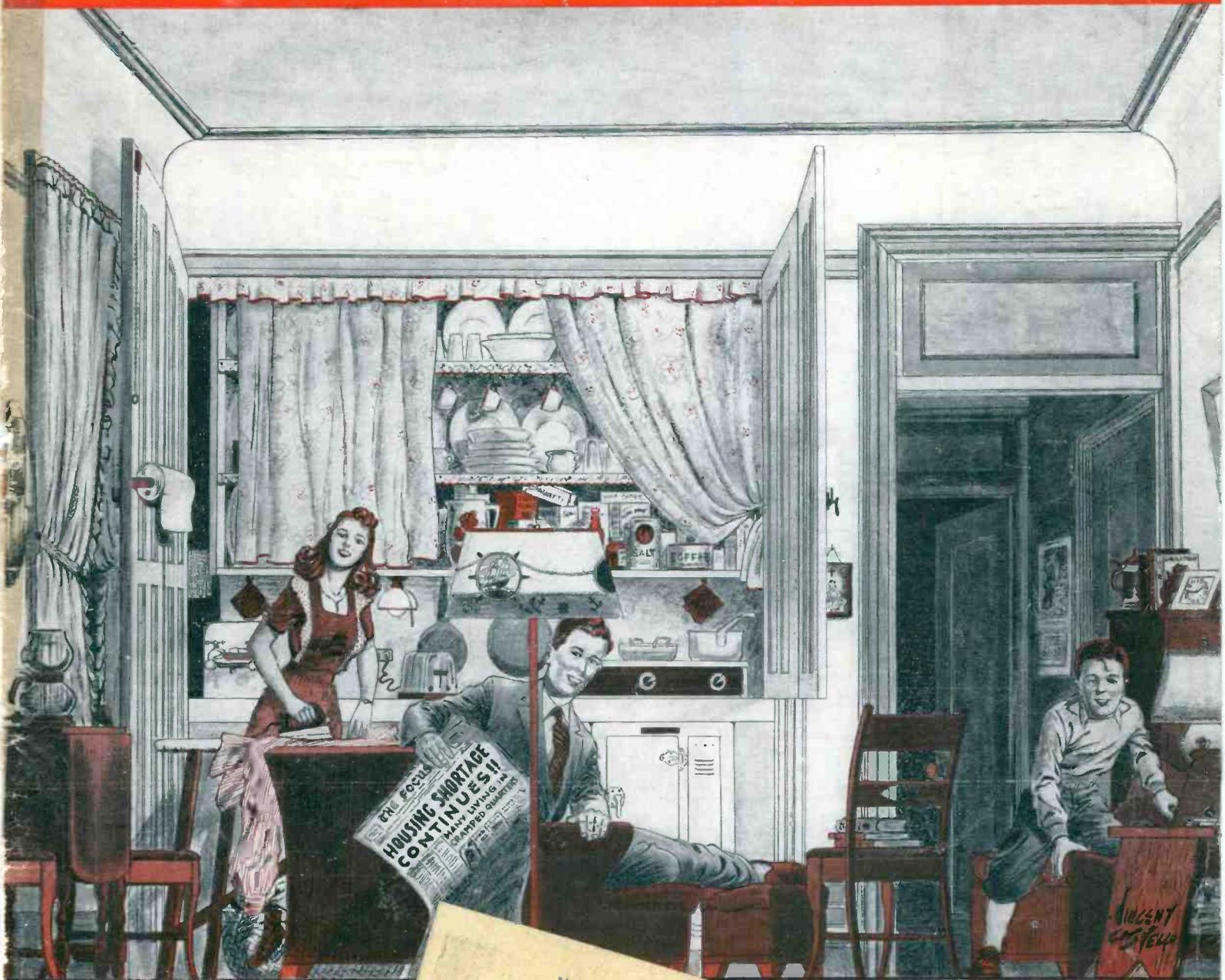


# RADIO & APPLIANCE JOURNAL

October  
1947

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



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# NEWS FOR PHILCO DEALERS

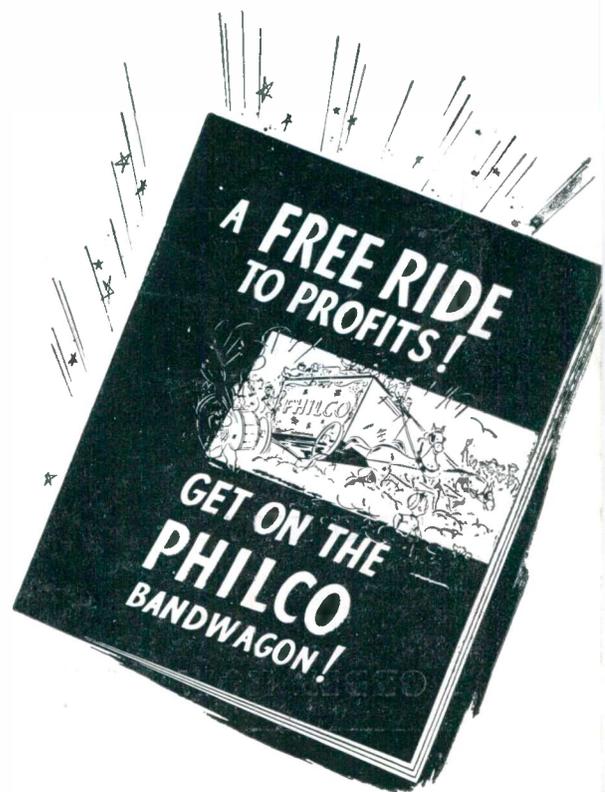
About the Greatest Advertising and Promotional Campaign the Industry has ever seen!

To increase your radio sales and profits during the all-important fall season Philco, the leader, has gone into action with the greatest advertising and promotional campaign the industry has ever seen. Nothing like it for power, size, cost and sheer impact on the buyers of your locality has ever happened before. And it doesn't cost you a cent to share in the tremendous harvest of new business resulting from this staggering program, as it builds increasing momentum in the weeks ahead. Philco is doing its part to provide everything you need to make this promotion yield record returns in sales and profits. Now is the time to tie-in and cash-in with Philco. Concentrate your efforts where they will yield the biggest results. Get going today with your Philco Distributor.

-and this is Only the Beginning

Here's the big campaign portfolio now being shown in every territory by Philco Distributor salesmen. Prepare for the rapid-fire merchandising activities it tells about ... the continuous flow of hot retail promotions to stimulate your salesmen and bring traffic and sales to your store. Be ready to GO... WITH PHILCO!

# PHILCO





*The greatest improvement in* **RECORD PLAYING**  
*since the invention of the phonograph*

A startling achievement! Admiral's new Miracle Tone Arm uses no coil, no crystal, no filament, no special tubes! These are *prime causes* of distortion. The new Miracle Tone Arm *eliminates them entirely!* Even oldest records come to life with vivid brilliance unmarred by needle scratch or other disturbing surface noise. Complete with ultra-sensitive pickup point.

Now... an exquisite period console radio-phonograph at a price anyone can afford! Engineered and styled in the Admiral tradition that says every purchaser must get the most for his money. With period consoles enjoying greater favor than ever before, you'll be in the black with this fast moving, mass-market profit maker. Judge its quality for yourself!

**NEW PERIOD STYLE CONSOLE**  
**AT SENSATIONAL LOW PRICE!**



- New pull-out phonograph for easy record loading
- High-speed changer plays up to 12 records automatically
- "No blast" push-pull output
- Variable tone control
- Large Alnico No. 5 speaker
- Walnut, mahogany, or blonde in top-grade, selected veneers

MODEL 7C65-7E1 (Walnut)

**\$ 169<sup>95</sup>**

Prices slightly higher  
in South and West

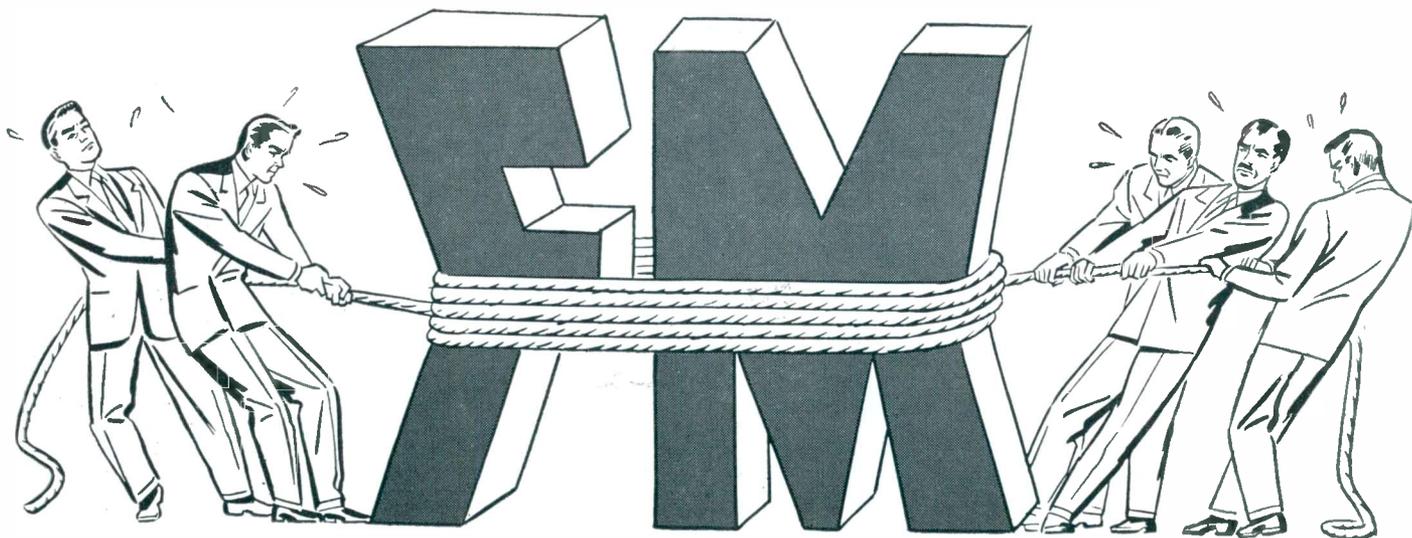


**FROM**

*Admiral*

*America's Smart Set!*

# Don't Murder



Don't mess around with second-rate FM gadgets  
... when FM DEMANDS the high quality of

# Pilotuner

Mr. Dealer! We earnestly urge: USE THE AMAZING FM PILOTUNER AS YOUR STANDARD OF COMPARISON, in testing ALL FM receivers and "tuners".

