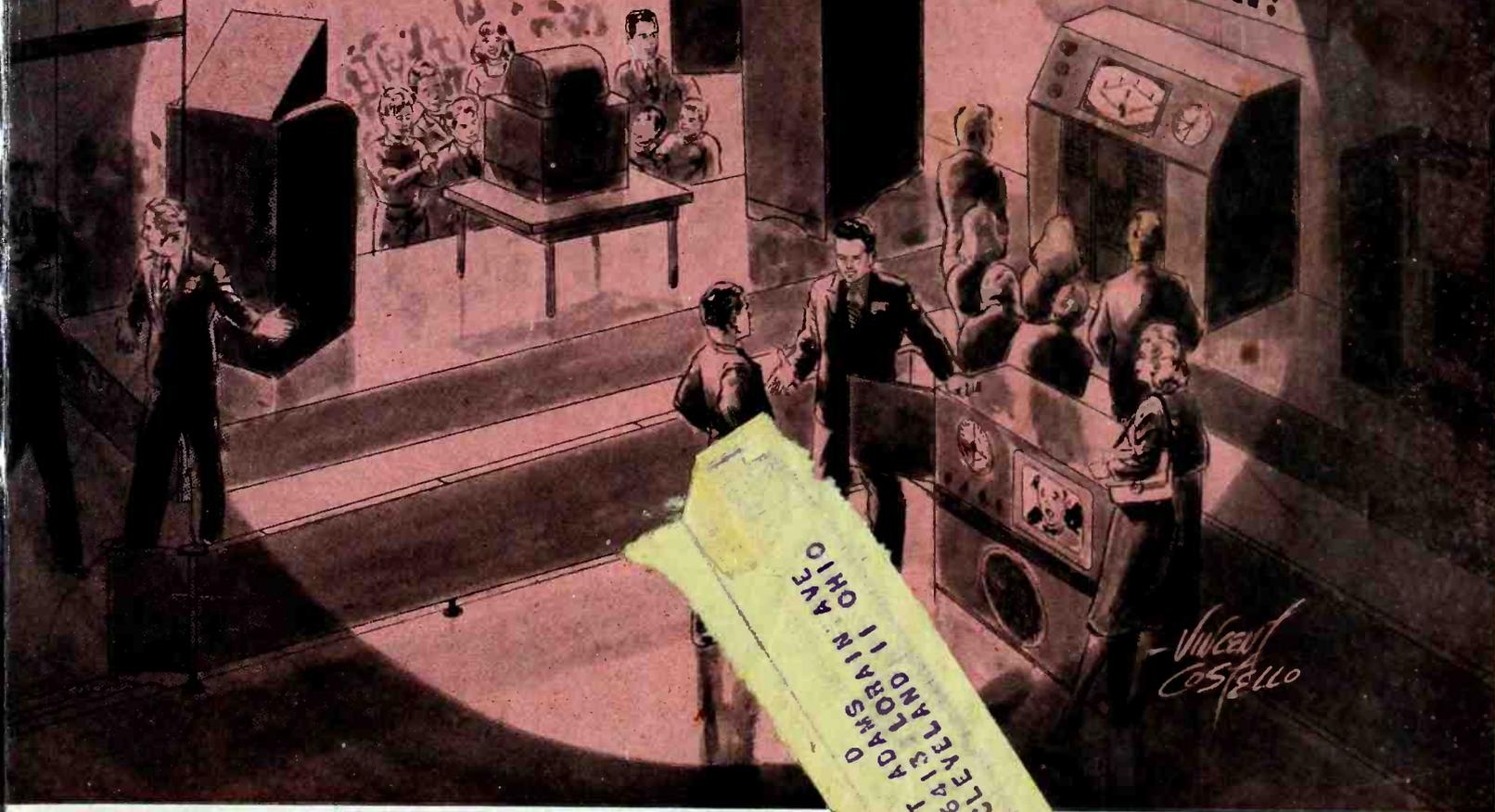


RADIO & APPLIANCE JOURNAL

July
1947

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

Television Issue



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The great feature thousands are asking for...

Strobo-Sonic Tone

— only Stewart-Warner has it!



Stewart-Warner dealers alone can answer the demand for "the tone that's picture-clear." In both AM and FM-AM sets, Stewart-Warner is winning customer preference everywhere with the tone so faithful you can understand each word . . . distinguish every instrument . . . hear music in its true dimensions, picture-clear. True quality—priced for the buyers' market!



THE MUSIDORA—today's superior FM-AM console combination. Two models: the De Luxe with intermix changer and 2 album compartments; the Master with standard changer and one compartment. Full-cycle AC tonal range.

THE CONSOLETTA—the new AM radio-phonograph that performs like a big console! Smooth AC performance, so important for fine records. Automatic changer handles up to 12 discs. Detachable legs quickly convert this set to a table model.

AM TABLE RADIO—never has so much pure enjoyment been engineered into a set this size! Radair Antenna, 5 tubes plus rectifier, tone control, powerful reception. Ivory plastic with ruby-red controls.

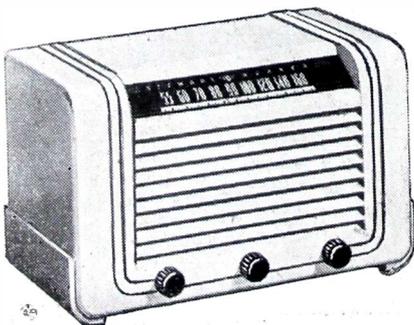


THE BALLADEERS—today's superior FM-AM table sets. Full depth Strobo-Sonic Tone! AC-DC, 7 tubes plus rectifier, PM dynamic speaker, 2 built-in Radair Antennae. Handsome in both walnut and desert tan.



AIR PAL—built like a watch, smaller than a phone, yet it's a full-power AC-DC radio that plays anywhere you plug it in! Beautiful jewel-box display . . . gold and satin . . . sets it off for what it is—a console in a jewel case!

A Model for Every Purpose—a Radio for Every Room



Stewart-Warner

FM Radios **AM** Radio-phonographs · Television

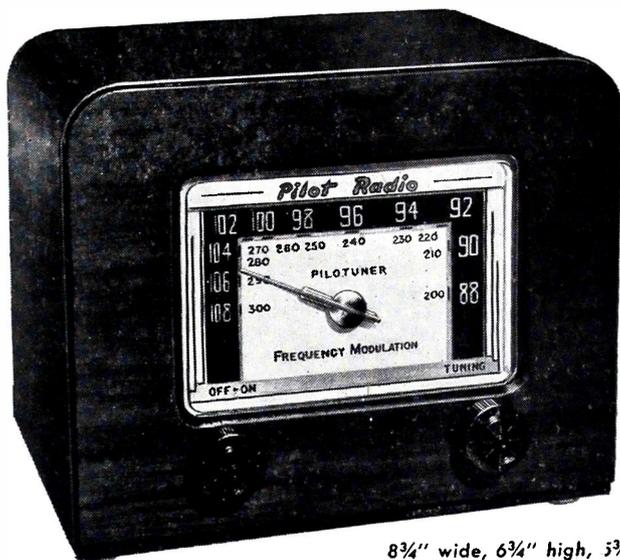
CHICAGO 14



ILLINOIS

SEE US AT THE FURNITURE MART, JULY 7-19, SPACE 55-56, ON THE 17TH FLOOR

THIS IS NOT A RADIO!



8 $\frac{3}{4}$ " wide, 6 $\frac{3}{4}$ " high, 5 $\frac{3}{4}$ " deep

For AC only

What is it?

**It is Pilot Radio's
amazing new FM**

PILOTUNER

the new wonder-worker that adds glorious Frequency Modulation to any regular AM set. PILOTUNER retails at only **29⁹⁵**

WHAT DOES IT DO FOR YOU, MR. RADIO DEALER?

PILOTUNER is truly the answer to your prayers! It works for you THREE WAYS:

- 1. PILOTUNER modernizes your present AM stock!** Did previous planning overload you with AM sets, now nearly obsolete? Has the bounding demand for FM caught you with your plans down? FORGET it! WELCOME FM! PILOTUNER makes EVERY set a superior AM-FM radio. Sets you couldn't "give away" immediately become live, hot, fast-selling . . . when combined with FM PILOTUNER!
- 2. PILOTUNER gives you a sensational new best-seller!** FM for the Millions . . . at a history-making low price! EVERY family will want PILOTUNER—to enjoy the *finest* FM reception from their own radio—or phonograph! America's FM stations, newspapers and radio dealers are joined in a great cooperative campaign to tell all America about PILOTUNER. John and Jane Q. Public will go for it with Open Arms . . . and Open Purses!
- 3. PILOTUNER rescues you from FM "BOOMERANGS" . . .** It brings obsolete AM-FM sets up-to-date. Are the FM "pre-war babies" you sold bouncing back to you, accompanied by customer squawks? Hitch PILOTUNER to ANY of those "orphans" and PRESTO! . . . it's giving the pure, perfect FM reception your customer HOPED for. No drifting! No fading! Hair-fine selectivity!

PILOTUNERS ARE AVAILABLE FOR IMMEDIATE DELIVERY!

To assure fair distribution — maximum initial order is limited to 96 PILOTUNERS.

(Minimum order — 12 pieces.)

DEALER CONVENTIONS in honor of PILOTUNER are being held throughout America, in conjunction with FM stations. Watch for the convention in YOUR area.

PILOT RADIO CORP. 37-06 36th ST., LONG ISLAND CITY, N.Y.

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

WARNING!

There can be no compromise on quality of parts for FM tuners or receivers.

PILOTUNER is built up to the highest known standards!

- 3 gang copper condensers
- 5 tubes, plus selenium rectifiers
- Heavy duty transformer
- Own power supply
- Tuned R-F stage
- Handsome Walnut Cabinet

With these unsurpassed specifications, the amazingly low price of \$29.95 is possible ONLY through the closest cooperation and profit-sharing by Pilot Radio and parts suppliers.

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION
LARCHMONT, NEW JERSEY

May 19, 1947

Mr. Sam Justice, Managing Editor
Radio and Appliance Journal
4 North Eleventh Street
Philadelphia 7, Pennsylvania

Dear Mr. Justice:

The May issue of "Radio and Appliance Journal" arrived in this office and we are very impressed with the two-page spread you arranged entitled, "Preview of Portable Radios - 1947".

Congratulations to you and your staff on an excellent job that will, I am sure, be strongly lauded by all associated with the radio industry.

I sincerely hope that more pages such as this will be forthcoming in your magazine.

Sincerely,

Dan Halpin
Dan Halpin
Sales Manager
Television Receivers

np

Thanks!

National Electrical Retailers Association

WASHINGTON 5 D C
1304 EYE STREET, N. W.
TELEPHONE DU 5-1271 6030

May 16, 1947.

Mr. Sam Justice, Editor,
Radio & Appliance Journal,
1270 6th Ave.,
New York 20, N. Y.

Dear Mr. Justice:

Thanks very much for sending us a copy of your May, 1947 Radio & Appliance Journal. It certainly is filled with some mighty fine stories and I have enjoyed so much reading them.

Would appreciate so much your placing our Association on your regular complimentary mailing list. We already have you on our list to receive our weekly Electrical Retailers News.

Thank you so much.

Very truly yours,

NATIONAL ELECTRICAL RETAILERS ASSN

C. C. Simpson
C. C. Simpson,
Managing Director.

008:h



1674 BROADWAY
NEW YORK 19, N. Y.

Tel. Circle 7-8273

Mr. Irving N. Cooper
Radio & Appliance Journal
1270 Sixth Avenue
New York 10, New York

April 24, 1947

Dear Irving,

It is our pleasure to write you this letter and I know it will be your pleasure to read it. We run an ad in your magazine last month, and we were amazed at the wonderful response we received from this ad.

We receive inquiries and orders from places that had been looking for our type of records. My associates and myself were very pleased with this wonderful response, and you may rest assured that Banner Records will always be one of your big boosters.

Kindest regards.

Sincerely yours,

BANNER RECORDS, INC.

Peter Dornine
Peter Dornine

PDAP

RADIO & APPLIANCE JOURNAL

JULY, 1947

*Television
Issue*

Vol. 64

No. 6

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Phone: Mutual 8153
FRED STERN
Manager

Volume 64

Number 6

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

Radio & Appliance JOURNAL • July, 1947

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BETTY PEARY
Survey Editor

THIS MONTH'S COVER



The tremendous opportunity to arouse customer-interest in television through placing video receivers in a vantage point so they can be seen by passers-by is demonstrated here by Staff Artist Vince Costello. Many sales-minded dealers are cashing in substantially on promotions such as this.

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

BUSINESS IN BRIEF

Retail Groups to Join Radio Week Celebration

The nation's leading retailers, including department stores, music stores and furniture stores will cooperate with broadcasters and radio manufacturers this year in observance of National Radio Week, Oct. 26-Nov. 1.

Officials of the National Association of Music Merchants, the National Retail Furniture Association and the National Retail Dry Goods Association have advised the RMA Advertising Committee of their desire to cooperate with RMA and the National Association of Broadcasters in making Radio Week this year the greatest anniversary in the twenty-seven years of broadcasting history.

All three trade associations plan to furnish their thousands of members throughout the United States with promotion kits, including posters, streamers and suggestions for local activities in cooperation with their radio stations, to be prepared by the RMA Advertising Committee and the NAB Sales Managers Subcommittee.

FM Receiver Production Up 47 Per Cent in April

FM-AM radio receiver production during April jumped 47 per cent over that of March as all set manufacturing showed a weekly average higher than in the first quarter of 1947, according to a Radio Manufacturers Association report.

An estimated 98,625 radio sets with FM reception facilities were manufactured by RMA member-companies in April as compared with 67,264 in March. Actual production during a five-week period, March 31-May 2, inclusive, was 112,256, whereas the March report covered only four weeks, March 3-28, inclusive.

RCA Dividend of 87½ Cents

Following the meeting of the Board of Directors of the Radio Corporation of America in New York, Brig. General David Sarnoff, president, announced that a dividend of 87½ cents per share has been declared on the outstanding shares of \$3.50 Cumulative First Preferred Stock, for the period from April 1, 1947 to June 30, 1947.

Radio Tube Production In April Below March

Radio receiving tube production totaled 16,181,672 units in April, falling below the March output of 19,048,950, according to a tabulation of reports by RMA member-companies. Of the April production 10,510,254 tubes were sold for new set equipment, 3,591,596 for replacements, 2,036,171 for export, and 43,651 to government agencies.

Zenith Changes Policy

Zenith Radio Corp., Chicago, is departing from its past policy of announcing during a given month the introduction of a complete line of models, according to President E. F. McDonald, Jr.

Henceforth, new models will be introduced as they come from the laboratory and are properly field tested. It was pointed out that by this method the company will obsolete only one model at a time, so that "no dealer can get hurt on the obsolescence of one model."

Stewart-Warner Gain In First Quarter

James S. Knowlson, chairman of the board and president of Stewart-Warner Corp., Chicago, Ill., at the annual meeting of stockholders recently announced a net profit carried to surplus of \$720,999, equal to 57 cents per share of \$5 par value common stock, for the first quarter of 1947, ended March 31. The company had a net loss of \$142,110 for the first quarter of 1946. Sales in the first quarter of 1947 were \$19,959,832, as against \$10,750,814 in the first quarter of 1946.

Farnsworth Wins Ad Award

Presentation recently of a medal award by the Art Directors Club of New York to the Farnsworth Television & Radio Corporation, Ft. Wayne, Ind., for magazine advertising marked the third consecutive year the high honor has been won by them. Manager of advertising for Farnsworth is John S. Garceau. The account is handled by N. W. Ayer & Son.

Casco Net Sales Up

The Casco Products Corp. of Bridgeport, Conn., reports net sales of \$10,476,886.42 for the fiscal year ended February 28, 1947. Net profits for the fiscal year amounted to \$865,634.06, or \$1.69 a share after all charges were deducted including provision of \$535,813.91 for Federal income tax. This amount represents an increase of \$236,940.42 or 38 per cent over the previous fiscal year's net profits of \$628,693.64 or \$1.23 a share.

Hoffman Radio, AFL Sign

Los Angeles plants of the Hoffman Radio Corp. have signed a labor agreement between two AFL unions May 1, 1947 to June 30, 1948. Signing unions were General Warehousemen's Union, Local 598, and the International Brotherhood of Electrical Workers, Local B-11. The contract contains adequate provision for grievance adjustments, promotions, vacations and appointment of stewards.

Removal of Radio Excise Tax Asked by RMA and Broadcasters

The Radio Manufacturers Association, supported by organized broadcasters, have asked the House Ways and Means Committee to repeal the 10 per cent excise tax on radio receivers and phonographs. RMA was joined in its appeal by the National Association of Broadcasters, the FM Association, and the Television Broadcasters Association.

Removal of the manufacturers' excise tax at this time, it was pointed out, is the only practical means of reducing radio set prices to the consumer and thus responding to the plea of President Truman for lower prices. The other two alternatives, it was added, are (1) to cut wages or (2) to lower production costs by increasing labor efficiency.

U. S. Leads World In Radios Owned

Last year radio-hungry Americans bought 8,500,000 new radios to boost radio ownership to an all-time peak. A survey, done for CBS says 93 per cent of all U. S. homes—35,900,000—now own receiving sets, which is nearly two million more than in 1945.

America's wealth of 52,500,000 sets (exclusive of automobile and portable sets) compares to Britain's 11,500,000. In the Soviet Union, according to the State Dept., there are an estimated 1,500,000 radios, averaging about eight listeners apiece.

Admiral Reveals Price Cuts

Sensationally low prices and two major developments in Radio and Phonograph Engineering have been announced by Admiral Corp. of Chicago. Immediate prices on Admiral's new line substantially below comparable models in the radio industry have been revealed by Ross D. Siragusa.

Most important of the developments is an entirely new principle in converting the impulses of the needle into electronic energy. Admiral engineers have developed an energy converter made from a special form of rubber, requiring no crystals, filaments or special tubes.

New Radio Twist For Peace at Home

An electrical manufacturer's researchers have come up with an answer to complaining neighbors — a "room-trapped" radio. Electronic plates fastened to opposite walls of a room would enable listeners sitting between to hear the radio—outside the sound field, no broadcast. Those not wishing to listen could have peace by staying out of the listening area.

Intra-Video Antenna Shown

A multiple antenna, designed to solve the problem of multiple operation of television receivers with ghost free reception, has been perfected by the Telicon Corp. of New York and recently has been demonstrated to the press and industry officials. The Intra-Video Master Antenna is also expected to solve the apartment house antenna problem which has harassed set owners in the metropolitan area.

Intra-Video, based on the invention of Dr. H. E. Kallman, is expected to make possible for apartment house residents to have trouble-free reception unaffected by all television transmitters in their area. All signals from each transmitter are picked up by the Intra-Video system, "cleaned up," and then individually amplified, and fed through a single coaxial cable and distributed (without interaction) to as many outlets as desired.

During the press demonstration, some 10 different makes of television sets were hooked up to the Intra-Video antenna installed at the Telicon laboratories and proceeded to give ghost-free reception. Sol Sagall, Telicon president, estimated that the multiple antennae would be in production in around 90 days.

UST Antenna System Meets Installation Problem

United States Television Mfg. Corp. has been experimenting with a wide-range antenna distribution system suitable for multiple antenna operation necessary to service apartment building installations. "Since work began in 1944 on this system, a great deal of progress has been made," Hamilton Hoge, president, announced, "and we now have a tested working unit installed at our laboratories. The next stage, Mr. Hoge stated, will be to make an installation in an apartment house, which UST plans to do this summer, and at that time UST will be able to formulate a commercial plan for charging for such a unit."

The UST system will provide one master antenna for television, one antenna for standard broadcast, and one for frequency modulation. The three antennas are joined with a combining amplifier system, so that the output terminals contain the three types of signals.

In the laboratory complete tests have been made with output circuits arranged so that either balanced or unbalanced outputs perform equally well. Furthermore, each receiver connected to the system is isolated from the other receiver by its own isolation circuit, so that tuning from one station to another on a given receiver will not react upon or in any manner affect another receiver connected to the system.

This method has been tested in the laboratory with 48 receivers connected to it, and it will accommodate 100 or more.

TRANSVISION

**4 GOOD DOLLARS-AND-SENSE REASONS WHY
The TRANSVISION TELEVISION KIT
IS THE CHOICE OF DISTRIBUTORS, DEALERS
AND THOUSANDS OF USERS!**

BIGGEST VALUE
LEADING "BUY" IN THE FIELD

TOP QUALITY
IN EVERY PART

NEW SYNC. CIRCUIT
GIVES STABLE PICTURE

**BACKED BY EXTENSIVE
NATIONAL
ADVERTISING**



BEAUTIFUL CABINET: Transvision offers a beautifully-styled cabinet *exclusively designed for their kit*. Made of selected grain wood with attractive hand-rubbed walnut finish. An accessory kit is included for use in mounting the assembled Transvision set into the cabinet. Overall size 17 $\frac{3}{8}$ " deep; 19 $\frac{1}{4}$ " wide; 15 $\frac{3}{8}$ " high. Net \$29.95.

NATIONAL ADVERTISING in leading publications, plus dealer dis-



plays, plus local service agencies back up the Transvision policy—to offer the *tops in television from every angle*: quality, value, service.

IMMEDIATE DELIVERY: The extensive engineering and manufacturing facilities of Transvision facilitate prompt shipment of all orders.

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

TRANSVISION, Inc., Dept. R.A.J., 385 North Ave., New Rochelle, N.Y.

- **BIGGEST VALUE:** When assembled the Transvision Kit becomes a television receiver *worth more than twice its cost*. The quality of performance has been acclaimed superior to other available sets by over 10,000 satisfied users.

The kit is *COMPLETE* with *right and high fidelity sound reproduction*. Nothing more to buy. No technical knowledge required for assembly. Our complete easy-to-follow instruction sheet gives you all the knowledge you need. No test equipment needed. All difficult assemblies such as the R.F. Unit, I.F. Transformers, are factory wired and pre-tuned. . . . **NET \$159.50** (fair traded).

- **TOP QUALITY PARTS:** You get a brilliant 7-inch Lectrovision Picture Tube, all other 17 tubes; pre-tuned R.F. Unit, tuned I.F. Transformers, 6" speaker, and all other necessary parts including a finished front panel, solder, hook-up wire, a **NEW SPECIALLY DESIGNED FOLDED DI-POLE ANTENNA** with 60 feet of low-loss lead in cable. The total value of all these parts would come to over \$300.00 list.

