograph jack
 #5500B Black or
 #5500I Ivory . . . \$39.90

(Prices slightly higher East of Rockies)

COMPLETE LINE from \$19.95 TO FM CONSOLE AT \$375

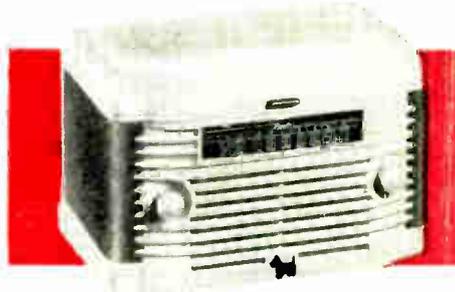
Available Now

#5310M Table Automatic, mahogany, 129.95. #5310BL Blonde, 134.95. "Chairside" base to match, mahogany, 29.95. Blonde, 34.95.

AC-DC Battery Portable

Coming
THREE NEW MODELS

7-tube table model, AC with true FM and FM Antenna. Beautiful 13-tube \$375.00 FM Console.



SCOTTIE CONVERTIBLE
WORLD'S SMALLEST RADIO PHONOGRAPH
 #5300B Ebony plastic . . . \$59.95
 #5300BI Ebony & white . . . 64.95
 #5300I All white with silent tone arm . . . 69.50

Remler **1918 - 1948**

30th Anniversary Values