That's how you can avoid inferior, "rat-trap" equipment that simply *will not* and *can not* do justice to FM.

FM stations throughout America have acclaimed the PILOTUNER with all the raves in the book. It DOES THE JOB... because it's a QUALITY product, backed by Pilot Radio's unsurpassed practical experience in making FM sets.

Remember—we INVITE and WELCOME *legitimate* competition. We deplore ONLY that FM equipment which lacks integrity... which can do no good for the dealer, the consumer—or for FM itself.

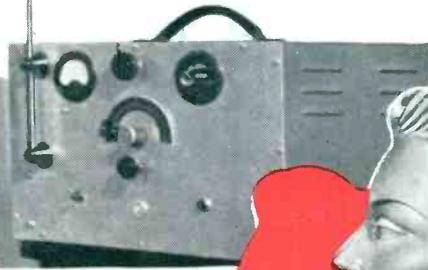
The fate of FM—the glorious, most modern kind of broadcasting—is *in your trust*. Guard it well! Join the swing to the BEST FM... headed by the original PILOTUNER.

**PILOT RADIO CORPORATION**, 37-06 36th ST., LONG ISLAND CITY, N. Y.  
Makers of PILOTONE VINYLITE RECORDS • PIONEERS IN SHORT WAVE • FM • TELEVISION

# Demonstration a smash hit!



The RCA Two-Piano Team, Miss Carlile, seated, and Miss Wayne, standing, greet the audience before performing in the "Golden Throat" demonstration.



## Read these typical reactions . . .

some of these people may be friends of yours

I have never been so thrilled. I just heard the "Golden Throat" reproduce the very tone of the piano so perfectly, I could not tell the broadcast from the original.

Signed: *Aaron Cohen*  
Brooklyn, N. Y.

This dramatic demonstration proves the "Golden Throat" reproduces music just as played by the artist. This RCA Victor acoustical system is the finest I have ever heard.

Signed: *Stephen Bambas*  
Simpson, Pa.

This demonstration proves the "Golden Throat" reproduces even the tone of the piano perfectly. This is the type of radio we have all been waiting for. Now, we can hear only sound as produced by the artist.

Signed: *Mrs. Robert D. Woelk*  
Billinllo, Ill.

The RCA Victor has produced a sound system that reproduces the original tone exactly. I was absolutely unable to find a difference between the piano on the stage and the piano broadcast through the "Golden Throat."

Signed: *Irwin Weitz*  
Pittsburgh, Penna.

The "Golden Throat" reproduces sound exactly as produced. Try as I would, I could not detect a difference between the original and the broadcast.

Signed: *Alan Rea*  
Kew Gardens, N. Y.

I think the RCA Victor "Golden Throat" is the greatest thing in modern radio. Now, we can hear pure tones exactly as produced.

Signed: *Donald A. Boone*  
East Hartford, Conn.

## "Golden Throat"

All RCA Victor instruments, from the popular 65X1 to the superb "Crestwood," have the "Golden Throat" Tone System. Dollar for dollar, RCA Victor instruments give your customers greater brilliance, higher fidelity . . . a more perfect performance. The "Golden Throat" is the exclusive new RCA Victor sound system . . . produced by RCA's 27 years of electronic skill and Victor's 48 years of leadership in the reproduction of sound.

Listen to RCA Victor create sales for you on the RCA Victor show — "Music America Loves Best" over your NBC station every Sunday 2:00 P.M., E.S.T.

# RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

# RADIO

A SECTION OF RADIO & APPLIANCE JOURNAL

Guest . . .

## EDITORIAL

A practical check sheet to aid dealers keep tabs on what customers need is outlined in this editorial prepared by C. J. Hunt, sales manager of Stromberg-Carlson Co., Rochester, New York.



CLIFF J. HUNT

### A Path to Added Business

I HAVE read so many articles the last couple of months by writers on the "get back to work" theme, that, frankly, I am wondering if we aren't all getting a little bit satiated with the idea to the extent that, when we see another one with that kind of lead-in sentence, we automatically say to ourselves, "Well, some other swivel chair artist is writing on the favorite subject."

I spend a considerable share of my time in the field contacting the trade and am certain that the average dealer is and has been working for some time. I don't say that he has been doing smart work, but I believe that he has been honestly trying. The majority of people planned on buying certain appliances and radio products postwar and this fact has been freely expressed in countless surveys. Now, I feel that a dealer who sold one of these articles to a family and felt that he had taken from that family as much purchasing power as could be expected is not smart, for there isn't one of us who has bought all the items we planned on and there isn't one of us who has bought some of them who has been reapproached by the dealer or dealers and been solicited for more business.

Here is my suggestion—get the dealer to have a check-sheet of all the items that the average family requires in its home, items from electric irons on up, and in his contacts with his customers check off those that have been purchased so he can determine what his customers are actually yet in the market for. It is a sort of inventory deal, but isn't that what we do with our distributors and dealers? We find out what they don't have and that is what we try to see them acquire.

Frankly, I have spent a lot of money with dealers for appliances for the house and I have paid the bills with the feeling that the business was not properly appreciated, for there was no indication by the dealer at the time of the sale nor afterwards that there was any particular interest in me as a consumer. If the dealer would only remember that he has to be quite an operator to take from each of his customers the spendable dollar which that customer has for the goods the dealer sells and then make the supreme effort to sell the customer all he needs, he would really be in business and be a satisfactory outlet to all of his suppliers.

OCTOBER  
1947

**FARNSWORTH PRESENTS...**

**THE DOOR TO PROFITS  
FOR THE YEARS AHEAD  
WITH  
TELEVISION**



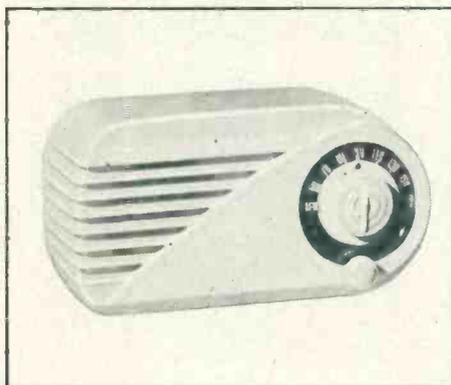
Farnsworth opens the door to profits for the years ahead with its new 1948 line now being shown to dealers across the country.

At the recent Chicago convention, distributors hailed the new line as Farnsworth's greatest. They admired new Farnsworth style, tone and performance; applauded Farnsworth FM, and marvelled at the new Farnsworth Tone Clarifier—phonograph pick-up and control with a three-position switch which produces beautiful tone from old, new, and wide-range Vinylite records.

This new line is now being presented to dealers who are ready to realize on the Farnsworth heritage of television. Two television models are included—a modern console, incorporating AM-FM, phonograph and television in one instrument and a table model, smallest on the market, with full-size, 10-inch, flat-face, direct-view tube. When you see Farnsworth's new line of phonograph-radios, you'll agree it truly represents musical perfection at modest cost—a line that assures full margin of profit to Farnsworth dealers.



**GK-111.** AM-FM radio-phonograph with improved automatic record-changer and Tone Clarifier. Period styling in rubbed mahogany.



**GT-051.** Powerful 5-tube table model whose performance equals that of previous Farnsworth 6-tube sets. Sleek, ultra-modern.



**television Table Model.** Only 16" wide! Smallest on the market. Large, flat-face, direct-view tube—bright, clear pictures. Compact, modern.

The 1948 line is complete from bottom to top. Three compact table models . . . a smart portable . . . 3 AM console combinations . . . 9 masterpieces in modern and period styling offering AM-FM and phonographs . . . 2 television models, table and console.

*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

# ON PARADE

## OLYMPIC Table FM-AM

A new FM-AM table radio, model 532, has been announced by Olympic Radio & Television, Inc., 34-01 38th Ave., L. I. C., New York. Set statistics: 5 tubes plus rectifier, 6 inch dynamic speaker, two watt power



output, AC-DC current operation. Streamlined plastic cabinet has large slide rule dial. Production on this receiver began early in September. Retail price will be \$39.95. Please mention RADIO & APPLIANCE JOURNAL, Oct., 1947, when writing to manufacturer

## ALAMO Personal Portable



Model PR-1, a personal portable radio, has been introduced by Alamo Electronics Corp., 105 W. Romana, San Antonio, Texas. Set is 4 tube superheterodyne with 4 inch P.M. speaker and loop antenna. Case is plywood covered with Du Pont leatherette; plastic front has engraved dial. Total weight including batteries is 4½ pounds. Please mention RADIO & APPLIANCE, Oct., 1947, when writing to manufacturer.