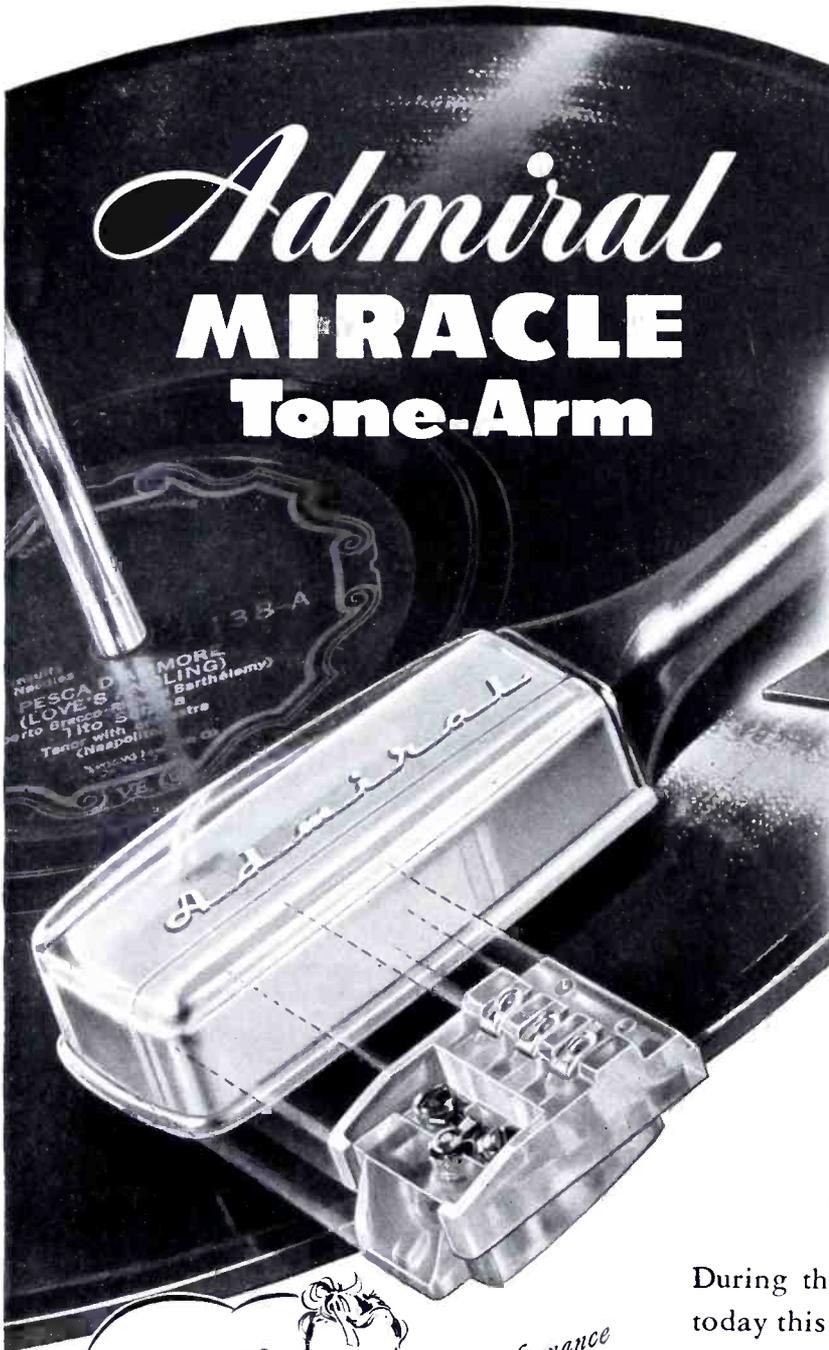
- The pre-tuned **R.F. UNIT** mentioned above is the *heart of the television set*. It is completely wired, pre-tuned, and tested by Transvision. Includes 6C4 oscillator and 6AC7 converter tubes. Designed for high conversion gain and 6mc bandwidth. Nothing for you to do but install.



- **NEW SYNC. CIRCUIT** achieves *stable picture, sharp focus*. Engineered by Transvision, it gives a maximum of picture stability even in areas of low signal strength or high noise levels. Clear enjoyable reception assured.

**Top Wartime Secret Becomes
Record Playing Sensation in**

Admiral
**MIRACLE
Tone-Arm**



The new Miracle tone arm is STANDARD EQUIPMENT on all Admiral Radio-Phonographs.



America's Smart Set!

Model No. 7C73

**Wartime Secret Formula Makes Possible
Ultra-Sensitive Energy Converter . . .
Replaces Ordinary Crystal Pick-up**

During the war it saved countless American lives . . . today this remarkable secret formula has made possible the greatest advance in high-fidelity record reproduction since the invention of the automatic changer. Encased in a permanently sealed all-plastic cartridge, which snaps into the "Miracle" Tone Arm, this ultra-sensitive electronic energy converter uses no coil, no crystal, no filament, no special tube. Re-creates tonal values faithfully, brilliantly, clearly at both high and low volume. Banishes needle scratch, hiss, talk-back. See, hear this amazing instrument today! And remember . . . the "Miracle" Tone Arm is an Admiral exclusive!



**YOU GET ALL
THREE WITH**

Admiral

WORLD'S LARGEST MANUFACTURERS OF RADIO-PHONOGRAPHS WITH AUTOMATIC RECORD CHANGERS

Guest

EDITORIAL

RADIO & APPLIANCE JOURNAL is proud to present this month a guest editorial by one of the outstanding authorities on commercial television. Brigadier-General David Sarnoff, president of Radio Corporation of America, has taken time out from the strenuous demands on his time and services to prepare a special editorial for Journal readers on the opportunities television offers to the radio industry.



GEN. DAVID SARNOFF

Television: Threshold of New Opportunities

TODAY, the radio industry is on the threshold of three great new markets—FM, television, and industrial electronics—while the older markets for standard broadcast receivers and combination instruments are still fertile.

Television, as I see it, is a service designed not only for the home, but also is destined to have great implications for the theater, the motion picture studio and the entertainment film, and last, but not least, in the manifold processes of industrial life. Industrial television promises to be a great field in itself.

Television, therefore, offers the radio industry a combination of opportunities; first, to make transmitting and receiving sets; second, to equip theatres; and, third, to manufacture for industrial applications. We do not need to wait for the coming development of television on a national scale to receive the benefits it already affords on a smaller scale.

Our reports, since production of postwar television receivers got underway, reveal a tremendous public interest, and therefore a vast potential market. Today, it is estimated that approximately 50,000 television receivers are in service, and this figure is rising daily. As rapidly as additional television transmitters go on the air, new areas will be opened for the sale of receivers. Manufacturers now have in production approximately 50 of these transmitters for which licenses and construction permits have been issued by the FCC. Many of these transmitters are scheduled for delivery in the present year.

Industrial electronics shows promise of becoming one of the largest economic factors in the radio industry. There is today no field of industry, or even of commercial operations, that is not being successfully and usefully invaded by these new electronic achievements. Electronics, born of radio, is no longer the exclusive servant of electronic communications.

The manufacture of radio sets, tubes, or transmitters is not the limit of our opportunities. The radio manufacturer is the logical producer of radio-heating equipment, radar, loran, shoran, teleran, and hundreds of other allied radio-electronic devices. He must push on to new ventures. To be successful he must not only manufacture, but he must encourage research to create new methods, new devices, new services.

Since the first of the year, we have heard forebodings from economists to be on the lookout for a business decline. Some of them refer to it as a "readjustment," others call it a "recession" and there are those who even predict a "depression." In the field of radio, we have been trained to listen.

A "readjustment" already is underway. Certainly we need to adapt ourselves to its requirements by a reasonable appraisal of current conditions, by constant efforts to effect economies in costs of production and selling, and by improving our products. This readjustment of viewpoint and operations will result in a stronger and healthier industry.

JULY
1947

Radio & Appliance JOURNAL • July, 1947

TELEVISION IS HERE!

RADIO & APPLIANCE JOURNAL is proud to present this month an issue devoted to the commercial television picture as it exists today. We talked to manufacturers, jobbers, servicing organizations and dealers. We asked many questions, and received most interesting answers.

The following pages present results of an exhaustive survey on what the nation's dealers think about television, statements by important people in the industry, statistics and facts attempting to show where television now stands, the story how some successful dealers are promoting video, and a careful analysis of television planning and promotion by a research authority.

One thing our investigation definitely establishes: Television is here to stay and no longer is around the corner. Some of the kinks that are bottlenecking television receiver sales should be ironed out within the next year. Frankly, in our opinion, most of the current faults found with tele-

vision — inadequate programming, small screens, lack of television stations—will be corrected through the normal growth of this challenging medium of expression.

We feel that the material presented here should be of help and guidance to every person planning television set fall merchandising. Many merchants are trying to decide whether or not to get in now on television. We hope the facts presented here will be of aid to them.

Here are some facts: There are now between forty and fifty thousand sets in use. Of this number, almost half are located within a 45-mile radius of New York City.

Other sets now in use are clustered around Los Angeles, Philadelphia, Detroit, Washington and Chicago. They are fed programs from six licensed stations located in New York (3), Schenectady-Albany, Chicago and Philadelphia, and five experimental stations: Los Angeles, Washington (2), Detroit and St. Louis.

At present, according to the FCC, there are 65 authorized commercial television stations. Of this number, six are licensed stations and 59 others have construction permits. Existing grants and applications indicate that 37 stations in 24 states will provide their areas with television service.

Industry leaders are estimating that from 150,000 to 500,000 video sets will be manufactured within the next 12 months. Conservative leaders estimate there will be at least 200,000 sets in use within a year. That, in itself, should stimulate more action in solving one of television's greatest drawbacks—lack of adequate programming. Commercial sponsors, who have been holding back because of video's limited audience, are expected to rally around with their bankrolls when there are 100,000 sets in use, providing approximately 300,000 viewers. This should step up daily programming from the current two to three hours to ten to twelve, plus providing a variety of programs from the now predominantly sports telecasts.

Ray C. Cosgrove, retiring president of the Radio Manufacturers Association, says: "My own personal opinion is that television is going to come along, but I think much slower than most other people who have declared themselves in print. If we face off against the minor depression that seems evident now, I don't see how we can do more than this."

Right now there are between 25 and 30 manufacturers actually marketing or planning to market television sets. How many of them will be able to stay in the picture remains to be seen, but from present indications television promises to have wider implications on the U. S. public than either radio or motion pictures. It doubtless will alter entertainment habits and reestablish the home as the center of American family life. At least, it's a fascinating prospect.

Not all radio manufacturers have jumped on the video bandwagon. This letter from President E. F. McDonald explains why Zenith Radio Corp. hasn't entered the television field.

Zenith Radio Corporation
CHICAGO

OFFICE OF
E. F. McDONALD, JR.
PRESIDENT

June 7, 1947

Mr. Alex H. Kolbe
Radio & Television Journal
510 RKO Building
1270 Sixth Avenue
New York 20, New York

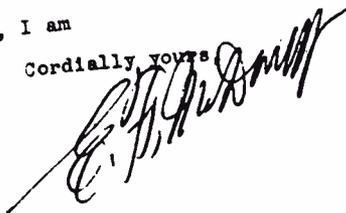
Dear Mr. Kolbe:

Responding to your letter of June 4, the Zenith Radio Corporation is not delivering for sale, nor has it ever delivered for sale, any television receivers.

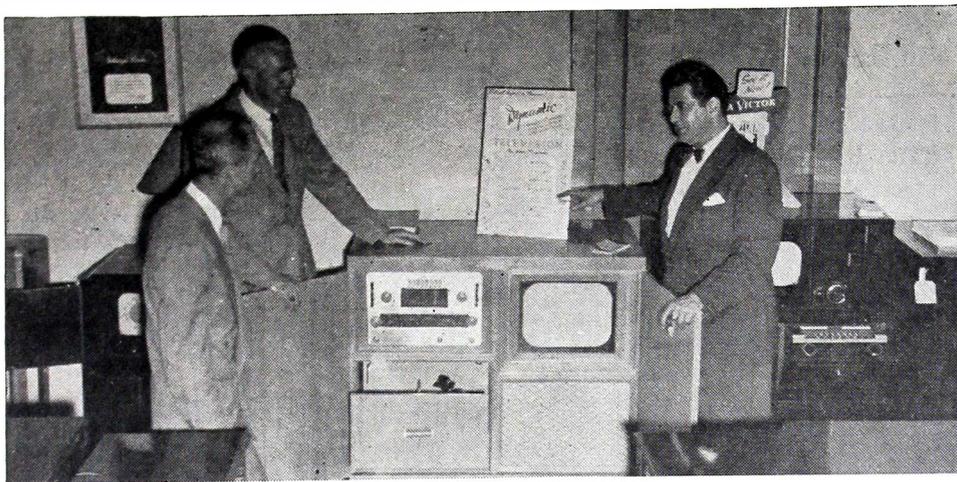
The day will come when we will build these for delivery and sale to the public, but that will be when we believe the public can get their money's worth in entertainment.

With all good wishes, I am

Cordially yours



EFM:sf



Not all dealers are this promotion-minded. Here, J. M. Winer, president of Dynamic Electronics, New York, Inc., points proudly to one of Dynamic's many promotion pieces—a display card given to restaurant and club operators to billboard their daily video fare. Looking on in the television display room of the Dynamic Broadway store are M. Sobol, store manager, and E. J. Hedges, assistant mgr.

Journal Survey Reveals:

Dealers Ready to Invest \$15,000,000 in Video Sets

WHAT do the nation's dealers think of television as it stands today? Are manufacturers doing a good job in video promotion? Are current set prices too high? What are the biggest obstacles to the sale of video sets?

These and other enlightening questions were answered for **RADIO & APPLIANCE JOURNAL** in a recent survey conducted among thousands of radio and appliance retailers from coast-to-coast. And the dealers didn't pull their punches. We think their answers will be of tremendous interest to manufacturers, distributors and others who have any interest in video.

One overwhelming conclusion drawn from the survey was that dealers feel there is a tremendous promotion job to be done for television and that manufacturers have fallen down in properly selling video to the public.

The average dealer seems to be confused and bewildered by the present status of television. In the first place, he knows little or nothing about video from a technical standpoint—although he says he's anxious to learn. He's mixed up about who's going to service sets once installed. He wants to know whether this year's sets will be outmoded by next year. He wants to know where color fits

into the current television picture. And most of all, he wants to know when television programs are going to be available in his area.

But despite his confusion and bewilderment, the dealer has a great faith in the future sales of television. He's sensed the tremendous implications it will have on the American home and he's willing to go along with it—even though he feels he hasn't been sufficiently informed.

The dealers were asked to answer eight questions. Below are presented

a summary of their answers together with sample opinions from many of them:

1. ARE TELEVISION PROGRAMS AVAILABLE IN YOUR COMMUNITY?

Among those of the numerous dealers who replied, only 28 per cent said that television programs actually were available in their territory, and many of those programs on a limited scale. These came primarily from the New York metropolitan area, Los Angeles, Philadelphia, Chicago, Detroit and upstate New York.

2. IS THERE A DEFINITE DEMAND FOR TELEVISION SETS IN YOUR COMMUNITY?

This may come as a surprise to many who feel that the public is waiting with bated breath for television to make itself available, but only 47 per cent of those replying said there was a demand for video in their area.

3. WHAT DO YOU AS A DEALER WANT TO KNOW MOST ABOUT TELEVISION?

"When will television be available HERE?" was the overwhelming answer to this question. Many modified it to: "When will we be able to get moderate-priced television sets here?" Many others wanted more technical data.

(Please turn page)

SURVEY AT A GLANCE

Only 28 per cent said television programs are available in their area.

Forty-seven per cent of dealers reported a demand for video in their area.

But 60 per cent want to know when television programs will be available in their territory.

Ninety per cent of those replying said price resistance was their greatest obstacle in sales promotion.

The average price range customers are prepared to pay for video runs from \$240 to \$405.

Over 90 per cent of dealers think that manufacturers can do a better job in sales promotion.

The survey indicated a potential market for 50,000 sets, at the \$240-\$405 price range, during the next year, if sets are available.

Television Dealer Survey (Continued)

A New Jersey dealer said the thing he wanted most to know was "Why more technical information on sets is not provided to dealers." And from a Burbank, Calif., dealer: "A simple phraseology which explains television and its principles to the average layman so he can understand it." A Bronx, N. Y., dealer: "Why aren't more television sets produced in view of the fact that the market is overloaded with radio? There is talk that certain powers such as movie outfits have basic television patents . . . and that royalties they demand are extremely high."

From a Spencer, Mass., dealer: "I personally would like to know all that is available to know about sales and profits." A Huron, Ohio, dealer: "Servicing—I think schools should be established NOW so we may familiarize ourselves with technicalities."

From San Diego, Calif.: "Is it thoroughly developed and will it ever be practical for coast-to-coast hook-ups?" And from a practical Brooklyn dealer: "Why can't we (the dealers) make the money on installations?"

4. WHAT IS YOUR GREATEST OBSTACLE IN TRYING TO PROMOTE THE SALE OF TELEVISION RECEIVERS IN YOUR TERRITORY?

The biggest obstacle to sales promotion, said the dealer, was the current high price of sets. From a Detroit dealer: "Trying to convince customers that their investments won't depreciate too rapidly." From a Raritan, N. J., dealer: "Customers are wary of fast changes and don't want to be stuck with one set when a new idea arrives." And from South Gate, Calif.: "Quality of programs offered so far."

A Schenectady, N. Y., dealer said his biggest obstacle to sales was a consumer belief that prices will be much lower in a year or two and the belief that much development will continue for some time to come." From Brooklyn: "Small screen—high price—too few programs." From New Medford, Conn.: "Lack of cooperation by such major manufacturers as RCA, G-E, etc. They have set up areas by counties and will not even talk with a dealer in the wrong coun-

ty—no matter how qualified." Bronx: "The landlords object to apartment installation." (Ditto from Manhattan, Brooklyn and Queens.)

From Hamden, Conn.: "We are too near sea level for present set-up." Lansford, Pa.: "Surrounding area mountainous and reception o.k. on mountains, but rough for customers in valleys."

5. HOW MUCH CONSUMER RESISTANCE, IF ANY, ARE YOU ENCOUNTERING TO CURRENT SET PRICES?

To this one, almost 90 per cent of the dealers who answered it, replied: "Plenty!" The general answer was: "Current prices are too high." A St. Paul, Nebraska, dealer said: "Customers out here are now waiting for magic sets promised by manufacturers and 'longhairs' during the war." A Brooklyn dealer commented: "Customers want too big a screen for too little investment."

However, one dealer reported that he was encountering no sales price resistance at all, added that customers in his territory were prepared to pay all the way up to \$150 for video sets.

6. WHAT PRICE ARE MOST CUSTOMERS PREPARED TO PAY FOR VIDEO IN YOUR AREA?

The average price range, taken from an average of all answers given, ran from \$240 for table models to \$405 for console sets including FM, AM and automatic phonographs. Many dealers reported that customers expected to get sets as low as \$100, while only one dealer had encountered a prospect who was willing to pay over \$1,000. An interesting sidelight to Question Six was that where television programs already were available, customers were willing to pay more for sets than in areas where video was only something to read about.

7. DO YOU HONESTLY BELIEVE THAT MANUFACTURERS CAN DO A BETTER JOB IN PROMOTING TELEVISION SET SALES? AND IF SO, HOW?

On this one, dealers were almost unanimous in declaring that the manufacturer can do a much better job in sales promotion. And here

is a sampling of how the dealers think the manufacturers can best promote those sales:

Concord, Mass.: "Tell them the truth as to what to expect." Red Bank, N. J.: "Better sales campaigns." Chicago: "More and better advertising." Frederick, Md.: "Set up trailers with powerful sets that can be used for demonstrating in territory where programs are not available."

New Medford, Conn.: "By using good old horse sense in picking dealers who are competent to install, instruct and service." Bridgeport, Conn.: "Allow dealers better discounts." Fulton, N. Y.: "By instructive literature on television reception and installation." Brooklyn, N. Y.: "By cutting prices and eliminating the installation fee." Norwood, Mass.: "Cut out the splash and get down to facts concerning proper installation and maintenance."

8. IN YOUR OPINION, HOW MANY TELEVISION RECEIVERS CAN YOU SELL IN YOUR TERRITORY IN ONE YEAR, IF AVAILABLE NOW? AND AT WHAT PRICE RANGE?

To this question, dealers replied that when television programs are available in their area, they can sell from 10 to 100 sets minimum. Some of these said, in areas where television programs are available, that they had many orders on hand now, but don't have the sets to fill them. All in all, the survey indicated there is a potential market for television sets in excess of 50,000, which doubtless would be increased considerably by figures from dealers not included in the answers. And as to price range, they indicated from \$240 for table models to \$405 for larger sets.

The survey clearly indicates that dealers of this country are waiting anxiously for television.

We think these forthright answers to our questions constitute a clear challenge to video manufacturers and jobbers to tell the public and dealers the whole story about television as it now stands. It points up the necessity for all concerned to work together so that satisfactory video programs soon will be a reality throughout the country.

(More TELEVISION page 40)

NEW UST 5 IN 1 CONSOLE

JOINS WORLD'S *FASTEST GROWING TELEVISION FAMILY*

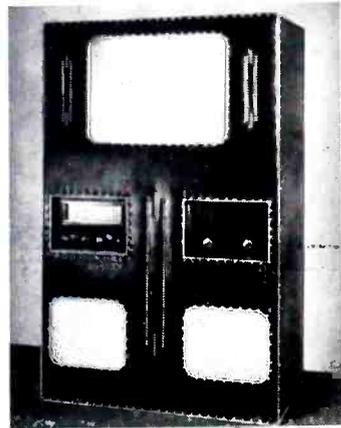
Big Profits for You NOW
with this beautiful UST Low-Cost
5-Way Television-Radio-Phonograph
Console

IMMEDIATE DELIVERY!



★ Graciously styled in a beautiful period cabinet, the UST Tele-sonic offers brilliant 10" direct-view pictures, FM, Standard broadcast, short-wave radio, plus automatic phonograph. A complete entertainment instrument for the home. Including tax, only **\$895**

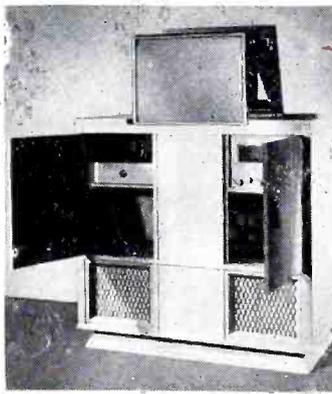
★ The UST Tele-sonic is also available in distinguished modern cabinetry. Includes the same outstanding five-way features; FM, Standard broadcast, short-wave radio, plus automatic phonograph and brilliant 10" direct-view pictures. Including tax, only **\$895**



UST Tavern TELE-SYMPHONIC
For clubs, taverns, restaurants . . . the world's largest screen, 25" x 19" (475 Square Inches). Available for immediate delivery in mahogany wood finish, or in rich leatherette (green, blue, wine, brown and cream). With radio. One small New Jersey dealer grossed over \$10,000 in one month on this sensational tavern seller. Don't wait for business—go out and canvas taverns for big television profits! You don't have to stock it! Including tax **\$1995**



★ **UST TELE-SYMPHONIC, MODERN**, the complete entertainment instrument for the home. Offers the largest home projection pictures, almost 2½ square feet. Exquisite period cabinet with 30 tube chassis, plus 5 rectifier tubes, FM, AM, short-wave, and automatic phonograph. Foldaway screen. Including tax ... **\$2275**



★ **UST TELE-SYMPHONIC MODERN**, with the same exclusive features as the Tele-Symphonic, but styled in distinguished modern cabinetry to blend with both traditional and modern furnishings. Including tax, **\$2275**



★ **UST DUMBARTON**, latest addition to UST radio line. One of the outstanding radio consoles of Today. 7 tubes, plus rectifier tube. Magnavox 12" speaker, Seeburg automatic phonograph. Lovely mahogany finish cabinet. Including tax, only **\$239**

(All prices protected under Feld-Crawford Act. Prices 5 per cent higher west of the Rockies.)

"One Full Year Ahead"



UNITED STATES TELEVISION

MFG. CORP.

