

RADIO & APPLIANCE JOURNAL

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

May
1947



Vincent
Costello

In This Issue

- **SPECIAL SUPPLEMENT: 1947 PARTS AND ELECTRONIC EQUIPMENT SHOW**
(Full Listing of Exhibitors)
- **ALSO PREVIEW OF 1947 PORTABLE RADIOS**

THE BEST IN RADIO IS BETTER WITH A

THE REAL VOICE OF

Bendix Radio!



* DUFFY'S TAVERN with Finnegan, Miss Duffy, Archie and Eddie—among radio's best! NBC, Wednesday for Ipana, Trushay.

* Period dignity in rich walnut veneers. FM, Regular and Short Wave. Built-in FM antenna. Push-button tuning. Automatic record changer. Featherweight tone arm. Ample space for records.

LISTENING LUXURY BEYOND YOUR HIGHEST HOPES!

The real voice of radio—brought to brilliant life in your own living room—thanks to the matchless tone of Bendix, the best in radio! Yours is the silken clarity of Bendix FM—new freedom from static, fading and interference. Yours, too, is magnificent reception of Standard and Short Wave Broadcasts—new vibrant life in recorded music. And, of course, the superlative cabinet artistry which makes

Bendix Radio first choice of smart decorators everywhere!
For all that's best in radio, ask your dealer to show you Bendix Radio.

*This Combination
of Radio's
Best Names
and
Radio's Best Sets
is Really Selling
Merchandise!*

*Another Proof that
Radio's Smartest
Franchise is
Bendix Radio*



RADIOS, RADIO-PHONOGRAPHS, FM AND TELEVISION

BENDIX RADIO
Baltimore 4, Maryland

BENDIX RADIO DIVISION OF
© 1949 BENDIX AVIATION CORPORATION



RADIO & APPLIANCE JOURNAL

MAY, 1947

Vol. 64

No. 4

Contents • May • 1947

RADIOS

Guest Editorial—By Joseph B. Elliott	9
Portables—A Radio For Every Purpose—By Bond Geddes	10
Portables—Boon to Service Dealers—By C. W. Show	11
How to Get Your Share of Portable Sales	12
Preview of 1947 Portable Radios	14

APPLIANCES

Guest Editorial—By W. F. Linville	21
Sign Posts to Success—By Emmett L. Corter	22
New Appliances	25

RADIO PARTS SHOW SUPPLEMENT

Guest Editorial—By Kenneth Prince	29
1947 Radio Parts Show Officials and Program	30
Floor Plan—Radio Parts Show	32
Official Listing of Exhibitors	33
Ports on Parade	38
Low-Priced Intercoms Bring New Business—By Walter E. Peek	40
NEDA Plans Epic Day	42

RECORDS AND PHONOGRAPHS

Record and Phonograph News	51
NOW is the Time!—By James W. Murray	52
New Records and Phonographs	56
Trade News	64
FM and Television Developments	65
Distributor News	67
Picturing People in the Industry	68
More Trade News	70
Dealer Doings	71
Advertisers' Index	73
Journal's End	74

Business Offices

PHILADELPHIA
1 NORTH 11th STREET
Philadelphia 7, Pa.
Phone WALnut 2-1163
J. M. WHALEN
Manager

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

Volume 64

Number 4

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 • May, 1947

ALEX H. KOLBE
Publisher

SAM JUSTICE
Managing Editor

IZ ZAM
Technical Editor

VINCE COSTELLO
Art Director

PEARL KOLBE
Circulation Manager

BETTY BORIN
Business Manager

IRVING COOPER
Eastern Advertising Manager

TED OTTOBRE
Sales Representative

THIS MONTH'S COVER



This month's vacation, outdoorsy cover came from the facile pen of Art Director Vince Costello, who depicts the important place the portable radio will play in the summer vacation plans of many families. A considerable portion of your Radio Journal this month is devoted to showing how to tap this potent market.

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.



3 CHEERS FOR

Tele-tone DEALERS

Tele-Tone TAG-A-LONG

A 3 way portable . . .
batteries or AC-DC power

- Latest tube complement plus selenium rectifier
- Quick starting . . . plays immediately on AC-DC current
- Alnico permanent magnet speaker
- Size only 9³/₄" x 3¹/₂" x 7"
- Weighs only 5¹/₂ lbs., including batteries
- Uses batteries that are universally available
- Full vision slide rule dial
- Self contained loop antenna
- Simulated leather cabinet with plastic front and back



to retail at
less
batteries

29⁹⁵



to retail at
18⁹⁵

Tele-Tone IVORY DYNA-MITE in sparkling IVORY

You know the value of the famous Tele-Tone **DYNA-MITE** . . . now wait 'til you experience the tremendous "impulse" demand for this handsome little handful in gleaming IVORY. It's a big performer.

Still available in
walnut plastic at \$17.95

Tele-Tone SHORT-WAVE and standard broadcast radio

Sensational is the word for this set. It has a full range standard broadcast band . . . AND short wave band from 18MC to 5MC. It contains a 5" permanent magnet speaker . . . in a walnut plastic cabinet with a coffee colored grill. You won't be able to keep it in stock!



to retail at
29⁹⁵



America's
leading
small
radio
specialists.

Tele-tone RADIO CORPORATION — 609 West 51st Street — New York, N. Y. — Dept. 44

BUSINESS IN BRIEF

Preliminary Plans Completed For RMA Convention, June 10-12

Preliminary plans for the annual RMA radio conclave, the 23rd annual convention, to be held June 10th-12th at the Stevens Hotel, Chicago, have been completed by the Convention Committee, headed by Leslie F. Muter, RMA treasurer and past president and president of The Muter Co., of Chicago.

All RMA divisions and major committees will meet during the three-day Chicago session, and new officers and some new directors will be elected. A large industry banquet, the first since 1941, will conclude the meetings on Thursday, June 12th.

Chairman Charles R. Denny of the Federal Communications Commission has conditionally accepted an invitation to address the RMA members at a luncheon on June 12th providing his attendance at the International Telecommunications Conference at Atlantic City does not interfere.

Vacuum Cleaner Sales Up

All-time-records of the household vacuum cleaner industry went into the discard in February, with factory sales of standard-size cleaners totalling 272,927 compared to 265,364 in the next highest month, December, 1946, and 258,892 in January, 1947. February sales were 126 per cent greater than in February, 1946, when the industry sold 121,000 cleaners, according to figures announced by C. G. Frantz, secretary-treasurer of the Vacuum Cleaner Manufacturers' Association.

Solar '46 Net Income \$141,721

Net income of Solar Manufacturing Corp., New York, N. Y., for 1946 amounted to \$141,721 on net sales of \$8,024,243, contrasted with \$298,920 on an \$11,928,287 volume in 1945. Paul Hetenyi, president, announced today (Tuesday, March 25, 1947). Results for 1946 were equal, after preferred dividends, to 41 cents a share on 319,576 common shares outstanding at the year-end and compared with 93 cents a share on 276,773 common shares in the public's hands at the close of 1945.

The year's pre-tax earnings, after all charges, aggregated \$180,028, reflecting operations at a loss in the early months, offset by profits in the final half year, and contrasted with \$1,016,868 of earnings before taxes in 1945. Provision for Federal income taxes, after giving effect to a \$46,523 credit under the "carry-back" provisions of the Internal Revenue Code, amounted to \$38,307, against \$717,948, including excess profits taxes, in the preceding year.

Radio & Appliance JOURNAL • May, 1947

Combination Radios Rise, Total Falls in February

Production of radio-phonograph combination console sets continued to climb in February although the total output of radio receivers dropped, largely due to a short work month, according to the Radio Manufacturers' Association.

The output of both television receivers and FM-AM radio receivers also showed slight gains over January despite the lower total. FM-AM receivers reported by RMA member-manufacturers during February totalled 53,594, while television sets rose to 6,243—almost as many as were produced in the whole year 1946.

Total radio production reported by RMA members for February was 1,379,966 as compared with 1,564,171 in January. The February output included 153,007 consoles and 843,616 were table models. The consoles included 140,200 radio-phonograph combinations.

Radio Tube Production Drops During February

Radio receiving tube production during February dropped below that of January, according to a tabulation of reports by RMA member-manufacturers. February's output was 18,295,955 as compared with 20,203,509 in January.

Of the February production, 12,302,672 were for new set equipment, 4,393,897 were for replacements, 1,534,456 for export, and 44,928 for government agencies.

Sylvania Has Record Year

Sylvania Electric Products, Inc., attained a peacetime record volume of business in the year ended Dec. 31, 1946, according to the company's annual report. Consolidated net sales were \$69,313,128 compared with \$125,750,512 in 1945 when approximately 86 per cent of sales represented war production. For 1941, last peacetime year, the company's sales were approximately \$20,000,000.

Consolidated net income for 1946 after all charges was \$2,384,017, equal after dividends amounting to \$399,396 on preferred stock to \$1.97 per share on the 1,006,550 shares of common stock outstanding. The income statement reflects an estimated federal carry-back tax credit of \$1,580,000. For 1945 the company reported net income of \$2,136,279 or \$2.05 per share on the common stock after deducting dividends of \$76,000 on the preferred stock, the senior stock having been outstanding for only about two months in 1945.

Lewis & Conger Safety Award Won by Textile Mills Co.

The second annual Lewis & Conger Safety Award, made to the manufacturer who contributes most during the year to home safety, was given to Textile Mills Co. of Chicago for its Text-Knit burn-proof ironing board cover at the award dinner held April 8th at the Waldorf-Astoria Hotel in New York. U. S. Rubber Co., developers of "asbestos," which contributed the fireproof feature to the cover, shared in the award.

Maj. Gen. Leslie R. Groves, war-time commander of the atomic bomb project, was the principal speaker at the event at which the award was made. Richard V. Lewis, president of Lewis & Conger, presented the bronze plaque to Kurt Goldsmith, president of Textile Mills.

Honorable mention scrolls were awarded to the following: General Mills, Inc., Minneapolis, for the True-Heat Automatic Iron; Evans Manufacturing Company, Akron, Ohio, for the Wil-Stan Iron Holder; Reflecto Letters Company, New York City, for the Driveway Marker; Amerline, Chicago, for the Amerline Plastic Safety Cap; Stewart Products, Inc., New York City, for the E-Z-Lift Caplifter; Safeway Specialty Corporation, New York City, for the Safety Window Cleaner, and Magic Mirror Associates, New York City, for the Magic Mirror Interviewer.

Philco '46 Net \$3,107,480

Despite an operating loss for the first nine months, Philco Corporation, Philadelphia, Pa., had net income for the year 1946 of \$3,107,480, or \$2.13 per common share after preferred dividends, after all federal and state income taxes, adjustment of reserves and including a non-recurring capital gain of \$600,800 after taxes. The corporation's annual report for 1946 was released by John Balantyne, president, and Larry E. Gubb, chairman of the board of directors. Earnings in 1945 totaled \$2,377,239 or \$1.75 per common share, which represented the sole capitalization at that time.

Heat for Cold Batteries

Small dry-cell batteries that have been exposed to excessively low temperatures may be restored to service within a few minutes by being heated internally with an alternating current according to a war-time research report now on sale by the Office of Technical Services, Department of Commerce.

EDITOR'S MAILBAG

Gentlemen:

I think you did a splendid thing in awarding Brigadier General David Sarnoff the beautiful plaque outlined in the December, 1946, RADIO & APPLIANCE JOURNAL. This type of recognition should make everyone in the trade more conscious of the great place it holds in the lives of Americans.

Yours very truly,

WM. H. RICHARDSON.

BIRKEL-RICHARDSON CO.,
730 WEST SEVENTH ST.,
LOS ANGELES, CALIF.

● Bill Richardson's letter is typical of the many that came in following the award to General Sarnoff. It is gratifying to receive such wholehearted approval from such outstanding dealers as Mr. Richardson. RADIO & APPLIANCE JOURNAL will endeavor in the future to continue to recognize living Americans who are

making vital contributions to the radio and appliance industry.—Ed.

Gentlemen:

First, I am enclosing you a check that will make you happy. I think it money well spent and wish you would devote even more to records. Second, I want you to give us some publicity and by us I mean the AVERAGE RECORD RETAILER. We need a local in every town and a National. We have the National under way and making good headway. When I do what I am doing to boost matters along I deserve all the publicity I can get for the Federation.

Wife and I making a visit to Oklahoma this month and I will run over to Tulsa for the regional meeting of N.A.M.M. Maybe I can help you there or will you have some one representing you? . . . Our business is from 30 to 50 per cent up in five departments for January and February. Guess this should be better than

country average. With best wishes, I am

Yours sincerely,

J. G. BRADBURN.

J. G. BRADBURN,
1817 MAIN ST.,
HOUSTON 2, TEXAS.

● Congratulations to "Brad" for the fine job he is doing as a vice president of the National Record Retailers Federation. We're behind you, Brad, keep it up. Brad is asking for more space for records in the JOURNAL and we are happy to say that under our new policy of departmentalizing the JOURNAL, we will be able to devote more space than ever to records. This month we have approximately a dozen pages in our Record and Phonograph section and we expect to see this substantially increased with the support of the Industry and wide-awake dealers like J. G. Bradburn.—Ed.

A Quarter-Century of Proven Quality



DeWald A-507 "Town-and-Country"

Be Sure to See the

DEWALD "Hit Parade"

Featuring a complete line from \$19.95 up, and including a variety of models to suit every purse and purpose.

The new 3-way Portable has been acclaimed everywhere and the Connoisseur Combination still stands out as a top value. The entire line carries on the high standards that have always characterized DeWald Radios.

Be sure to see us at the Blackstone Hotel during the Show, 11th floor.