## REMLER "Scottie" Models

Two new model radios are being featured by Remler Co., Ltd., 2101 Bryant Street, San Francisco, Calif. Set statistics: 5 tube AC-DC superheterodyne with dual purpose tubes, AVC, built-in antenna, slide dial and



vernier tuning. Shown here (left) is the Scottie Pup, model 5500 retailing for \$19.95 in walnut plastic cabinet; at right is the Scottie Junior 5530, retailing for \$27.95 in white plastic cabinet. Please mention RADIO & APPLIANCE JOURNAL, Oct., 1947, when writing to manufacturer.

## MAJESTIC Chairside



A chairside radio-phonograph, the "Commander," model 5AK780, has been introduced to the trade by Majestic Radio and Television Corp., 2600 W. 50th St., Chicago, Ill. Set statistics: 4 miniature tubes plus rectifier, AC only, 5 inch P.M. speaker, standard broadcast, built-in directional antenna. Can be obtained in mahogany, walnut and blonde finishes. Has exposed horizontal dial, lift top phonograph. Please mention RADIO & APPLIANCE JOURNAL, Oct., 1947, when writing to manufacturer.

## GE Phone Combination



General Electric Co., Syracuse, New York, has introduced an FM-AM radio-phonograph combination priced to sell for \$325. Model 354 tunes in both high and low band FM. It uses a 12-inch speaker and has eight tubes plus rectifier tube. This receiver is now in production and will reach dealers early in October. Please mention RADIO & APPLIANCE JOURNAL, Oct., 1947, when writing to manufacturer.

## Now—A Really High-Powered Radio Engineering Library



### NOTE:

The library comprises a selection of books culled from leading McGraw-Hill publications in the radio field.

- especially selected by radio specialists of McGraw-Hill publications
- to give most complete, dependable coverage of facts needed by all whose fields are grounded on radio fundamentals
- available at a special price and terms

THESE books cover circuit phenomena, tube theory, networks, measurements, and other subjects—give specialized treatments of all fields of practical design and application. They are books of recognized position in the literature—books you will refer to and be referred to often. If you are a practical designer, researcher or engineer in any field based on radio, you want these books for the help they give in hundreds of problems throughout the whole field of radio engineering.

### 5 Vols., 3319 Pages, 2289 Illustrations

1. Eastman's Fundamentals of Vacuum Tubes
2. Terman's Radio Engineering
3. Everitt's Communication Engineering
4. Hund's High Frequency Measurements
5. Henney's Radio Engineering Handbook

10 days' examination. Easy terms. Special price under this offer less than books bought separately. Add these standard works to your library now; pay small monthly installments, while you use the books.

### 10 Days' Free Examination—Send Coupon

McGraw-Hill Book Co., 330 W. 42 St., N. Y. 18  
Send me Radio Engineering Library, 5 vols., for 10 days' examination on approval. In 10 days I will send \$2.50, plus few cents postage, and \$4.00 monthly till \$26.50 is paid, or return books postpaid. (We pay postage on orders accompanied by remittance of the first installment.)

Name .....  
Address .....  
City and State .....  
Company .....  
Position ..... RAJ-10-47

### CHECK PIN CONNECTIONS AND TUBE DATA INSTANTLY!

Two new and amazingly handy slide rules tell you at once the location and nature of pin connections, filament voltage, filament current, and uses for 176 radio tubes. Radio or electronic engineers, servicemen, students can't afford to be without these pocket-sized time-savers. SEND \$1.00 IN CASH OR MONEY ORDER TODAY and receive both prepaid by return mail. Dealer's name printed on rule at no extra charge on orders of 100 or more. Your money back if not satisfied.

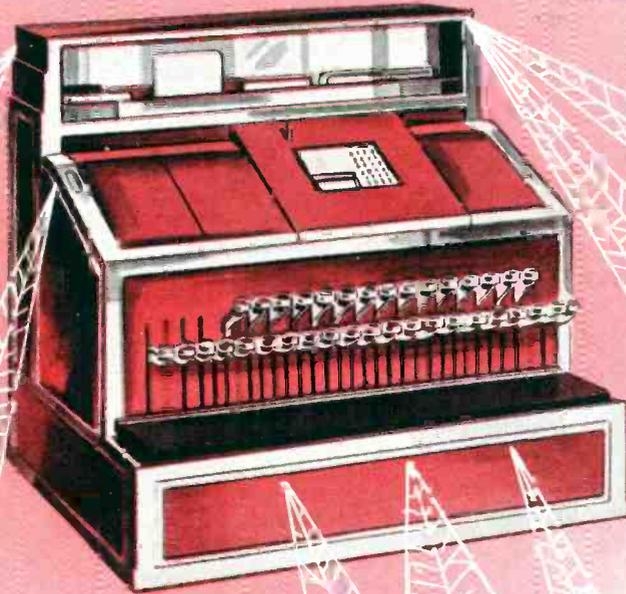
### Write For Quantity Prices

HARRY LANGSAM,  
12 S. 12th Street, Phila. 7, Pa.

- I enclose \$1.00. Please send both Radio Tube Pin Data Rules.  
 Send Quantity Prices.

Name .....  
Address .....  
City ..... State .....

It's a **sell** of a situation... all right!



SO your cash register isn't gathering cobwebs... yet. So your radio sales haven't come to a halt... yet. But... and check this with your own experience... dealers in all kinds of merchandise are practically spang-dab in the middle of a situation that calls for **REAL SELL**.

That's right **SELL**. Old fashioned, down to earth, give 'em their money's worth **SELL**. The kind of **SELL** that doesn't grow on buying sprees... the kind of **SELL** that means work for every man-jack in the dealer's organization... the kind of **SELL** that's based on products of quality and proved performance standards.

Are you set for such a situation? Well, check your position with the Crosley radio and radio-phono line-up. You'll find plenty to think about. For example, you'll find that...

**sell-ective** IS THE WORD

**FOR CROSLEY RADIOS AND RADIO-PHONOS**

Yes, and it also describes shoppers on the look-out for the best radio buy. They're mighty selective... they look at price, they look at performance, they look at features. And the dealer who wants to make sales has to offer all three.

Crosley dealers can do just that. For example, there's the small table model Rondo that's smart and new from every view... the luxurious Carrollton that has the famous Crosley Floating Jewel Tone System as well as too-many-to-mention other outstanding features... the years-ahead Crosley Spectator Table Model Television Set that puts television within reach of every home. That's only hitting the high spots, but it leads right up to this point...

† PATENTED



THE CROSLEY CARROLLTON



THE CROSLEY SPECTATOR



THE CROSLEY RONDO

Now's the time to give 'em sell!

You know that the starting point for any selling program is merchandise that gives you something you CAN SELL... some extra advantage your prospective customers can see, or hear, and always enjoy. That's why Crosley dealers are glad "It's A Sell Of A Situation."

**CROSLEY**

Division **AVCO** Manufacturing Corporation, Cincinnati 25, Ohio.  
© 1947 CROSLEY DIV. AVCO MFG. CORP.

Shelvard\* Refrigerators • Frostmasters • Kitchen Cabinets and Servisinks • Ranges  
Radios • Radio-Phonographs • FM • Television • Short Wave • Home of WLW

## New Westminster Model

After two years of video engineering and market research, Westminster Television, Inc., 210 East Ninth St., New York City, has announced their model E 170 W seven-inch television receiver. According to J. T. Petit, Jr., president, "this set is specially priced at \$198.50 to come within reach for the first time of the television-hungry mass public who, until now, have been forced to forego home television entertainment because of the prevailing higher prices."

Housed in a 16" high x 15" wide x 17" deep modern design walnut cabinet—"the smallest table model video set on the market"—the Westminster receiver features high gain and full FM tone for the 13 video channels; an all-Sylvania 20-tube complement; two stages of sound IF and five stages of slug-tuned IF including converter; standard factory warranty; all component standard RMA; easy-to-get-at circuit (no "hidden" parts); safety switch; and clear vision window; The Westminster "Policelock Telesync" synchronizer locks the picture flicker-free with the station at all times. Set has 5 controls as compared with conventional ones.

## UST Emphasis on Big Screens

Production of United States Television's 30 by 22½-inch screen projection television receiver will be

limited to cover only special installations for the present, it has been announced by Francis S. Hoge, vice-president in charge of sales. Concentrated production will continue on the 25 by 19-inch big-screen projection receiver which has proved so popular in public places from coast to coast.

## Tele Enthusiasm Spurts

At the television scrimmage line, the latest score stacks up as follows: Within the year, video stations will open in 32 new cities. Receivers are coming off the production lines at more than 400 per day. Two-thirds of all video sets are still in New York City, but that is changing because FCC says 11 commercial stations are now operating, with 55 more going up.

Says RMA: So far this year 70,000 television receivers have been made, as compared with 16,000 manufactured for all the previous years lumped together.

Prime problem of the television industry as a whole appears to be that of developing nation-wide networks. Elaborate studio programs are apparently too costly for most individual stations. Yet video receiver owners want, and station owners want to give them, big national events like the World Series or a Presidential appearance before the Congress.

## Sports-View Tele Receivers

Michael Muckley, sales manager of Sports-View Television Co., 387 Bushwick Avenue, Brooklyn, N. Y., recently announced that his company will shortly be producing a line of 10-inch and 15-inch direct-view and projection-type video receivers.

## New RCA Plant in Indiana

With highly modernized facilities and a streamlined production line, the manufacture of television receivers at the RCA Victor plant in Indianapolis began early in September it was announced by J. B. Elliott, vice president in charge of the company's Home Instrument Department.