3 WEST 61st STREET, NEW YORK, N. Y., Phone Circle 7-4255

1947-TELEVISION RE

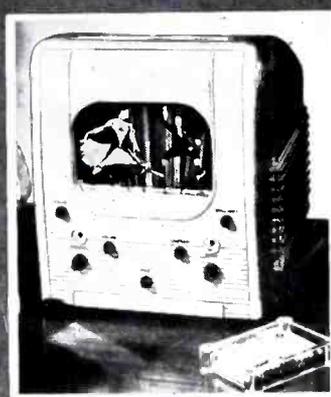
RADIO & APPLIANCE



ANDREA CO-YJ12
75-square-inch screen, daylight brightness, 12-inch tube. Lists at \$995. Table and other console models.



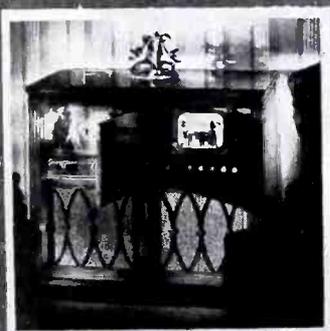
CROSLY "Console"
All 13 channels, swivel tube mounting, which pivots over 60-degree angle to permit viewing from right or left. Lists at approx. \$800 plus \$55 for installation. Also table model.



FARNSWORTH GV-220
10-inch picture tube and so compactly built that it can be placed on end table. Extra bright pictures.



MOTOROLA VK-101
55-inch screen, 10-inch picture tube. Pre-selector and R.F. amplifier eliminating picture "tearing." Also table model.



BENDIX TRP-10
10-inch direct view screen—ultra bright pictures, automatic frequency control. Not yet in commercial market.



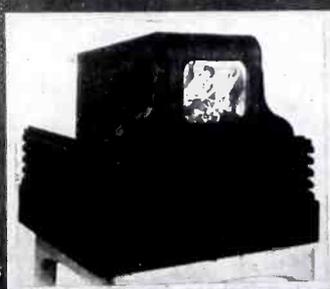
DUMONT "Westminster"
Direct-view, 222-square-inch screen, 41 tubes. Lists at \$2495. Other models.



GENERAL ELECTRIC 802
Direct view 10-inch picture. Tunes in all 13 telecast channels. Lists at about \$750.



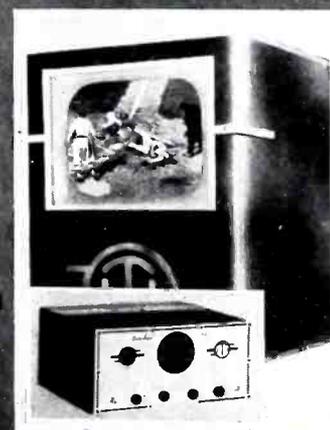
RCA 641TV
52-square-inch screen, automatic brilliance control. Suggested list price, \$795 plus tax. RCA Owner Policy installation and one-year servicing fee \$79. Other models.



COLONIAL "Vision Master" 700
Lists at \$199.50.



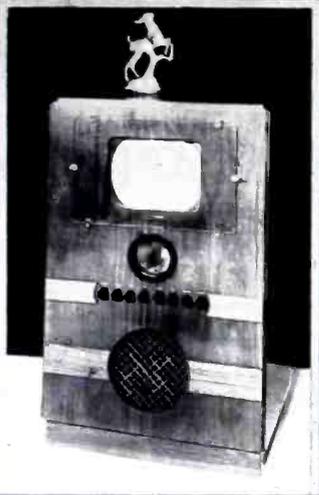
EMERSON 527
10-inch picture, electron ray tuning. Enclosed super loop. Lists at \$350 plus \$50 for installation.



INDUSTRIAL TELEVISION
Receiver
Designed for clubs, taverns where remote control desirable, 20-inch picture, one control unit. Lists at \$1995. Other models.

RECEIVER PARADE-1947

JOURNAL, JULY, 1947



REMBRANT 80
Screen 8 x 10 inches, DuMont 12-inch cathode ray tube, all 13 telecast channels. Lists at \$795 and with phono and AM radio units at \$995.



TELICON "Town Club"
Designed for clubs, bars, schools. Push-button control, 3-square-foot screen. Lists at \$1995 without installation. Also table model.



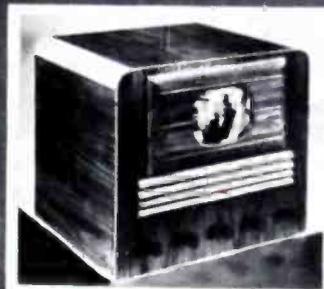
VIEWTONE "Futura"
Compact table model, 21 x 21 x 19 inches. Lists at \$250 without installation.



STEWART-WARNER "Videorama"
13 video tubes, 10-inch direct view cathode ray tube. Approx. \$695 plus \$50 for installation.



TELESONIC "Ambassador"
Model 631T-19, 30" screen, push-button channel selectors. Lists at \$275.



DYNAMIC TU7DL
7-inch pre-tuned 13-channel R.F. and oscillator section. Hand-rubbed wooden cabinet. Lists at \$174.50. Without cabinet \$159.50.



REPUBLIC TELEVISION
7-inch picture, 20 tubes, 5 channel R.F. unit, 3 channels tuned and wired. Lists at \$165. Cabinet \$40 extra.



STROMBERG-CARLSON TV10P
10-inch direct view picture, seven push buttons, 22 tubes, 3 rectifiers and an aluminum-back kinescope. Other models.

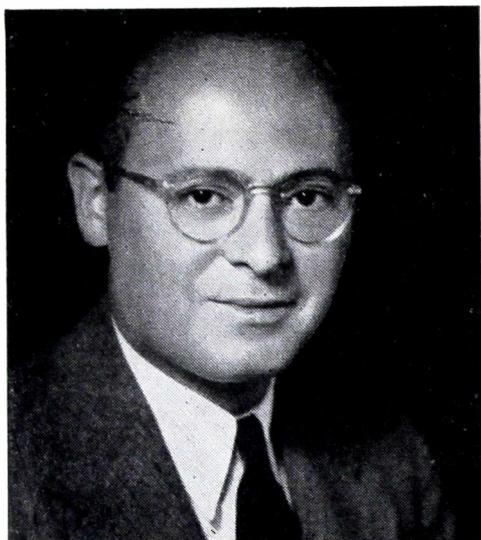


U. S. TELEVISION T-507
Two-foot picture. U.S.T. Refractive Optical Projection System. Lists at \$2275 F.O.B. plant, 5 per cent higher west of Rockies. Other models.



TRANSVISION, INC.
Lectrovision 7-inch picture tube, pre-tuned R.F. unit, finished front panel. Lists at \$159.50. Also available with cabinet.

TELEVISION KITS



JOHN F. RIDER

BY JOHN F. RIDER
Publisher, Rider's
Servicing Manuals

IN October, 1946, this writer had occasion to be a member of the Service Panel at the Television Broadcaster's Conference, in New York City. At that time we raised the issue of factory service of television receivers to the exclusion of the independent radio serviceman, stating that while factory participation at the outset was justifiable, it was a short term requirement and entirely unsuited for long-term planning. Well, the status of thinking in the radio receiver manufacturing industry is changing: the independent repair group will take part in the servicing activity—that is, as soon as those who are interested can demonstrate their competency.

The first signs of this change exist in the form of contracts between manufacturers and independent service organizations of the larger category or between sales outlets and these independent organizations to do the installation and service rather than direct factory service by a local branch. Moreover, talk of training those independent servicemen who display interest and can absorb the technical data, is spreading in manufacturing circles.

The outfit who services the television receiver is in line for like operations on the other electronic devices in the home. As a matter of fact, just that was one of the dangers present in factory service, for it

WHO SHOULD

Manufacturer — Dealer —

A RADIO & APPLIANCE

would have been extremely difficult for a manufacturer to say "no" to a customer who owned one of their television receivers, and desired service on a small broadcast receiver or a record changer, neither of which were part of the television receiver.

Recognizing that the final success of television will call for multiple TV receiver antenna systems rather than the present-day individual antennas, the time required for this development to take hold will afford the necessary opportunity for many men to become familiar with the art in general. It stands to reason that those men who are more progressive will have the jump on the rest, but even so there will be ample room for all who are interested when they come of technical age.

The pattern of contract service by the large organizations is quite understandable as the starting point of the whole program, since progressive steps usually are made first by the larger outfits. This was so at the start of broadcast-receiver servicing when a number of organizations became factory-approved service shops. As time passed and receivers were sold in greater numbers, these shops proved entirely inadequate from the viewpoint of speed and availability when needed by the public. So, in our estimation, it is safe to say that history will repeat itself—perhaps not to the same extent in the number of service shops which will get into the television field, but as we said before, this limitation will be due to technical requirements rather than a change in the need of the industry.

Of course, in making these statements we bear in mind, possible competition from the set dealer—the outfit who sells the product. It is well to say that their basic function is selling, but it is also true that the most natural path between the owner of a defective receiver and a service facility—is back to the outfit who sold the set. And when these selling organizations can visualize profitable operation of a service department, especially when they are selling many different types of appliances other than receivers, they should be reckoned with.

So taking all things into account, the small independent service-shop operator should not look askance at the large contract service shop, or the manufacturers he may represent, for he is leading the fight for continued recognition of the independent service shop—after all he is an independent. Moreover his presence does not mean a restriction in the distribution of replacement parts for television receivers. The word from manufacturers is that such parts will be available to those who want them.

BY GEORGE RINCOE
Vice President, Philadelphia
Radio Servicemen's Assn.

Iwould like to agree with the popular conception of the ideal set-up for the servicing of television receivers, if for no other reason than that I have the personal axe of the independent serviceman to grind. But the serviceman is not the man under consideration. As I see it, the most important party to be consid-

SERVICE VIDEO?

Independent Serviceman?

JOURNAL FORUM

ered is the customer, who buys the receiver, pays for the installation and servicing—and I mean he pays plenty.

Next in importance is the television dealer. He has a large investment and has fought and sold hard to make new customers and hold old ones.

My many years of radio servicing, in dealings with the manufacturers, distributors and dealers, and my better judgment impel me to the conclusion, that the video dealer is the logical man to handle the job.

The ideal set-up is one where the dealer does the installation and servicing on those television receivers which he himself sells. This takes for granted that the dealer is equipped with the technical know-how and instruments to do the job. If he isn't and can't afford the full-time services of a technician, my suggestion is that the dealer contact servicemen in his vicinity to work either on a part-time or contractual basis. In this way the dealer will have a serviceman representing him on calls—one of the greatest assets a dealer has in building customer confidence and good will.

In my opinion, the customer gets the best service, for less money, than under any other plan:

(1) Because the dealer or his serviceman does not have to travel cross-country to reach the customer, who usually lives in the vicinity.

(2) Because the video dealer or his serviceman is well versed in all the problems pertaining to television reception and installation of receivers and antennae.

(3) Because, for example, in any one particular area where a video service organization intends to operate, the combined dealers in the same area have at their command more trucks, more manpower and equipment than any one service organization can ever hope to have.

(4) Because with the majority of dealers there is a healthy tendency to give their customers a break when it comes to charging for servicing, with many a free service call given even after expiration of the warranty period—just to keep their customers satisfied. We must never forget that the service organization as such has nothing else to sell but service,—and therefore can never afford to give it away.

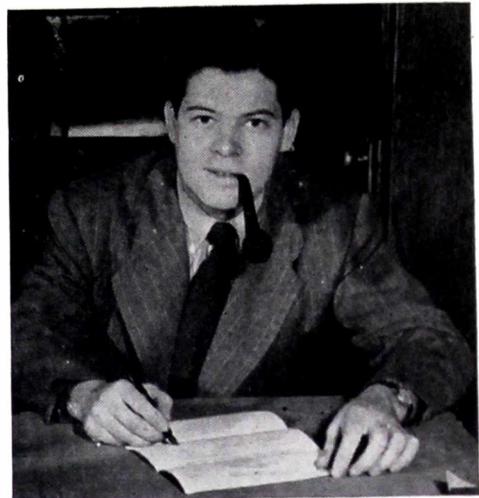
(5) Because the average dealer is called on to service one or two brands, as compared to the 6 or 7 that the service organization has to grapple with, it stands to reason that the dealer will achieve greater technical mastery of his two brands than the organization with its 6 or 7.

(6) And because, lastly, the customer contacts the dealer direct, and the personal "feel" is always there, which enhances the customer's satisfaction psychologically.

For the greatest customer satisfaction and money-saving, the dealer is the logical man to handle video installation and servicing.

BY JOE RESNICK
President, Video Television, Inc.,
New York, N. Y.

WHEN a baseball fan's television receiver breaks down just be-



JOE RESNICK

fore the opening game of a world series, he is interested only in how fast it can be repaired. The television industry today is confronted by a raging controversy over which of the several plans developed to handle the fan's problems is the best.

I believe that the independent firm can do the job best for the following reasons:

First: It can do the job *faster* because it has more trucks, more men and better equipment than the dealer, and because it can supply service to clients in a larger area than the dealer.

Second: It can do the job *cheaper* because it buys its equipment, cable, antennas and vehicles in volume, and also because it can spread its cost over a larger number of installation and service calls. The consumer benefits from these savings by a less expensive price on work performed on his receiver.

Third: It can do the job *more efficiently* because its only consideration is installation and repair work. The dealer's main interests is sales—not only of television sets but of other commodities. The manufacturer is preoccupied with the problems of production.

Fourth: It can do the job *in a larger area* than the dealer because it has several branches. A Manhattan dealer asked to transport, install and maintain a receiver set outside the metropolitan area is at a disadvantage. But an independent firm with

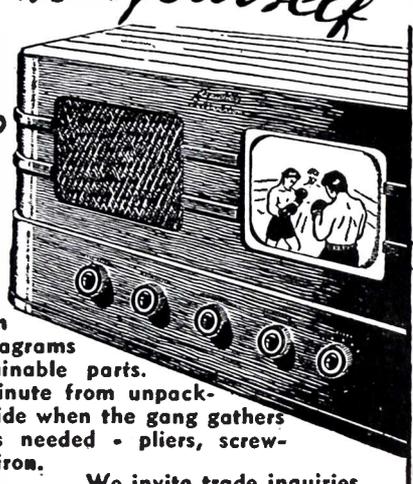
(Please turn the page)

TELEVISION KITS

Build it yourself

ONLY
165⁰⁰
F. O. B.
COMPLETE

Now you can have a fine quality television receiver — build it yourself from amazingly simple diagrams and the finest obtainable parts. You'll enjoy every minute from unpacking to the thrill of pride when the gang gathers for a preview. Tools needed - pliers, screw-driver and soldering iron.



OUTSTANDING FEATURES

- "FM" sound High fidelity
- 20 tubes - pre-tested
- DC restorer
- 5 channel RF units. 3 tuned and wired.
- 3.5 megacycle band width
- Permeability pre-tuned IF's
- 7" Brand picture tube
- Complete antenna - 60' lead-in
- Hardwood veneer front panel

\$35. deposit on C.O.D.'s

Molded plywood cabinet \$40. extra.

FULLY GUARANTEED

WRITE
Dept.
R

We invite trade inquiries.

Republic Television Inc.
DUMONT — NEW JERSEY

VIDEO SERVICING FORUM

(Continued from page 17)

branches located throughout the metropolitan area is set up for just such a problem.

My firm, Video Television, Inc., is one of the largest independent organizations in the country dealing exclusively in television installation and service. At present it is composed of five branches located in and around the metropolitan New York City and New Jersey. Through its experience in the field, Video has developed a system of installation and maintenance, which, I believe, is the most thorough in the industry. There are four steps in the operation:

1. The set is delivered by the distributor or the dealer to one of Video's installation shops. There it receives an air check, involving the inspection of the chassis for circuit defects, the checking on the air of all stations and a "life test" of a few hours to make certain that electronic weaknesses are not present.

2. When the inspectors are assured that the receiver is electronically perfect and that it will operate on all channels, it is delivered to the customer's home. There, it is installed according to the manufacturer's specifications, and the installation crew does not consider its task completed before the receiver is properly tuned and the client understands how it is operated.

3. The next step is to an "educational call." The firm sends a man to the owner's home, where further instructions are offered on how to obtain the best possible picture.

4. The receiver is then warranted for one year.

The dealer cannot afford, the prohibitive cost of equipment, vehicles and labor which are vital to fast, efficient service. Today the only manufacturer who has entered the service and installation field, RCA, cannot possibly meet the efficiency of the independent firm in this work. RCA, like all manufacturers, is interested primarily in the production of the receivers not in their maintenance.

For a better television industry, and for better service to the consumers of television receivers, I say let the independent firm handle the installation and service problem.

THE SHOULDER STRAP RADIO
\$29.95
with batteries

The "Smartest Gift"

YOU COULD GIVE!

... music wherever she goes" from that beautiful portable radio that looks just like a ladies handbag.

- 3 way adjustable shoulder strap.
- Featherweight . . . only 72 ounces.
- Fingertip control . . . no doors to open.
- Superb tone and volume.
- Your choice of brown alligator, black, red, tan, green, blue, grey, or natural snakeskin, or red morocco.

DEALER'S NAME-ADDRESS

This is ARC AD MAT No. 1 prepared for dealers to use in local publications . . . available on request.

ARC RADIO CORPORATION
523 MYRTLE AVENUE BROOKLYN 5, N. Y.
NOW APPOINTING MANUFACTURER'S REPRESENTATIVES WITH "DIRECT DEALER" ACCOUNTS!

RECORDS AND PHONOGRAPHS

A SECTION OF RADIO & APPLIANCE JOURNAL

Guest... EDITORIAL

Stephen Nester, president of The Duotone Co., New York, N. Y., brings a specially prepared message to Journal readers this month on a subject of interest in all facets of the radio and appliance field as well as in his own particular line—phonograph needles.



STEPHEN NESTER

Sales Aids — Essential To Good Selling

IT has been my observation that during the present "buyer's market," too few manufacturers have given thought to the completing of a sale—down the line. The manufacturer has sold to the distributor and let it go at that. We must all be aware of the fact that our ultimate goal is to see that goods are moved off the dealers' shelves. When we sell to the distributor, the sale is only one-third made. We, the manufacturers and producers, must give additional aid to the second and third parts of the sale from distributor to dealer and from dealer to consumer.

The biggest factor making for the so-called "coming recession" is that of over-inventory right down the line. This over-inventory predominates the third part of the above-mentioned "sale"—with the dealer. The more the dealer sells, the more he will buy from the distributor. Therefore, the manufacturer's prime interest should be sales help and promotional pieces which will be of assistance to the dealer. The only real help that manufacturers can give is to the dealer through the all-important distributor, for many manufacturers are never in direct contact with the thousands of dealers who sell their goods.

Distributors must receive good sales helps. So good that he will want to pass them on to the dealers. In that respect, phonograph needle companies are outstanding in that they have always supplied counter material, show cases and done a great deal in package improvement. There is an educational program to perform, too. When our firm sends out its largest display show cases, which demonstrate by actual research that sales increase more than fifty per cent, we always make it a practice to give the dealer educational help which will aid him in selling more than just one needle so that he will be ready with correct advise on the use of record accessories and with selling tips for him. We in the needle business ride along with the success or failure of the phonograph and record business.

The phonograph needle was a step-child until scientific minds were put to developing it and making it an individual product that could stand on its own feet. Those of us who pioneered this are now turning our sights to more and more dealer helps. Large investments have been made by all of us in counter displays and show cases. The dealer must realize that he can increase his business and fill in the gaps with a greater effort put toward the sale of accessories. The summer is coming and with it the usual fear of a slump. Utilize the dealer helps which we, the manufacturers and producers, have prepared for you.

**JULY
1947**

Radio & Appliance JOURNAL • July, 1947

SELF-SERVICE on single records is paying off in a big way for Ferguson's Record Shop in Memphis, Tenn. Opened by Leon Ferguson in June, 1946 (soon after he got out of the Army), and starting with only one major franchise (Decca), sales for 1947 are running at a steady monthly rate of over \$2,500. All major labels are now carried except Columbia; in addition, a few indie labels such as Majestic, Stinson, Keynote, King, etc., have some numbers that have proved to be worth carrying.

As you can see from the photographs, Ferguson's is one record shop that goes in heavily for self-service on both singles and albums. Although the store is only 18 x 60 feet, most of it is used for display. Down one wall is a 24-foot row of single record racks, six deep, containing popular dance and vocal records, while across the aisle are single racks of hillbilly and western records, also one section of swing and boogie records. At the end of these racks are three 4 by 6 foot listening booths, and an additional player is used on the outside of the booths.

On the other aisle of the store, across from a 35-foot row of wall album display racks, are single classical record racks displaying practically all RCA Victor Red Seal records. These classical singles are separated into groups such as piano, violin, orchestral and vocal. Altogether these single racks allow space for over 450 different numbers. The popular spaces are large enough for an entire box of each number, while the classical spaces will hold 10 or 12 records each. Across the front of the store are single racks for 36 best sellers (3 or 4 different recordings of the 10 top tunes). Both titles, artist's name and price are shown in large letters over each record so the customer doesn't have to touch the records to see what they are; any he wants to try, he is encouraged to pick up and take to the booth to hear.

The popular albums displayed along the wall over the pop singles are arranged alphabetically by artist,

This view of Leon Ferguson's one-man music shop shows how recordings have been catalogued so that even his youngest record customers won't have any trouble finding their favorite discs. So far, his breakage with self-service has been a long way under what it would cost to hire an additional clerk.

SELF

pays off for

MEMPHIS DEALER

as are the singles. The wall album racks are also classified as to vocal favorites, instrumental favorites, hot jazz, symphonies, children's records, etc. Other classical albums are arranged alphabetically by composer on shelves under the single record racks so customers can see the entire stock if they want to. Popular albums are arranged on shelves by label and catalog number. Each album on display has an RCA Victor album marker in it, so when the album is sold, the marker is a reminder to put another one on display.

With all his album stock easily visible, Mr. Ferguson does not maintain a perpetual inventory but does use the RCA Victor album inventory cards to post his orders and receipts. Receipts of all singles are also posted on cards so when a number runs low, it is easy to see how many have been

sold within a given period. With this self-service display of singles, an almost constant check is kept of the quantities remaining in each rack. The stock shelves at the rear of the store contain slower selling or reserve items, which are often rotated with other numbers on display but selling slow. Thus customers soon get the idea that the store has a rather large and varied selection of old and new records and they buy many singles they would not otherwise think of.

Ferguson's was the first suburban record shop to open in Memphis, but record fans have been quick to appreciate the advantage of a complete suburban record shop that saves them having to get into uptown traffic jams and not being able to find a convenient parking place. Also Ferguson's is open from 9 A.M. until 9 P.M. every week day, so many peo-



SERVICE . . .

Ex-G.I. Leon Ferguson couldn't afford to hire a clerk when he opened his record shop a year ago—So he made it a self-service store—Now his monthly sales run over \$2,500—and he's hired a clerk.

ple who work during the day and can't get uptown then take advantage of the evening hours.