DEWALD RADIO MANUFACTURING CORP.

35-15 37th AVENUE, LONG ISLAND CITY 19, N. Y.
Chicago Office—BERNAT SALES CO., 624 S. Michigan Ave.

If you want
SOMETHING
BETTER

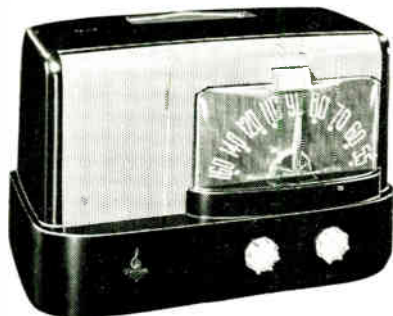
Demand

DEWALD

A FAMOUS NAME IN
RADIO
SINCE 1921

*Not a Mere Claim but a **FACT!***
Emerson Radio

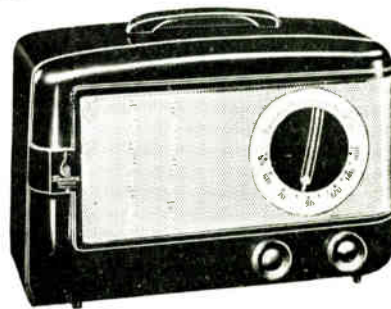
IS THE INDUSTRY'S BIGGEST SELLING LINE



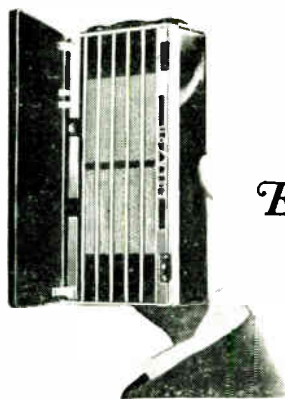
Emerson Radio "Moderne" Model 517. AC-DC superheterodyne. Choice of Ivory or Maroon plastic cabinet **\$2995**



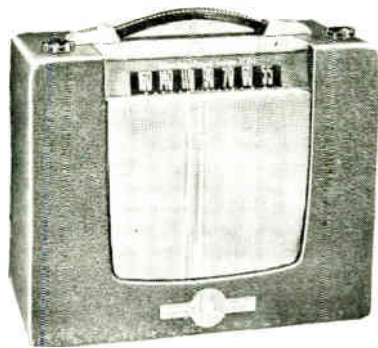
Emerson Radio Model 540. World's Smallest AC-DC superheterodyne. Choice of Walnut, Ivory, Red, Green plastic cabinets. In walnut finish. **\$1995**



Emerson Radio Model 543. AC-DC superheterodyne. Ebony or ivory plastic cabinet. Gold colored grille. Carrying handle. **\$2,495**
In Ivory \$27.95



Emerson Radio Portable Pocket Model 592. Self-contained in Tenite case. Less batteries **\$3495**



Emerson 3-Way Portable Model 536. AC-DC and battery operation. Ideal traveling companion—all new feature. Less batteries. **\$3995**



Emerson Phonoradio Model 525. With automatic record changer for 10-inch and 12-inch records. **\$8995**

These are the down-to-earth facts which get to the core of the merchandising situation. Emerson Radio models and price range—Emerson Radio retail sales volume and dealer profit—are absolute TOPS in the radio business today.

Emerson Radio—backed by widespread, hard-hitting constructive promotion—is the "INDISPENSABLE LINE"—the outstanding window and store feature—in every retail operation. CAPITALIZE it.

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

World's Largest Maker of Small Radio

Radio & Appliance JOURNAL • May, 1947



Ready now!

TO BOOST SUMMER PROFITS

*Model 260 DeLuxe
self-charging
portable radio*



- Standard and 5 short-wave bands
- Plays on battery or a-c current
- Rechargeable battery
- Built-in charger
- Visible battery indicator
- Push-button controls
- 3 gang condenser tuning
- 6½" Dynapower speaker
- Sturdy die-cast aluminum case

IN every way it's the finest portable G.E. ever built, and ready right now in ample quantities at the very beginning of the portable selling season. You never saw a portable with so many selling features. It has standard broadcast and five short-wave bands with push-button controls. And its power and tone compare favorably with big console models.

Lucky owners of G-E Model 260 can play this de luxe portable as freely as their radio at home because its battery power can be renewed over and over again simply by plugging the set into an a-c outlet. For full information, see your G-E Radio Distributor or write to Electronics Department, General Electric Company, Bridgeport, Conn.

THE FIRST AND GREATEST NAME IN ELECTRONICS

GENERAL  ELECTRIC

PORTABLES • TABLE MODELS • CONSOLES • FARM SETS • AUTOMATIC PHONOGRAPH COMBINATIONS • TELEVISION
Radio & Appliance JOURNAL • May, 1947

Guest

EDITORIAL

This timely editorial on the outlook in portable radios was prepared exclusively for **RADIO & APPLIANCE JOURNAL** by Joseph B. Elliott, vice president in Charge of Home Instruments, RCA Victor.



JOSEPH B. ELLIOTT

The Portable Season Is Now!

THE radio industry has put its combined effort behind a campaign to stimulate consumers into buying more than one set per home. A type of radio particularly well suited to this sort of promotion is the portable, because it fulfills a consumer need entirely different from that filled by consoles and table models.

Full awareness of the position portable radios can play in radio merchandising programs can do a lot toward the furtherance of this vital campaign. Both circumstances and the manufacturers have done much to assist the retailer in accomplishing this. Traveling has opened up and this year promises to be unparalleled as the season for visiting various parts of this and other countries. With war jobs done and reconversion complete, many are taking vacations this year who have not vacationed since Pearl Harbor. National advertising efforts and greater dependence on radio as a source of news and entertainment will contribute mightily to the acceptance of radio as an integral part of vacation equipment this summer.

The design advances in these radios greatly enhance their appeal to the consumer. More than any other type of radio, the portables have been given the benefit of venturesome styling. New materials, new appearances, and new selling features are just part of the sales arsenal given to retailers along with the 1947 portable radio. Nor has advancement in portable radio manufacture been confined to styling alone. Greater longevity and dependability are assured in both dry and wet batteries available in current models. The receiving range of these radios has been gradually increased to where many of them are completely comparable to table model receivers.

Greater compactness has been achieved through the incorporation of miniature tubes and other space-saving design advances. This has resulted in sets as light as a camera and small enough to fit into a topcoat pocket. New cabinet materials have also substantially decreased size and weight of many portable receivers.

These are factors which have contributed generally to the establishment of a new trend for portable radios. By your alert and perspective merchandising of portable radios this summer, you can do much to support the campaign for more than one radio per home, and to shatter the bugaboo that summer must be a period of decline in radio activity.

MAY
1947

Radio & Appliance JOURNAL • May, 1947

9



• P O R T A

By

BOND GEDDES

Executive Vice President

Radio Manufacturers' Association

A RADIO FOR EVERY PURPOSE

NOW that the radio industry is again in full production and free of government controls, the portable radio stands out as one of the industry's products which lends itself especially to seasonal promotion by dealers. Last summer radio sets of all types were still in short supply, and many of the new modern designs had not reached the market. Today, many set manufacturers are producing portables in a great variety of attractive designs.

Only seven per cent of the more than 15,000,000 radio receivers produced in 1946 were of the portable type. But with the turn of the year, the proportion of portables increased to 12 per cent and gave indications of going even higher.

Many technical developments achieved during wartime have enabled set manufacturers to turn out portables that are much lighter in weight and more powerful in reception than the prewar models.

New color combinations and unusual exterior designs have made these postwar portables among the most modern looking receivers on the market today.

Last year more than a million portables were produced by the radio industry of the United States, but in many instances production was too late in the year to attract the vacation trade. This year, at the present production rate, nearly two million portables are expected to be manufactured, and a large share of these will be available by summer.

With the return of warm weather, the portable radio is a natural for seasonal promotion by radio dealers. Either by advertising or window and showroom displays, it can be made standard equipment for vacation trips, hunting or fishing, swimming

or boating, picnics, or, in fact, all outdoor recreation.

The day has passed when radio programs go into summer doldrums. Today the housewife wants to keep tuned in to her favorite daytime programs while she gardens, the children want to stay outdoors in the afternoon and still not miss their serial programs, and the teen-agers want their radio bands handy while enjoying the summer evenings.

Light weight and longer-lasting batteries, smaller radio tubes, and other wartime technical improvements have added to the practicality and salability of today's radio portable. Modern designs in cases not only have made portables much more attractive but also have made them easier to carry.

Because of the somewhat personal character of a portable radio, it is particularly acceptable as a gift on birthdays, anniversaries, et cetera. Every member of the family will welcome such a gift.

The growing market for outdoor radios was recognized by the RMA Advertising Committee when it devised plans for RMA's \$50,000 set promotion campaign. Added to the initial slogan, "A Radio for Every Room," was the phrase "A Radio for Every Purpose." The committee realized that the radio receiver today is not confined to the home, apartment or office.

This campaign is just now getting into full swing. Radio dealers, as well as manufacturers, have a stake in the success of this promotion project. The future progress and prosperity of the radio industry, which includes dealers and distributors, lies in opening new fields of radio set ownership. The portable radio has opened one of the most promising of these new fields.

BLESS •

BOON TO SERVICE DEALERS

By C. W. SHAW
General Sales Manager
Sylvania Electric Products, Inc.

NOW that the supply is catching up to the demand for table model radios there are increasing sales possibilities for larger and smaller sets. Many people have indicated that they plan to buy a large combination. Of those who have not had their want filled, the majority will buy as soon as the retailer's selections are increased. The type of set most of these buyers visualize, and are now beginning to buy, is essentially a prewar model.

The smaller set possibilities in the portable field present a very different and much more promising picture for the radio-service dealer. Unlike the situation in big combinations, the service-dealer and the public have a great many interesting and appealing surprises in store for them. This fact stems from a combination of circumstances.

First off, the market potential for portables is the greatest. The portable is still a "rare" radio according to market research men. Secondly, wartime developments in both tubes and equipment have done more for portable development than for any other type of receiver. This means that portables will soon appear that are something really new.

Thirdly, postwar personal portables have been designed with dimensions down to practical pocket size with performance built-up to table model quality. This means they will stimulate radio listening habits in more places and more often. In short, they may, through appeal, convenience and dependability, approach the constant use of a wrist watch or a fountain pen.

Now let's take a look at what has gone before in the realm of portables. The first set appeared about ten years ago with the introduction of standard sized 1.4 volt battery tubes. This

means that portable development has only just begun, that it is less than half as old as the receiving set business. The first portables were battery operated, then incorporated both battery and a-c/d-c operation. They extended radio listening to a few camps, to a few vacationers and in some instances to the motorist. But they were larger than midgets and table models . . . medium luggage size.

Four years after the first battery-electric portable, the prototype of the personal radio appeared and introduced T-5½ tubes. These sets reduced overall size to less than that of a midget, were battery operated and small and light enough to be tucked under the arm, carried to football games, on business trips and many other places where radio listening had not conveniently penetrated before.

Development of the T-5½ tube served in the wartime walkie-talkie and other compact, portable equipment. The war also created a need for the development of much smaller tubes and much smaller receivers. Commercial counterparts of wartime T-3 tubes have just been announced for battery type personal portables.

They have greatly reduced practical overall dimensions and improved performance of subminiature sets. Receivers complete with batteries and hearing aid type ear phones may be made in about the shape and size of a king-sized cigarette pack. Sets for a-c/d-c and battery operation, including a tiny magnetic speaker, and no larger than convenient cameras will follow.

Nothing like them has ever been available before in a really personal portable radio. These tiny sets may be slipped into an ordinary coat pocket or handbag for use anywhere,



The
Development
of
Miniature Tubes
Opens a New
Market
in
Personal Portables

any time. Just as the prewar personal radio was beginning to extend listening habits and set sales, so will these new truly pocket-sized sets create vast new service-dealer markets.

Listeners will call for replacement batteries regularly to maintain tiny sets which will tend to become extra radios for use in the bedroom and many other parts of the home. Since they may be conveniently slipped into the pocket or handbag, the listener will take them to the service-dealer. This will greatly increase customer contacts and should lead to new sales of service as well as new radios of all types including FM and television.

The new personal portables will also create an opportunity for new kinds of merchandised radio service. Battery replacement, at regular intervals, should lead to regular circuit and tube checking on a flat rate basis. In this way the new portables can serve as a natural springboard for increased customer contact, increased good will and increased profit from all radio and appliance sales-service activities.

How to

GET YOUR SHARE

THERE are three methods of getting your share of the business from portable radios and portable radio accessories.

First and most obvious is to sell a prospect a portable radio.

Second, where the person has a portable radio, sell him batteries and do everything possible to put it in condition for the coming vacation season.

Third, to rent portable radios with batteries for a given weekly fee.

Let's look at these three business potentials in the portable business and see if you are getting maximum return from each one of these three important profit-getters.

First, take the sale of a new portable radio. At this time of the year every customer, who comes into your store, should be asked whether he has a portable radio. If not, try to get him to look at portables—show the various models available; show him how one of these would fit into his budget and provide endless hours of entertainment while he is vacationing or on a business trip.

Get across the point that portables are not expensive to own or to operate. Show every new feature—how light and easy to carry these 1947 portables. Show the customer how excellent the tone quality. Get the whole story across—you may not sell him at once, but you stand a good chance of getting him for a customer when he is ready to buy.