The first television instrument to be produced at Indianapolis will be a console model. Television receiver production at this plant will supplement existing set manufacturing at the RCA Victor Camden, N. J. plant.

## Colonial Announces New Line

Colonial Television Corp., 2139 Harrison Ave., Bronx, N. Y., through its president, Alfred E. Emerson, has announced a new line of home and Bar & Grill television receivers.

According to Mr. Emerson, the Colonial Television Corp. will devote a majority of its production facilities to large screen television. These sets offer 12 in. 15 in. and 20 in. direct view pictures.

## BACE CUSTOM TV ASSURE



**TOP  
PERFORMANCE  
TOP  
PROFITS**

### REMOTE CONTROL

operates 6 viewing screen-sound units.

Designed and built by pioneer television engineers. Exclusive advancements give superior performance and easiest servicing! First quality, tested parts and materials. BACE sets are big—showing 120 and 236 sq. in. pictures. Priced lower than all competitive models! Check these exclusive features: 4 simple operating controls. Pre-Set Brilliancy control. AFC Horizontal Hold, Locked-in Vertical Hold. Noise Saturation Circuits. Other features include 13 channel Station Selector. FM Sound-improved Audio system. 4 Megacycle band width on video. Bright, sharp focus.

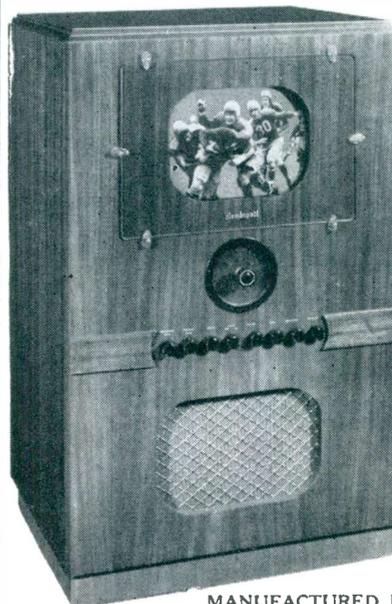
Write today for details on territory franchises, discounts.

**BTC** **BACE TELEVISION CORP.**  
Green & Leuning St., So. Hackensack, N. J.

# Rembrandt

REG. U. S. PAT. OFFICE  
THE FINEST IN

**TELEVISION—FM**  
CONSOLE RECEIVERS



### MODEL 80

80 Square inches direct vision view screen. List 0695.0 screen. 12" picture tube.

List: \$695.00

### MODEL 130

130 Square inches direct vision view screen. 15" picture tube.

List: \$895.00

Both Models Feature The Famous Dumont Inputuner. Includes all 13 Television Channels and FM Bands.

Write today for free illustrated folder and particulars.

MANUFACTURED BY

**REMINGTON RADIO CORPORATION**  
WHITE PLAINS NEW YORK

# RECORDS AND PHONOGRAPHS

A SECTION OF RADIO & APPLIANCE JOURNAL

## Guest... EDITORIAL

Howard A. Jacobs, sales manager of Tone Products Corp. of America, New York City, points out the need for better accoustical qualities and record content in order for the industry to benefit from the kiddie record sales lying ahead.



HOWARD A. JACOBS

### Children's Record Market to Boom

SEPTEMBER spells back to school for millions of youngsters throughout the nation, and I suggest to you that we as record manufacturers, distributors, and dealers, take our places this fall in that cross-country procession. We have a role to play in modern education, the importance of which the past twelve months' sales records have demonstrated.

Last year 27,000,000 records were made FOR CHILDREN ALONE, and we in the industry know that that first post-war figure is already dwarfed. The production figures can grow only as the market grows. But there is a new market opening before us in the schoolrooms, kindergartens, community play centers and libraries which has been virtually untouched up to the present.

Because of this potential market of enormous scope, the production figures of the past are less important to the industry than the quality of the product, from both accoustical and content standpoints. For salesmen can interest educators and teachers only if the records meet their exacting standards on those two points.

Radio has paved the way, with recorded story hour broadcasts over major stations in all parts of the country. Station managers after brief experimentation with kiddie disc programs unanimously have allotted them longer air-time periods and increased their frequency.

But the sales approach can be keyed to a much more important factor, reaction of the young listeners themselves. Let me cite our own experience in the South.

Jack Dromey of Atlanta's new but visionary WBGE has just concluded a pre-school series of story hours, using Tone Products albums. Concurrently he ran a letter-writing contest, asking the children to comment on the stories. Their answers ran like this: "They are merry and gay." "Mean stories aren't good for children." "They're better for us than murders and stabbings."

Those comments are vitally significant to teachers and educators who deplore the popularity of cheap blood and thunder tales. They open the way for the industry's salesmen to step in, offering the finest literature and the best music ever written for children, ready for immediate use and in a form that children adore.

The record of recent months proves that sales are spiralling at an accelerated rate. Visual and auditory education are the popular trends in modern education, and we hold the keys to both. There is no limit to the future of the industry, nor the pleasure and instruction its representatives can offer to American Youth.

OCTOBER  
1947

A NEW JINGLE  
IN YOUR  
CASH  
REGISTER



A NEW PROFIT  
IN YOUR POCKET!

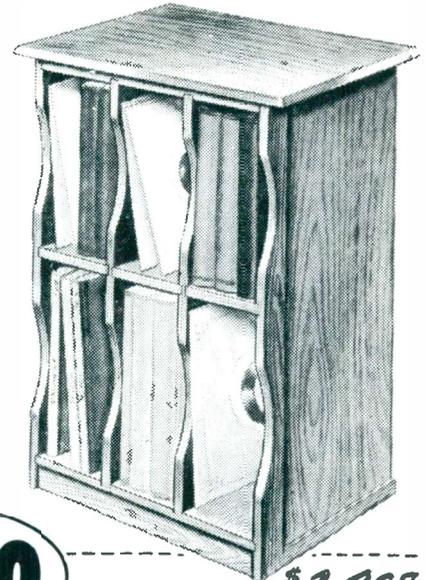
Your cash register will sing a new tune when you stock the fast-moving PlayA-Tune portable by Geib of Chicago. Smartly designed . . . completely new, the PlayATune Model 7100 has a patented tonearm of plastic—developed by science and research for fuller tone value—minimum distortion. Check these features for new profits for you! Special Feature! The only one of its kind with a Volume Control. Tonearm is removable and fits into special compartment under motor board. Master Jr. motor plays two records at ONE winding!



Size 11 x 4½ x 13½  
Weight 9¾ lbs.  
with accessories

**GEIB** INCORPORATED  
1751 N. CENTRAL PARK  
CHICAGO 47, ILLINOIS

Now!  
a magnificent  
Record  
Cabinet  
by world famous



to retail as low as **\$14.98**  
Slightly Higher in West and Far South

A new, rapid-fire seller that will increase your sales of records, albums, and record players. A hot, tie-in item that means extra profits.

E-Z-DO's new record cabinet is an attractive piece of furniture. Solid wood top and base with a warm maple finish. Sides of Gator-Hide Kraft-board. Scalloped furniture grills add a distinctive note...makes record albums visible at a glance. Holds radio, record player, television set. Size: 31x20½x14½. Terms: 2/10 net 30. Order Today.