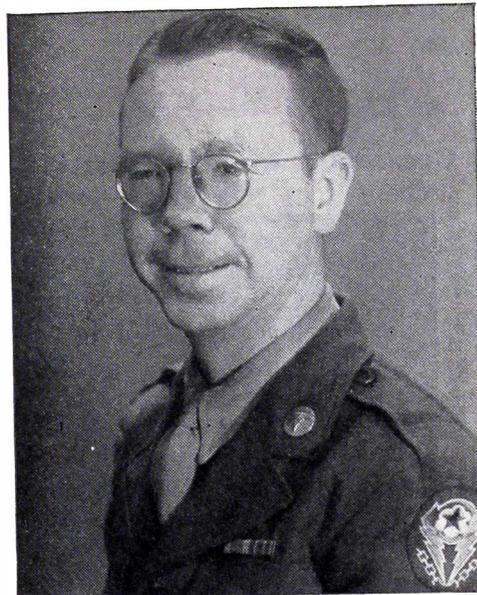
A great deal of advertising has been necessary to let Memphians know about this new record shop. At present, four 15-minute radio programs a week on a local radio station are used, two popular and two hill-billy record programs. In addition an ad listing the 10 Top Tunes of the Week is run in the newspaper each Monday morning, and a small Sunday ad is also used. A screen ad is run every other week at a neighborhood theatre. This is a heavy advertising budget, but it is proving effective. Sales were built up from about \$100 a week at the start to \$3,100 for the month of December and this year they have run around \$2,500 or better each month.

However, Mr. Ferguson attributes a good part of his business to his self-service single record racks, which incidentally have since been copied by a number of record dealers in this territory. Time and again customers express their pleasure over a set-up that enables them to look over so many single records, leisurely, without bothering or being bothered by a clerk. Of course, each customer is greeted soon after he enters the store but most customers say they would rather look around first, so are left to browse all they want to. Usually the result is they find many records they would not think to ask for otherwise; this is especially true of standards and reissues, consequently the unit sale is larger. Another advantage is that the records selected by the customer from the self-service racks give the dealer an idea of what types the customer prefers, so additional records or albums of these

types can be suggested or given the customer to listen to. It is suggested only that the customer "listen" to them, but naturally the more he listens to, the more he usually ends up buying.

From the financial angle, this self-service on singles also pays off. Of course, the breakage may be a little more but so far has not been excessive. As most labels have Memphis distributors, Mr. Ferguson finds it advantageous to make his own pickups each morning so he can get reorders or new releases as fast as they come in at the distributors. Except for one young man who runs the store from 9 A.M. until noon each day, and works all day Saturdays, Mr. Ferguson runs the store by himself. With so much self-service, many customers do not need or want help from him, so he still has time to talk with other customers or suggest additional records for them. Thus he is able to handle as much as \$100 or more in a day without extra help; in fact, during the holidays last Christmas, he sold from \$300 to \$400 in a day by himself though he admits it was a grand rush. However, when you have an ex-GI who really likes the record business and wants to make the most out of his own shop, he doesn't mind the 12 to 14 hour days and the rushes—and the ringing of the cash register.

At present Ferguson's is getting only about three turns at year. This is mainly because he is just beginning to build up an extensive stock of Red Seal classical records and albums, at the rate RCA Victor is reissuing them, quite a large basis stock is needed. Also it takes some time to build up this type of clientele. It is interesting to note that with so



LEON FERGUSON

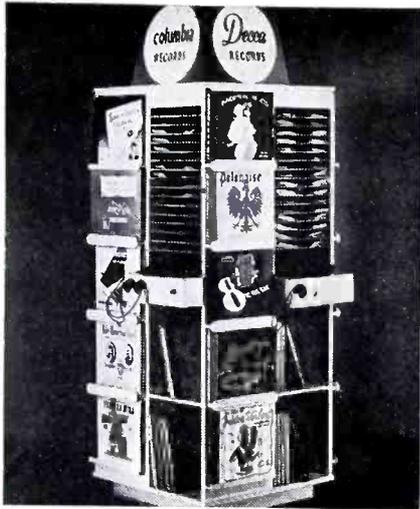
many classical singles on display, some customers who ordinarily buy only pops are trying some of the light classics and buying them, especially those featured in the movies, and this opens up a vast new field for the sale of such records. It is in this respect that personal service best augments the self-service feature. It is very important that the dealer or salesman have at least a slight acquaintance with every record or album in stock so when a customer has indicated his interest in certain artists or types of music, additional recordings can be suggested.

Mr. Ferguson says he has noticed an increasing resistance to album sets, especially where the customer wants only one or two of the titles in an album or already has one or more arrangements of some of the numbers. He has also noticed that record buyers are becoming more particular as to the artists they buy and especially the surface quality, and it is his opinion that as records become more plentiful, many labels will be dropped by dealers unless the records show a considerable improvement in quality, both as to artists and surface.

It is his idea to concentrate on records but he also carries two top lines of radio-phonographs, for with so many people coming in for records, it is only natural that if they see a nice combination on display, they will sooner or later want a better set of their own and may buy one like they have been seeing.

NEW RECORDS

COLUMBIA Industries Disc Play



Columbia Industries, 19th Ave. and 36th St., Long Island City 3, N. Y., has announced production of its "Disc-Play," a complete record and album department where customers may choose and play records without disturbing others in the store. Disc-Play occupies a space two feet square and holds 20 albums and over 80 record selections. Record pockets hold eight of each selection, or may be used to hold albums.

The display stand, which includes a complete electric phonograph and earphones, is made of 5 ply 3/4-inch laminated panel with shelves for record pockets of tempered Masonite. The display stands 5 feet high and is 26 inches square. When writing to manufacturer, please mention RADIO & TELEVISION JOURNAL, July, 1947.

ALAMO Record Master



The Record Master Automatic phonograph, manufactured by Alamo Electronics Corp., 105 W. Romana St., San Antonio, Texas, is now in production. It features a rapid single post four-

second changer, high fidelity 3-tube beam power amplifier, a five-inch P.M. speaker featuring a one-ounce Alnico 5-magnet and separate volume and tone control. The phonograph is housed in a walnut veneer cabinet, plays 12 ten-inch records or 10 twelve-inch records automatically with push-button control. Cost to dealer, \$30.03 plus \$3 tax. Suggested list price, \$48.49. When writing to manufacturer, please mention RADIO & APPLIANCE JOURNAL, July, 1947.

REMLER Scottie Convertible

The new 1948 Remler Scottie Convertible, "the World's Smallest Radio Phonograph," is now being released to dealers. The Convertible measures 6 3/4 x 7 x 10 inches. It is designed to meet the demand for a moderate price radio-phonograph which combines unprecedented performance with the convenience of ultra small size, according to R. C. Gray, president of Remler Company, Ltd., San Francisco. The Convertible plays 10 or 12-inch rec-



ords. The turntable has a deeply flocked surface to prevent record slippage and wear. The tone arm has a quality crystal pick-up and a permanent needle.

The phonograph shuts off automatically when the lid is lowered, which makes it impossible to leave the motor on when the cover is down. The radio can be used with the phonograph section open or closed which permits switching from phonograph to radio in order to pick up news broadcasts, etc., while listening to records. The Convertible is housed in a handsome plastic case in ivory and ebony, list price \$64.95. It is also available in a deluxe model in all ivory equipped with a silent tone arm, list \$69.50. For further information, write Remler Company, Ltd., 2101 Bryant St., San Francisco 10, Calif. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, July, 1947

RECOTON Ultra Needle



The makers of Recoton quality phoneneedles, New York, are introducing a new long-life needle at a popular price. The needle is known as Ultra and marks the first time the makers are invading the "mass market" with a popular-priced sapphire-tipped number retailing at \$1.50. Each needle is micro-tested and factory sealed for high-level performance. The Ultra needle is fitted with a sapphire point that is highly polished to give up to 6,000 and more faithful plays without surface noise and minimum record wear. The addition of the Ultra needle to the jewel-tipped line marks the first time that Recoton has marketed a sapphire needle at a "leader price." The jewel-tipped line includes, Primus, Rubypoint, Supra, Symphonie. The Ultra needle is produced with the same infinite care and precise craftsmanship that distinguishes the entire jewel-tipped line. When writing to manufacturer, please mention RADIO & APPLIANCE JOURNAL, July, 1947.

RCA Victor Children's Sets Now Being Made Non-Breakable

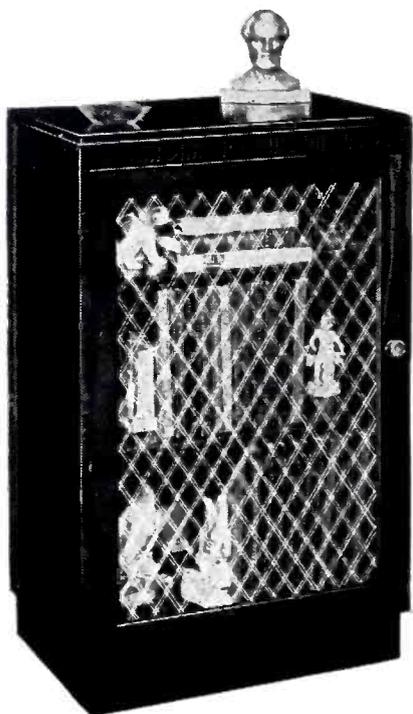
RCA Victor Records has commenced shipments of its new line of children's records, made of non-breakable stock in automatic sequence, packaged in hard-backed record-story albums.

This was announced by J. L. Hallstrom, general merchandise manager for the record department, who revealed that henceforth the only children's records that will not be housed in hard-backed albums are single record packages, which will remain as showpieces. When writing to manufacturer, please mention RADIO & APPLIANCE JOURNAL, July, 1947.

PHONOGRAPHS . . .

MORTON Combinette

R. P. Morton Co., 666 Lake Shore Drive, Chicago, announces that its Grand Rapids factory is now in production on the Morton Combinette—the trend-making bookcase that actually holds 12-inch record albums upright. The Combinette has plenty of room on top for a record player or small radio. The interior leaves ample shelves for books and bric-a-brac. Designed in rich mahogany or smart walnut veneer hand-rubbed to a lustrous satin-smooth finish, with beautiful brass, double-lined grill and glass-covered door. The Combinette may be ordered so the door will open either right or left as desired. Overall size is 16 inches deep, 24 inches wide, 40 inches high. The Combinette retails for ap-



proximately \$49.50. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, July, 1947.

WALCO Diamond Needle



Electrovox Co., Inc., of 31 Fulton St., Newark 2, N. J., introduced its new diamond phonograph needle to the Music Trade at the NAMM Trade Show in the Palmer House, Chicago.

The needle retails at \$12.50, a fraction of the price at which other dia-

mond needles have been selling. The maker feels that the price takes the diamond needle out of the broadcasting field and puts it in the hands of the general consumer for use in the home. When writing to manufacturer, please mention RADIO & APPLIANCE JOURNAL, July, 1947.

WAVEMASTER Town & Country



The Town & Country Combination model comes with a tilt-top design that

opens separately for radios and completely for the record player with fully automatic record changer. It plays ten and twelve-inch records and comes in an assortment of colors, including airplane luggage type. The model features five tubes, Alnico V speaker, large baffle area, chassis and changer sturdily mounted, crystal pickup, permanent needle and lists for \$84.50. The Wavemaster line is manufactured by the Harold Co., 96 Fifth Ave., New York 11, N. Y. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, July, 1947.

Sapphire Needle Sets New Record

A new world's record for the life of a phonograph needle has been announced by Electrovox Co., Newark, N. J., manufacturer of jewel-tipped phonograph needles. A single Walco Sapphire Needle played one record a total of 43,000 times, after which microscopic examination of both needle and record revealed that neither was unduly worn.

CUTS RECORDS UP TO 10" DIAMETER

PLAYS RECORDS UP TO 12"

ONE BUTTON CONTROLS SPEED
78 or 33 $\frac{1}{3}$ R.P.M.

JUST LOWER CUTTING ARM TO START RECORDING



MODEL GI-R90
DUAL-SPEED HOME
RECORDING AND
PHONOGRAPH ASSEMBLY

Smooth Power . . . FOR HOME RECORDING

Your customers will be delighted with the high-quality home recordings they can make on this GI Dual-Speed Home Recording and Phonograph Assembly. Equipped with ample *Smooth Power* for recording or reproducing, it's simple as ABC to operate. It's sturdily built to stand up under hard use . . . and it's remarkably low-priced for volume sales.

Send for details on this fine unit, and for complete information on the complete *Smooth Power* line of Phonomotors, Recorders and Combination Record-Changer Recorders.

THE GENERAL INDUSTRIES CO.
DEPT. MT. • ELYRIA, OHIO

. Disc Dots and Data .

Keynote to De-emphasize Jazz

Under the direction of its new president, John Hammond, Keynote Recordings, New York, has revised its previous policy of placing emphasis on jazz and instead, Mr. Hammond has announced that equal priority will be



JOHN HAMMOND

given previously unrecorded classical and contemporary compositions, folk music and children's albums.

On the basis of the planned additions

to Keynote's new catalogue, 21 distributors have been engaged with more franchise grants to follow. Other officers of the firm are Robert McKinney, treasurer, and Max Lipon, executive vice president in charge of sales.

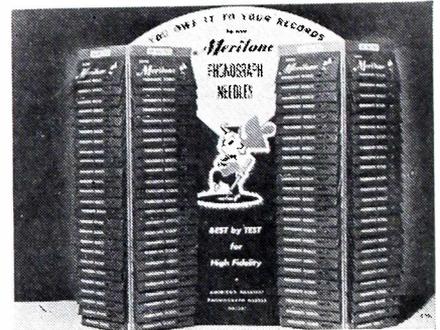
Jack Myerson Heads Musicraft

The new board of directors of the reorganized and refinanced Musicraft Records, Inc., has announced that the plan approved by stockholders on March 19 is now fully effective. The new board, which represents a complete revamping of its previous membership, also announced the election of Jack Meyerson as president and a director. Mr. Meyerson resigned his executive position with Decca Records, Inc., after being with the latter company since its inception 14 years ago, to accept his new position with Musicraft as chief executive officer.

The new board of directors, in addition to Mr. Meyerson, consists of William A. Shea, of the law firm of Tucker & Shea, who will also serve as chairman of the board and general counsel; Robert O. Buck; Warren W. York, of Warren W. York & Company, and Irving M. Felt, who was chairman of the board of the predecessor company.

To Increase Meritone Production

The increasing demand for Meritone phonograph needles will soon be met more favorably, according to information International Merit Products Corp., New York, exclusive importers of Meritone needles, received from their



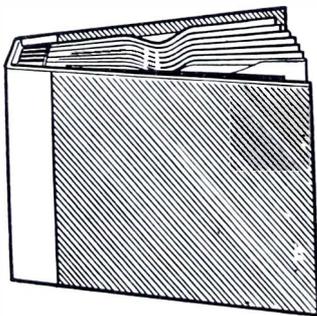
factory, Laubscher Brothers, in Switzerland. New types of automatic machines, specially designed and developed in Laubscher's engineering department for precision turning of phonograph needles, have been completed and their higher production capacity will result in increased deliveries.

Here's your Source of

SUPPLY

FOR PHONOGRAPH RECORD ALBUMS

WE ARE ONE OF THE LARGEST MANUFACTURERS OF PHONOGRAPH RECORD ALBUMS IN THE WORLD.



WE ALSO MANUFACTURE 10 INCH AND 12 INCH STORAGE ALBUMS
(IN STOCK AT ALL TIMES)



ALBUM CORPORATION OF AMERICA

239 ST. MARKS AVENUE

BROOKLYN 17, NEW YORK

G-E Phono Reproducer Available to Servicemen

The variable reluctance pickup, G-E's magnetic type of phonograph reproducer, has been made available through distribution to radio servicemen, the Specialty Division of the company's Electronics Department has announced.

Features of the pickup are reduced hum, low mechanical impedance, smooth high frequency response and low wear on records, according to R. S. Fenton, in charge of the sale of component and universal parts for the division. It utilizes a built-in sapphire stylus.

Handel's Messiah Recorded by Bibletone

Bibletone Records, Inc., New York, leading independent recorders of religious and inspirational music, have just completed an abridged version of Handel's "Messiah," released May 15th.

Although condensed to 24 minutes (8 sides), this Bibletone Album has made no sacrifices in the continuity of this great masterwork and has in it all the time-honored highlights of the famous oratorio.

The talent used by Bibletone includes the top-ranking Oratorio artists in the country: The 300 voices of the world-famous Augustana Choir of Rock Island, Illinois; Soloists J. Alden Eckins, Lura Stover, Harold Haugh and Lydia Summers; Organists Clarence Snyder and Brynolf Lundholm; Musical Director, Henry Veld.

RCA Victor Introduces Its First Television Console

RCA Victor has announced that its first postwar console television receiver and the most versatile home instrument in the company's history is now in mass production and is being shipped to television distributors this month. The new instrument, combining television, RCA Victor FM, standard broadcast, international short wave, and Victrola phonograph, is the first unit with these services to be offered by the industry for less than \$1,500. Suggested retail price for RCA Victor's five-in-one unit is \$795, exclusive of tax and Owner's Policy fee.

Winant Names Two Distributors

Winant Productions, Inc., New York, originators of children's instructional entertainment records, announces the appointment of two new distributors in the Central Atlantic district. The Keyler Co. of 131 South 24th Street, Philadelphia, Pa., will distribute this line of children's records in the Philadelphia area, while Barnett Distributing, Inc., of 8 West 20th Street, Baltimore, Md., will represent Winant Productions in Baltimore.

Gem Appoints Malone

Gem Phono Manufacturing Co., makers of GEM sapphire and GEM ruby needles, announces the appoint-

ment of J. Dan Malone, of Chicago, as sales manager.

D. J. MacKillop Elected Tempo Vice President

Irving Fogel, president of Tempo Record Co. of America, has announced the appointment of D. J. MacKillop as vice president in charge of Southern sales for the company.

Mr. MacKillop, who functioned formerly as Southern District sales manager for the Philco Corporation, with which organization he was associated for thirty-three years, has already enfranchised an impressive list of distributors in his territory.

Magnavox Official Sees No Price Cut for Radio-Phonos

Prospects of price reductions in the quality radio-phonograph field are remote today, Frank Freimann, executive vice president of The Magnavox Co., said in an address during the annual convention of the National Association of Music Merchants.

"At Magnavox we see no hope whatever of reduced prices in the face of greatly increased labor and material costs," he declared. "We are, however, continuing our fight to keep prices at present levels through efficient manufacturing and distribution methods."



● Have fun with a "Play-A-Tune" phonograph on an outing or in the home. Geib quality products have been on the market since 1899.





1948

**Back to
Normal**

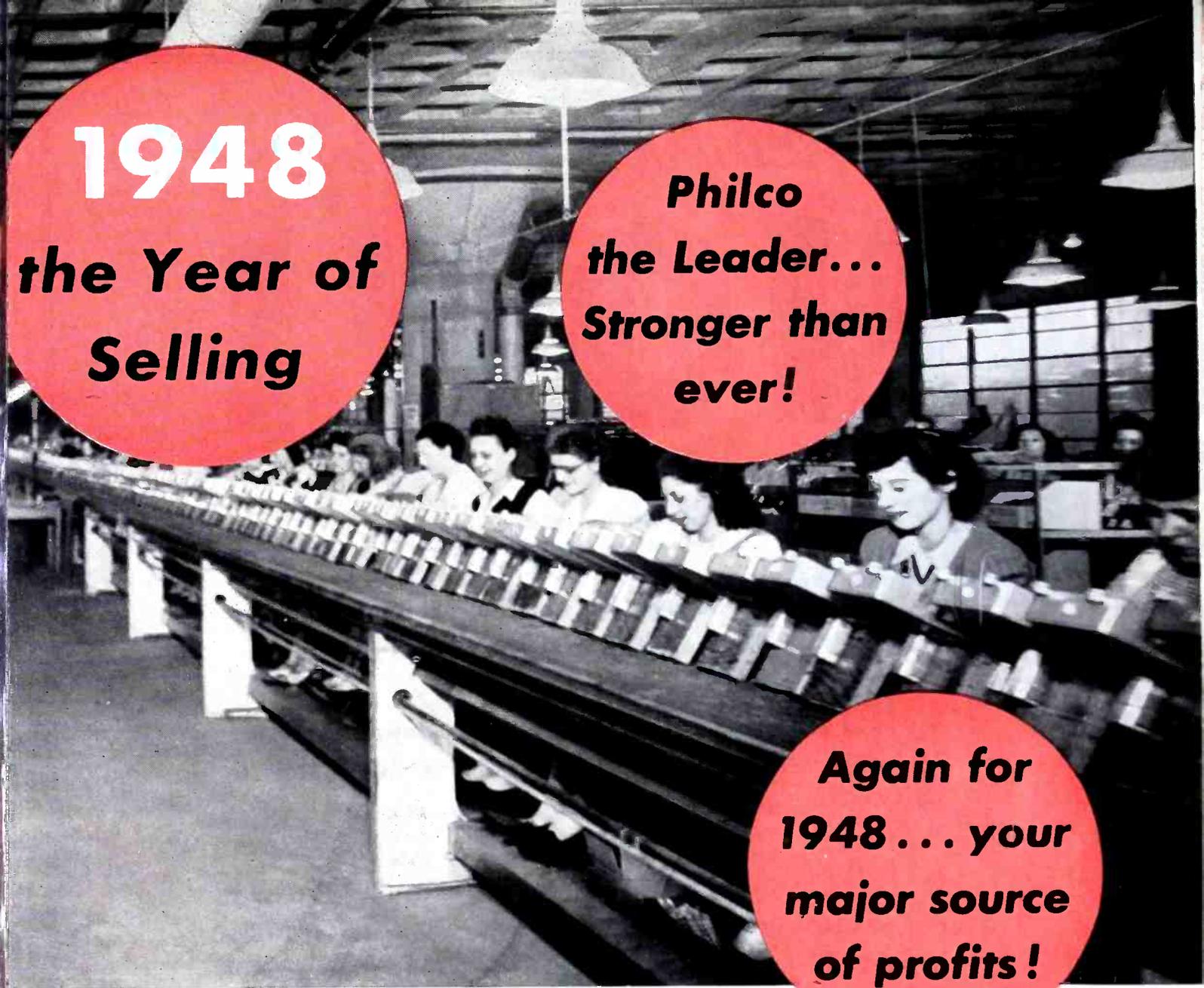
1948

**the Year of
Production**

PHILCO
Radios and
Phonographs
for 1948
are here!

*Philco, the industry
leader for 17 years,
is ready for 1948...*

*the year of selling... with a sensational
line of radio and phonograph values!*



1948

**the Year of
Selling**

**Philco
the Leader...
Stronger than
ever!**

**Again for
1948... your
major source
of profits!**

The news is out . . . Philco dealers all over America are getting the full story now...again, for the season of 1947 and '48, the radio dealers' greatest opportunity for sales and profits lies with *Philco, the Leader!*

Philco for 1948 is here, bringing you the sensational post-war developments from the Philco laboratories in a complete array of record-breaking radio and phonograph values . . . every model a *sales leader* in tone, performance, features and quality . . . superbly styled for every shade of modern public demand. And *merchandised* to give you volume sales in the profitable price brackets, to put power in your promotions and sell-up on your floor.

Selling gets back to normal in the year of 1947 and

'48. And Philco is ready again to set the pace for the industry in advertising, merchandising and promotion. In every medium . . . broadcasting, magazines and newspapers . . . the strongest national and local campaigns in Philco history will tell the story of Philco quality and value to the radio and phonograph buyers of every market.

Yes, Philco for 1948 gives you the line, the merchandise and the promotion you need for your biggest year of selling and profits!

PHILCO

Famous for Quality the World Over

The Buyer's Market is

NOW!