In many localities it is advisable to work with your local Travel Agent and your local railroad agent. It is quite possible that the Travel Agents in the local communities will welcome a display of portable radios and recommend these portables to their clients for a small commission. A display of two or three portables and a sign with your

Portable Radio Markets

Here are some special markets for portable radios that you may have overlooked in planning your seasonal sales campaign:

Travel Agents, Automobile Clubs, Luggage Dealers, Hotels, Rentals.

The accompanying article explains how you can tie in with each of these sources of additional portable outlets for extra sales this summer.

name on it will often direct the prospective traveller to your store for either purchase or service. Supply the travel agent and railroad agent with cards with your name on them and in all cases make very sure that when a customer is referred to you by any of these people that he is paid his commission promptly and with a gracious gesture on your part.

Many travel agents are going into the portable radio field themselves. It is much better to get there first with your story and have the travel agent work with you. The travel agent is used to working on a 15 per cent commission on the tickets he sells—put him to work as your salesman—it pays off in more sales.

Another contact for you is to be friendly with your local luggage dealer. The chances are that when people are purchasing luggage they are contemplating a trip. Again your luggage dealer can have a small display of portable radios, and in many cases you will find it profitable to install a portable chassis in a matched luggage ensemble.

These chassis can be new ones obtained from the manufacturer or they can be a good chassis from a portable with a marred or scratched case.

In many cities it is possible to work with the local automobile club to get the names and addresses of people who send in for maps, etc.

From this information you can appraise yourself as to the length of the contemplated trip, etc. Contact the person who is making the trip, and many, many times you will make a sale. The important thing to remember is that any potential traveller is a prospect for portable radio equipment.

Many persons may not be interested in just a portable radio—some will want a portable phonograph—some will want a radio-phonograph combination. Be ready to fill their needs regardless of what they want.

If your customer has a portable radio, tell him that you are in position to put it in perfect working order for him. Tell him you check the tubes, check his batteries, and see that everything is in perfect working order so that he may enjoy it on his vacation. Try to find out how long the contemplated trip or vacation is and if at all possible, and if you think it is necessary, get him to take along an extra set of batteries. Be sure in these cases, if the portable is a three-way portable, to check the rectifier tube. Remember, a portable radio will work on batteries even with a defective rectifier tube.

The business of renting portable receivers to travellers has been neglected by most dealers. This is quite a profitable business. Some dealers charge as high as five dollars per week for the rental of a portable radio. A fair fee, one that provides an adequate return on your investment, is fifty cents a day, or three dollars a week. This provides an annual return potential of \$156 per year per radio set.

For rental purposes the use of portables that have a self-charging battery is recommended. Sets of this type list for about \$100 and usually cost the dealer about \$60. A great many dealers have, in the period of

OF PORTABLE SALES

a year, gotten back the full list price of these portables and they still owned the radio set. Portables of this type should have a life of at least five years at a very low maintenance cost. The tubes seldom need replacement and the storage battery, if properly cared for, will last for many years. Before the summer vacations really begin, ask your customers when they are going on vacation. Ask if they would like to reserve a portable radio to take with them. Remember, that five portable radios out on rental can give you much added high profit income every week of the year.

Portable radios are today better than ever. Too many people remember the portable radio of several years ago that did not perform too well and were a disappointment to the owner when used in a remote spot—that is, far from a radio broadcasting station.

One of the surprising things that has happened to some of the dealers,

who rent portables, is the large amount of people who buy the sets. When the people return from their trip, tell them if they want to buy the radio their rental fee will apply towards the purchase price. Many people jump at this chance to save a few dollars.

All in all, the main thing to remember is that people, when on their vacations, are not at home to contemplate the purchase of a new radio or have their home radio fixed, or buy new phonograph records. There is no logical reason why you, the radio dealer, must just sit back and say to yourself, "This is summertime, things will pick up in the fall." The portable radio business has always been and will for some time continue to be a high-profit business. Let's figure out the best ways to get our share of this business.

After analyzing the portable business as a whole and generally summing up the portable radio picture as it looks today we went to a large

dealer in New York City to get his thoughts. We found that he agreed and he added the following:

Rabson's, located on West 52nd Street, New York City, concentrates on hotel business. Because of local interference, reception in many New York hotel rooms is impossible with electrically-operated sets. That's where Rabson's cashes in. According to Sam Rabson, secretary of the firm and manager of the radio and phonograph department, the store expects to sell over one thousand portables this summer in the hotel field alone.

To accelerate this market, Rabson's advertises in hotel publications and ties in wherever possible to bring its portable service before the hotel market.

Mr. Rabson, however, states that he is finding considerable consumer resistance to present portable radio prices. He says that potential customers are shying away from portables that retail from \$40 to \$60 because of the expensive upkeep through the replacement of batteries. He thinks that manufacturers should cut prices before they kill a potent market for both themselves and the dealer.

However, like Rabson's, you may be able to exploit the hotel market in your area because of local interference. It would be wise to check into the matter to ascertain if such conditions exist. Or there may be other conditions in your community that may be exploited into more portable sales for you. It's up to you to be on your toes and get the most out of this market in this first season of ample production.

A Rabson radio salesman suggests a model to an undecided customer from the firm's varied portable display that ranges from jewel-like pocket-size sets to the conventional suitcase-size sets.



1947 -- PREVIEW OF PORTABLE

RADIO & APPLIANCES



ADMIRAL

Model 6F32-6E1
6 Tubes, AC/DC
\$59.95



AUTOMATIC

"Tom Thumb" Model ATTP
AC/DC \$46.95



ELECTROMATIC

"Rejuven-Air" Model
AC/DC
About \$44



FARNSWORTH

Model GP-350
AC/DC



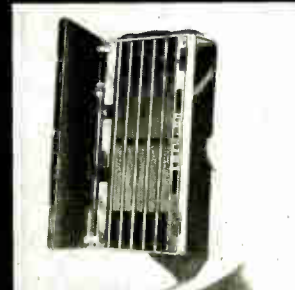
AIR KING

"Royal Troubadour"
3-way AC/DC
\$37.95



BENDIX

"Flightwright"
3-band AC/DC



EMERSON

"Pocket" Model 508
3-way AC/DC



GENERAL ELECTRIC

Model 260, 6 Tubes
Eastern Price \$139.50



ARVIN

Model 140P
3-way AC/DC
Price Not Set



CROSLY

"Por-Table" Model 56PA
3-way AC/DC



PADA

"Personal" Model P80
AC/DC
Price Not Yet Set



HOFFMAN

Model A-700
5 Tubes, AC/DC
\$53.95 less batteries



ANDREA

Model P-163
5 Tubes, 3-way
\$89.50



DeWALD

"Town and Country" Model A-507
5 Tubes, 3-way AC/DC



GARCO

"Playmate" Model 5D3
3-way AC/DC
\$39.95 less batteries

PORTABLE RADIOS -- 1947

JOURNAL, May, 1947



JOHN MECK

Model 527/WL18
3-way AC/DC
\$39.75



OLYMPIC

Model 6-606
3-way AC/DC
\$49.95 less batteries



LANAGNA

"Lanco" Model 2000
3-way AC/DC
Approx. \$29.95



STROMBERG-CARLSON

"Vagabond" Model 1105
6 Tubes, AC/DC
\$53.40



PHILCO

Model 350
5 Min. Tubes, AC/DC
\$54.95 Battery \$4.85



SENTINEL

"Treasure Chest" Model
AC/DC 6 Tubes



TELE-TONE

Model 145
3-way AC/DC



MOTOROLA

Model 5A5
4 Tubes, AC/DC
Zone 1-\$42.50 Zone 2-\$44.95



PILOT

Model T-570
AC/DC



SONORA

Model WDU-233
3-way AC/DC
\$48.85



WESTINGHOUSE

Model H-147
4 Tubes, AC/DC



NATIONAL UNION

"Commuter" Model G-613
3-way AC/DC
Zone 1-\$49.50 Zone 2-\$51.95



RCA VICTOR

"Globe Trotter" Model 66EX
5 Tubes, 3-way
\$59.95



STEWART-WARNER

Model 9007
6 Tubes, 3-way
\$54.00 less batteries

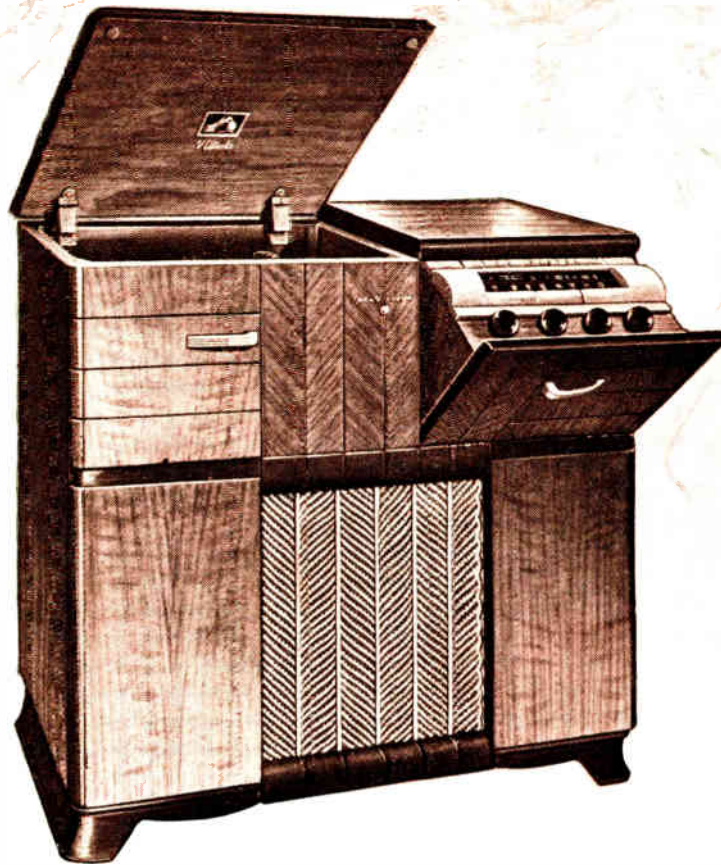


ZENITH

"Holiday" Model 5GOC3
3-way AC/DC
\$39.95 less batteries

Profits are sure with RCA VICTOR

ONLY RCA VICTOR MAKES THE VICTROLA



Priced for instant popularity... **THE NEW VICTROLA 67V1**

The latest of the new 1947 Victrola radio-phonographs—the 67V1 is sure to be a hit with your customers. See the full-page color advertisements in: *Life*—May 12.

Here's a smart, classic modern in striped walnut veneers. On the right, the radio chassis tips forward for

simplified tuning . . . the automatic record changer—under the lid at the left—plays 10 twelve-inch records or 12 ten-inch records. And, the exclusive RCA Victor "Golden Throat" 3-way acoustical system brings out the full, golden tones of records *and* radio programs.



"Golden Throat"

Proved by "Curtain" tests to be the finest tone system in RCA Victor history! Richer, higher fidelity is produced by the "Golden Throat". . . the exact balance of cabinet, loudspeaker, and electronic amplification.

RCA's 48 years of electronic engineering experience—plus Victor's 27 years of leadership in sound reproduction techniques has gone into the development of this exclusive 3-way acoustical system.

...today and tomorrow

PROFITS . . . big profits from steady sales are yours—today and tomorrow—with these new RCA Victor radios and Victrola radio-phonographs. Here are the finest instruments in the history of RCA Victor . . . presold for you by an advertising campaign of unequalled force.

Dynamic advertisements in sparkling color in Life, Collier's, and Saturday Evening Post; and the popular RCA Victor program . . . "Music America Loves Best" . . . on 148 NBC stations

from coast to coast join to build a powerful demand that will last long after this "Sellers' market" has passed. The exclusive "Golden Throat" tone system joins other RCA Victor developments to produce the performance your customers want . . . and will wait for.

Try these instruments . . . listen to them in action. Compare them with *any other* sets in the price range . . . then, you'll know *why* customers demand the new RCA Victor instruments.

The pick of the Portables

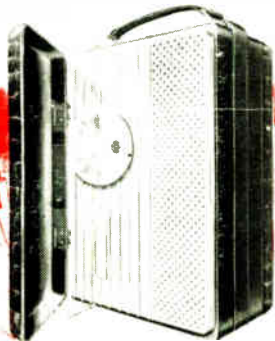
THE "GLOBE TROTTER," THE "PERSONAL" and THE "ESCORT"

Three stunning, lightweight portable radios—especially designed for your customers' enjoyment *wherever* they go. Each smartly cased set has the rich tone of the "Golden Throat" with plenty of volume for real listening pleasure.

See the full color advertisement in: Life, June 2; Collier's, May 31; Saturday Evening Post, May 31



THE "GLOBE TROTTER"—3-way portable in aluminum and plastic. Lift the dial cover and it plays instantly—on AC, DC, or batteries—close the dial cover and it turns off automatically. Equipped with RCA tubes and RCA batteries—radio-engineered for extra listening hours.



THE "PERSONAL"—only 6¼" high—built like a fine camera. Has rugged, long-life RCA batteries—radio-engineered for extra listening hours, and tiny but sturdy war-developed RCA Preferred Type tubes. Comes in black, brown, or maroon alligator-plastic.

THE "ESCORT"—features a battery that's rechargeable from any AC current outlet. Plays as a portable and on the house current like a table radio—even plays while recharging! Luggage-type case, coated with extra-sturdy, plastic, chromium trim.



"Victrola"—T. M. Reg. U. S. Pat. Off.



RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA

THE NEW "LAMCO" RADIO

Opportunity:

A Few Choice Territories

Open to

SALES

- REPRESENTATIVES
- DISTRIBUTORS



WHO CAN SELL THESE QUALITY RADIOS

5 tubes, unbreakable mottle plastic cabinets in assorted colors

ALSO—COMPLETE MACHINE SHOP FACILITIES

METAL STAMPINGS

- (RADIO CHASSIS
- (DIAL POINTERS
- (BRACKETS
- (CONDENSER DIAL DRUMS

Write Us Today

LA MAGNA MFG. COMPANY Inc.