E-Z-DO, DEPT. SD, 261 FIFTH AVENUE, NEW YORK  
1128 MERCHANDISE MART • CHICAGO, ILLINOIS

ALL E-Z-DO  
PRODUCTS  
ARE BACKED  
BY INTENSIVE  
NATIONAL  
ADVERTISING

**ELLAR CABINETS**

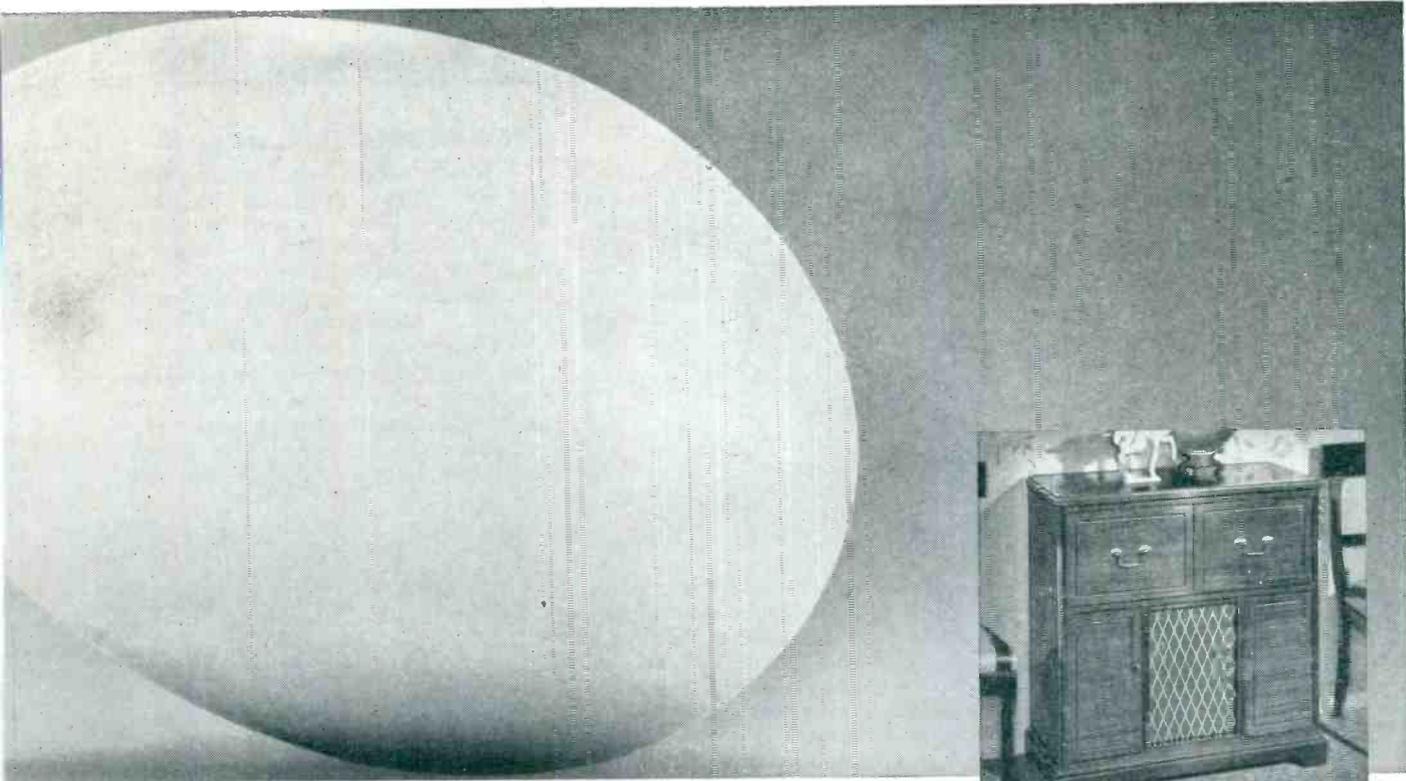


Radio, Phono, Television, Record Cabinets, Replacements, Wall Baffles. . . . Complete range to meet every need . . . outstanding values . . . IMMEDIATE DELIVERY.

*We are manufacturers dealing with jobbers and distributors only. Retailers: Write us for name of distributor in your area.*

**Ellar** WOODCRAFT CORP.

431 West 28th St. • New York 1, N. Y.  
LOnacre 5-4578



**Sparton's brilliant new Challenger line . . .**

**the selling sensation  
of the year**



All Prices shown are East of Rockies



**PERIOD MODEL, No. 1007, radio-phonograph with FM, in mahogany veneer. Also Modern Model in Golden Wheat finish, Contemporary Model in mahogany veneer. List \$199.95.**



**MODEL 10-BM-76-PA, radio-phonograph with FM finished in choicest mahogany or walnut veneer. With 'roll-out' phonograph drawer, 10-inch speaker, ample record storage. List \$259.95.**



**MODEL 10-AJ-76-PA, radio-phonograph with FM. With 'roll-out' phonograph drawer, ample record storage, 10-inch speaker. In mahogany or Golden Wheat finish. List \$284.50-\$289.50.**



**MODEL 7-BM-46-PA, radio-phonograph, in walnut or mahogany veneers. Three wave bands, built-in antenna, "roll-out" phonograph drawer, ample record storage compartments. List \$169.95.**



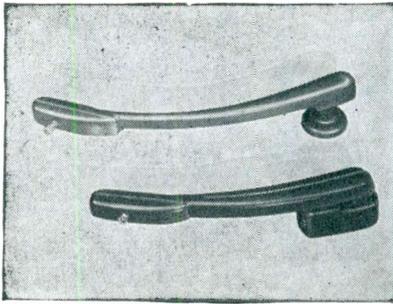
**MODEL 201, table automatic in rich mahogany finish. Has new ready-tune circuit, automatic record changer, vacuum-lift lid and illuminated slide-rule dial. List \$79.95.**



**MODEL 100, handy utility model in polished ivory finish. Supermetodyne AC/DC circuit with built-in loop antenna. Also available in ebony black finish. List \$39.95**



**AMPLIFIER CORP. Tone Arm**



Full scale production of Amplifier Corp. of America's recent development of new General Electric DL 1RM 6C variable reluctance magnetic pickup, complete with tone arm and permanent jewel-tipped needle is now under way.

This cartridge is complete in a pick-up unit, available in choice of two styles. Studio transcription model 160GE, which will play records up to 16 inches in diameter, and the program phono model 120GE, which takes conventional records up to 12 inches in diameter. Please mention **RADIO & APPLIANCE JOURNAL**, October, 1947, when writing to manufacturer.

**Bitter Co. Brochure**

A new six-page brochure issued by the A. Bitter Construction Co., 721 E. 133rd St., New York 54, N. Y., features many photographs of record stores and departments whose record selling equipment was installed by the firm.

**SMALL RECORD DEALER**

(Continued from page 24)

which he knows the customer will enjoy. This type of selling arouses interest in an album faster than letting the customer wade through many record sides to find a familiar part.

Mrs. Wine and Jim believe that self-service racks and bins are more successful for the classical customers than any other group. This fact they attribute to the care and value the classic customer bestows on each disc.

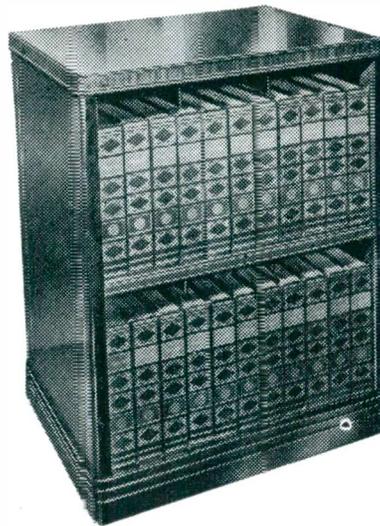
Popular dance records and albums are not ignored at the Record Shop. All popular labels are promoted with clever timing in order to reap the harvest of their limited popularity. Mrs. Betty LaGere, who has joined the staff within the last few months, sells popular tunes and albums with a care that builds customer confidence.

In summing up it is apparent that good salesmanship has overcome the limitations of equipment.

*Continuing Our Fast-Moving Parade of*



**RECORD CABINETS**



**6 TO SEE!  
TO SELL!**  
3 Models with Doors  
3 Models without



*Spacious Top will Hold any Size Table-Model Radio-Phono Comb. Walnut and Mahogany Veneers, Superbly Finished. Packed in Air-Cushioned Cartons.*

MODEL No. 4850: Holds 22 albums, 240 records. Dimensions: 30x22x16.  
MODEL No. 4875: Holds 22 albums, 240 records. Dimensions: 31x18x23½.

MODEL No. 4845: Holds 11 albums, 132 records. Dimensions: 23½x16½.  
MODEL No. 4880: Holds 22 albums, 264 records. Dimensions: 32x16½x24½.

MODEL No. 4855: Holds 22 albums, 264 records. Dimensions: 23½x16½.  
MODEL No. 4885: Holds 22 albums, 264 records. Dimensions: 31¾x23¾x16½.



**MANUFACTURED BY**  
**ECKENROTH CO.**  
32-50 ROSS ST., BROOKLYN, N. Y.

**ORDER MONDAY - GET IT FRIDAY!  
REFRIGERATOR &  
APPLIANCE  
TRUCK \$19.95**



HANDEE Model 50R Truck with extra wide nose and 13 ft. web strap. Rubber Tires; 600 lb. Cap.; Height 44"; 5'2" wheels; 1" tube steel frame; roller bearings; easy rolling. For medium size appliances and refrigerators and for all general purposes. Not padded. Shipped same day order received. Return express collect if not highly useful to you. 1% 10 days. Order from HANDEES CO., Dept. RJ3 Bloomington, Ill. - Model 50R

**BELL  
Novelty Records**

**Jewish & English Comedy  
BY - BENNY BELL**

Dealer's price, 49¢, C.O.D. only  
IF YOU HAVE NO LOCAL DISTRIBUTOR, ORDER FROM

**BELL RECORDS, Inc.**  
2382 Pitkin Ave., Brooklyn 7, N.Y.

# PARTS AND SERVICING

A SECTION OF RADIO & APPLIANCE JOURNAL

## Guest... EDITORIAL

Leon Alpert, president of Eastern Amplifier Corp., New York City, points out a sales and inventory problem that can be overcome by live-wire modern effort plus the urge to work.



LEON ALPERT

### What to Do About Inventory

**T**HESE are confusing, round-the-world-in-42-hour times—with rapid-fire domestic and international developments. We've always had chaos in governments and economy following any war of magnitude. And the economic aftermath of World War II has been no exception.

In all this Electronics has its particular niche. What affects international economy affects our national economy, and what affects our national economy must affect every industry, including our own.

For a time the consensus of public opinion seemed to be that we were headed for a severe recession or perhaps even a "bust." In recent weeks, we see a large number of our recognized executives slowly pulling out of this state of mind with sudden optimism as to actual immediate business prospects.

Experience has taught us that regardless of condition there is always a safety course to follow. This course is applicable whether we have boom, bust, rise, dip, or just horizontal-line business. Economy in administration, cautious but reasonable credit, and a careful inventory policy can operate only as safety valves.

In our industry however, there definitely exists an inventory and sales problem which does not apply to many other lines of business. We hear from most dealers that they are frozen with inventory which does not move. Many dealers have adopted as the answer to this situation a policy of not buying in order to keep the gross dollar value of their inventory down as far as possible. Nothing could be more disastrous to a continuation of necessary healthy sales volume, the absence of which is the basic dealer complaint.

If old inventories do not move, it is more essential than ever to take other means of keeping up sales volume. The dealer must still buy what can sell. If Mr. Dealer doesn't have a unit in stock that a customer asks for, he will not get away with simply telling the customer that he will get it for him. The chances are 10-to-1 that one of his competitors will have it in stock.