- **NOW** . . . the honeymoon is over.
- **NOW** . . . you can't have all the customers you want because now your competitors want them too.
- **NOW** . . . whether you keep prices down or whether you raise them, you will have a job on your hands to secure new customers and hold the old ones.
- **NOW** . . . is the time for you to remember that over the past thirty years the Who's Who of manufacturers in your line of business have advertised in the "Journal."
- **AND,**
- **NOW** . . . right now, is the time to start a hard-hitting and intelligent advertising campaign in

The oldest complete dealer magazine

RADIO & APPLIANCE JOURNAL

30,000 AUDITED CIRCULATION

1270 Sixth Ave., RKO B'ldg., Radio City, New York 20, N.Y.

APPLIANCES

A SECTION OF RADIO & APPLIANCE JOURNAL

Guest . . .

EDITORIAL

This timely editorial on appliance merchandising was specially prepared for RADIO & APPLIANCE JOURNAL by Leonard C. Truesdell, vice president and general sales manager of Hotpoint, Inc.



LEONARD TRUESDELL

Time For Aggressive Selling

THERE has been a great deal of conversation since V-J Day concerning the educational job necessary to get dealers back into the harness for the hard selling job ahead. In recent trips over the country I have been astounded at the aggressive job the dealers are doing toward tooling up for the selling job. Thousands of salesmen and servicemen in stores across the country are now ready to go to work with the rapidly increasing flow of appliances that is reaching dealers.

We know that it is no accident that thousands of dealers still cannot get enough of the major appliances they have contracted to sell. That is not because the factories are not producing, it is because the dealers are taking the reconversion in stride and are continuing to deliver the merchandise to homes as it reaches them.

Appliance merchandising has not changed from before the war when it was recognized as a specialized selling job. The dealer with the alert sales force, with the up-to-date store, with the aggressive merchandising program, got the business and made the money. The industry is reshaping to the same pattern now.

I believe that today, many dealers who feel themselves in a buyer's market actually do not have full lines of merchandise. They do not qualify as actual "appliance headquarters" in their communities, with the resulting benefits, until they can satisfy an average shoppers' search. Specific homes will be searching for specific appliances for a good long time to come, but a dealer cannot sit back and wait for these people to come to him. He must be ready with a full stock and attractive windows, a real aggressive merchandising program, to get his share of those who buy appliances voluntarily, but his real money will be made when he applies all of his selling force in a well coordinated effort to "go out and get the business."

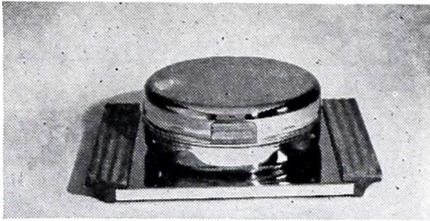
Major appliances today are better than they have ever been in the past. I think there is no doubt that the selling price has increased less than it has for any major commodity on the American market, but the proper viewpoint for the profit line of dealer is to look at the higher priced merchandise as offering a greater return in dollars than he can possibly get selling low dollar sale units.

While many dealers who are not tooling up to do a real selling job will fall by the wayside during the next year or so, the real merchandisers are now putting their houses in order and tooling up for the greatest profit opportunity that they have ever enjoyed.

**JULY
1947**

NEW APPLIANCES

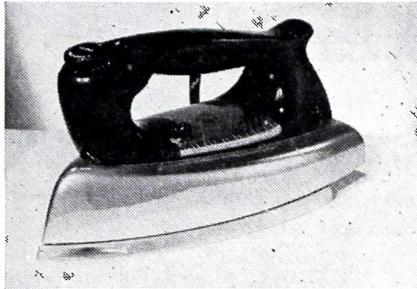
SPEED-BAKE Waffle Iron



Latest addition to Haines electrical appliances is the new "Speed-Bake" 32-volt waffle iron, all-steel constructed, chrome plate finish, which bakes large 8-inch waffles in less than 3 minutes. The Nichrome elements are imbedded into the grids for faster baking. The iron features heavy duty cast aluminum grids, free floating hinge, and comes complete with cord. Packed in individual cartons, weight approx. 7 lbs. Retail for \$16.95. Manufactured by Haines Mfg. Corp., 4754 N. Clark St., Chicago 40, Ill. When writing to manufacturer, please mention RADIO & APPLIANCE JOURNAL, July, 1947.

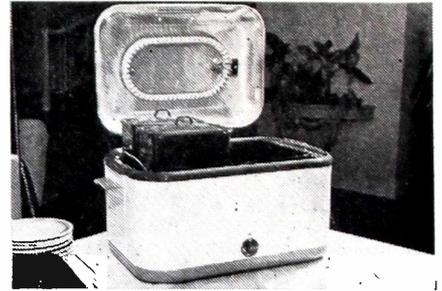
G-E Steam Iron

New double-duty General Electric steam iron can be transformed into either a steam or dry iron at the turn of a knob. Only exact amount of steam necessary for fabric being ironed is produced one drop at a time so that water in storage is never under pressure. New iron steam-irons all types of fabrics from silks and rayons to light cotton and woolens without dampening.



When writing to manufacturer, please mention RADIO & APPLIANCE JOURNAL, July, 1947.

PROCTOR Roast-Or-Grille



The new Proctor Roast-Or-Grille, Model No. 122, a thermostatically controlled portable electric oven with the unique feature of a broiler in the lid. Designed in baked white enamel and chromium with gray acid-resisting inset pan and three piece acid-resisting black enamel pan set, its capacity is 18 quarts liquid measure. It will roast meats and fowl up to and including a 20-lb. turkey. The complete combination retails at \$39.95 including federal excise tax. Further information may be had by writing to Proctor Information Center, 220 East 42nd St., New York 17, N. Y. When writing to manufacturer, please mention RADIO & APPLIANCE JOURNAL, July, 1947.

ECONOMASTER

The Hottest Heater on the Market

Priced right to sell quickly . . . built right to insure customer satisfaction. That's why Economaster heaters have received such enthusiastic reception from dealers and their customers everywhere. Fully guaranteed. Underwriters Laboratories approval. See us at Space A232, Chicago Housewares Show, July 13-18, Navy Pier.



Economaster

ELECTRIC HEATERS

Interested Distributors Write

ECONOMASTER SALES, INC.

128 EIGHTH AVENUE, NORTH • NASHVILLE, TENNESSEE

ARVIN Automatic Iron

Reduction in the price of the nationally-advertised Arvin Automatic Electric Iron, effective April 28, has been announced by Gordon T. Ritter, Arvin sales director, of Noblitt-Sparks Industries, Inc., at Columbus, Ind. The new price is \$9.95, this having been reduced from \$10.65, the Arvin distributor and dealer organization has been advised. In the Arvin iron the heating element is embedded in an aluminum sole plate. Another feature is the fact that a low temperature segment is incorporated on the thermostatic control dial so that the new synthetic fabrics, which require low heat, will not scorch, it was explained. When writing to manufacturer, please mention RADIO & APPLIANCE JOURNAL, July, 1947.

NEW DUAL WHEEL TRUCK FOR APPLIANCES



Rolls like baby buggy on 4 big (Dual) 8 x 2 rubber tires. Unusually resilient, quiet. Easily handles refrigerators, and all appliances up to 1000 lbs., 54 in. ht.; 24 in. nose; 13 ft. web strap. Also handles crates, boxes, bags, etc. \$31.95 f.o.b. Over 15,000 Handees trucks sold by mail. Send back express collect if not satisfied. Order Monday — get Friday, from

HANDEES CO.
Dept. RJ3, Bloomington, Ill.
Model 88R

PARTS AND SERVICING

A SECTION OF RADIO & APPLIANCE JOURNAL

Guest... EDITORIAL

This month's editorial on the growing field for use of microphones was prepared exclusively for RADIO & APPLIANCE JOURNAL readers by Glenn E. Webster, chief engineer, The Turner Co., Cedar Rapids, Iowa.



GLENN E. WEBSTER

The Microphone In An Expanding Field

THE electronic industry has made great strides during and since the war. Some of the war developments are just now finding applications in commercial fields of endeavor. We are seeing a host of new products being developed based on the use of these new developments. Television, high frequency broadcasting, facsimile and many other industries are opening up new fields of thought. As a result the manufacturer, the retailer and the public are all looking forward to new horizons and higher living standards.

Those of us engaged in the microphone field have found new demands being made for smaller, more rugged and higher fidelity microphones. To assist in the fulfillment of these requirements we find a large number of new materials, new techniques and processes being developed. These are so revolutionary in some cases that the characteristics and uses of the product are entirely changed. Where before the war we were thinking in terms of frequencies of from 50 cycles to 10,000 cycles we are now thinking in terms of from 30 to 15,000 cycles or even higher. Demands are being made for subsonic and ultrasonic microphones in places we had never dreamed of before. Small, compact amplifiers have opened new fields in hearing aid microphones and sound probes. Crystal microphones can be made no larger than a five cent piece and dynamic units the size of a quarter dollar.

Highly directional microphones are being widely used in spots where feedback is a factor. This is highly desirable on some public address locations and is a step forward in the development of microphones. New noise cancelling microphones have been developed as a result of war experience and are highly usable in high noise areas. This microphone is to be used only where noise is of such high level as to cause excessive background such as in a machine shop, airplane cockpit, mines, and other noisy locations.

To assist in this ever expanding search for the new and better we are flooded with a host of new materials. Magnets made of Alnico V in most any shape and with strengths far greater than anything available in the past are being used. The new Cunico and Cunife magnetic materials show promise in some applications. The new metalseal Rochelle crystals show superior characteristics to some of the older types. Metal alloys of improved characteristics are finding new applications in the magnetic circuits of microphones and allied apparatus. Many new test procedures and instruments are now available which were not dreamed of during the war. The Turner Company is making use of these new techniques and materials to bring better microphones to a vast and expanding group of users. We are proud of the part played by our company in the war program and have great faith in the development of a great electronic future. The expansion of the electronic art is just beginning. It has become a part of our every-day living and will become more so as we conquer the elements to make them servants of mankind.

JULY
1947

School for . . .

Video Servicemen

General Electric Answers the Problem of Who's Going to Service Television by Training Dealer-Recommended Servicemen.

BY W. L. PARKINSON

Manager of Technical Service Section, Receiver Division
General Electric Co.

JUST prior to the introduction of our post-war television receivers, we invited the technical personnel of our television distributors to Bridgeport and presented a two-week program of lectures and practical demonstrations on television.

From this program we developed a two-day course for our retail dealer technicians. These two-day courses have been presented a number of times at the factory with dealers from near-by territories in attendance. The program was carefully prepared and the dealer reaction was so favorable that we decided to enlarge the activity and present the program throughout the present territories now served by television transmitters. Each session presented an opportunity to study and improve the program for the next meeting scheduled. On May 26 and May 27, our first meeting, away from home, was held in Detroit, for the dealers representing our distributors in that area. This meeting was so successful that we are now prepared to announce these two-day training courses will be scheduled in all territories where our distributors plan to franchise their dealer organization for both sales and service.

The material for the courses was prepared by H. B. Lippert and Kenneth Fowler, technical service engineers. Together they present the lec-

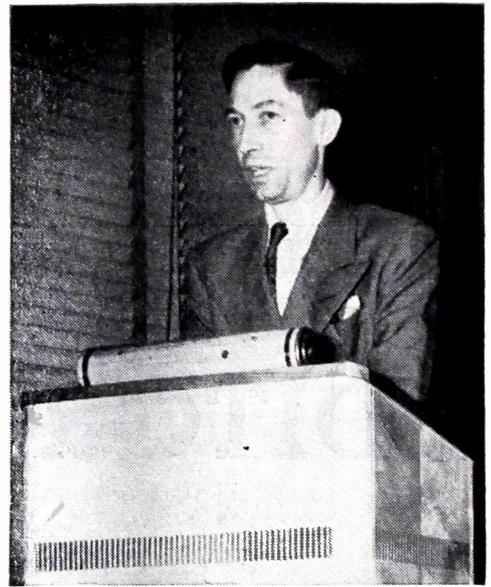
tures on theory, installation and service.

These training courses are given as an aid to the many radio technicians associated with our distributors and dealers who will have the responsibility of installing and maintaining General Electric television receivers.

The public at large knows little or nothing about the operation or performance of television receivers and the successful introduction of television to the general public will depend to a great extent on the expertness of these radio technicians. They must be properly trained.

Since television is a relatively new field, the majority of radio technicians have had little or no opportunity to become acquainted with the more complicated circuits of television receivers.

In preparing these training courses, it was assumed that the technicians would have a good fundamental knowledge of the basic radio circuits which are the components of the more complex television circuits, but no preliminary acquaintance with television. Explanations, throughout the course, are as nearly non-mathematical as possible since it is assumed that the technicians receiving it have neither an extensive mathematical background nor the need for concern with design considerations.

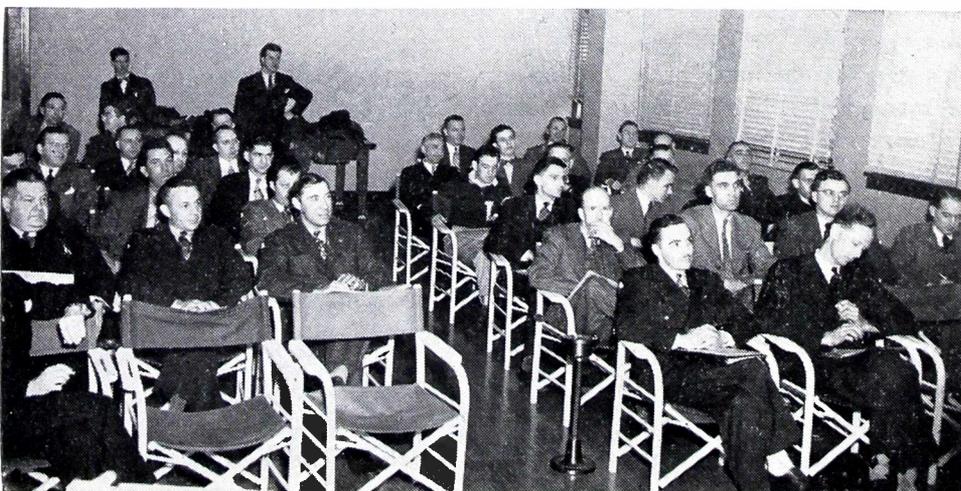


W. L. PARKINSON . . . opening the two-day training course in Detroit.

In order to cover completely all phases of television, much more time would be required than is available. However, through the careful choice of material and its incorporation into an intensive two-day course, any technician who has a thorough understanding of radio (electrical and electronic theory) will gain sufficient knowledge regarding television in general and the G-E television receivers in particular to enable him to install and service our receivers.

The course is divided into five sections. The first deals with the general theory of a television system so as to provide a clearer understanding of the more complex material to follow. The second contains an analysis of the various television circuits, such as the r-f and i-f circuits, the video detector and amplifier, sweep circuits, etc., especially those used in our own receivers. The third section covers the details of the complete alignment of a television receiver, including an actual alignment demonstration so as to present a clearer picture of the procedure and equipment used. The fourth section, and one upon which particular stress is placed, covers the proper installation of the receiver in a customer's home. This deals with the proper choice and location of the antenna system, adjustment of the present controls, and instruction of the customer in the proper use of the receiver. The fifth section deals with the servicing of the receiver.

Since a television receiver is more



Detroit television servicemen assembled in the G-E Supply Corp. auditorium for the two-day course. At the end of the session, each was presented a diploma. Subsequent meetings are planned for Los Angeles, Chicago, St. Louis, Washington, Philadelphia and Albany.

complicated than any ordinary receiver, only the trained technician will be able to deal intelligently with the many and varied problems with which he will be confronted. Only with competent television service personnel making the installations and necessary adjustments can the best performance of a television receiver be realized. We, therefore, feel that these training courses will be of great value in providing customer satisfaction and maintaining the confidence of the public in General Electric receivers.

National Hollywood Names Land-C-Air As Rep

National Hollywood, western manufacturer of recording discs and needles, has announced the appointment of Land-C-Air Sales, Inc., 14 Pearl St., New York City, to represent the firm in the eastern territory.

In making the announcement, Hallock E. Hoffman, owner of National Hollywood, pointed out that the Land-C-Air organization is composed of three active principals: Walter C. Hustis, Paul Nichols and Robert E. Sargent.

Burroughs to Represent Godfrey Mfg. Co. in L. A.

Burroughs Sales Co. of 1406 South Grand Avenue, Los Angeles, Calif., is now representing Godfrey Manufacturing Co. of Milwaukee, Wis.,

communicating equipment, amplifiers, and automatic record players. They are in exclusive charge of sales for Godfrey in 11 Western States.

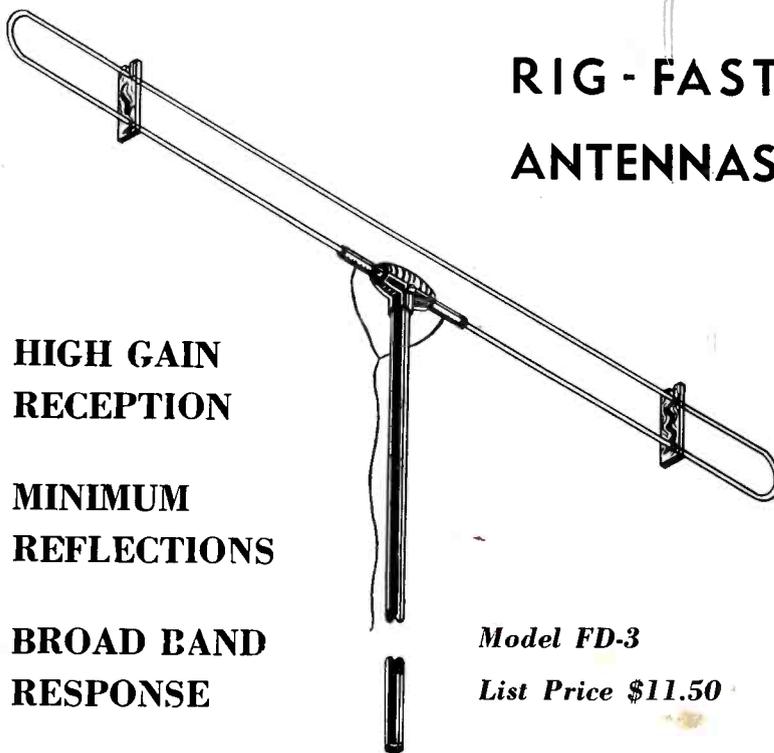
Bolinao Electronics Corporation of Manila, R.P.I., specializing in general electronics sales, servicing, and engineering, have established offices at 50 Broadway, New York 4, N. Y. This corporation formed in the spring of 1946 is interested in contacting American manufacturers for complete lines of household electrical appliances, radios, and allied products.

Electronic Enterprises Appoints Art Cerf & Co. as Representative

A. Szeremany, sales manager for Electronic Enterprises, Inc., of Newark, N. J., announces the appointment of Art Cerf & Co., 744 Broad Street, Newark, N. J., as manufacturers' sales representative to handle the transmitting, special purpose and "Ham" use tube line, contacting distributor and industrial accounts in the territory covering New England, New York, New Jersey, Delaware, Maryland and Eastern Pennsylvania.

Easily Sold Easily Installed

RIG-FAST ANTENNAS



- HIGH GAIN RECEPTION
- MINIMUM REFLECTIONS
- BROAD BAND RESPONSE

Model FD-3

List Price \$11.50

for TELEVISION and FM
THE ONLY ANTENNA WITH ALL THESE FEATURES

- Low Standing-Wave Ratio
- Built Entirely of Aluminum and Lucite
- 1/2" O.D. Receiving Elements, 94" Long
- All Parts Interchangeable
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- INSTALLED IN MINUTES • LASTS FOR YEARS •

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

NEWEST Ellar CREATION!



TELEVISION CABINET

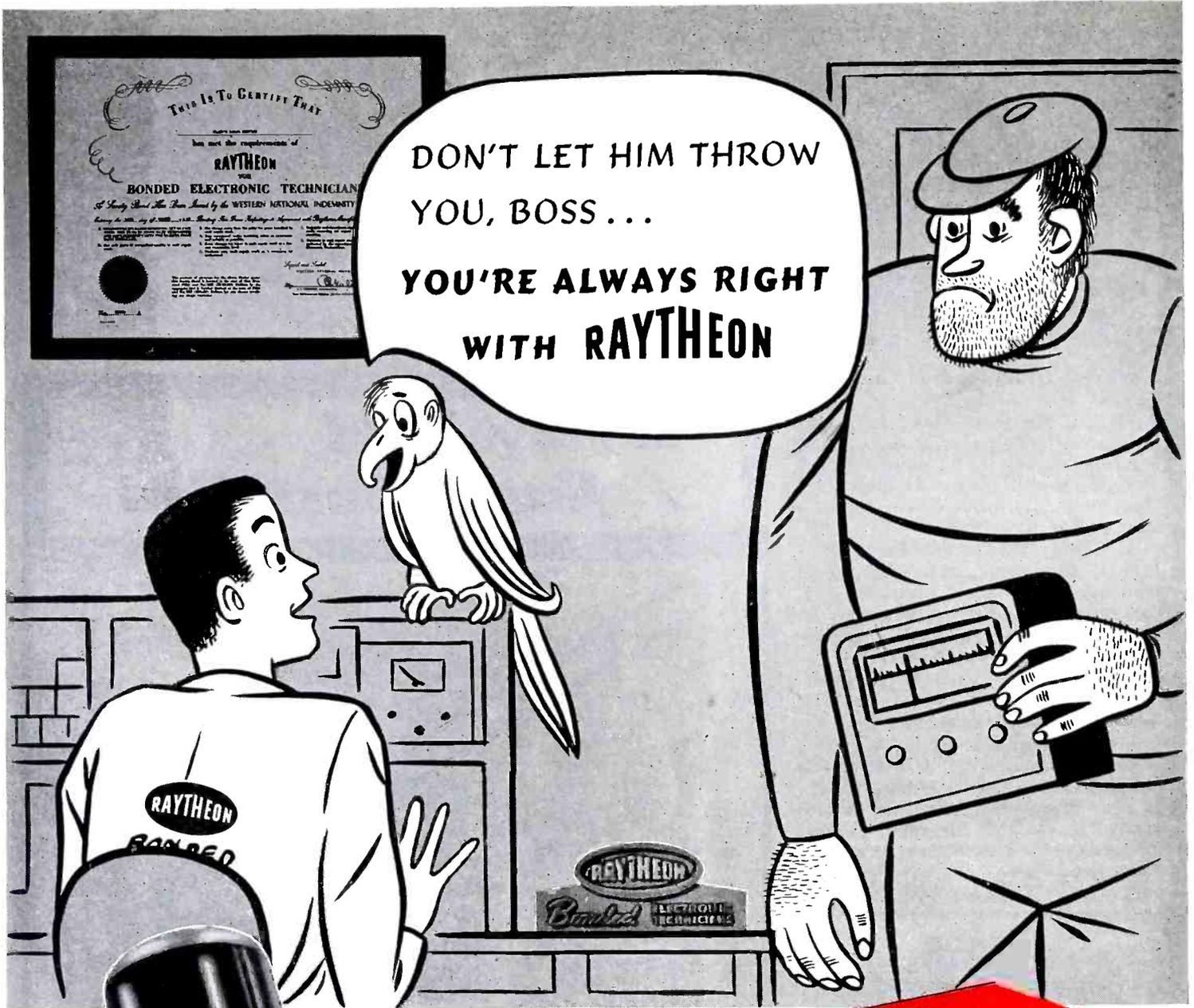
TRV302 . . . Newest addition to Ellar's great line of radio furniture. Solidly constructed, beautifully finished in walnut veneer. Built-in cathode tube support. W. 19 1/4"; H. 15 3/8"; D. 17 1/8".