51 CLINTON PLACE, EAST RUTHERFORD, NEW JERSEY

Emerson Announces Price Reduction for 1947 Models

Announcing retail price reductions ranging from three to twenty dollars on nine radio and phonoradio models previously selling above thirty dollars, the Emerson Radio and Phonograph Corp., New York, has initiated a nationwide move to help bring component and production costs and retail prices to levels which, according to Benjamin Abrams, president of the company, "will be more consistent with the economic needs now confronting the consumer, the trade and the country as a whole." Although no price reductions are anticipated on receivers in the thirty-dollar-and-under categories this year, and executives of the Emerson company state that the present move is being made largely in anticipation of the cooperation of raw material producers, it is expected that the consumer market will be greatly widened as a result of the venture.

In his announcement to distributors who came to New York for conference on the company's policy, and in a memorandum to be sent to 30,000 dealers, Mr. Abrams said that the decision to bring down costs and retail prices by every means possible, was made in the face of unprecedented trade and consumer demand for Emerson Radio products.



"PORTY"
PACKS
SALES
POWER

— and here's why!

PORTY No. 601

- Weighs only 72 ounces complete with batteries!
- 7½" high x 9½" long x 3" deep. Sized like a woman's bag or a man's traveling kit!
- Attractive leatherette in different styles and colors, and adjustable strap for shoulder or hand carrying.
- A patented design gives volume and tone to equal large table models . . . allows finger tip control of station and volume selectors without opening doors, pushing buttons, or twisting dials.
- New 4" PM Alnico Speaker. Automatic shut-off.
- Simple layout in electrical and mechanical arrangement and standard tubes and batteries makes servicing easy.

ARC RADIO CORPORATION
523 Myrtle Ave. • Brooklyn 5, N. Y.

MUSICAL MERCHANDISE

**BAND INSTRUMENTS
RECORDS - PHONOGRAPHS**

Retailing now requires a special "know how" in order to be successful. It requires the ability to secure the right merchandise and at right prices; ideas in promoting available goods; knowledge of how to build good will and enhance your status in the community. Readers of **MUSICAL MERCHANDISE Magazine** find within its pages all the information they desire. You can secure all of this valuable data by subscribing to this magazine.

Send \$2.00 to circulation manager of **MUSICAL MERCHANDISE Magazine**, 1270 Sixth Ave., New York 20, N. Y. for a year's subscription; \$3 for 2 years. Your investment will be repaid a thousandfold.

IN PLANES ...



The Wavemagnet Makes It Work

IN TRAINS ...

The Wavemagnet Makes It Work



IN AUTOMOBILES ...



The Wavemagnet Makes It Work

ON SHIPS ...



The Wavemagnet Makes It Work

IN THE ARCTIC ...



The Wave Rod Makes It Work

Zenith Portables won't play under water...

***BUT THEY WILL PLAY
EVERYWHERE ELSE!***

**ZENITHS PLAY
WHERE MANY FAIL!**

Only Zenith has the Wavemagnet
(Patents Nos. 2164251 ... 2200674)

IN THE TROPICS ...



Specially Treated For High Humidity

IN CAMP ...



Where You Have No Electricity

IN YOUR HOME ...



Works On AC, DC Or Batteries

IN THE MOUNTAINS ...



The Wave Rod Makes It Work

IN TRAILERS ...



The Wavemagnet Makes It Work

TRANS-OCEANIC PORTABLE

A masterpiece of smart luggage-styling. Standard broadcast plus 5 international short wave bands, with exclusive Wavemagnets for both standard and short wave. Specially treated for high humidity. Works on long-life battery pack (up to one year's normal usage) and on AC or DC current.



UNIVERSAL PORTABLE

For standard broadcast reception with big-set power, tone richness. Works on long-life battery pack (up to one year's normal usage) and on AC or DC current.



It's America's Most Famous, Most Saleable Portable

Zenith has long been the leader in the portable field—and it's even more true today. Zenith portables are powerful, sensitive, *dependable* sets—with features that make sales, and quality that insures satisfied customers.

ZENITH RADIO CORPORATION • CHICAGO 39, ILL.

DURABILT

Now Presents

America's **FASTEST, LIGHTEST**
Automatic **IRON**

STYLED FOR
SPEED

•
EFFORTLESS
IRONING

•
PRECISION
CONTROL

•
HIGHER
POWER



RETAIL PRICE

\$10⁹⁵

The new DURABILT possesses all the superlatives—it is the lightest, lowest fastest, and highest powered automatic iron on the market. Weighing only three pounds, the new DURABILT is designed for effortless ironing. Low overall height and one-inch shell height afford full vision for every ironing operation. The 1000-watt element heats up to full temperature in just 60 seconds and produces heat calibrated exactly for every type of fabric.

Here, at last is an iron you can sell without apology—for the new DURABILT Automatic Iron Model 10 meets every test. Produced by the makers of the famous DURABILT All-purpose Folding Iron, this new appliance has been thoroughly tried in the field and accepted by the ultimate consumer—the housewife.

Having sold the
DURABILT Folding Iron,
you will want this companion in the DURABILT line.
Place your order now with your distributor for the new

DURABILT

Automatic Iron Model 10

WINSTED HARDWARE MANUFACTURING CO.
WINSTED, CONN.

APPLIANCES

A SECTION OF RADIO & APPLIANCE JOURNAL

Guest.....

EDITORIAL

The first in a series of guest editorials prepared especially for the Appliance section of RADIO & APPLIANCE JOURNAL comes from W. F. Linville, general sales manager of Bendix Home Appliances, Inc., who discusses the market potential for enterprising dealers and distributors in the automatic ironer field.



W. F. LINVILLE

Automatic Ironers: A Virgin Field

NO "plus" business, but a wide open, virgin field of opportunity lies ahead for distributors and dealers who can merchandise an automatic ironer which will do the things every American woman wants an ironer to do: Be easy to learn, handle practically all pieces in her family wash, iron as well or better than she can by hand, and accomplish this job with a minimum expenditure of time and effort.

With such an automatic ironer, the nation's best-qualified distributors and dealers can consider that the gross market potential of more than 90 per cent of the 28,000,000-odd wired homes becomes, in fact, a *net* potential.

Surveys prove that ironing is the most irksome, most disliked household task. The women of the United States, already thoroughly sold on automatic home laundering, are in a highly receptive mood to receive another home appliance that will further lighten their laundering tasks.

The job for distributors and dealers in 1947 is to receive with anticipation a new automatic ironer that is simple to learn, that does the job easily and effortlessly, and establishes a nucleus of 100,000 or more satisfied users.

This nucleus will leaven the loaf and free this virtually untouched market. And thus will be developed a tremendous industry—not a sideline "plus" business—but one that will parallel in importance the washing machine industry itself.

In 1947, merchants of electrical appliances will have an opportunity of introducing an automatic ironer with the efficiency and work-saving qualifications wanted by American women. They will make this introduction in an era of free spending. There is a golden opportunity for launching one of the greatest work-saving appliances. They need not rely on a handful of venturesome folks to buy. For the next 12 to 18 months, the urge to spend will broaden the base of "samplers" and give this new industry a flying start.

During the past nine years, Bendix Home Appliances, Inc., has gone a long way toward preparing the market for a truly great automatic home ironer. It has built up a popular demand for automatic home laundering devices, and it has taught the public to pay the necessary prices for "automaticity."

The market is indeed ready for a new automatic ironer that answers the universal prayer of women: "Give us easier, quicker ironing!"

MAY
1947

SIGNPOSTS TO

• • • for appliance dealers

CREDIT Is The Life-Blood of Business" says the economist. The fact that over 85 per cent of all business in the United States is transacted on a credit basis gives weight to the economist's statement.

Credit had its beginning in the days of Abraham, 4,000 years ago by the use of promisory notes given on tablets of stone. Ancient history also tells about installment credit being used in the marine insurance contracts of the Babylonians and Phoenicians as well as in the purchase of real estate in Egypt and Rome. As the various forms of credit developed through the centuries, it is interesting to note that the growth of consumer credit to a position of considerable importance in our economic life has taken place very largely during the last fifty years.

With credit used in practically every phase of our economic life, it is only natural that there are abuses of it. These abuses come about primarily because the right care and intelligence are not exercised in the use of credit.

Credit extension through by-guess-and-by-gosh methods are not a scientific approach to the problem. Numerous surveys by the U. S. Department of Commerce show credit losses of firms that do not use facts and information to guide them in the proper extension of credit, are from four to eight times greater than firms which do. These facts are obtainable from the files and reporting services of your local Retail Credit Bureau. There are between thirteen and fourteen hundred such bureaus throughout the United States and Canada covering the larger markets. Such bureaus offer an exchange of credit experiences that is of inestimable value to anyone engaged in retailing, including the home appliance dealer. They

are valuable because the credit reports thus obtained are the actual ledger experiences of hundreds if not thousands of credit grantors of the community. The credit bureau is very much like a bank. The principal difference being that its depos-

ing capital is needed requires some very careful figuring in advance and the setting up of anticipated operating costs. The percentages shown in the "1940 Retailers Operating Cost Survey for Electrical and Gas Household Appliances Stores" prepared by Dun & Bradstreet, Inc., are suggested as a guide. By all means establish a sufficient line of credit with your own bank.

Another contributing cause to business failure is the lack of proper accounting records. This fact was shown very clearly in a survey several years ago of some 612 bankruptcies which took place in northern New Jersey. Of the 612 failures, 23.5 per cent kept no accounting records, 29.4 per cent maintained inadequate accounting records, and 39 per cent never took an actual inventory of their merchandise.

Taking money out of the business, for one reason or another, often causes serious financial problems that lead to failure. Every business has its slow periods which require extra capital to survive. Unless an adequate surplus of reserve is maintained, the business may not be able to pull through.

On the other hand, some business men find it interesting to bet on horse racing, dog racing and the like. A few wins create the desire for more and when bad luck overtakes them, they continue far beyond the margin of safety, hoping for more good luck. In the meantime the business has suffered from the lack of proper supervision and the cash reserves of the company have dwindled to a danger point.

Too much credit, overbuying, obsolete merchandise, and selling at a loss have closed the doors of many a business enterprise. The successful merchant, however, rarely over-



“ . . . Some business men find it interesting to bet on horseracing. . . . ”

its are made up of credit facts and not money.

While this article has to do primarily with credit, there are a few things that have such a direct bearing on credit that it seems advisable to mention them.

The first one is finance. You've just got to have enough money. You have heard of successful businessmen who started on a shoestring, but those men are the exceptions. Most authorities agree that more businesses fail because of the lack of sufficient capital than from any other reason. In fact, Department of Commerce surveys show that about one out of three failures can be attributed to this lack. For the dealer to determine how much work-

SUCCESS

By **EMMETT L. CARTER**

**Credit Manager
Arnold Wholesale Corp.**

buys. He not only buys according to his ability to pay, but in line with market and business conditions. He constantly guards against slow moving and obsolete merchandise. This gives him a quick turnover, releases his money for additional purchases, enables him to pay his bills promptly and thus maintains for himself and store a good credit record.

More specifically the successful home appliance dealer would do well to consider the following:

1. Make sure that the capital investment is sufficient to cover the first twelve months of the business venture. Most business failures are due to a lack of sufficient capital.

2. Consult your banker and establish a line of credit sufficient for your requirements. Your banker can aid you in establishing a sound financial program.

3. Keep accurate accounting records. In so doing you know where your are at, and in what direction you are going. Wrong trends can be corrected in the early stages.

4. Use care in withdrawing funds from the business even for worthwhile purposes, lest you weaken the financial structure to the point where it will not withstand the shocks of business reverses.

5. Always take advantage of available discounts. As a rule there is no other transaction so profitable to the business and it is a clear profit, too. By paying all bills according to terms a fine credit record is maintained with suppliers that becomes known from Maine to California. It is a priceless possession.

6. Buy according to your ability to pay and in keeping with market and business conditions. Large mark downs and obsolete merchandise are not in the interest of a healthy and successful business.

7. Decide upon a credit policy. Capital, type of merchandise, competition, location, custom, and other considerations will be determining factors in making that decision.

8. In as much as most hard merchandise, such as refrigerators, radios and the like are purchased on a time-payment plan, the important credit decision to be made is who will carry the paper—you, your bank or some other financial institution.

If your decision is not to carry the paper yourself, it will be advisable to consider the following:

1. Select a bank or some other financial institution that carries this type of paper and in whom you have complete confidence.

2. After having selected the financial institution, make sure of the terms and other conditions and requirements expected of you and your customers. It is well to know whether the paper is with or without recourse.

3. Give to each purchaser the name of the bank, terms, rate, method of payment and other conditions of the contract. Let there be no misunderstanding at this point. Good will and future business depend upon it.

Should your decision be to carry the paper yourself the following program, or one similar to it, should be followed:

1. Extend credit on the basis of performance. Ask for a credit report on each prospective credit customer before extending credit privileges. In so doing it is made worthwhile for your customer to keep his promises.

2. Terms should be carefully explained at time of sale. Make certain there is no misunderstanding as



EMMETT L. CARTER

to the terms agreed upon. Too many business men fail at this point.

3. Insistence should be made that terms be complied with. Money should be asked for when it is due.

All three of the above points should be carried out as nearly one hundred per cent as possible. In fact they are either carried out reasonably well or the business ceases to exist.