It is also an acknowledged fact that by having new-line merchandise, a live-wire dealer will find that it helps him to sell the old. This is especially true where the combination of old and new inventory results in a spread of the number of items available so that there will be more to show to the customer to enable him to make a selection then and there, with a resulting actual closed sale. If the dealer is loaded with stock, then at least small quantities of new-line merchandise to round out the inventory should be carried without fail.

Regardless of cause, sales can always be increased by good, live-wire modern sales effort and sales effort in turn, must have the wherewithal with which to work, i.e., an adequate spread of inventory.

OCTOBER  
1947

# Types and Their Functions

These lapel types are of ribbon and other construction (see catalog reprints).

## Connecting the Microphone to the Amplifier

The output of a crystal microphone is highly capacitive, and, therefore, should not have a cable which will introduce a highly capacitive shunt across the output of the microphone. If a cable connecting the crystal microphone to the system is much longer than fifty or seventy-five feet, the capacity between the inner and outer conductor of the cable will introduce a loss in the high frequency output of the microphone and, therefore, a good grade of microphone cable should always be employed, especially with high impedance microphones. In such a cable, the inner conductor should be as thin as is practical, with durable construction, should have a thick insulating material between it and the outer shielding. Outer shielding should always be well grounded and connected to the amplifier chassis. The use of high impedance microphones over long connecting cables is not to be desired, since stray hum and noise voltages are quite apt to be picked up unless great care is taken to provide additional shielding. However, for general purpose work, such as amateur transmitters, home recording,

and simple p.a. installations, high impedance output may be tolerated, providing connecting cables are kept short.

High impedance devices are to be preferred where the connecting cables are kept short.

Low impedance devices are to be preferred where the connecting cables are long. Cables up to several hundred feet long may be used, without shielding, simply twisted together. Such a condition may be tolerated since the hum and noise voltages which are picked up will cause small currents to flow in the cable, and since the impedance is small, the voltage drop across the circuit will be low, therefore, producing hum and noise of small magnitude. Then, too, the loss of high frequencies due to cable capacity is greatly reduced, as this capacitive reactance provides a relatively high resistance short to high frequencies compared with the impedance of the microphone. Common impedance values of low impedance microphones are 30, 50, 200, 250 and 500 ohms. The method for connecting a low impedance microphone to an amplifier is illustrated in Fig. XV.

The microphone works into the long line, which looks into the primary of the matching transformer at the amplifier end. This transformer has a

high impedance secondary which looks into the grid circuit of the amplifier. Low impedance attenuators or feeders may be used to serve as a gain control, providing they are quiet in operation and the amplifier background is quiet, so that there will be no disturbance in the output of the system when the microphone is not being excited. This matching transformer must be of high quality, and must be thoroughly shielded against hum. If the power supply for the amplifier is contained within the amplifier chassis, the matching transformer should be kept eight to ten feet from the amplifier. Should unwanted noise be picked up in the connecting cable, it may be balanced to ground as shown in Fig. XVI.

Lines of from 500 to 1,000 feet, when properly shielded, may be employed with low impedance microphones or phonograph pickups. If, however, the attenuation of the line is too great, a pre-amplifier may be used between the microphone and the main amplifier. This pre-amplifier will permit the use of longer lines and poorer shielding, since the output level of the pre-amplifier may be kept above the noise background. An arrangement of this type is shown in Fig. XVII.

A method of operating high impedance crystal microphones over long lines is shown in Fig. XVIII. The crystal microphone operates into a high impedance primary, which feeds the low impedance secondary. This looks into the line which feeds the low impedance input to the amplifier.

This concludes the first of a series of articles on sound equipment by Mr. Gunderson. Others will appear in subsequent issues of RADIO & APPLIANCE JOURNAL.



### VELOCITY TYPE:

RCA model 74-B (junior) bi-directional.

### DYNAMIC TYPE:

Shure Brothers No. 55, super-cardioid uni-directional.

### CRYSTAL TYPE:

Brush model BR2s non-directional.

### CRYSTAL TYPE:

Shure Brothers "Versatex" model 718-A semi-directional.

# Parade

## WARD "Magic Wand" Dipole



Ward Products Corp., Cleveland, Ohio, is launching a powerful consumer advertising campaign to sell 33 million present and prospective owners of FM and television on the company's "Magic Wand" outdoor dipole aerial. Included in the line are a choice of straight or folded dipoles for either the 88 to 106 mc FM band and the 44 to 88 mc television band. A new point of purchase display for these products are available to dealers, on a share-the-cost basis. Please mention **RADIO & APPLIANCE JOURNAL**, Oct., 1947, when writing to manufacturer.

## RCA Oscillator



Designated as type WR-67A, a new test oscillator designed to simplify the alignment of superheterodyne and tuned radio-frequency receivers, has been announced by RCA Victor Division, Camden, New Jersey. It has three fixed frequency channels to provide necessary aligning signals without need for adjusting tuning controls. A 455 kc position is provided for aligning i-f channels, while 600 kc and 1500 kc signals are used for alignment of r-f and local oscillator circuits. The unit contains a compensated Hartley-type oscillator covering frequency range of 100 kc to 30 megacycles. Please mention **RADIO & APPLIANCE JOURNAL**, Oct., 1947, when writing to manufacturer.

## CLIPPARD Volt-Ohmmeter

A compact laboratory-type electronic volt-ohmmeter featuring extreme range and a new bridge-type circuit is now in production at the Clippard Instrument Laboratory, Cincinnati, O. Model 406 covers every AC, DC, AF, IF RF, & UHF potential and resistance range in the testing and repair of present and future radio, electronic, FM and video equipment. Calibrated to 2% accuracy in all ranges at plant, with 5% accuracy



guaranteed in field, its input impedance is less than 7 mmfds., 7 megohms A.C., 28 megohms D.C., assuring minimum circuit disturbances. Please mention **RADIO & APPLIANCE JOURNAL**, Oct., 1947, when writing to manufacturer.

## U. S. INSTRUMENT Phone



A new 2-way sound-powered (no external power supply or batteries) telephone system to simplify the tuning and adjusting of directivity for aerials is announced by United States Instrument Corp., Summit, N. J. In setting up video antennae, the man at the set can talk with the man on the roof. The hand set is easily hooked under the belt of the man on the roof to leave his hands free for work. A separate line or the transmission line can be used as desired. The set saves running around; cuts down installation time; gives servicemen a more business-like method of installing than yelling out the window. Can also be used for communication between 2 remote spots, with lines 30 miles or more in length. Please mention **RADIO & APPLIANCE JOURNAL**, Oct., 1947, when writing to manufacturer.

(Continued on page 41)

## TELEVISION

### In Simple Assembly Form

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

#### HERE IS WHAT YOU GET

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



### FRONT END Will Handle 13 Channels

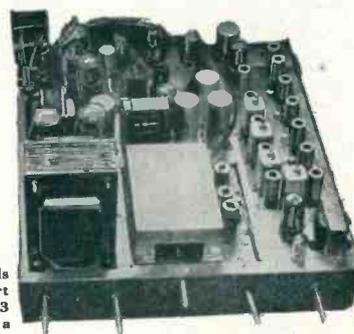
It is so flexible that any number of channels from 1 to 13 can be used. This allows a start with the channels now in use 2-4-5-7-9-11-13 and then install the others as desired for a slight extra cost.

#### 10" PICTURE TUBE \$229.50

51 Sq. In. Picture  
Complete pictorial data and schematic of chassis for placement of components and also instructions for wiring.

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

### TELEVISION ASSEMBLY CO.



#### 12" PICTURE TUBE \$259.50

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

387 BUSHWICK AVENUE  
BROOKLYN 6, NEW YORK

## PARTS on PARADE

(Continued from page 39)

### CORNELL-DUBILIER Capacitor

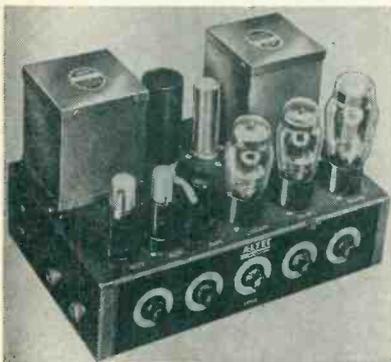
New type RC-108 capacitor with a rating of .05 mfd. 3500 VDC was recently introduced by Cornell-Dubilier Electric Corporation, South Plainfield, New Jersey, as the latest addition to their line of television capacitors. Type RC-108 is built in a cylindrical metal container 1½ inches in diameter, 3 inches long with screw type terminals mounted on ceramic insulators protruding ¾ inches from



each end of the case. A wax impregnated cardboard sleeve provides adequate insulation over the sides of the case. Please mention RADIO APPLIANCE JOURNAL, Oct., 1947, when writing to manufacturer.

### ALTEC-LANSING Amplifier

Altec Lansing has announced the A-323 amplifier designed for use in high-quality music reproducing systems and in new professional FM tuners. The amplifier has two high impedance inputs, one for phonograph pickup and the other for radio. It carries a nominal rating of 15 watts and will deliver this rated power within 1 db from 35 cycles to 12,000 cycles. Its frequency response is flat from



20 to 20,000 cycles. Please mention RADIO & APPLIANCE JOURNAL, Oct., 1947, when writing to manufacturer.

A complete illustration, describing and pricing testing equipment of all types, makes and brands, has been published by Metropolitan Electronic & Instrument Co., New York City.

Only instruments that are publicly accepted are represented in the book.