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Manufacturers of a Complete Line of Radio-Television-Record Furniture for Jobbers and Distributors Only.

Retailers: Write us for name of distributor in your area.



RAYTHEON

Excellence in Electronics

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

Your RAYTHEON DISTRIBUTOR will be glad to explain how you can qualify as a Bonded Electronic Technician.

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

Hillburn Adds FM Transformers to Line

Hillburn Electronic Products Co., One Worth Street, New York 13, N. Y., recently went into production on two new FM transformers as additions to their growing line of video and FM. components.

The new I. F. transformers—the FL-250, for use in limiter stages; and the FD-255, for use between limiter and discriminator—operate on the new 10.7 MC frequencies, and have a 150KC bandwidth for high quality performance. Both transformers are mounted in shield cans 1 3/4" square by 3" high, and provide spade bolts for secure mounting to chassis.

Hillburn is continuing its high production of 25 MC video transformers, over 35,000 of which are now in use by major television kit and receiver manufacturers. Having loaded primaries and secondaries, these transformers feature built-in adjustable traps for sound or adjacent channel rejection. Hillburn's sound transformers for television are made for either slope or FM detection.

Video packing coils, horizontal size and linearity controls, antenna and oscillator coils round out the Hillburn line.

Be sure to see "Television Parts on Parade" on page 36.

LOOK
to
WARD

for
OUTSTANDING
FM
Antennas

Ward FM antennas stand head and shoulders above the field for value. Available in straight or folded dipole types (with or without reflector kit), they adapt easily to varying individual requirements. Providing the maximum electrical efficiency needed for finest FM reception, they are easy to install securely. Their trouble-free operation assures you extra profits. Write for free catalog today.

WARD

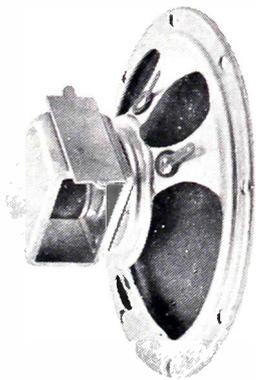
THE WARD PRODUCTS CORPORATION
1523 EAST 45th STREET, CLEVELAND 3, OHIO

Aerials

EXPORT DEPARTMENT: C. W. Brandes, Manager, 4900 Euclid Ave., Cleveland 3, Ohio
IN CANADA: Atlas Radio Corp., 560 King Street W., Toronto 1, Ontario, Canada

Dependability

Performance



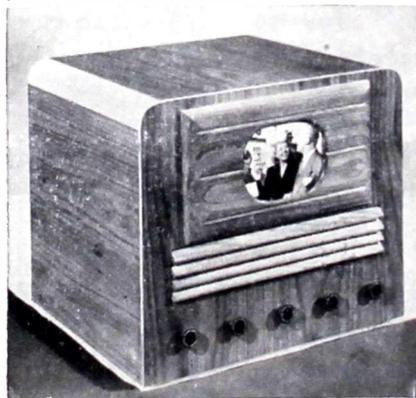
Craftsmanship gained through long experience and the skilled application of war-time technical advances insures superior and long-sustained performance by every UNITED SPEAKER.

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INCORPORATED
3120 EAST PICO BOULEVARD • LOS ANGELES 23, CALIF.

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TELEVISION KIT



\$159⁵⁰

including leatherette cabinet
nothing else to buy

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with solid mahogany, walnut or birch cabinet
nothing else to buy

Has the following features:

- New and brighter DuMont 7-inch Cathode Ray Tube.
- New advanced TRUE FM sound included.
- Non-flicker pictures.
- Latest electronic holding circuits.
- Simple wiring from large, clear, schematics.
- All parts individually wrapped and packaged.
- High frequency I.F.'s conforming to latest I.R.E. standards.

Production now at an all-time high
Sold ONLY through reputable distributors

DYNAMIC TELEVISION ASSOCIATES, INC.

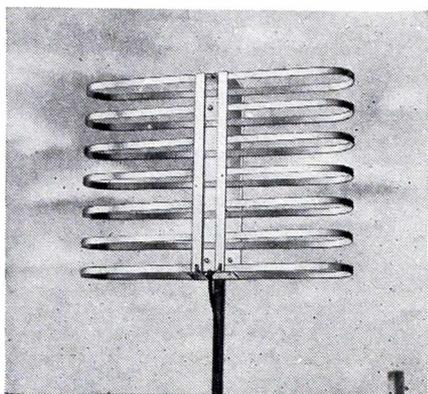
Manufacturers, Television and Electronic Equipment

155 PRINCE STREET

BROOKLYN, N. Y.

New Television

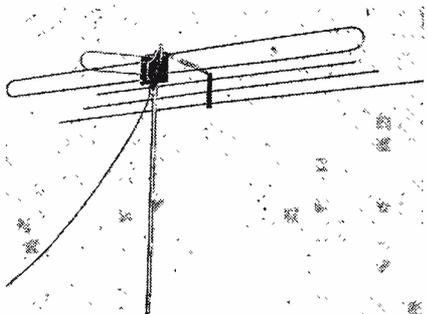
RAULAND TV Antenna



The first of a new line of FM and television antennas has been released to the radio industry by the Rauland Corporation of 4245 North Knox Avenue, Chicago, Ill. The antenna is described as the Model 150 and is designed specifically for use on the 88 to 108 MC FM Band. The Model 150 has an omnidirectional pickup pattern which results in FM signals being received from all directions, requiring no special orientation. High sensitivity (3 db over a conventional dipole) assures improved reception even at the outer limits of the FM broadcast range. The Model 150 FM Antenna is of all aluminum construction and small in size contributing to low wind resistance. In local metropolitan areas the antenna can be located indoors satisfactorily. When writing to manufacturer, please mention RADIO & APPLIANCE JOURNAL, July, 1947.

INTERSTATE TV Receptor

This new antenna, manufactured by Interstate Mfg. Corp., 138 Sussex Ave., Newark 4, N. J., is designed for fast, easy installation. It is factory pre-tuned for high gain at all frequencies from 44 to 216 megacycles and requires no adjustment in the field. It is normally broadband and non-directional. Reflectors are available for the elimination of "ghosts" and for special direc-

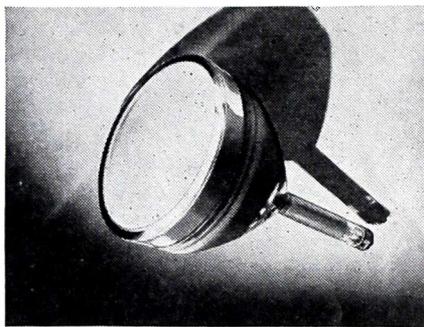


tional effects. When writing to manufacturer, please mention RADIO & APPLIANCE JOURNAL, July, 1947.

G-E Cathode-Ray Tube

A new ten-inch cathode-ray electronic tube, Type 10FP4, for television receivers, has been developed by the Tube Division of the General Electric Company's Electronics Department. Employing magnet focusing and deflecting, the new tube is designed with an aluminum-backed direct-view screen. In addition to increasing the clarity, brilliance and definition of the image, this aluminum backing prevents the development of ion spots and intercepts cathode glow.

Maximum ratings of the 10FP4 include an anode voltage of 10,000 volts; grid No. 2, accelerating electrode, voltage of 410 volts; grid No. 1, control



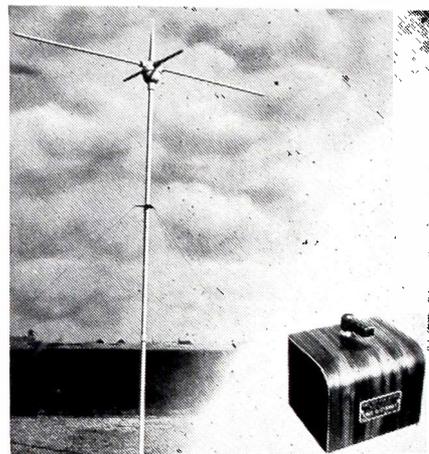
electrode, of minus 125 volts. Further information may be obtained from the Tube Division, G-E Electronics Department, Schenectady, N. Y. When writing to manufacturer, please mention RADIO & APPLIANCE JOURNAL, July, 1947.

TRI-CORE Handycans



Currently spotlighted by Alpha Metals, Inc., 363 Hudson Ave., Brooklyn 1, N. Y., is the new Alpha Tri-Core Handycan, providing a generous coil of Tri-Core solder for the less than a pound user. Also available in the Handycans, as well as in the standard distributor packages, is Alpha Acid Core Solder, a high grade solder made of virgin metals, for joining and repairing of metals and general soldering applications where a flux stronger than pure resin is required. When writing to manufacturer, please mention RADIO & APPLIANCE JOURNAL, July, 1947.

KINGS Roto Beam Antenna



Kings Roto Beam antenna, manufactured by Kings Electronics, 372 Classon Ave., Brooklyn, N. Y., is a rotating double dipole with arms set at different mean frequencies. By throwing a remote control switch, placed at the set, the head can be rotated clockwise or counter-clockwise in a complete 360-degree circle. This Model N 1000, which lists at \$115 less co-axial cable, can be used with any and all types of FM and television sets. When writing to manufacturer, please mention RADIO & APPLIANCE JOURNAL, July, 1947.

BURNDY Hylug Terminal

New, one-piece, small-wire Hylug terminals are extra-thick insulated conductors are now available from Burndy Engineering Co., Inc., 107 Bruckner Blvd., New York City 54.

These Hylugs feature a U-shaped tab designed to accommodate the extra-thick insulation of conductors frequently used in the leads for switchboard wiring, radio transmitters, video and other types of electrical and electronic equipment. The tabs grip a wide range of insulation sizes and prevent fraying of the insulation as well as breakage of conductor strands under extreme vibration. When writing to

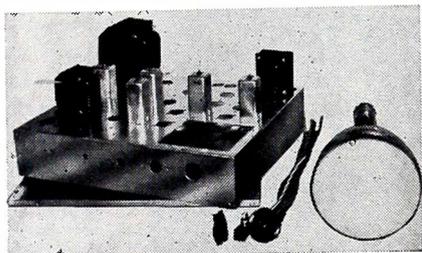


manufacturer, please mention RADIO & APPLIANCE JOURNAL, July, 1947.

Parts on Parade

TRANSVISION Kit Components

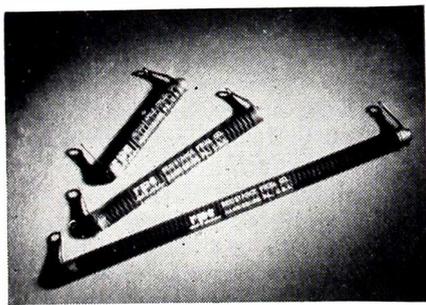
Transvision, Inc., offers for sale all components, separately, as used in Transvision Television kits. These include an R.F. unit wired and factory-tuned for any three channels; a set of five I.F. transformers, low and high voltage transformers, a television



chassis, heavy duty 16-gauge cadmium plated, completely punched, including the bottom plate and interlocked safety switch and circuit diagram; plus a complete manual of instructions. Further information may be had by writing to the Transvision factory, New Rochelle, N. Y. When writing to manufacturer, please mention RADIO & APPLIANCE JOURNAL, July, 1947.

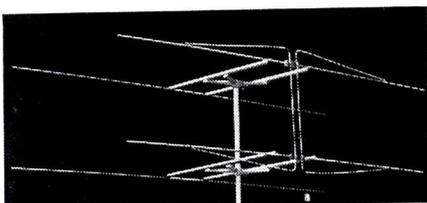
RESISTANCE Products Co. Resistor

Resistance Products Co., Harrisburg, Pa., is now in production on a stable compact high voltage resistor which will handle moderate power. These resistors can be made in resistance value as high as 1,000,000 megohms. RPC Type B high voltage resistors are particularly suited for use as V.T. voltmeter multipliers, high resistance voltage dividers, bleeders in high voltage television and cathode ray tube circuits, and in various types of test equipment. Several manufacturers are showing active interest in these resistors for use in high voltage probes for V.T. voltmeters.



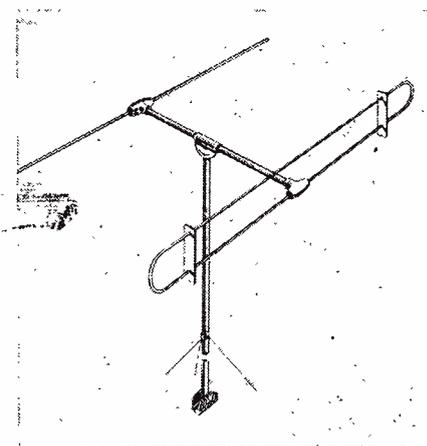
These high voltage resistors can be furnished in tolerance of plus-minus 15, 19 or 5 per cent. A tolerance of plus-minus 2 per cent is available as a matched pair. When writing to manufacturer, please mention RADIO & APPLIANCE Journal, July, 1947.

S-C LABS. INC. TV Antenna



S-C Laboratories, Inc., 20-22 Van Wagenen St., Newark 4, N. J., have announced two television and FM antennae designed to give maximum signal gain. Both antennae incorporate broad-band characteristics, which are essential for complete frequency coverage. Type 704-2A, shown here, has been designed especially for outlying or fringe areas where a hi-gain antenna is definitely required. It is completely constructed of high tensile aluminum tubing and castings, which results in a very sturdy structure. When writing to manufacturer, please mention RADIO & APPLIANCE JOURNAL, July, 1947.

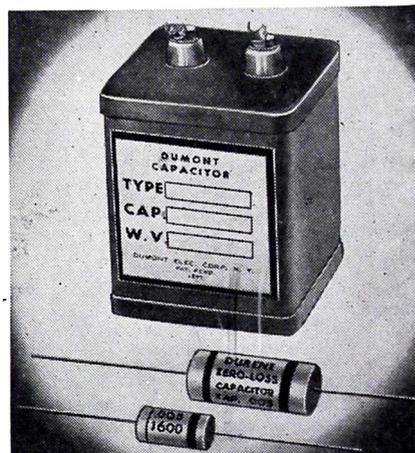
CAMCO "Featherlite" Dipole



Camburn-Inc., 32-40 57th Street, Woodside, N. Y., has announced its "Featherlite" folded dipole and reflector, designed for frequency modulation and television. It is particularly desirable where a high signal strength and maximum rejection of unwanted interference and multipath distortion is required. It features high efficiency, can be rotated to obtain maximum directivity, can be tilted for correct polarization angle, and no adjustment of antenna-reflector spacing is required. It comes in two models, F.M. Model F24, 88-108 Mc., and F.M. Model F24, same as F24 with 60 foot 300 ohm twin-lead. When writing to Manufacturer, please mention RADIO & APPLIANCE JOURNAL, July, 1947.

DUMONT TV Capacitor

A new type of capacitor having the highest "Q" ever produced, is announced by the Dumont Electric Corp., 34 Hubert Street, New York. This new unit has a power factor of better than .00025 per cent leakage resistance of one million megohms per microfarad.



The exciting thing about this new Dumont creation, and incidentally should cause a great stir among manufacturers of television, lies in the fact that this capacitor eliminates "white streaks" in Television tubes. It has remarkable reheating properties. It will continue to operate at one-half the breakdown voltage. Sizes from .0001 to 10 MFD in voltages from 600 to 10,000 volts DC. When writing to manufacturer, please mention RADIO & APPLIANCE JOURNAL, July, 1947.

IN TELEVISION-F.M.

IT'S HILLBURN

VIDEO—

25 mc., 3.5 to 4.0 mc. bandwidth transformers.

21 mc. sound and discriminator transformers.

Video peaking coils.

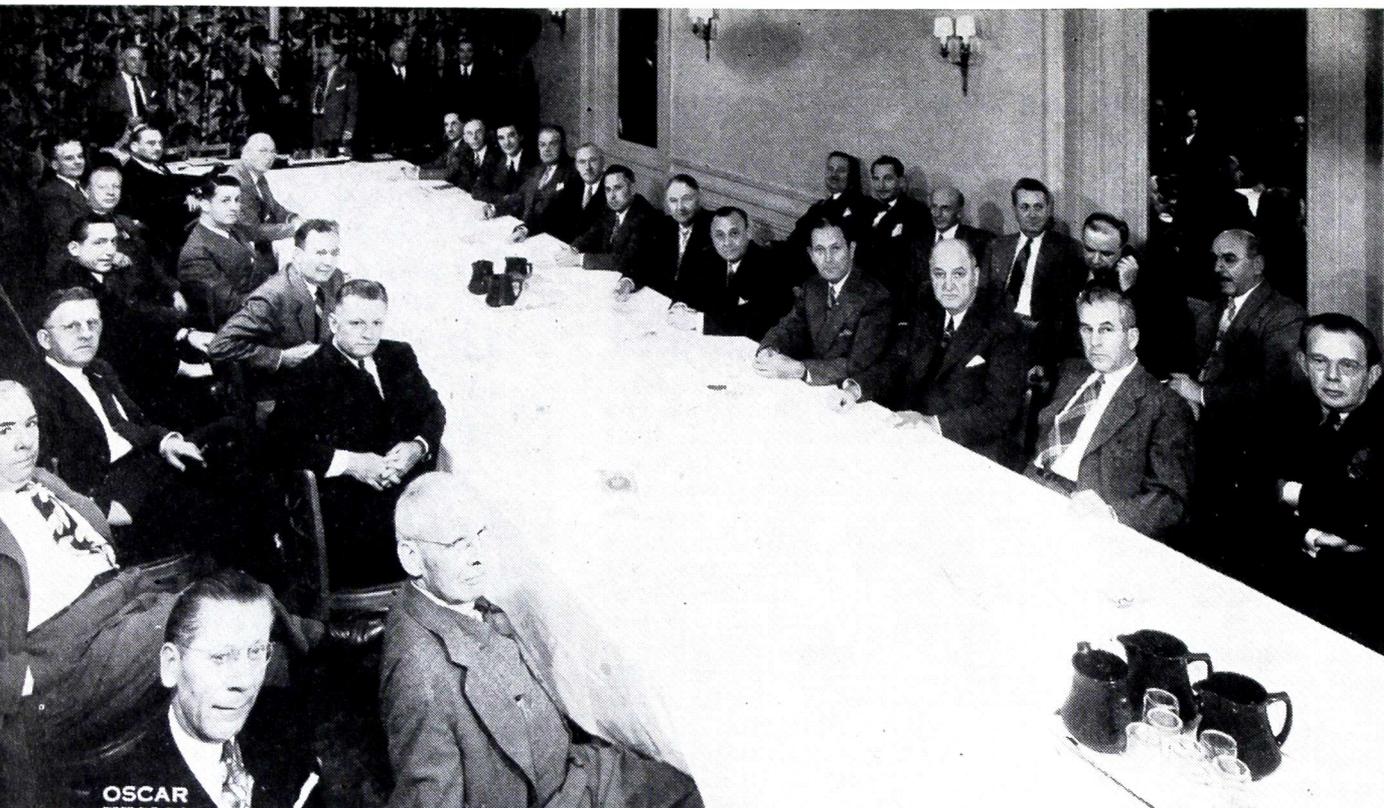
FM—

10.7 mc. limiter and discriminator transformers.

- Over 35,000 HILLBURN video transformers now in use by major kit and custom set manufacturers.

HILLBURN ELECTRONIC PRODUCTS COMPANY

1 WORTH ST., NEW YORK 13, N. Y.



First business meeting of the new board of directors, with retiring President R. C. Cosgrove, in background, turning gavel over to incoming President Max Balcom.

R. M. A. CONVE

Max F. Balcom, vice president and treasurer of Sylvania Electric Products, Inc., Emporium, Pa., was elected president of the Radio Manufacturer's Asso. to succeed Ray C. Cosgrove at the 23rd annual RMA convention held in Chicago June 10-12.

Treasurer Leslie F. Muter of the Muter Co., Chicago, was re-elected treasurer for his 13th year. R. E. Carlson, vice president of Tung-Sol Lamp Works, Newark, N. J., and W. J. Barkley, executive vice president of the Collins Radio Co., Cedar Rapids, Iowa, were elected vice presidents.

The directors also re-elected three other vice presidents: Paul V. Galvin, president of Motorola, Inc., J. J. Kahn, president of Standard Transformer Corp., and Allen Shoup, president of Sound, Inc., all of Chicago.

New Directors

The four new directors elected for three-year terms were H. L. Hoffman, president of Hoffman Radio Corp., Los

Angeles; Harry C. Sparks, president of the Sparks-Withington Co., Jackson, Mich.; E. N. Wendell, executive vice president, Federal Telephone & Radio Corp., Clifton, N. J.; and W. A. McDonald, president, Hazeltine Electronics Corp., New York City.

Directors who were re-elected for three-year terms are:

Set Division—E. Alschuler, president, Sentinel Radio Corp., Evanston, Ill.; G. M. Gardner, president, Wells-Gardner & Co., Chicago; Joseph Gerl, president, Sonora Radio & Television Corp., Chicago; Ray H. Manson, president Stromberg-Carlson Co., Rochester, N. Y., and Harold C. Mattes, executive vice president, Belmont Radio Corp., Chicago.

Tube Division — R. E. Carlson, vice president, Tung-Sol Lamp Works, Inc., Newark, N. J.

Transmitter Division — Ernest Searing, president, International Resistance Company, Philadelphia; Ray F. Sparrow, vice president, P. R.

Mallory & Co., Inc., Indianapolis, Ind., and R. C. Sprague, president, Sprague Electric Co., North Adams, Mass.

Amplifier & Sound Equipment Division — Allen Shoup, president, Sound, Inc., Chicago, Ill.

The RMA Board of Directors re-elected Bond Geddes, of Washington, executive vice president and secretary, and re-appointed John W. Van-Allen, of Buffalo, N. Y., as general counsel.

Retiring President's Report

Retiring President Cosgrove, in his annual report to members declared that the radio industry is back to normal and called attention to the increase in RMA membership and the expansion of its services during the three years of his tenure of office.

Over-production, unbalanced inventories, cut prices, and leader models were cited by Mr. Cosgrove as being indicative of the radio industry's re-

MAX BALCOM SUCCEEDS

R. C. COSGROVE AS

PRESIDENT—LESLIE

MUTER RE-ELECTED

TREASURER—

RADIO SET SALE SURVEY

PANEL AUTHORIZED—

MEMBERSHIP AT

NEW HIGH

A special committee was appointed by President Balcom to set up the machinery by which a monthly panel survey of the movement and sale of radio sets can be made. Chairman Galvin of the Set Division was appointed chairman of this committee, and the other members are Directors H. C. Bonfig, Larry Hardy and R. C. Sprague, the latter representing the parts manufacturer, and Frank W. Mansfield, chairman of the Industry Statistics Committee.

The board appropriated \$10,000 to finance the establishment of this new service. Retiring President Cosgrove pointed out that it will enable set manufacturers to plan their production more accurately and will be of benefit to parts and tube manufacturers, as well as set manufacturers, and to the retail trade.

Uniform FM Dial Marking

Uniform FM receiver dial marking, using megacycle listings instead of FCC channel numbers, was recommended for the RMA Set Division by Chairman Paul Galvin. This recommendation concurs with that of the RMA Engineering Department. Its adoption by set manufacturers is optional.

An appropriation of \$20,000 for the preparation of National Radio Week promotion material, to be used by radio dealers and broadcasters, was made by the retiring Board of Directors upon recommendation of the RMA Advertising Committee.