It may be of interest that the Arnold Wholesale Corporation is a wholesale distributor of Home Appliances for North Eastern Ohio. Its customers include both large and small dealers. "Its purpose," according to President Robert C. Hager, "is to make available nationally advertised home appliances in every market of Northeastern Ohio and in so doing help the consumer to enjoy a larger share of the necessities and comforts of life."

You now have before you some sign posts which, if heeded, will help to direct you on the road to success in the home appliance field. Certainly few businesses have been more disrupted by the war than the electrical appliance and radio store. However, no other type of retail business has greater demand for its products today, which can reasonably be expected to hold true for the next few years. Vast mechanical advances have occurred during the war years that will result in better products for the homes of tomorrow—products that will certainly stimulate sales. The wide-awake home appliance dealer realizes the opportunity and will seek to take advantage of it. He will find his "pot of gold." May you find yours.

Dealers' Choice!

Economaster

ELECTRIC HEATERS

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



INTERESTED DISTRIBUTORS WRITE

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

Traubee Installs Apprentice Plan

A system of utilizing apprentice journeymen in the technical phases of inspection has been installed by Traubee Products, makers of the Time-Saver lines of pressure cookers and waterless cookware, at their factory, 924 Bergen Street, Brooklyn, N. Y.

A number of recent graduates of the Brooklyn Technical High School have been retained through the cooperation of the personnel procurement division of the school. They are all attending night college or university in the metropolitan area studying chemical or electrical engineering, metallurgy or related courses. At the Traubee plant they are working under the direction of William Nelson, well-known metallurgist.

The merger of the Conlon Corporation, Chicago, and the Moore Corporation, has been announced by Bernard J. Hank, president.

The Conlon Division of the corporation produces household washers and ironers. The Moore Division manufactures a wide variety of gas ranges and heaters, coal and oil heaters, combination gas and coal ranges, and other appliances in the cooking and heating lines. I. N. Merritt continues as vice president and general manager of the Conlon Division. and Harry T. Worthington, of the Moore Division.

REPAIRMEN ELECTRIC APPLIANCES

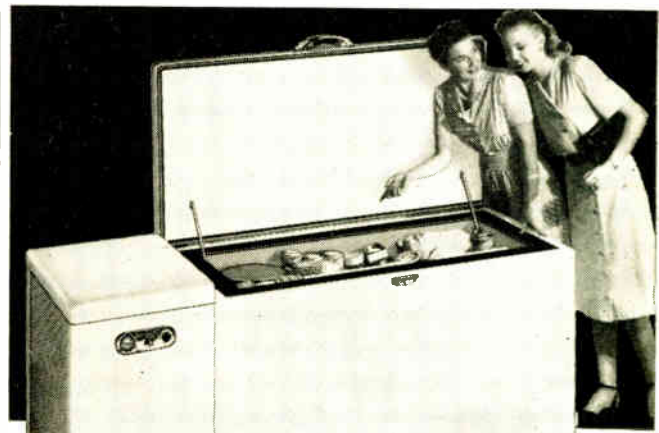
Money Saving Prices—Immediate Delivery

RENUALL Iron element. Guaranteed 1 year. Package of 6	\$3.12
Toaster element forms. Clear Mica. Fits most toasters. 10 for	1.80
Heating element wire 10 ft. coiled 3/16" O.D. No. 22	1.77
Christy Electric Heating Element Welding Flux, for repairing flat irons, toasters, electric stoves, etc. Enough for 50 elements.	1.00
Rubber Grommets—Assorted sizes. Kit of 100	1.30
Motor insulating varnish. 1 Pint	1.00
Hot plate bricks 5 3/4" diameter. 6 for	1.62
Electricians drill bits 1/4", 3/8", 1/2", 3/4". Complete set	6.75
Ribbon element heating wire. Std. size. 100 ft.	.75
Percolator elements. Universal. Flat type. 1 year guarantee. 2 for	1.20
Element cement. Withstand 3,000° F. 1 lb. package	1.00
Lead wire. Asbestos covered heater hook-up wire. 10 ft.	1.00
Carbon brush set. Assorted. 104 brushes, 15 springs. Complete	3.00
Kerosene to electric lamp conversion adapters. 5 for only	1.00
Nickel electroplating kit. Complete outfit. Ready to use.	1.50
Electric scissors sharpener. Will handle all sizes. Complete	9.75

Here is your opportunity to save on repairing your own appliances and to earn extra money repairing appliances for friends and neighbors.

CHRISTY SUPPLY COMPANY

2835 N. Central Ave., Dept. T-157, Chicago 34, Ill.



Chest Model
12 cubic feet

CASH IN ON HARDER-FREEZ

Tyler is going places in the home freezer field. Dealerships are available in many cities and towns. It will pay you to get complete information on the new Harder-Freez Home Freezer line. Write Tyler Fixture Corp., Niles, Michigan.



National Demand — National Promotion — Market Not Saturated — Experienced Manufacturer — Plenty of Features — A Remarkable Value!

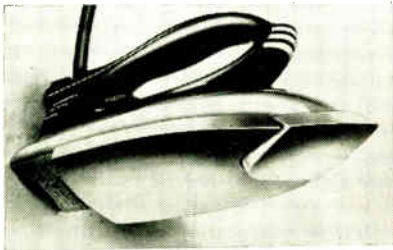
TYLER FIXTURE CORP., Dept. RA-5
Niles, Michigan
Rush dealer information on HARDER-Freez.

NAME _____
ADDRESS _____

NEW APPLIANCES . .

YALE & TOWNE Tip Toe Iron

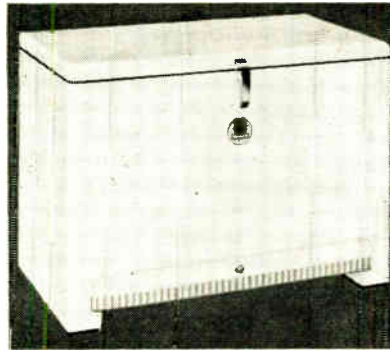
A view of the Tip Toe iron showing the hinged sole plate and the toe in flexed position. Unless forward pressure is exerted on the handle, the toe remains in conventional position, and it always returns to conventional position as soon as the forward pressure stops. Each section of the sole plate has its own cast-in-tubular element, both controlled by the same thermostat. The flexibility of the toe has been tested at high temperature for over two million



bends. This view of the sole plate with toe flexed also shows the special Tip Toe construction which makes it impossible for material of any kind to "catch" when ironing in this position. This special construction, plus the possibility of leaving "marks" on any kind of material—from fine silk organdy to heavy linen. Full production on the Tip Toe, which now is being sold only in a New England test area, will be reached in June, according to announcement by Anthony B. Cassidy, Yale & Towne director of appliance sales, in a series of press conferences in New York. The Tip Toe, which will retail for \$17.65, marks the entry of Yale & Towne into the small appliance field. Mr. Cassidy said that salesgirls, rather than salesmen, will be used to introduce the Tip-Toe. Further information can be had by writing to Yale & Towne Mfg. Co., Traffic Appliance Sales, Empire State Bldg., New York 1, N. Y. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, May, 1947.

SWEETHEART GIFT — That the Time-Saver Pressure Cooker is a "sweetheart" of a gift is the theme of a promotion campaign being put into effect by Traubee Products, Inc., of 924 Bergen St., Brooklyn 16, N. Y. Highlighting the theme of the campaign, which will see counter cards and other display material available for outlets, are June Knight and Bobby Clark, who, incidentally, are the stars of the current Broadway hit show, "Sweethearts."

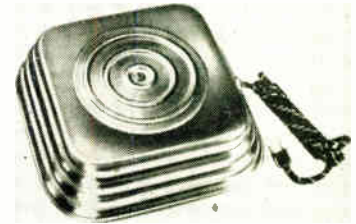
HOTPOINT Home Freezer



Hotpoint, Inc., 5600 West Taylor Street, Chicago 44, Ill., has announced this eight cubic foot home freezer that is large enough to store 280 pounds of food. Finished in Cal-gloss enamel, with chrome handle and trimming, the new home freezer stands 36 inches, or "cabinet high, is 49 inches wide, and is 31 and one-eighth inches in depth. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, May, 1947.

PENN AIRCRAFT Hot Plote

Manufacture of this hot plate, weighing two pounds, fourteen ounces, three and three-eighths inches in height, operating on 110 to 120 volts, 600 watts, AC-DC, and retailing for \$4.98 is announced by Pennsylvania Aircraft Works, Inc., 611 N. 40th Street, Philadelphia 4, Pa. Major feature of the hot plate is a heating element of nickel chromium, supported in a ceramic insulator with a protective steel plate over the element to



enhance safety and durability. These new features have been approved by Underwriters' Laboratories. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, May, 1947. (Please turn page)

TIME-SAVER A "SWEETHEART" TO STAGE STARS



NEW APPLIANCES

(Continued)

FREEZ-PAK Refrigerator

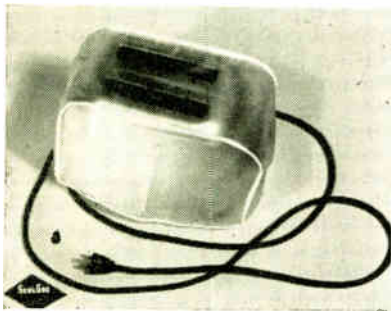
The Freez-Pak is a 2½-cubic-foot portable electric refrigerator designed for use in home bars, hotel rooms, offices, resort cottages, nurseries and other places demanding refrigeration. It will reach the major appliance market in May, according to Danese and Jewel, Inc., international sales representatives, 122 E. 42nd Street, New York City. Manufactured by the Freez-Pak Corp., Royersford, Pa., the Freez-Pak is scheduled to start production May 15. Requiring no defrosting due to the incorporation of a cold-plate, the refrigerator measures 22 inches high, 28 inches long, and 16 inches deep and will be available in eight color combinations. Freez-Pak is made with an aluminum inner and outer shell, contains two inches of Fiberglas insulation, a Ranco control and nickel-plate shelves; weighs 55 pounds, has an 11-pound ice capacity,



space for eight ice trays and operates on AC or DC house current. This unit is expected to retail for \$129.50 with a one-year guarantee included in the sales price. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, May, 1947.

SEAL-SAC Cover

Seal-Sac covers, manufactured by Seal-Sac, Inc., 6 East 39th Street, New York 16, New York, are waterproof, dustproof, dirtproof, and acid-resistant. These covers, made of Koroseal, are available for every appliance, including toasters, broilers, mixers, pressure cookers, coffee makers, etc.



This cover retails for 90 cents. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, May, 1947.

26

UNIVERSAL PRESSURE COOKER DEMONSTRATION



ALL VEGETABLES IN ONE POT—

An entire dinner including a choice pudding was cooked in a single "Minute Savor" Pressure Cooker as a demonstration that utensils value in home cooking, recently when Miss Jane Cameron, state food nutritionist of the Fairfax Home Demonstration Unit at Blacksburg, Va., demonstrated to 30

Fairfax County Home demonstration leaders approved methods of conserving food values in the preparation of "family" meals. Universal Pressure Cookers are manufactured by Landers, Frary & Clark, New Britain, Conn. When writing to manufacturer, please mention RADIO & APPLIANCE JOURNAL, May, 1947.

G-E Electric Range

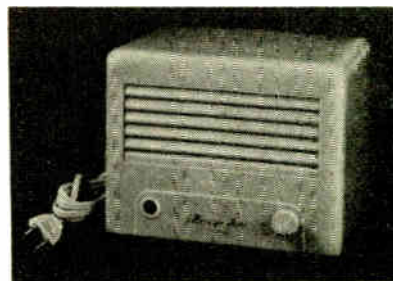


A built-in six-quart pressure cooker, a high-power boiler unit and improved surface units combine to make the top model of the General Electric's new line of "Speed Cooking" electric super-speed range, known as the Stratoliner, even faster and more versatile than ever. The Stratoliner, one of the four 1947 models that are now in production, has two five-speed, six-inch surface units rated at 1250 watts and a five-speed, eight-inch 2050 watt surface unit. Broiling power of the new range has been increased 7 per cent

by widening the Calrod broiler unit outlets. The range is 39 inches wide and has a built-in 24-inch fluorescent lamp, a warming oven and two large storage drawers. The Stratoliner is priced at \$314.75. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, May, 1947.

REFRESH-AIR Ozonizer

Ten watts . . . less than a dim light bulb . . . on 110 AC, 60 cycle current, and a Refresh-Air Ozonizer is all needed to rid home-size rooms of unpleasing odors. Such is the claim of the Refresh-Air Ozonizer Corp., 382 Lafayette St., New York 3, N. Y., manufacturers of this compact unit which retails at \$16.95 in the East



and \$17.95 west of the Rockies. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, May, 1947.