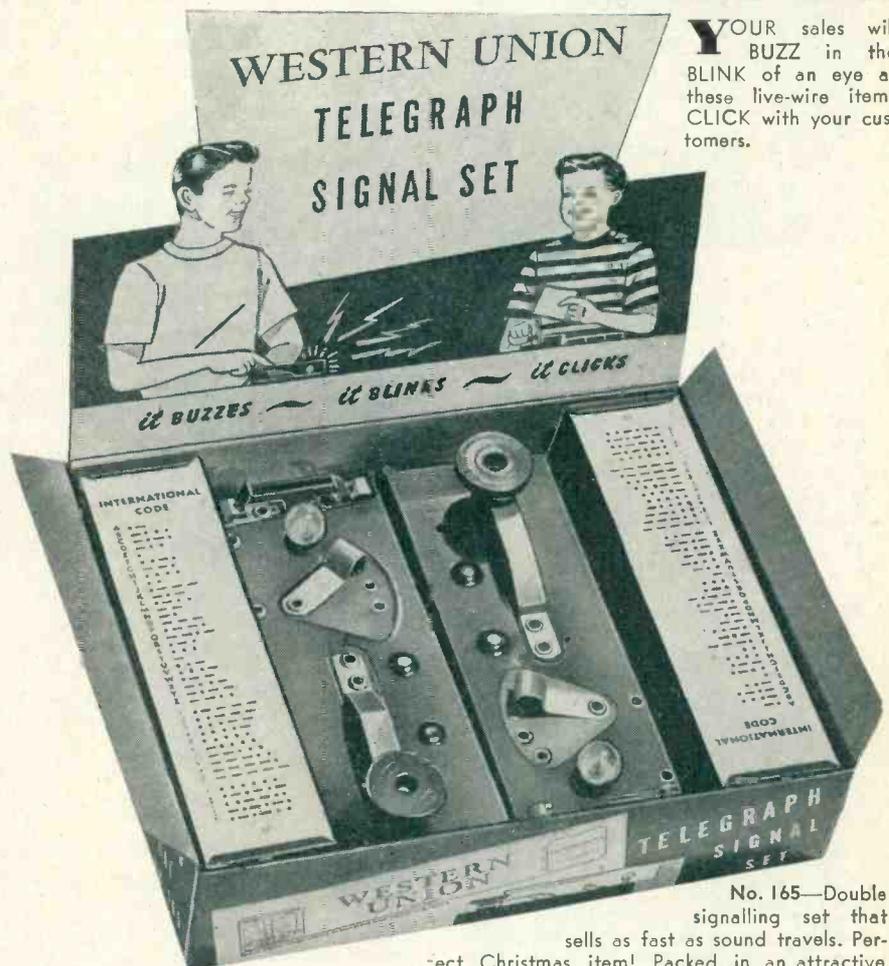
### OAK RIDGE Folded Dipole

Oak Ridge Antenna Co. has announced its folded dipole with reflector for new post war television receivers. It is constructed throughout with aluminum lucite insulators. The receiving elements are 94 inches long to give coverage on both the upper and lower television bands. They are constructed of one-half inch

aluminum tubing for broader response and greater pick-up. This antenna has an impedance of 399 ohms. Shipping weight—four pounds. List price—\$19.00. Further information from Oak Ridge Antenna Co., 28 Clinton St., Yonkers, N. Y. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, Oct., 1947.

# WESTERN UNION Radio Telegraph Signal Sets

ON THE BEAM  
FOR QUICK SALES



**No. 100** — Double sales appeal in this modern communication system that's fun as an educational toy and useful as a reliable telephone set. 2 complete wall telephones of attractively finished heavy gauge steel and 50 ft. of wire.

**No. 211**—Two-fold profits in this pair of dial-style phones in modern crackle finish. They operate on flashlight batteries. Entire mechanism concealed in body of phone. Packed in sets of 2 with 50 ft. of wire, ready and rarin' to go.

*Dealers' Inquiries Invited — Write to Dept. RA for Illustrated Circular*

**No. 200**—Tuned for quick turnover is this DeLuxe Signal Set. 2 complete units wired for sending and receiving, 4 batteries, 50 ft. of wire, instruction sheets, and miniature Western Union blanks.

**No. 165**—Double signalling set that sells as fast as sound travels. Perfect Christmas item! Packed in an attractive display box in sets of 2. Includes instruction sheets and miniature Western Union blanks.

**S. B. MANUFACTURING CORP.**  
BUSH TERMINAL BUILDING 34 34 STREET BROOKLYN 32, N. Y.

# APPLIANCES

A SECTION OF RADIO & APPLIANCE JOURNAL

Guest...

## EDITORIAL

We extend sincere thanks to A. O. Samuels, vice-president of Casco Products Corp., Bridgeport, Conn., for this timely editorial pointing out why the customer should get what he wants.



A. O. SAMUELS

### Find Out What Customers Need

IT'S an old retailers' adage that the customer is always right. The adage holds true as well, for the dealer, the distributor, or the manufacturer. For what it means is: Give the customer what he wants, by finding out what he needs.

This was not easy during the war period. But today when electric appliances are once again rolling from the manufacturers' assembly lines, and competition is once again rearing its head, giving the customer what he wants will continue to become more important in the days ahead.

So, let us for a moment, analyze what giving the customer what he wants means. First of all, it means knowing what he wants. What do the people in your section of the country, in your territory, in your particular neighborhood want? What products do they use and need most? If you have the answers to these questions, you are on the way to business success.

The surest way of learning the answers is through surveys. This does not necessarily mean formal, expensive surveys. It may be only knowing your potential customers, talking to them, studying their habits and ways of life. For example, if you had a store in an apartment house district you wouldn't expend most of your advertising budget on local refrigeration promotion. You would know that each apartment already has its refrigerator and merchandise accordingly.

I can illustrate this principle of survey with our own experience with the Casco Electr-O-Tool. Surveys showed us that millions of people have learned to work with tools during the war. Our researchers assured us that the hobbyist, modeling and homemaker market would be swelled by these people who itched to create things with their hands. Our researchers put heads together with our design engineers and developed the Casco Electr-O-Tool, a power tool kit with twenty and more accessories for drilling, grinding, sanding and ten thousand other uses for handicraftsmen, around the home and in the factory. Further surveys showed that the same product was a natural for chiropodists, dentists, schools and other endeavors. Armed with these facts, our merchandising and production activities were assured of success. Surveys found our market, the Electr-O-Tool was custom-made to supply it, our merchandise plans and displays were aimed at it and the point of sales personnel had only to follow our instructions to be assured of profitable sales.

I cannot emphasize too strongly the importance of knowing your customer, what he needs, and what he thinks of your product and your services. When you have these facts you are not wasting time and money in blind alley promotions. Shed some light on your situation by a survey—if not an actual survey at least a thoughtful analysis of your customer and product relationship. This holds true for the small retail store as for a million dollar concern.

OCTOBER  
1947

# 'IS JUST the BEGINNING'

or perhaps the trite saying, "What you lose in bananas you make up in peanuts."

"There's an open season on sales every day in the year," asserts the Mobile appliance and automobile dealer, "and my theory has been to have something handy to sell on the 'off days'."

In fact, "Bill" Delaney has no truck with the idea of letting a business of his operate on a "feast or famine" basis, and for that reason his outlets merrily jingled the cash register to the tune of two million dollars in 1946, anticipate a three million dollar gross in the current year.

It was not until 1942 that Delaney's, Inc., became a realization—it was then that its owner began his business independently. His years from 1927 until that date were spent as an appliance salesman and the beginning of a family life in which his marriage to a Mobile girl has been blessed with three attractive children.

There have been no drastic departures from the policy of business set up by the Delaney company since it first opened doors to the Mobile public, but the firm's services have expanded into various phases of the appliance and automobile field. Terming the recently opened outlet as, "only the beginning of our expansion program," Delaney's "head-man" has this to say:

"Our diversified operations naturally call for an adequate, well-trained staff of sales people and service personnel. There are more than 200 persons now employed in our eight branches. These employees are potentially capable of operating other Delaney stores and it is up to us to make such opportunities available."

Along with the "Organization" required to carry out the far-flung operations of Delaney's, Inc., the personal touch of its owner is apparent in its service to the public. Such services include a complete appliance department (for Butane, Natural Gas,