RMA membership reached its highest peak of 347 at the convention, with the admission of twelve new member companies by the RMA Board of Directors. The current RMA membership is nine higher than it was a year ago, and is 238 more than it was in June, 1941, the last prewar year.



New President Balcom addressing the industry banquet and concluding event of the 23rd convention.



Leslie F. Muter, RMA treasurer and convention chairman, introducing featured speaker at industry banquet.

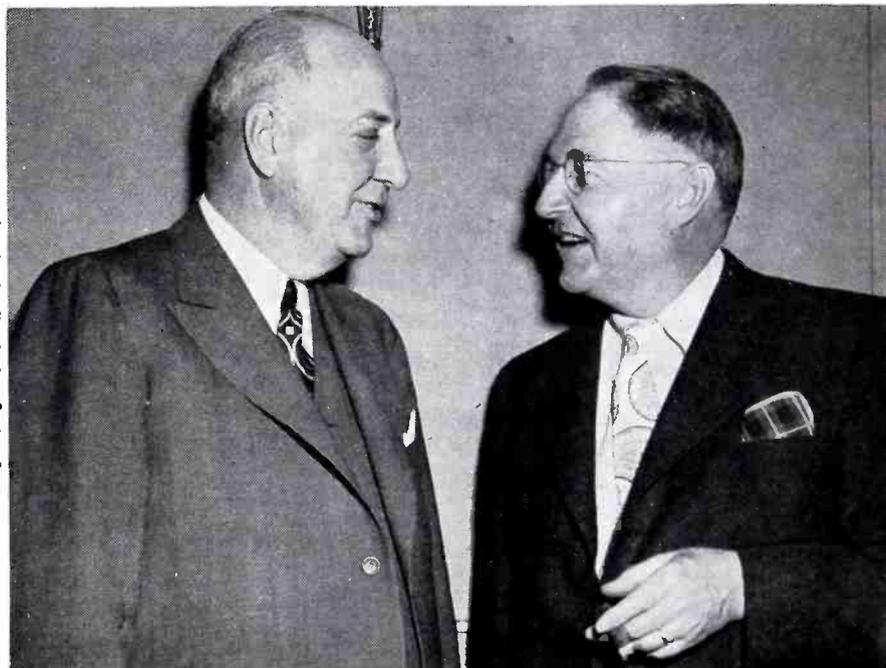
ITION

turn to normalcy. He recalled that RMA leaders had been responsible for price decontrol of radio sets, tubes and parts last fall, and declared: "The guidance and dissemination of information by RMA are partially responsible at least for the fact that in 1946 over 15 million radio receivers were produced and in the early months of 1947 the average production rate is still higher."

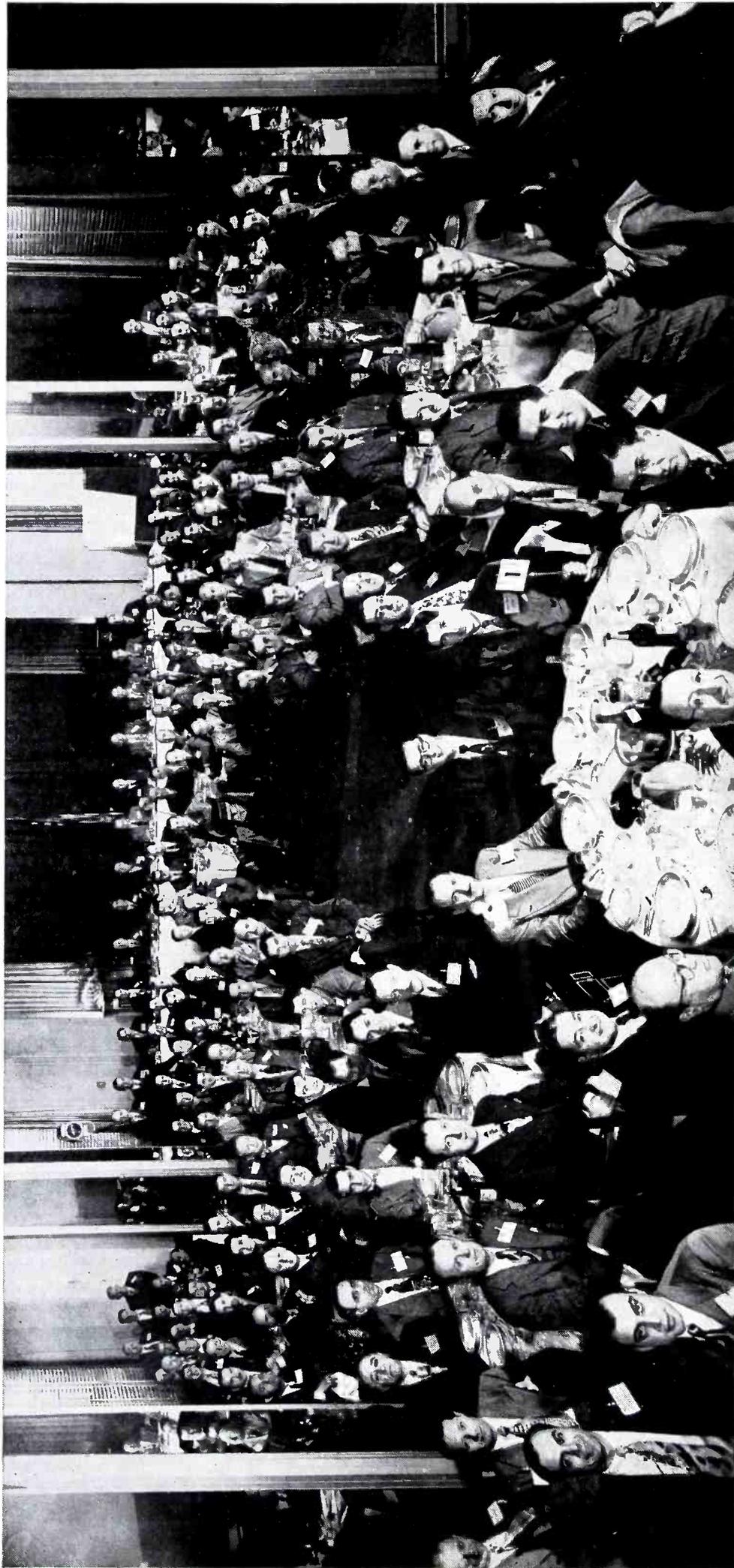
President Balcom, in his first address to the RMA membership, called on the members for continued cooperation and expressed the opinion that the radio industry is entering its greatest period despite current readjustment problems.

Among the new industry services authorized by the newly organized RMA Board of Directors was the expansion and modernization of RMA statistical services to cover the movement of radio and television receivers through distribution channels and their retail sales.

Two new RMA vice presidents get together. On the left, W. J. Barkley, Cedar Rapids, Ia., and R. E. Carlson, right, Newark, N. J.



NEW YORK "REPS" HOLD JAMBOREE



EVERYBODY HAD FUN.—Entertainment was the keynote when the New York chapter of the "Reps," manufacturers' representatives from the New York metropolitan area, gathered at the New Yorker Hotel on May 21st for one of their noted frolics. The jamboree drew some 250 representatives who were treated to an evening of

straight entertainment—no speeches, no elections, and no business. Responsible for this highly successful evening was a committee headed by Marty Camber, chairman of arranging the program, and assisted by William Gold, Leo Freed, Bob Breuer, Dan Bittan and Perry Saftler.

DISTRIBUTOR NEWS

Sarnoff Joins Hartford Firm



Louis K. Roth, president of Radio & Appliance Distributors, Inc., East Hartford, Conn., announces that Captain Edward Sarnoff has joined the company in the capacity of advertising and sales production manager. Captain Sarnoff is the son of General David Sarnoff, president of Radio Corporation of America.

Before coming to Hartford to join Radio & Appliance Distributors, Inc., Captain Sarnoff was associated with the American Broadcasting Company in New York as supervisor in charge of the Special Events Department.

Named Motorola Distributor

Edward L. Pincus will assume management of Motorola-Philadelphia Co., distributors of the Motorola home and car radio and the Motorola car heater. The Motorola-Philadelphia Co., 46-50 N. Fifth Street, Philadelphia, Pa., will embrace territories formerly covered by



the Goldner Distributing Co. of Philadelphia and the Specialty Sales Co. of Lancaster, Pa.

New Arvin Model at \$14.95

A table model superheterodyne radio which will retail for only \$14.95 has been announced by Noblitt-Sparks Industries, Inc., manufacturers of Arvin Products.

Radio & Appliance JOURNAL • July, 1947

Joins J. A. Williams Co.

Leroy Williams, president of J. A. Williams Co., Pittsburgh, announces the appointment of Kenneth Brody as sales manager of the Appliance Division. The firm for the first half century has been Western Pennsylvania's leading distributor of radios, appliances, hardware, house furnishings and toys.

"Ken" Brody's long association with the radio and appliance business is well known by most people in the industry. For the past ten years he was technical director of the appliance test rooms of McCalls Magazine. He is one of the pioneers in streamlining kitchens and has in the past worked with all leading manufacturers on product improvement and design. His ra-



dio experience was gained at RCA and Zenith. He has written many articles on appliances and their uses from a technical angle, consumers use angle and from a merchandising angle.

Duo-Therm Appoints Two New Jobbers in Texas

Duo-Therm Division, Motor Wheel Corp., has named the Southwestern Appliance Co., Amarillo, Texas, and the South Texas Appliance Corp., San Antonio, as distributors for Duo-Therm fuel oil space heaters and water heaters.

The former company will cover northwestern Texas, while the latter will serve southern Texas.

Emerson-New Jersey, Inc. Acquires New Building

Samuel Gross, president of Emerson-New Jersey, Inc., located at 122 Branford Place, has announced the purchase of a new building located at 985 Broad St., Newark, N. J. The new site extends for one city block and will give Emerson-New Jersey, Inc., the additional space necessary to cope with the organization's rapidly expanding business.

Arvin Signs Ohio Jobber



"It's a good deal," said Irving Leon, Cleveland distributor, who is shown at right signing the Arvin Product distributing franchise for the Cleveland area. At left is Gordon T. Ritter, Arvin director of sales, who signed for Noblitt-Sparks Industries, makers of Arvin Products, while Joseph Pelton, Middle Western district manager, beams his approval. Mr. Leon is distributing all Arvin radio models and electrical appliances in 23 adjacent counties.

Promoted by John W. Walter, Inc.

Ray Spence has been named general sales manager for John W. Walter, Inc., 37-08 Northern Boulevard, Long Island City, N. Y., exclusive distributors in the Greater New York area for Presteline ranges and refrigerators, Stewart-Warner radio and television, automatic Duo-Disc Washers, etc. Mr. Spence, well known throughout the

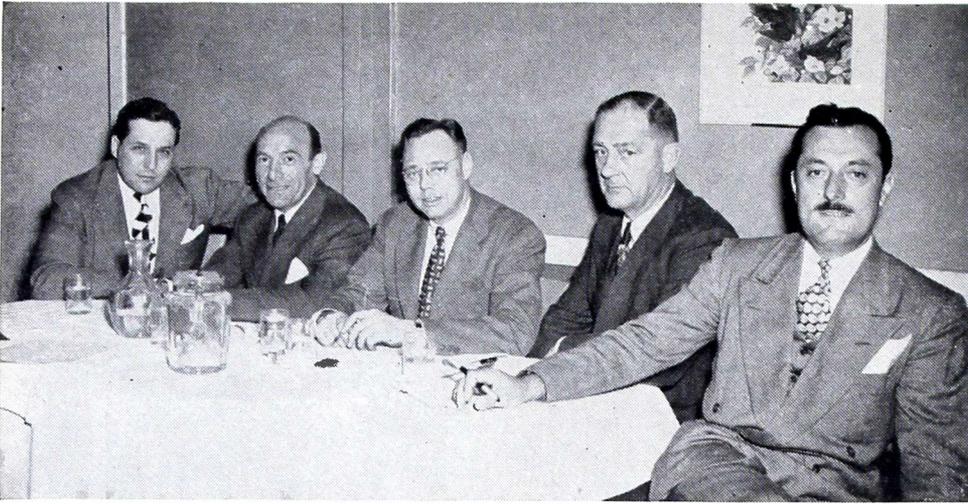


radio and appliance industry for the past 20 years, was formerly manager of their radio and television division.

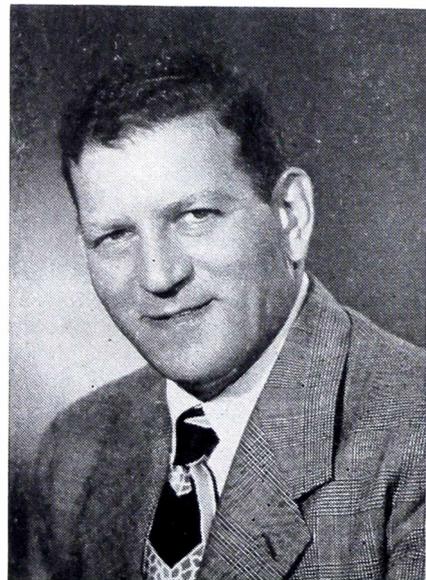
Named Stewart-Warner Jobber

Appointment of L. Luria & Sons, Inc., of Miami, as exclusive distributor of Stewart-Warner radios for the southern half of Florida was announced here by Floyd D. Masters, sales manager for the radio division of Stewart-Warner Corp.

PICTURING



● As the photographer saw a recent meeting of the Merchandising and Research sub-committee of the Radio Industry Parts Co-ordinating committee. Left to right: Jack Berman, Electronic Parts and Electronic Manufacturers Assn.; Harry Kalker, Radio Manufacturers Assn.; Bob Baggs, Sales Managers' club; Bill Schoning, National Electronic Distributors Assn.; and Louis Calamaras, NEDA executive secretary. Lou Hatry of NEDA, also a member of the sub-committee, was not present.



● Three staff changes this month have been announced by the Crosley Division-Avco Mfg. Corp., Cincinnati. William M. Shipley, left, has been appointed to the position of Eastern Regional Manager. He returns to Crosley after an absence of six years. Lee Stratton, below left, has been appointed as Domestic Sales Manager, in which capacity he assumes responsibility for all field selling operations and the merchandising of Crosley products through domestic distribution. Inwood Smith, below right, has been appointed manager, Refrigeration Section, succeeding Stratton.

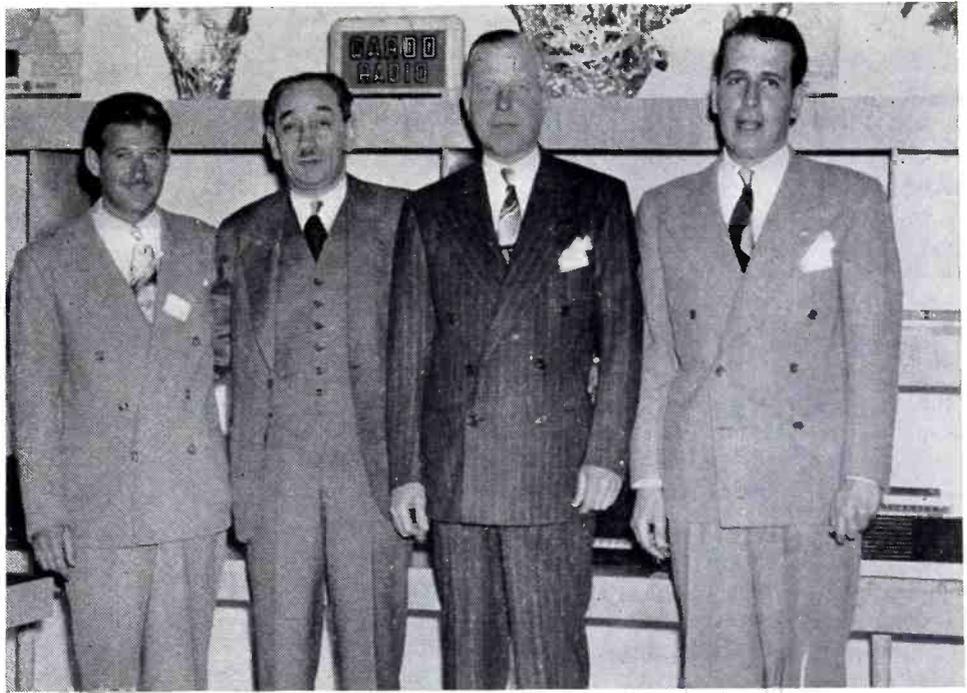


IN THE INDUSTRY



A RADIO & APPLIANCE JOURNAL
FEATURE

● At right, at the opening of the new Boston showroom of the Merchants Distributors, Inc., distributors of Carod Radio, were Max W. Weintraub, president of Carod Radio Corp.; Max Katz, president of Merchants Distributors, Inc.; James H. Hayes, New England rep. for Carod, and Paul B. Rofield, Carod assistant sales manager.



● The election of D. M. Allgood, below, as vice president of the Farnsworth Television & Radio Corp., has been announced. He will handle special administrative assignments and assist in coordinating the activities of radio, electronics and manufacturing departments at Farnsworth.



● The two gentlemen pictured above have figured in recent RCA Victor Record Department promotions. Jack M. Williams, left, a veteran of more than 20 years with RCA, has been appointed advertising manager of the company's Home Instrument Dept. Richard M. Fielding, right, has been named to succeed Mr. Williams as advertising and promotion manager of the RCA Victor Record Dept. He formerly held the position of assistant advertising and promotion manager of the department.

● Shown at right earnestly discussing RCA's revolutionary Image Orthicon television tube are recent visitors to the home office of RCA's Tube Department at Harrison, N. J. Left to right, Ted Martin, RCA renewal field sales representative; Joe DeMambro of DeMambro Radio Supply Co., Boston; Jim Owens of RCA Power Tube Sales, and Bill Carruthers, sales manager of R. G. Seeli & Co., Hartford, Conn.



Tele-Tone Sales Holding Up According to Sales Survey

Continuing strong sales of Tele-tone radio's \$17.95 Dyna-mite model, and large initial orders for the company's new \$29.95 portable set, were reported here this week by John S. Mills, vice president, of New York, N. Y.

Mr. Mills, who just returned from a three-weeks sale survey trip, quoted dealers as saying the new three-way portable was one of the "hottest values" on the radio market today. "They placed orders," declared Mr. Mills, "as though this were last October." His tour included Georgia, Florida, Louisiana, Texas, California and Cuba.

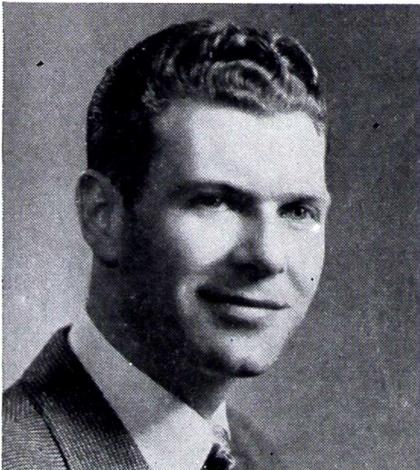
Emerson Export Sales Manager Makes Central American Tour

Joseph Kattan, general export sales manager of Emerson Radio and Phonograph Corporation, New York City, has left by air for a month's visit with Emerson distributors in Central America. Mr. Kattan's itinerary includes Cuba, Mexico, Guatemala, Panama, Venezuela, Curacao, Dominican Republic and Puerto Rico.

Advanced by Stromberg-Carlson

C. J. Hunt, Stromberg-Carlson sales manager of the radio and television divisions, Rochester, N. Y., has announced that Keith J. Ackley, former chief radio and television inspector, has joined the company's sales division as district merchandiser, and will cover the New England territory and northeastern New York state.

Ackley, a native of Alexandria Bay, N. Y., attended Syracuse University where he took an electrical engineering course. He came directly from college to Stromberg-Carlson, where he was first employed as a test equipment



designer. Two years later he was made chief project inspector and in 1945 was promoted to the important position of chief radio and television inspector.

LEE RADIO TAKES TO AIR TO MAKE NEW MODEL DELIVERIES



Despite talk in some quarters of a slump in radio set sales, Jason Electronics Co. of Brooklyn, manufacturers of Lee Radios, has had to take to the air to keep up with demand for its new model Lee 400 radios. Shown here Jean Director of Lee helps load the first shipment aboard, 150 new models consigned to the Kielson Co., Cincinnati, distributors. For Lee it was the first of many planned shipments by air of their new \$12.95 model.

Weston Electrical Co. Elects New Officers

The Weston Electrical Instrument Corp., Newark, N. J., has announced the election of these officers:

Chairman of the board, Edward F. Weston; chairman of the executive committee, Caxton Brown; president, Earl R. Mellen; vice president in charge of sales, H. Leigh Gerstenberger; vice president in charge of manufacturing, Reginald R. Lambe; vice president and chief engineer, John H. Miller; secretary and treasurer, Ross Nichols; and comptroller and assistant secretary, F. G. Hawthorne.

Raytheon Forms New Division

Raytheon Manufacturing Co., Waltham, Mass., has formed a commercial products division, it has been announced by Ray C. Ellis, vice president. The new division will consist of the broadcast equipment division, recently transferred from Chicago to Waltham, and what was formerly known as the industrial electronics departments.

The consolidation of the former separate division and departments has been made in order that full advantage can be taken of Raytheon's production and engineering facilities located at its

main plants at Waltham, Mass.

Frank S. Horning has been appointed sales manager of the new division and William A. Gray is assistant sales manager. John H. Beedle will be production manager for the division.

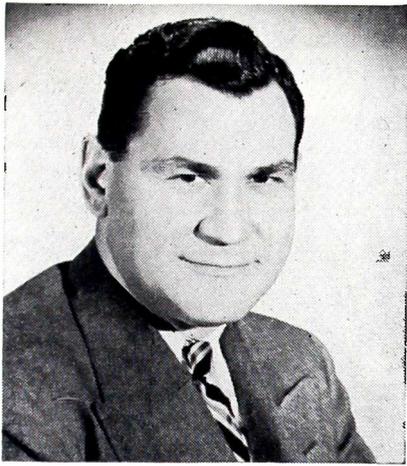
RCA Victor Announces New Line Of Radios in Plastic Cabinets

RCA Victor this month announced a new series of three table model radios in striking Catalin plastic cabinets, offering dealers powerful selling points. The series includes one finished in marbled black, one in shining jet black, and one in marbled burgundy red.

"These instruments will give the table model radio a new role in home decoration," H. M. Rundle, RCA Victor stylist, said in describing the line. "They break away from the tradition of conservative, undistinguished coloring in table model receivers and lend themselves well to dramatic display in stores and in the home."

RCA Issues Tube Booklet

The tube department of Radio Corporation of America has just issued a new 16-page booklet—"RCA Phototubes, Cathode-Ray Tubes, and Special Tubes (Form No. CRPS-102)."



Howard C. Handweg, regional sales manager of the North Central area, has been appointed to the position of assistant sales manager for the Motorola home radio, car radio and car heater. Mr. Handweg has been associated with Motorola, Inc. formerly Galvin Mfg. Corp., for seven years, and has served as field salesman, territorial representative and regional sales manager. During the war he was in charge of crystal procurement and expediting.

Gothard Buys Equipment Of Chicago Parts Firm

R. W. Gothard of the Gothard Manufacturing Co., Springfield, Ill., has announced the purchase of tools, equipment and inventory for dynamotor, inverter and motor generator production from Pioneer Gen-E-Motor, Chicago, who are discontinuing the manufacture of these items. Harold Argue leaves the Pioneer engineering department to become chief engineer of Gothard.