Radio & Appliance JOURNAL • May, 1947

1947

RADIO PARTS

and

ELECTRONIC

EQUIPMENT

SHOW

●
Special Section

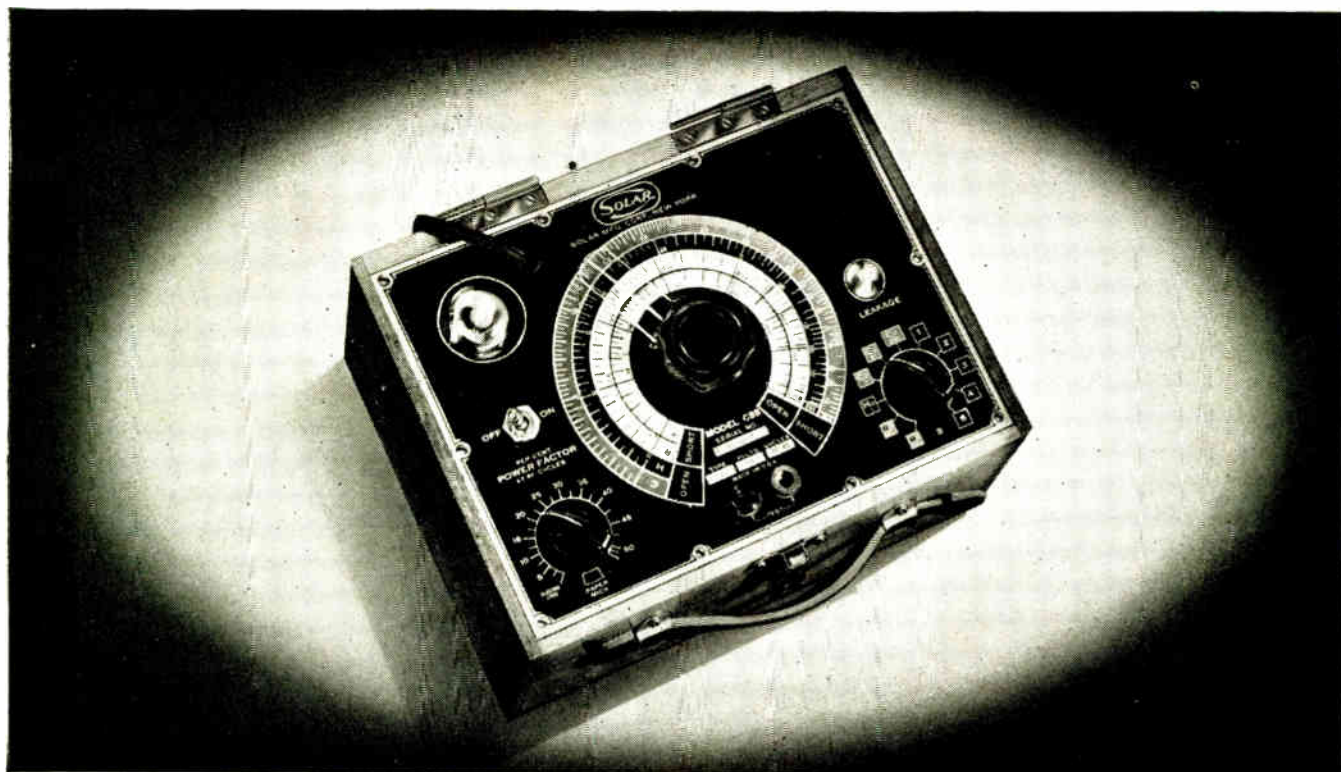
PAGES 27 TO 50, INCLUSIVE

●
Chicago

Hotel Stevens

Week of May 11-16

●
SUPPLEMENT TO MAY, 1947 ISSUE OF
RADIO & APPLIANCE JOURNAL



QUICK — RELIABLE — PORTABLE!

the new Solar Model CBB Capacitor Analyzer

Check these features:

- ✓ CAPACITANCE RANGE
10 mmf to 800 mf
- ✓ POWER FACTOR RANGE
0 to 50 percent
- ✓ "QUICK AS A WINK"
C-R tube Wien bridge
balancing
- ✓ BUILT-IN ADJUSTABLE VOLTAGE
POWER SUPPLY
- ✓ SIMPLIFIED LEAKAGE
AND I-R TESTS
- ✓ EASY TO READ
COLOR-CODED SCALES
- ✓ RESISTANCE RANGE
50 to 2,000,000 ohms

Here is a capacitor analyzer with both proved and improved features that is a worthy successor to Solar's famous Model CB, which outsold all other capacitor analyzers combined.

Small in size, light in weight and big in performance and dependability, Model CBB analyzer is the ideal low-cost instrument for the service industry.

Catalog IN-2 gives a full description of the reasons why it should be in every service shop.

Solar Capacitor Sales Corp.
285 Madison Ave., New York 17, N. Y.

Ⓢ 2571

SOLAR CAPACITORS

"Quality Above All"



Guest.....

EDITORIAL



By **KENNETH C. PRINCE**

General Manager

Radio Parts & Electronic Equipment Show

THE 1947 RADIO PARTS & ELECTRONIC EQUIPMENT CONFERENCE & SHOW represents a new type of emphasis in trade show participation. Heretofore, industry trade shows have always been run with a view to permitting manufacturers to show their new lines to the entire trade. The trade included all branches of the electronic industry whether manufacturers of end-use equipment, distributors, dealers, servicemen, amateurs, engineers or otherwise.

The 1947 Show being run at the Stevens Hotel places the accent upon equipment sold through the *radio parts distributors*. Manufacturers who exhibit in this Show must all sell their products through distributors. No radio receivers, home phonographs or electronic medical equipment will be shown. On the first three days of the Show, exhibitors will man their booths with their jobber sales force and admission to the exhibition hall will be confined to exhibitors, booth attendants, sales representatives and distributors.

The Show Corporation recognizes the desirability of acquainting other branches of the industry with the new developments and the new products which will be offered to the Trade. To do this, the Show has been extended an extra day to permit the rest of the industry to see the exhibits. Friday, May 16th, has been designated as "Open House Day". That day engineers, radio servicemen, dealers, amateurs and the general public will be admitted without restriction and without the requirement that they register. Exhibitors will man their booths on "Open House Day" with technical personnel capable of answering the myriad of questions propounded by the technical personnel within the industry.

The Board of Directors after mature deliberation felt that by this segregation of classes of the industry the greatest good could be afforded each classification within the industry. The program is such as to offer access to the entire trade and still not interfere with normal functions of jobber distribution.

From the figures now available on advance registration, it is apparent that the attendance at the Show will be large and of extremely high caliber. Everyone in this industry who conducts a successful, flourishing business which he wants to see grow and prosper, will be there. A Housing Committee has been established to facilitate hotel accommodations. Individuals who have difficulty making their own hotel reservations can use the services of the Housing Committee. Obviously, the requests for rooms at the Stevens Hotel far exceeds the number of rooms available, but other conveniently located hotels are cooperating by setting up an allotment of rooms for allocation by the Housing Committee. Those desiring assistance in obtaining hotel reservations are asked to direct their inquiry to: Radio Parts & Electronic Equipment Shows, Inc., Room 1016, 33 North La Salle Street, Chicago 2.

A word of caution is important with respect to checking in at hotels. The greatest number of daily check-outs invariably occurs on week-ends, and those coming to the Conference & Show will be more expeditiously cared for by their respective hotel if they arrive in Chicago on Saturday, May 10th, or on Sunday, May 11th. The smallest number of check-outs occurs on Mondays, and those who do not plan to come into Chicago until Monday, May 12th, may experience considerable delay and disappointment.

The Show has a definite purpose. The purpose will be best accomplished by the cooperation of the entire industry in carrying out the program and policies set up by the Board of Directors. Your cooperation is earnestly solicited.

**MAY
1947**



J. A. BERMAN, President



CHARLES GOLENPAUL, Vice President



J. J. KAHN, Secretary

SAM PONCHER, Treasurer



1947 Radio Parts and

★ ★ ★ ★ ★ ★ ★ Hotel Stevens, Chicago

OUTLOOK POINTS TO BEST YEAR YET; OVER 2,000 REGISTRATIONS

ADVANCE indications point to one of the most successful shows on record when the Radio Parts Show gets underway at the Hotel Stevens in Chicago the week of May 11th.

At press time advance registration was close to 2,500 with almost 1,000 member-exhibitors, some 50 guest exhibitors, close to 500 NEDA members, nearly 300 non-NEDA distributors, and approximately 400 representatives.

Kenneth Prince, executive secretary, said that badges already have been mailed to all registrants, who have been cautioned to bring their badges with them to the show to avoid waiting on line. No one, he said, will be admitted to the exhibition hall without the proper identification badge, except on Open House Day, Friday, May 16th.

Principal speaker for the Keynote dinner, on May 12th, will be Benjamin F. Bills, professor of sales at Northwestern University, who will talk on "Inventory as an Inspiration to Sell." All persons who plan to attend the Keynote dinner are urged to get their reservations in the mail immediately.

Announcement has been made by Jack Berman of Shure Brothers, president of the Show Corporation, that Monday, May 11th, will be designated NEDA Day. Events during that day will include a special breakfast by National Electronic Distributors Association for member-exhibitors; and a luncheon meeting for members of Radio Manufacturers Association, Electronics Parts and Equipment manufacturers, and Sales Managers Club Eastern Division.

Also planned are numerous activities for wives of members attending, for details of which see NEDA Day program on page 42.

**A Message from
President Jack Berman
Sales Manager
Shure Bros. Chicago**

IN May, all roads for Radio Parts and Equipment Manufacturers, their Distributors and their Representatives lead to Chicago for the big event of the year—the May Radio Parts and Electronic Equipment Show.

Competition between manufacturers and between jobbers has already become very keen. For that reason there will be more activity and interest at this Radio Show than probably any other in history.

Many manufacturers will finally have new models and new products to show their distributors for the first time in 6 or 7 years. The sales promotion programs of the manufacturers have been tuned up to offer their distributors big sales opportunities.

Distributors are keenly aware of their competition. They want to be certain that they are distributing the best lines; that they get and feature the new products. They are taking advantage of all of the new sales promotion programs which they can turn into profit. They want to be certain to be among the first to get into their stocks the new products that will establish them as leaders among their clientele.

Distributors and manufacturers want the opportunity to sit down and talk with each other. Manufacturers are interested in distributor inventory problems. Distributors are interested in the manufacturers' new production plans.

Representatives are anxious to bring their distributors and their manufacturers together and are encouraging attendance at the Trade Show by sponsoring special trains for their distributors.

The manufacturers' and distributors' trade associations will be given

Electronic Equipment Show

Week of May 11-16, 1947 ★ ★ ★ ★ ★ ★ ★ ★

OFFICIAL PROGRAM

Saturday and Sunday, May 10th and 11th—Organization meetings and Sales meetings.

Monday, May 12th—NEDA Day—No sales meetings to be allowed. Breakfast sponsored by NEDA for member-exhibitors and NEDA members.

12:00 Noon—Luncheon meeting of members of sponsoring groups of the show corporation.

7:00 P.M.—Keynote Dinner for entire industry, featuring Benjamin F. Bills, professor of sales at Northwestern University, as guest speaker.

Tuesday, Wednesday and Thursday, May 13th, 14th and 15th—No sales meetings to be allowed on these days. Attendance in Exhibition Hall to be confined to members and sponsoring manufacturers, their booth attendants, their sales representatives and distributors.

Friday, May 16th—Open House Day—Radio servicemen, amateurs, engineers and the general public will be admitted to the Exhibition Hall without registration. Exhibition Hall open from 10:00 A.M. to 6:00 P.M.

Kenneth C. Prince, show manager, asks that all people who have not obtained their hotel rooms get their requests or hotel space in immediately, since there are still a substantial number of rooms available in hotels other than the Stevens.

Complete NEDA Program on Page 42

new "shots in the arm." They will become stronger because with increased competition both the distributors and the manufacturers are beginning to feel the need of working together for their mutual benefit. The manufacturers and the distributors will be working together to help the serviceman, the sound man, the industrial user, and last, but not least, the amateur. Both groups have appointed special committees to help their ultimate customers gain more knowledge about new products, new processes, and new technological methods.

The roads leading to Chicago this May will be busy ones, and the Convention itself will mean continued success for wide-awake and alert merchandise-minded manufacturers, distributors and representatives.

Radio & Appliance JOURNAL • May, 1947

Golf Tourney Planned

According to Kenneth C. Prince Executive Secretary, Association of Electronic Parts & Equipment Manufacturers, there will be two Inter-Association Golf Tournaments in the Chicago area this year. EP & EM has made reservations for the first tournament to be held at Edgewood Valley Country Club on Friday, June 20th, and the second to be held at Elmhurst Country Club on Friday, August 29th. These tournaments will be sponsored by EP & EM, the Chicago Chapter of National Electronic Distributors Association and the Chicago Chapter of "The Representatives" of Radio Parts Manufacturers, Inc.