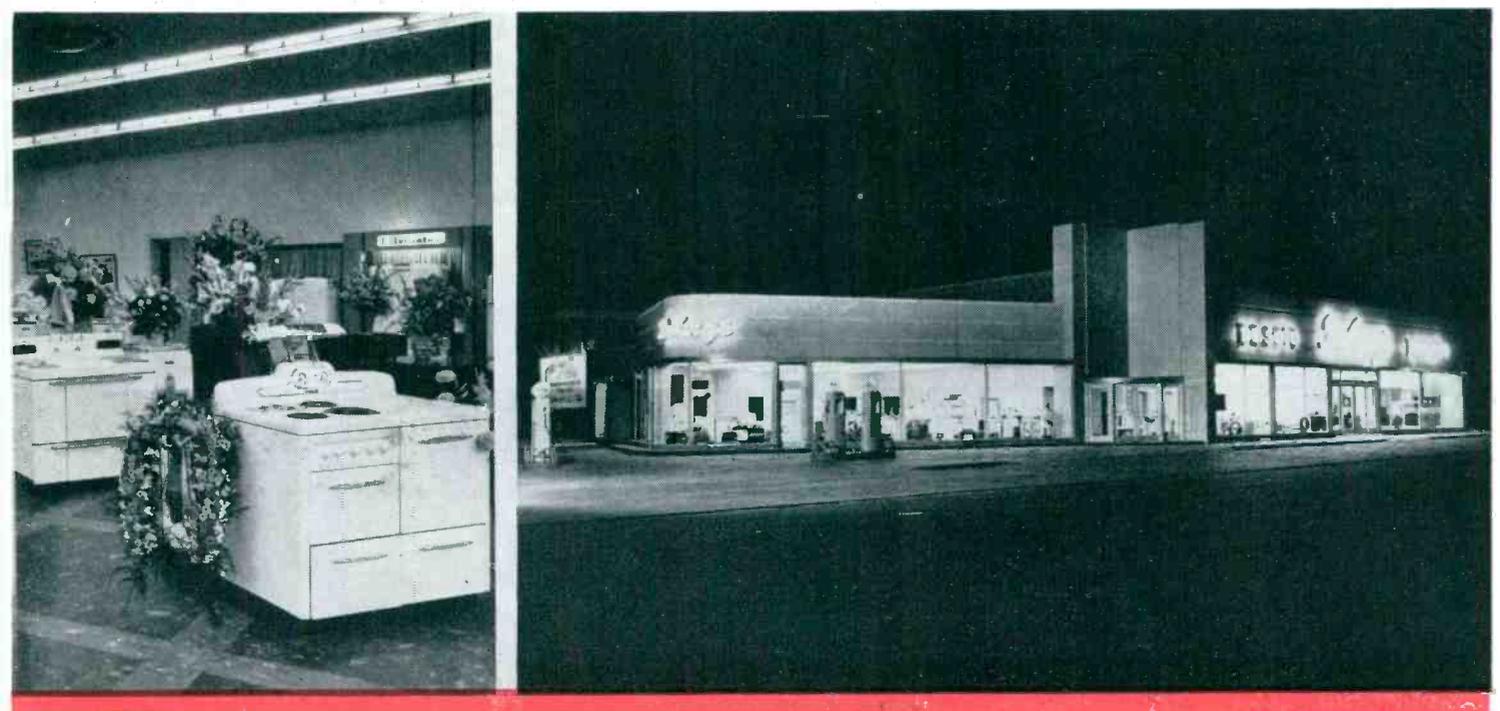


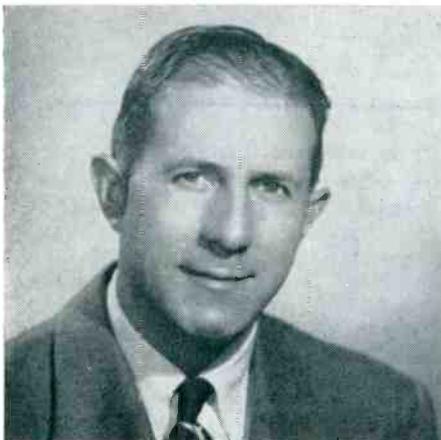
"BILL" DELANEY

and electricity); automobiles sales and service; butane supplies with bulk plants throughout Alabama, and electrical and plumbing departments.

So, while Mobile home-makers are having the treat of their life-time in the air-conditioned comfort of a Delaney store where the eyes feast upon the beauties of the surrounding appointments while to the ears come straight-to-the-point information about appliances from Delaney's talented, versatile staff members—sales will zoom upwards. There'll be a new Delaney's in the making just around the corner.

freezers, refrigerators and lines of gas and electrical appliances, features "live demonstrations." Right: Located at intersection of two busy thoroughfares with considerable night traffic, problem of lighting was how to make it possible for passerby to see displays instantly.





Appointment of Stanley Glaser to the post of manager, radio section of Crosley Division, Avco Manufacturing Corp., has been announced by R. C. Cosgrove, general manager.



Benjamin H. Rice as sales manager for Tele-tone New York Corp. was announced by John S. Mills, vice-president in charge of sales and advertising. Mr. Rice has been with the firm since July, 1946.



In his first official act as new owner of the Garod Radio Corp., Brooklyn, N. Y., Leonard Ashbach announced the appointment of Lou Silver as vice-president and a director of that corporation.



Promotion of William J. Doyle to general sales manager, effective August 18th, is announced by F. H. Woodworth, president of The Astatic Corporation, Conneaut, Ohio, producer of microphones, phonograph reproducers and radio parts.



Appointment of H. V. Somerville as manager of the East Central Region of RCA Victor is announced by Harold M. Winters, director of the company's distribution department. Mr. Somerville will make his headquarters at 718 Keith Building, Cleveland.



Stanley H. Manson (center), advertising manager of Stromberg-Carlson Co., Rochester, N. Y., signs with Everett Dillard (right), originator of the Continental Network, to sponsor first commercial program series on extended FM network. George Driscoll (left), assistant manager of Station WHFM, looks on.



Now serving as regional manager for Maytag Southeastern Co. of Atlanta, Georgia, in charge of the southern half of Alabama, is Robert W. Eatman, working under J. R. Nickelson, head of the company.

# DISTRIBUTOR NEWS

## L. A. Distributor Incorporates

Bandoli-McIntyre Company, wholesale distributors, Los Angeles, organized as a partnership in June, 1945, has been incorporated as of August 1, 1947. The firm name will be continued.

The change in organizational structure was necessitated by radio sales expansion, increase in line representation, augmented personnel, enlargement of office display facilities and by the need for more adequate and more flexible financing, according to Marvin S. Bandoli, president and treasurer.

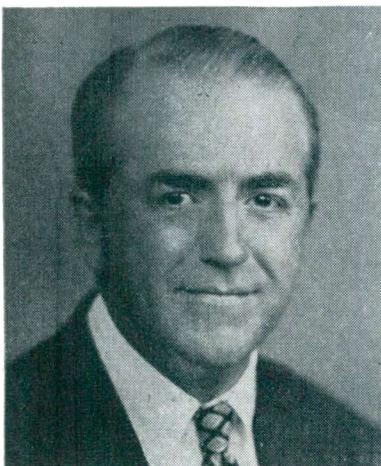
## Kanaga Appointed V. P.

Lawrence W. Kanaga, who has been engaged in sales and merchandising activities for the past 13 years, has been appointed vice president of the RCA Victor Distributing Corporation and general manager of the company's Detroit branch, it was announced by Walter M. Norton, president of the distributing organization. Mr. Kanaga's Detroit headquarters will be at 1930 East Jefferson Street.

## Krich-Radisco Dealer Expands

Krich-Radisco, Inc., Newark, N. J., appliance distributor, reveals the plan of their dealer, Arrow Electric, now located at Monroe St. and Hoover Ave., Pasaic, N. J., to completely remodel their store. Work has begun on the transformation of the present building into New Jersey's most beautiful and outstanding appliance store.

## Malsed Appointed Manager of Ohio Appliance Branch



George Malsed has been appointed manager of the Cincinnati branch of Ohio Appliances, Inc., and will be in full charge of all distributing activities at that point. Mr. Malsed's most recent connection has been with RCA Victor, with whom he was associated for the past seventeen years marketing RCA products in various metropolitan centers.

Adding another link to the present chain of sales offices on the Pacific Coast, Perlmuth-Coleman and Associates announce the opening of their San Francisco office at 420 Market Street, San Francisco 11, Calif., to cover the Northern California trading area.

## Silver Announces Distributors

Lou Silver, vice president and general sales manager of Garod Electronics Corporation, Brooklyn, N. Y., has announced the appointment of the following new distributors:

Berry Dry Goods Co., Ft. Smith, Ark.; Fort Orange Radio Distributors, 256 Broadway, Albany, N. Y.; Household Distributors Division (Southern Friction Materials Co.), P. O. Box 1475, Charlotte, N. C.; Kahn Supply Co., 292 Madison Ave., Memphis, Tenn.; Michigan Sales Corp., 2639 Grand River, Detroit, Mich.; Radio Supply Co., 700 W. State St., Milwaukee, Wis.; Twin State Electric Supply Co., 89 South Main St., White River Junction, Vt., and Walker Electric Co., 11-15 Union St., Worcester, Mass.

## Schiffer Dist. in New Offices

Streamlined new building of Schiffer Distributing Company for Stromberg-Carlson radios, television and appliances, with display and listening room, a service department and general offices, has a total of 5,000 square feet. Service department is headed by a graduate engineer. New offices are at 316 Ivy Street, N. E. Atlanta, Ga.

## RCA Distributing

Walter M. Norton, president of the RCA Distributing Corporation, has relinquished his duties as director of the distribution department of the RCA Victor Division, Radio Corporation of America, to devote his full time to this company.

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Agency: Roy S. Durstine, Inc.		Agency: George Brodsky Adv.	
ECKENROTH CO.	31	SPARKS-WITHINGTON CO.	26, 27
Agency: H. A. Lifton Assoc.		Agency: Brooke, Smith, French & Dorrance	
ELLAR WOODCRAFT CORP.	25	SUPER ELECTRIC PRODUCTS CORP.	2nd Cover
Agency: Shappe-Wilkes, Inc.		Agency: Scheck Adv.	
EMERSON RADIO & PHONOGRAPH CORP.	10	TELEVISION ASSEMBLY CO.	39
Agency: Grady & Wagner Co.		Agency: Sternfield-Godley, Inc.	
E-Z-DO CORP.	25	TRANSMISSION, INC.	14
Agency: Reiss Adv.		Agency: H. J. Gold Co.	
FARNSWORTH TELEVISION & RADIO CORP.	13	WAGNER-NICHOLS SOUND RECORDER	30
Agency: N. W. Ayer & Son, Inc.		Agency: Kaplan & Bruck Adv.	
FEDERAL TELEPHONE & RADIO CORP.	3rd Cover	WARD PRODUCTS CORP.	34
Agency: Rickard & Co., Inc.		Agency: Burton Browne Adv.	
GEIB, INC.	25		
Agency: Direct			
GENERAL DIE & STAMPING CO.	40		
Agency: Direct			