Jefferson-Travis, Inc., Announces New Distributors

Robert C. Berner, president of Jefferson-Travis, Inc., New York, has announced the signing of four distributors for the company's line of marine radio equipment including radio telephones and marine portable receivers:

The Woodward, Wight & Co., Ltd, of New Orleans, for the State of Louisiana; Edgar A. Brown, Inc., of Cleveland, for Ohio; Emerson-New York, Inc., for metropolitan New York area; Emerson-New Jersey, Inc., for Northern New Jersey.

Sam Wiley Named Mid-West Rep

Sam Wiley of Chicago has been appointed field representative in the mid-west for Snyder Manufacturing Co., Antenn-Gineers, of Philadelphia, manufacturers of all types of antennas and automotive radio accessories.

Mr. Wiley will coordinate expanding field activities for the Snyder firm in that territory, Mr. Dick Morris, sales manager, announced.

Personnel Changes

Edward Maged, formerly sales engineer with the David Bogen Co., Inc., of New York, has joined University Loudspeakers, Inc. of the same city. Mr. Maged will make his headquarters in the general offices located at 225 Varick Street, New York 14, New York.

* * *

William J. Kelly, for nine years eastern district manager of the McGraw Electric Co., has joined the Stromberg-Carlson radio sales division as district merchandiser, according to C. J. Hunt, radio and television sales manager. Kelly will cover the metropolitan area and the eastern seaboard as far south as Virginia.

* * *

The Shaw Distributing Co. of Charlotte, N. C., distributors of home appliances in the two Carolinas, has announced through O. N. Shaw, president, the appointment of Earl E. Funderburke to their sales organization. Mr. Funderburke has just returned from the Coleman factory at Wichita, Kansas, where he was given a two weeks' training course in sales and service on Coleman products. He will travel the South Carolina territory for Shaw's.

* * *

The appointment of Herbert C. Elwes as manager of commercial sound sales in the RCA Engineering Products Department has been announced by J. R. Little, manager of distributed products section of the department. Mr. Elwes was formerly merchandise manager in the RCA theatre equipment section.

* * *

Roberts & Mander Corp., Hatboro, Pa., makers of "Quality" Ranges and Steel Kitchen Cabinets, has announced the appointment of Marvin F. Boss as sales representative for the entire state of California.

* * *

Appointment of Joseph Cohen, a veteran of radio and appliance distribution, who has been with Philco for 11 years, to the position of general manager of the New York branch of Philco Distributors, Inc., was announced by Hal Sheer, vice president and general manager of Philco Distributors, recently.

* * *

Charles G. Hampson has recently been appointed to the position of sales manager for General Electronics, Inc., and will serve in this capacity at the company's New York office located at 1819 Broadway.

* * *

Sam F. Arn, Jr., has been appointed service manager for Majestic Radio & Television Corp., Elgin, Ill., it was announced this week by E. A. Tracey, president. Mr. Arn succeeds Paul Sperling.



The appointment of Terry P. Cunningham as advertising manager of the Radio Tube, Electronics and International Divisions of Sylvania Electric Products, Inc., has been announced by C. W. Shaw, general sales manager, Radio Tube Division. He served as advertising manager for Sylvania's Radio Tube Division for two years before becoming sales manager for the Home Radio Division of Colonial Radio Corp., a Sylvania subsidiary, in 1944.

Farnsworth N. C. Distributor Building \$100,000 Warehouse

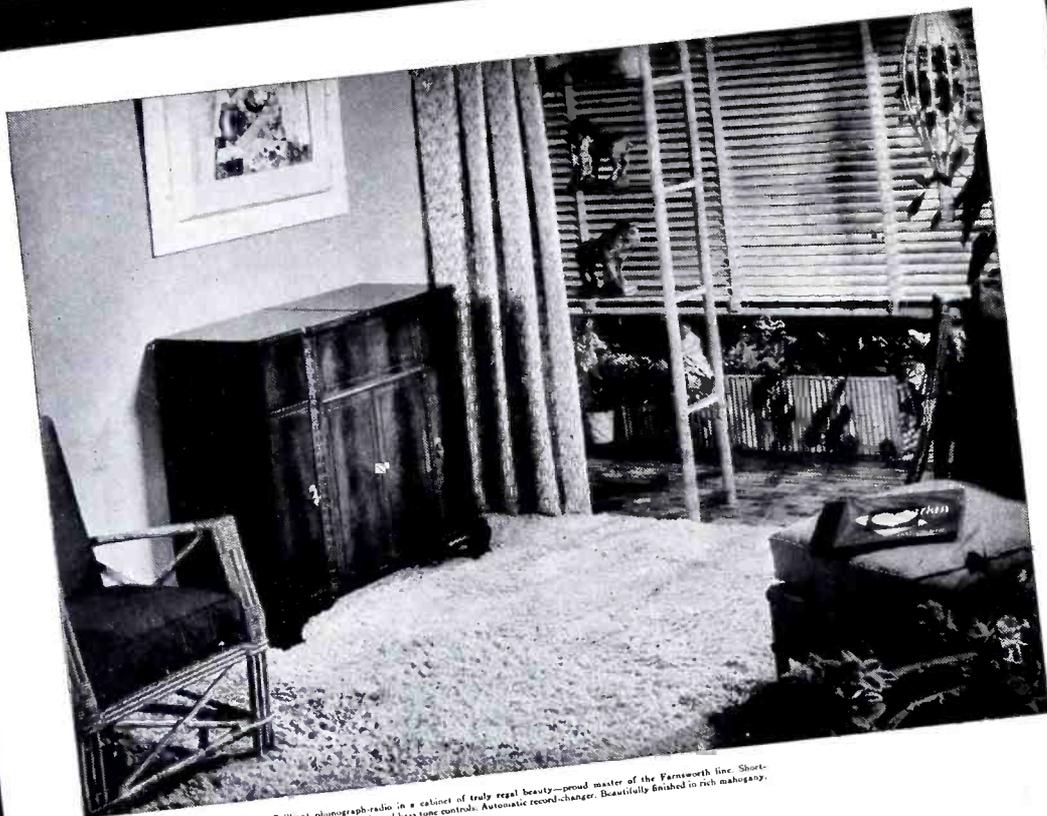
Construction has been started on a new \$100,000 warehouse and office building for the Twin States Distributing Co., distributor of Farnsworth radios and phonograph-radios in North Carolina and part of South Carolina. The new structure, located at 515 West Palmer Street, Charlotte, N. C., is scheduled to be completed early in July, according to Harvey H. Stewart and Harold D. Albright, owners of the Twin States firm.

The brick building will have two stories and a basement and will be 75 by 125 feet in size. The basement will contain underground fireproof storage chambers and compartments. The other floors will contain nine large offices as well as warehouse space.

The distributing firm, of which L. E. Johnson is sales manager, covers the Carolinas from its headquarters in Charlotte. Eight salesmen travel to other cities in the two states to serve the company's customers. Plans also are being made for the opening of branches in Columbia and Florence, S. C.

Clough Marks 25 Years With Belden Mfg. Co.

H. W. Clough, vice president of the Belden Manufacturing Co., Chicago, maker of electrical wire and cable products, and widely known in the radio and electronic fields, has rounded out 25 years with the company. His interest in radio dates back another five years to 1918, when he went overseas with the U. S. Army Signal Corps.



THE FARNSWORTH CHIPPEDALE CONSOLE - Brilliant phonograph radio in a cabinet of truly regal beauty—proud master of the Farnsworth line. Short-wave, standard and FM (Frequency Modulation) reception. Treble and bass tone controls. Automatic record-changer. Beautifully finished in rich mahogany.

DEPEND ON

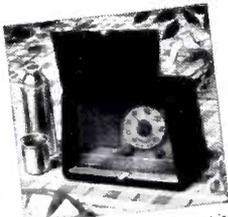
Farnsworth for Fidelity



THE FARNSWORTH CHAISIDE (MODEL CR-254) - Finger-tip convenience—all phonograph and radio controls accessible from your easy chair. The modern suspension record-changer. In walnut or golden South American pine veneer.



TELEVISION TABLE MODEL - Brilliantly equipped by Farnsworth, television's pioneer. Covers all commercial television channels in both super and lower groups. Clear, sharp picture on 10-inch, semi-flat face tube. AM and/or also available. Compact modern cabinet.



MODEL EP-350 - A world of radio entertainment wherever you go. Ideal for beach, picnic or country floor, using batteries. Use it also as a home table radio on either AC or DC. Built-in antenna. Sharp, quick tuning. Ear-vent tone. Handicraft, lightweight, easy to carry.

HERE, to bring you sparkling radio entertainment and the musical riches of your favorite records, is a full range of brilliant new Farnsworth radios and phonograph-radios. Bearing one of the most celebrated names in electronic research, these instruments re-create in your home the clear detail and tonal vitality of the original performance, whether broadcast or recorded. The larger console models are equipped for static-free FM (Frequency Modulation) reception. They are fitted, too, with the famous Farnsworth three-point suspension changer that handles, swiftly and gently, 12 ten-inch or 10 twelve-inch records. Made by the makers of the incomparable Capehart, these new Farnsworths combine, in unusual measure, quality with modest price (\$28 to \$425). Hear one today at your nearest Farnsworth dealer's. He has been carefully selected for his integrity, his willingness and ability to serve you expertly.

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

**ADVERTISING LIKE THIS
MEANS MORE PROFIT FOR
THE FARNSWORTH DEALER**

Appearing in the June 23 issue of Life Magazine

Next month, LIFE Magazine will place this Farnsworth message—in striking full color—before its 22,500,000 readers.

People interested in new radios will identify these outstanding models... will read anew of Farnsworth fidelity and quality... will note that the Farnsworth dealer has been selected for "his integrity, his willingness and ability" to serve

them expertly.

Thus, through quality advertising of its quality line, Farnsworth creates more business for the Farnsworth dealer... re-emphasizes the value of the Farnsworth franchise.

Farnsworth Television and Radio Corporation, Fort Wayne 1, Indiana.

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

PROMOTED BY FARNSWORTH



E. J. (Joe) Hendrickson, who has been engaged in radio merchandising nearly a quarter of a century, has been appointed manager of the Farnsworth Sales Division, it has been announced by President E. A. Nicholas of the Farnsworth Television & Radio Corporation, Fort Wayne, Ind.

He succeeds E. H. McCarthy, who has retired from active business on account of ill health. Mr. McCarthy, who had served as sales manager since the end of the war, has been on leave of absence the past five months due to illness.

Mr. Hendrickson joined the Farnsworth Corp. in 1939 as sales manager of the Farnsworth Division. When the company early in 1942 converted its entire research and manufacturing facilities to the production of radio and television equipment for the armed forces, he was named manager of Farnsworth's Field Expediting Division.

Oak Ridge Antenna Cuts Prices

Leon G. Friedman, general manager of the Oak Ridge Antenna Co., New York, has announced price cuts, ranging from 10 to 20 per cent on all the company's television and FM antennas. Friedman said that the prices had been slashed in line with President Truman's appeal to businessmen to reduce the cost of manufactured commodities to the consumer.

Commenting on the reduced prices for items manufactured by his firm, Friedman said: "We at Oak Ridge believe that every business organization can make price cuts, as substantial as those introduced by our firm by enlarging production through increased efficiency on the assembly line. We agree with the President that the primary responsibility for the maintenance of a successful free-enterprise system rests with the nation's businessmen."

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NERA CONCLUDES CHICAGO CONCLAVE

A strong plea for cooperation between manufacturers and dealers in solving their mutual distribution problems was voiced by the 21 retailers attending the National Electrical Retailers Association's three day meeting of dealers and manufacturers concluded on Wednesday, June 4, at the Morrison Hotel, Chicago.

The sessions concluded a two-day joint meeting of the association's Board of Governors, Policy Committee, and Committee on Manufacturer-Wholesalers Relations, during which they prepared for presentation to manufacturers on Wednesday the association's recommendations for improvement of relations between manu-

facturers, wholesalers and dealers.

Presiding at the meeting was NERA President Paul Kees of Kees Appliance Co., Madison, Wis. Assisting Mr. Kees were NERA Managing Director C. C. Simpson and Vice President Herb Names of Herb Names, Inc., Denver, Colo., who is also a member of the NERA Board of Governors and Chairman of the Manufacturer-Wholesaler Relations Committee.

In presenting the association's recommendations to all radio and appliance manufacturers, Committee Chairman Names stated that the NERA is fully cognizant of the need for positive cooperation from dealers as well as manufacturers and distributors, if they are to solve their mutual problems.

Journal's End

By The Staff

BACK from a rash of conventioning in Chicago and when we settled down at our desk for a breather discovered that many changes have taken place in the industry . . . For instance, did you know that **Ernie Vogel**, Farnsworth sales director for many years, has resigned? . . . And the resignation of **Leslie Kelsey** as Hallicrafters vice president and sales manager may come as a surprise to many . . . Ditto for **Ernest J. Halter**, Scott Radio vice president and sales manager . . . **Bob Karet** is out of Meissner Mfg.Co. (division of Maguire Industries) and **Anthony Dillon**, also of Maguire, has resigned to become general sales manager of Continental Records of New York . . . Two changes at Westinghouse over at Sunbury, Pa.: **Harold B. Donley** is out as manager of the home radio receiver division and **J. Herb Stickle** has been appointed advertising manager, succeeding **George Faurie**, who resigned last month . . . In Detroit **J. W. Stigall** has resigned as sales manager of F. L. Jacobs Co. (Lauderall), being succeeded by his assistant, **Clyde G. Remmo** . . . Majestic Radio's ad director, **J. Jack Downey**, has left and his duties will be taken over by **L. B. Panbrun**, former assistant ad director at Stewart-Warner . . . **Nate Hast**, who for several months has been a manufacturer's rep in Chicago, is the new sales director for Jason Electronics (Lee Radio) of New York.

Nice visit with Dealer **J. G. Bradburn** of Houston, Texas, who dropped in to say that he's turning over the running of his very successful store to his son so that he can devote full time to his hobby—the National Record Retailers Federation. Brad is its vice president and guiding mentor and is having a wonderful time visiting dealers in all parts of the country. He says the Federation now has 500 members and predicts 2,500 within a year. Good luck, Brad.

Down to Atlantic City, June 16-18, attending the **Philco** dis-

tributors' annual conclave. It was an elaborate shindig with Philco picking up the tab for the 140 jobbers and their sales staffs from all parts of the country. There was gala entertainment sandwiched in between business sessions at Convention Hall. All top Philco officials were on hand and delivered talks in one of the most dramatic staged shows we've ever witnessed. The complete '48 line, from table models to television, including refrigerators and radio-phono combinations, was shown and everybody went home with high hopes for good future sales outlook.

Ellar Woodcraft Prez **Sam Rappaport**, New York, had a narrow escape early last month when he was attacked by two youthful bandits as he returned from the bank with his firm's payroll. The thugs got away with the payroll after giving Sam a rough going-over, but they were later captured.

Nice chat with Motorola's **Victor Irvine** who says his company will be producing video receivers by mid-July and has erected an additional building at its Chicago site to be devoted exclusively to video . . . Expanding business has resulted in **Air King** buying the Brooklyn plant of Electronic Corp. of America for use in its own production . . .

National Union moved its administrative, sales, purchasing and accounting departments from Newark to 350 Scotland Road, Orange, N. J. . . . The general offices of **Solar Mfg. Co.** and its subsidiary, Solar Capacitor Sales Corp., have been moved from New York to the company's main eastern plant at 1445 Hudson Blvd., North Bergen, N. J.

Wedding bells: For **Jacques** (Time-Saver pressure cooker)

Traubee who combined business and romance by marrying his secretary, **Eunice Levin**, in New York on June 21st . . . For Video Television Prez **Joe Resnick** who had that fatal knot tied on June 14th to **Ruth Lebrer** of Brooklyn . . . For **Walter Bergman** (Bergman-Jarrett ad agency, New York) who was married on June 7th to **Nadine Collins** and, due to Walter's foresight, they were able to move right into an apartment. Walter had reserved it way back when he was in service overseas.

Sid Jurin, Pilot Radio's general sales manager, invited us to a special party on July 14th when he will release a very important announcement. Sid wouldn't give out even a hint on it now . . . Around to Warwick hotel, New York, for a plush press party where **Laurence Ely**, Empire Projector Co. prez, told us of his firm's entry into the low-price home movie projector field and its planned retailing through radio and appliance stores. More about it next month.

Jobber **C. R. Rew**, prez of Alabama Mfg. Co. (also makes Gem Dandy Electric Churns) sent a picture of "Rollo," his polled Hereford steer which drew the world's top price of \$5,373.20 at the Birmingham Annual Fat Stock show . . . Be sure to see the 1947 preview of television receivers on Pages 14-15, this issue, which was inspired by readers who wrote in to say how much they liked the portable radio layout in the May edition . . . We're mighty happy that many dealers and others in the industry take time to visit with us when in town. We extend invitations to all Journal readers to make our office headquarters when in New York. . . See you next month.



ELECTRONIC REPRODUCER

Most Dramatic

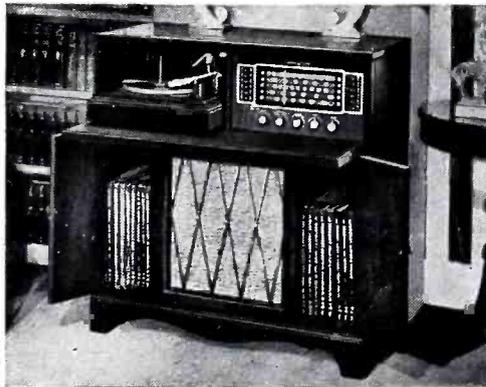
DEMONSTRATION FEATURE

ANY PHONOGRAPH EVER HAD

RISE STEVENS,

star of the Metropolitan Opera Company, and the Prudential "Family Hour," Sunday afternoon over CBS.

• Wonderful FM plus standard and short-wave broadcasts, and the sensational new G-E Electronic Reproducer. Push-button tuning. Sure-action automatic record changer. 9 tubes plus rectifier. 18th Century-inspired mahogany cabinet. See Model 417A.



In every General Electric automatic radio-phonograph

Let your customers' own ears discover the thrill of the finest record reproduction they ever heard.

Play the same record with the amazing new G-E Electronic Reproducer, and then on any other phonograph. The difference is startling. This dramatic demonstration clinches sale after sale because the G-E Electronic Reproducer—against a background of velvety silence—recreates every recorded note in all its glorious beauty. For full information, write your General Electric radio distributor or Electronics Department, General Electric Company, Bridgeport, Conn.

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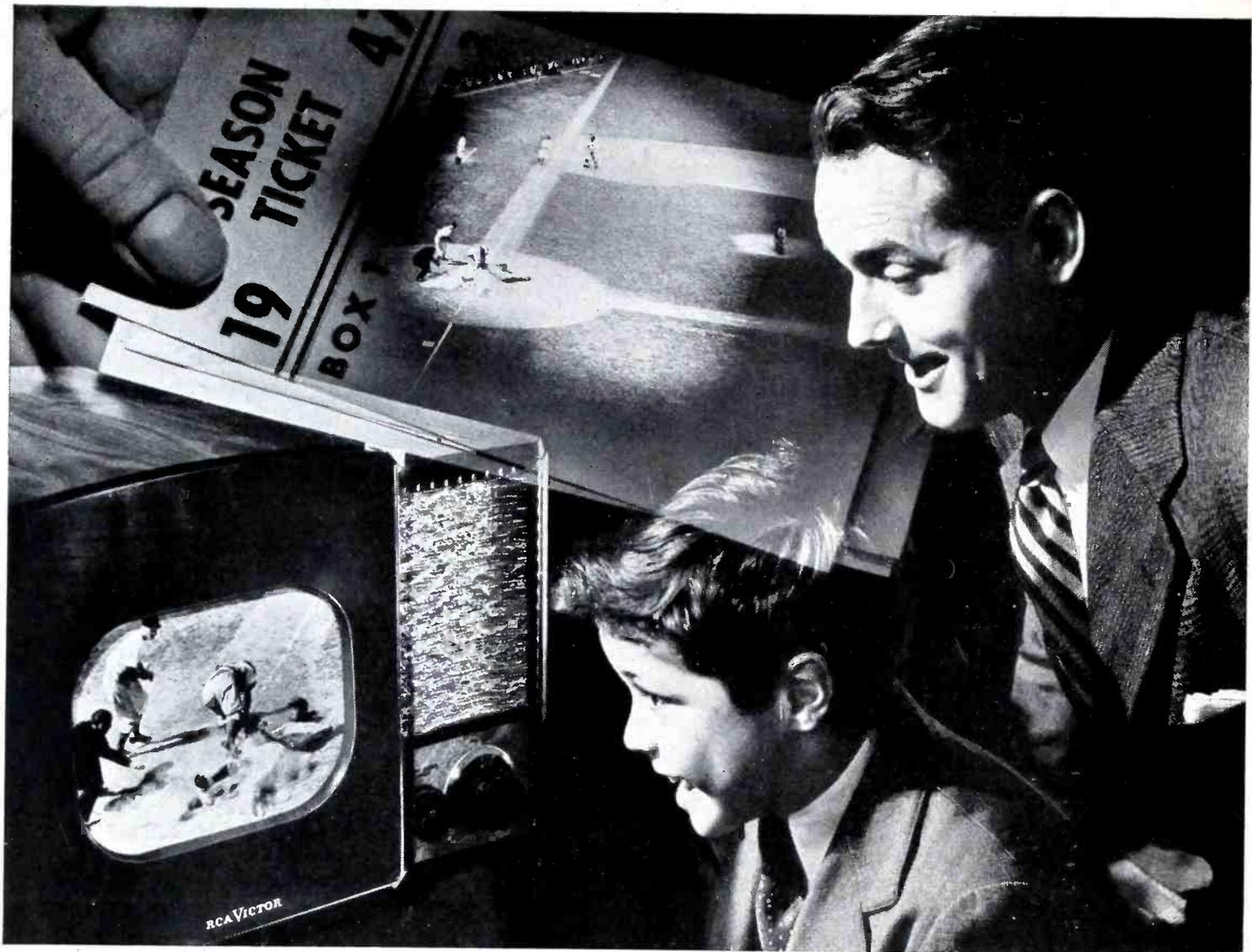
• A magnificent performer is Model 326 with its natural color tone from radio and records. G-E Electronic Reproducer. Sure-action record changer. Storage for 118 records.

• General Electric's finest table radio-phonograph — Natural color tone from radio, and from records played by the amazing G-E Electronic Reproducer. Ask to see Model 304.



• Master craftsmen fashioned this superb French Provincial cabinet of genuine Honduran mahogany. The wonders of FM, standard, and short-wave radio plus the G-E Electronic Reproducer. Push-button controls. 12 tubes plus rectifier tube and tuning indicator tube. Model 502.





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Every home game—day or night—played by the New York Giants, Yankees and Brooklyn Dodgers will be seen over television this season!

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Those who own RCA Victor television receivers will enjoy brighter, clearer, steadier pictures through the exclusive RCA Victor Eye-Witness picture synchro-

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To witness baseball or any other event in the ever-growing range of television programs—you’ll want the receiver that bears the most famous name in television today—RCA Victor.

When you buy an RCA Victor television receiver or radio, or Victrola radio-phonograph, or an RCA Victor record or a radio tube, you know you are getting one of the finest products of its kind science has achieved.

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Radio Corporation of America, RCA Building, Radio City, New York 20. Listen to the RCA Victor Show, Sundays, 2:00 P.M., Eastern Standard Time over the NBC Network.



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