W. O. SCHONING, Director



W. W. JABLON, Director



R. J. SHERWOOD, Director

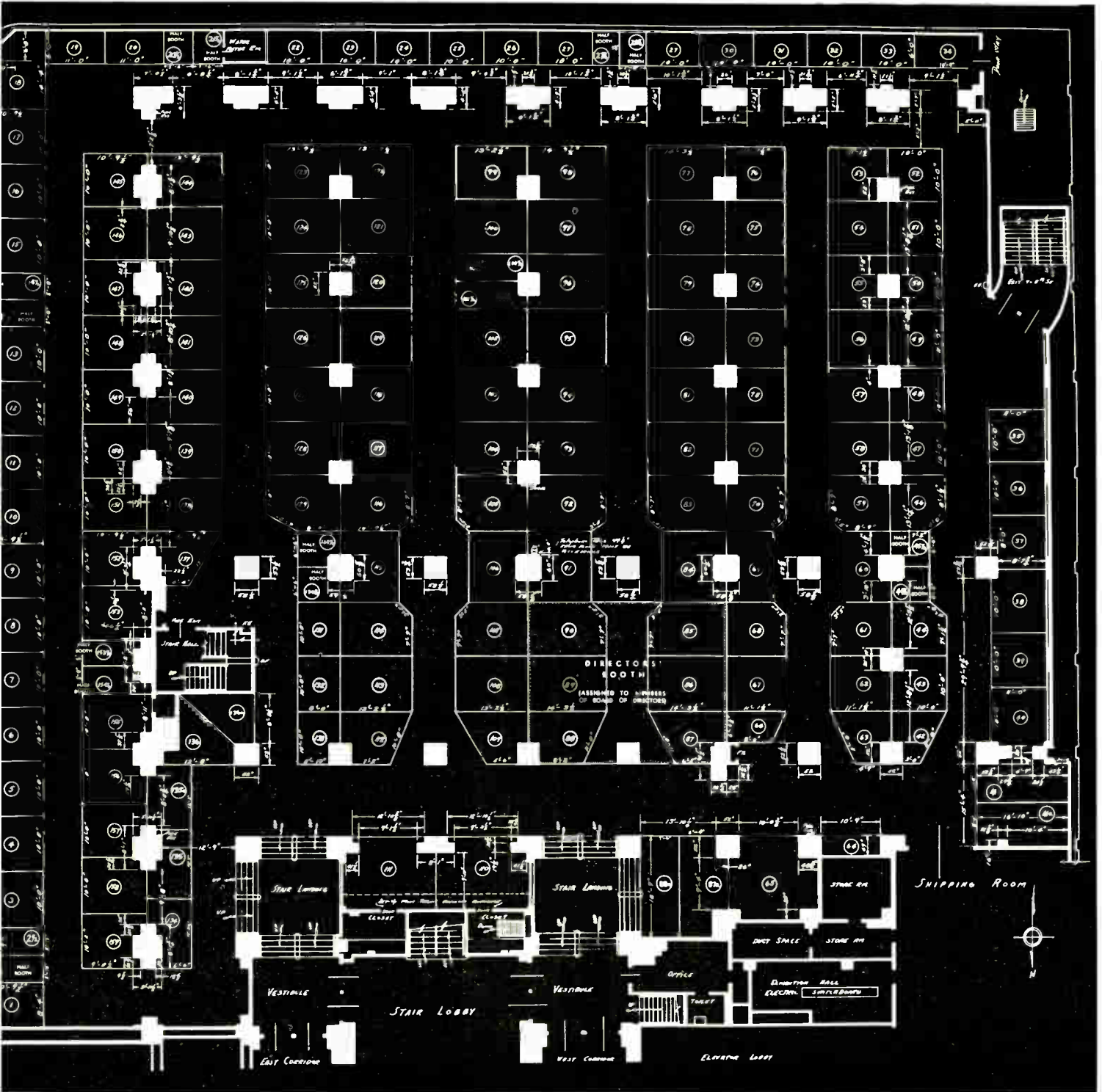


R. C. SPRAGUE, Director

FLOOR PLAN

Use This to Easily Locate Booths of Exhibitors at Radio Parts Show

Stevens Hotel — May 11-16 — Chicago, Ill.



DIRECTORY of EXHIBITORS

Official Listing of MERCHANDISE DISPLAYED AND PERSONNEL IN ATTENDANCE 1947 RADIO PARTS and ELECTRONIC EQUIPMENT SHOW

Company	Booth	Company	Booth
ADVANCE ELEC. & RELAY CO. ... Electrical relays. In charge of booth will be F. W. Falck, Jr., and F. S. Schaumburg.	47	BLILEY ELECTRIC CO. ... Will introduce Crystal controlled oscillators and show quartz crystals oscillators. In charge of booth, George Wright.	78
AEROVOX CORP. ... Capacitors, resistors and test instruments. Charles Golenpaul in charge of the booth.	85	BOGEN, DAVID CO., INC. ... Initial showing of new lines of amplifiers and intercoms and will show audio equipment, amplifier systems, intercom systems, phonographs and accessories. Sidney Harman in charge of booth.	40
ALPHA METALS, INC. ... Alpha Tri-Core Solder and Alpha Handycans, featuring the new Handycans which make Alpha Tri-Core available to the small user. M. A. Boyle, advertising manager, in charge of booth. Harold Shonberg, Alpha president, also will attend.	144	BRAND, WILLIAM & CO. ... Electrical insulation, varnished cotton tubing, varnished cambric, extruded (plastic) tubing, plastic insulated wire. At booth, William Naumburg, J. R. Garrey and E. W. Brinson.	13
ALPHA WIRE CORP. ... Wire and cable, also introducing several new items which have not as yet been announced. Peter Bercoe in charge of booth.	125	BRITISH INDL. SALES CORP. ... Garrard automatic changer, phonographs and Ersin multi-core solder. William Carduner, Eugene Carduner, Lee Bunting and Bill Lichter at booth.	112
AMERICAN COIL & ENG. CO. ... Loop-type aerials, coils, chokes, transformers, etc. P. Lawrason, sales manager, in charge.	116	BRUNO TOOLS ... Complete line of tools for manufacturers and servicemen.	76
AMERICAN CONDENSER CO. ... Complete line of capacitors. William Johnston, sales manager, assisted by Irving Menschik.	129	BRUSH DEVELOPMENT CO. ... Initial showing of "Mail-A-Voice," recently introduced to the trade, together with an improved line of microphones, microphone stands, pick-ups, head phones, speakers and intercom units. V. B. Phillips, assisted by W. H. Shelton, in charge.	118
AMERICAN MICROPHONE CO. ... F. A. Yarbrough, sales manager, will demonstrate vastly improved microphone line.	4	BUDD RADIO, INC. ... Capacitors, chokes, coils, connectors, plugs, microphone stands, metal dials, pilot light accessories, sockets, etc. Several new lines will be featured. Max L. Haas, president, N. N. Haas, jobber sales manager, in charge.	39
AMERICAN PHENOLIC CORP. ... Microphones, shock absorbers, antennae, RF components, etc. Arthur Schmitt in charge.	65	BURGESS BATTERY CO. ... Introducing new portable batteries and showing complete line of dry batteries. L. H. Harriss in charge of booth.	147
AMERICAN RADIO HARDWARE CO. ... D. Ted Mitchell in charge.	75	BURLINGTON INST. CO. ... Instruments and meters. On hand will be Wilbur Kramer, W. S. Hanna, A. R. Kramer and Walter Corman.	22
AMPERITE CO. ... Amperite Ballast tubes, Delay Relay tubes, Velocity, Dynamic Microphones-Kontak Mikes, featuring the new Velocity Microphone. S. Ruttenberg in charge of booth.	60	CAMBURN, INC. ... Will introduce FM and Television antennae and will show auto, FM and Television antennae. Max B. Bernstein in charge of booth.	143
AMPEREX CORP. ... Communication receiving and transmitting equipment, tubes for special purposes. Sam Norris in charge.	67	CARRON MFG. CO. ... Jerome Prince, sales manager, in charge of this exhibit of coils, speaker parts and accessories.	57
ASTATIC CORP. ... Nyon I-J and "QT" Crystal cartridges, also microphones, phonograph pickup arms, replacement pickup cartridges, cutting heads and accessories. J. K. Poff, service engineer, jobber division, in charge of booth.	95	CENTRALAB ... Will show new line of By Pass and Coupling Capacitors (Ceramic) for jobbers. At booth—R. A. Mueller, A. L. Tuttle and D. E. Thatcher.	68
ATLAS SOUND CORP. ... Loud speakers, accessories, mike stands, speaker stands, driver units and projectors. Carl R. Blumenthal at booth.	134	CHICAGO TRANSFORMER CO. ... New and complete line of case-enclosed power and audio transformers with matching reactors for modern electronic circuits. Newton Cook in charge.	11
AUDIO DEVICES, INC. ... Audiorecorders (recording discs) and Audiopoints (recording and playback points. Bryce Haynes in charge of booth.	148	CINAUDAGRAPH SPEAKERS, INC. ... Complete line of speakers. J. S. Gartner in charge.	3
BARKER & WILLIAMSON ... Amplifiers, antennae, capacitors, coils, communication receiving and transmitting equipment, etc. L. W. Dingler, sales manager, in charge.	77	CLAROSTAT MFG. CO. ... Attenuators, fixed and variable resistors, power resistors, rheostats, ballasts, Glasohm resistors, relays, timing devices. At booth—Victorio Mucher, Bill Mucher, I. J. Youngblood, Fran Chamberlain and Ray Levitrie.	124
BELDEN MFG. CO. ... Radio electronic wire and cable. In charge of booth—H. W. Clough, Les A. Thayer and R. G. Wise.	128		
BELL SOUND SYSTEMS, INC. ... First showing of Belfone Maestro Intercom equipment along with commercial and industrial sound equipment, interoffice communication equipment. In charge of booth, Harry E. Harry, vice president and sales manager.	43		

(Continued on next page)

BUILT FOR SERVICE



Now all you want to know about Miniatures

You'll be seeing more miniatures in Television, FM and Standard Broadcast receivers in the near future. So that you will be completely up to date on these new tube types, your Cunningham Distributor is ready to supply you with a copy of this specially prepared bulletin covering the application, voltages, socket connections, etc., of the latest miniature tubes.

You'll find this quick-reference guide the answer to many questions on miniatures . . . and you'll find Cunningham tubes the answer to customer satisfaction—because Cunningham tubes are *built for service*. So, see your Cunningham Distributor today.

For more service — TURN THE PAGE ➔

Cunningham
Electron Tubes

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

Thousands of
Satisfied
Users!



TRANSVISION

**TELEVISION
KIT . . . A High Quality
TELEVISION RECEIVER**
ready for Easy, Rapid Assembly

Features the Brilliant
LECTROVISION Picture Tube!

ENGINEERED
BY
TELEVISION
SPECIALISTS



Easy-to-Assemble: No knowledge of television required. COMPLETE easy-to-follow INSTRUCTION SHEET gives you all the knowledge you need.

This Kit INCLUDES SOUND, all component parts, and the following:—

1. Specially designed Television Antenna.
2. A \$30.00 Brilliant Lectrovision seven-inch Picture Tube . . . plus ALL other tubes.
3. Pre-tuned R-F unit.
4. Finished front panel.
5. All solder, wire, and 60 ft. of low loss lead-in cable.

Operates an 110V.; 50-60 cycles A.C.
List Price: complete with ALL tubes,

\$159.50 (fair traded)

IMMEDIATE DELIVERY!

We believe that the comparative quality of this set is superior to other available sets. It has been acclaimed by major television schools.

AT THE SHOW!

Transvision Products will be
on exhibit at the

CONGRESS HOTEL
Chicago, May 11-16

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

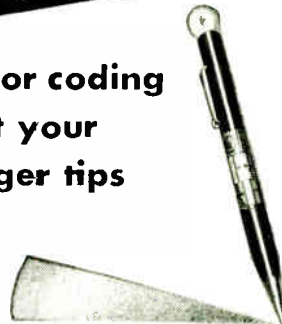
DIRECTORY
(Continued)

Company	Booth
CONDENSER PRODUCTS CO. ... First showing of low loss Glassmikes, also Plasticon Capacitors. M. H. Levenberg in charge of booth.	153
CONTINENTAL CARBON, INC. ... Will introduce Carbon Film resistors, "Noble Watt" metal film resistors and will show suppressors, Nobeloy metal film precision resistors. At booth—G. F. Benkelman and J. W. Jiva.	150
CORNISH WIRE CO., INC. ... Radio wires and cables. W. F. Osler, Jr., will be in charge of booth.	48
CRONAME, INC. ... Metal dials, name plates, knobs, computers, crystals, etc. M. M. Lane, J. L. Robinson in charge.	84
DIAL LIGHT CO. OF AMERICA ... Pilot lights, warning and sig-lights, lamp sockets. Edward R. Rose, Joseph Roberts, T. O. T. Rose, M. R. Clements, M. Altman and William Cohen at booth.	109
DRAKE ELECTRIC WORKS, INC. ... First showing of new soldering iron line. W. A. Kuehl, George Feigel and George Pettit in charge.	61
DUMONT ELECTRIC ... Full line of condensers. At booth—O. P. Smith and Phil Dubilier.	12
DUOTONE MFG. CO. ... Complete line of needles and new line of Duodiscs. Duotone will open its show with a banquet for all its representatives. Stephan Nestor, president, will attend. William A. Boeger, Jr., in charge of booth.	20
EASTERN AMPLIFIER CORP. ... Will introduce musical amplifiers and mobile amplifiers. W. C. Macdonald will be in charge of booth, also Leon Alpert, William Lorenz, Gerson Lewis and S. Lackoff.	34
EASTERN ELECTRONICS CORP. ... Amplifiers, phonograph motors, fixed resistors, switches and test equipment. A. C. Annis, president, and R. S. Bruneau, sales manager, in charge.	111
ECKSTEIN RADIO & TELEVISION ... Single and three-band car communication receiver audio amplifier. E. A. Eckstein, president, and E. R. Bostrom, secretary, at booth.	29
EITEL-McCULLOUGH, INC. ... Initial showing of Type 4X100A and Type 4X150A Variable Vacuum capacitors and will show transmitting type vacuum tubes. O. H. Brown and J. A. McCullough in charge of booth.	14
ELECTRIC SOLDERING IRON CO. ... Will introduce new line of irons and will show soldering irons and soldering appliances. In charge of booth—L. P. Young.	58
ELECTRO PRODUCTS LABS. ... Introducing new 6-volt 15-ampere power supply. Laboratory power supply and improved line of battery eliminators. In charge of booth—A. Crossley.	81
ELECTRO-VOICE, INC. ... Microphones and stands, with Web Soules in charge of booth.	15
ELECTRONIC ENGINEERING CO. ... Transformers, chokes and reactors. E. J. Rehfeldt and J. S. Sislak in charge.	62
ELECTRONIC LABS., INC. ... W. W. Garstang and Walter Peek will exhibit and demonstrate the new Radio-Utiliphone (Intercom-Radio Receiver) including some table model Orthosonic radio receivers for distribution through parts jobbers.	56
ELECTROVOX CO., INC. ... Complete line of Walco needles for every purpose. Robert Walcutt in charge.	122
ERWOOD CO., THE ... Amplifiers, horns, microphones, record changers and speakers. John Erwood, president, and Walter Lindgren, sales manager, in charge.	105
Company	Booth
FEDERAL TELE. & RADIO CORP. ... Miniature Selenium Rectifiers, wire and cable, battery chargers and DC power supplies. N. E. Wunderlich in charge of booth—also E. H. Pollacek, George Eannarino and Harold Kadell, salesmen.	135
FREED TRANSFORMER CORP. ... Transformers and Precision measuring instruments. At booth—Lawrence Freed, M. Salzberg, D. Gurevics and S. Solzberg.	113
GENERAL CEMENT MFG. CO. ... Many new lines along with showing general line of products. R. G. Ellis and S. B. Volinles at booth.	96
GENERAL ELECTRIC CO. ... Tube division will feature new electron-ray tube, 6AL7-GT and electronic tube receiving manual for circuit designers and equipment manufacturers. Specialty division will show its improved line of auto radio antennae, also complete line of replacement parts and test equipment. Tube division delegation will be headed by J. M. Lang, manager; and Specialty Division by R. D. Payne, sales manager of service test equipment R. E. Cassatt, division advertising and sales promotion manager, and many others.	8
GEN. TRANSFORMER CORP. ... Will feature new Perma-Power power packs, with L. J. Seelig.	63
HALLDORSON CO. ... Transformers along with new items not yet announced. P. J. Halldorson in charge.	37
HALLICRAFTERS CO., INC. ... Communication receiving and transmitting equipment, crystals, speakers, etc. R. W. Durst and R. J. Sherwood in charge. William (Bill) Halligan, president, will also be around.	86
HAMMARLUND MFG. CO. ... Will feature new amateur transmitter, plus amateur radio receivers and transmitters. Walter W. Jablon in charge.	90
HARDWICK HINDLE, INC. ... Power resistors and rheostats. T. B. Ure, sales manager, in charge.	36
HICKOK ELECTRICAL INST. CO. ... Test equipment for every purpose. Robert Williams, sales manager, in charge.	142
HYTRON RADIO & ELECT. CORP. ... Will introduce new sun lamp, plus showing receiving and transmitting tubes. John Q. Adams in charge of booth.	91
INDIANA STEEL PRODUCTS CO. ... Premier all-industry showing of tape recorder.	38
INDUSTRIAL COND. CORP. ... Initial showing of new interference eliminators, fluorescent ballast capacitors plus capacitors: wax, oil, electrolytic. Sales department will man booth.	141
INSULINE CORP. OF AMERICA ... Will introduce Flexible Folded FM Dipole, new radio equipment and will display radio-electronic parts and auto radio antennae and accessories. Alfred S. Chambers, advertising manager, in charge of booth.	114
INT'L RESISTANCE CO. ... Will feature the IRC Basic Kit of resistors, the IRC Volume control cabinet, the IRC Jr. Control Kit and IRC Resistor assortment cabinets, plus merchandising and sales aids. Robert N. Baggs in charge of booth, plus Harry Ehle, Robert Butler Chas. Griffiths, Harold Beebe, A. Hardwick, M. Newbold and Earle Thompson.	88-A
JACKSON ELECTRICAL INST. CO. ... Complete line of test equipment. Paul F. Jackson, president, in charge.	98
JACKSON INDUSTRIES, INC. ... First showing of Karry Kases and will display line of cabinets. In charge of booth—D. Krechman.	156
J-B-T- INSTRUMENTS, INC. ... Featuring "50-50" Cold Zone Tester; Shurite Meters and will show electrical and temperature measuring instruments. Roland M. Bixler and Phillips Stevens at booth.	5

Company	Booth	Company	Booth
J.F.D. MFG. CO.	117	OHMITE MFG. CO.	74
... Will introduce JFD Remote-O-Cable Replacer, cements and solvents, test leads, "twosome" cable and cord dispenser, complete JFD line of radio parts. Julius Finkel, president, in charge of booth, plus Albert Finkel and Edward Finkel.		... First showing of 2-watt molded composition Potentiometers, V.H.F. plate chokes, rotating beam antenna direction indicator rheostat, 5-watt "Brown Devil" resistors and model train locomotive rheostat. At booth—D. T. Siegel, president; James H. Howe, vice president; Roy S. Laird, vice president; Louis Ritzma, advertising, and Herbert Levy heading staff of 12 sales engineers.	
JENSEN MFG. CO.	44	OPERADIO MFG. CO.	139
... Will introduce Coaxial HNP-51, Speechmaster VH-91 and will display Jensen loud speakers, projectors, bass reflex cabinets, horns, reproducers and audio transformers. B. H. Clark in charge of booth.		... Will introduce program master sound distribution system plus Flexifone intercom equipment, amplifiers, speakers and baffles. F. D. Wilson and Arch Samuelson in charge of booth.	
JOHNSON CO., E. F.	73	PARK METALWARE CO., INC.	136
... Variable capacitors, clips, coils, connectors and slugs, pilot light accessories, etc. Wally B. Swank, sales manager, and Roy C. Myers in charge.		... Screwdrivers, nut drivers and displays. Messrs. Farrington and Warden in charge of booth.	
KENYON TRANSF. CORP., INC	6	PARMETAL PRODUCTS CORP.	24
... Transformers and reactors. F. P. Kenyon in charge of booth.		... Sheet metal equipment, cabinets and chassis. A. A. Parmet and Oren H. Smith in charge.	
KING ELECTRONICS CO.	94	PERMO, INC.	41
... Initial showing of Roto Beam television antenna and displaying microphone plugs, jacks, variable condensers, coaxial cable connectors and television antennae. J. H. Robinson in charge of booth.		... Large line of "Fidelitone" phonograph needles for all uses. Eugene C. Steffens, vice president and sales manager, will be assisted here by his large staff of sales representatives.	
LECTROHN, INC.	132	PHILMORE MFG. CO.	119
... Resistors (fixed and adjustable solder pots). Joseph J. Cerny, president, and M. M. Ballas, sales manager, in charge.		... Mikes, radio kits, aerial kits, coils, head phones, crystal sets, crystal detectors, crystals. Gerald Granat, Murray Granat, Morris L. Granat, Gary Granat, and Jerry Merican in charge.	
LENZ ELECTRIC MFG. CO.	104	PIONEER ELECTRIC & RES.	9
... Wire and parts. G. Zender, sales manager, in charge.		... Will introduce new FM kit, plus displaying "Perco" antenna, RF, oscillator, IF, choke coils and trimmer capacitors. Elmer A. Schulz in charge of booth.	
MALLORY, P. R. & Co.	106	POTTER & BRUMFIELD MFG. CO.	53
... Replacement parts: volume controls, capacitors, vibrators, switches, resistors, vibrator power supplies, television components and miscellaneous radio hardware. Walter E. Harvey, manager wholesale division, in charge.		... Introducing new relays plus displaying regular line of relays and synchronous timers. R. L. Barr in charge of booth.	
MARION ELECT. INST. CO.	32	PRECISION APPARATUS CO., INC.	152
... Complete line of electrical indicating instruments. Also Marion Multiranger, Marion model PM-1 Induction Soldering Unit, as well as Marion multirange meter-tester and the Marion portable, direct reading gauss meter. R. A. Ammon, general manager, in charge.		... Will display radio and electronic test equipment, with M. Mentzer in charge of booth.	
MECK, JOHN INDUSTRIES, INC.	133	PREMAX PRODUCTS DIVISION	18
... Will introduce "Bingo" Amplifier and Home Recorder, plus showing transmitters, amplifiers and home recorders. R. H. Schellschmidt, advertising manager, in charge.		... Antennae and accessories, with G. O. Benson in charge of booth.	
MEISSNER MFG. CO.	93	PRESTO RECORDING CORP.	23
... (A division of Maguire Industries, Inc.) Amplifiers, antennae, capacitors, coils, receiving and transmitting equipment, transformers, etc. Odin J. Jester and Robert Karet in charge.		... Introducing recording equipment, with Thomas B. Aldrich in charge of booth.	
MERIT COIL & TRANSF. CORP.	52	PRICE ELECTRIC CORP.	145
... Transformers, with John I. Crockett, sales manager, in charge.		... Will introduce coaxial relays for high power applications, also special high voltage relays, plus displaying relays, contactors and motors. Harry P. Woodit, sales manager, in charge.	
MILLEN, JOHN MFG. CO., INC.	33	PYRAMID ELECTRIC CO.	157
... First showing of receivers, transmitters and parts, plus communication receivers, transmitters and complete line of component parts. E. E. Williams, sales manager, in charge of booth.		... Electrolytic capacitors and radio noise filters. Sylvan A. Wolin, vice president in charge of sales, in charge.	
MILWAUKEE STAMPING CO.	136-A	QUAM-NICHOLS CO.	140
... Will introduce new model changer and will display record changers and radio cabinet hardware. Ralph Robinson, president, in charge of booth.		... Will introduce Kwicky Juicer plus Quam Adjust-A-Cone speakers. in charge of booth—Miss Helen A. Staniland and John O'Brien.	
NAT'L UNION RADIO CORP.	10	RACON ELECTRIC CO., INC.	158
... Introducing radio sets and condensers and displaying radio sets, pilot lamps, ballasts, batteries, vibrators, condensers, electronic tubes, and volume controls. E. J. Maginot in charge of booth.		... Loud speakers and units, with A. I. Abrahams in charge.	
NATIONAL CO., INC.	70	RAD-EL-CO MFG. CO.	87-A
... Communication equipment, transmitters and parts. S. W. Bateman in charge.		... Aerials, with R. R. Cull in charge of booth.	
NEWCOMB AUDIO PROD. CO.	7	RADIART CORP.	79
... Plan to introduce new and unannounced items, plus displaying amplifiers and public address systems. In charge of booth—Robert Newcomb.		... (A division of Maguire Industries, Inc.) Vibrator equipment. Neal Bear, sales manager, in charge. Bob Karet also on hand.	
OXFORD RADIO CORP.	59	RADIO CITY PRODUCTS CO.	35
... Complete line of speakers. Robert (Bob) Adams, general manager, in charge.		... Will introduce midget signal generator, two signal tracers and new tube checker, plus regular line of electrical and electronic test equipment. F. L. Horman in charge of booth.	
		RADIO CORP. OF AMERICA	135-A
		... Tubes, batteries, parts, sound equipment and test equipment, with Frederick C. Favre in charge of booth.	
		RAYTHEON MFG. CO.	99
		... Radio tube testing installation, with C. R. Hammond in charge of booth.	



**Resistor coding
at your
finger tips**



Here's a *triple-duty* repeating pencil that's been a favorite with servicemen for years. The patented, easy-to-twirl drums on the barrel carry the RMA resistor color codes. Snap the pencil out of your pocket, dial your colors, and there's your resistor value in a matter of seconds. The magnifying lens at the end of the pencil is a real help in close wiring and inspection work.

You'll want this pencil, because it's built for service. Your customers want Cunningham tubes for the same reason. And your Cunningham Distributor wants to help in building your business.

For more sales—TURN THE PAGE ➔

Cunningham
Electron Tubes

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

**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

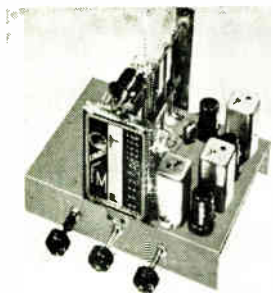
THE WARD PRODUCTS CORPORATION
1523 EAST 45th STREET, CLEVELAND 3, OHIO

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

EDWARD'S FM TUNER

1. New Type Tuner (Three High Q Tuned Lines).
2. Full FM Band Coverage 87.5 to 109 Megacycles.
3. Easily attached to existing radio receivers or Amplifier systems.
4. 8 Tubes. 1—6AG5 H F Amplifier; 1—6J6 H F Converter (Oscillator-Detector); 2—6SH7 I F Amplifiers; 1—6SH7 Limiter; 1—6AL5 Discriminator; 1—6U5 Tuning Eye; 1—7Y4 Rectifier.
5. Latest type miniature tubes used for R F section for highest efficiency.
6. All tuning lines and contacts silver plated.
7. Permeability tuned ceramic I F and Discriminator transformers.
8. High Frequency insulation used throughout.
9. Tuning dial ratio 7½ to 1.
10. Calibrated Dial (Full vision, easy to read slide rule dial).
11. Less than 10 Microvolts needed to produce complete limiting.
12. AC operated 105-130 Volt 60 cycles, self contained power supply.
13. 3 Controls. 1 Volume control with on-off switch; 1 Tuning dial; 1 FM-Phono Switch—Phone input connector provided in back of tuner.
14. New F M (300 ohm Twin lead cable) Antenna input.



\$52.50

Complete with tubes

Dealers and Jobbers, write in for full particulars to:

**F. M. SPECIALTIES, Inc., 142 LIBERTY ST.
NEW YORK, N. Y.**


(Continued)

Company	Booth
RAULAND CORP. ... First showing of new line of intercommunication units and FM Antenna, plus displaying sound equipment, phototubes, and television picture tubes. R. M. Gray in charge.	83
RECORDISC CORP. ... Recording discs—style and phonograph needles, with Miss Helen Starr in charge of booth.	27
RECOTON CORP. ... Phonograph needles, cutting stylus and recording blanks. H. H. Borchardt in charge of booth.	26
REINER ELECTRONICS CO. ... Introducing midget signal generator, two signal tracers, new tube checker, plus displaying electrical and electronic test equipment. F. L. Horman in charge of booth. (Same as Radio City Products Co., Inc., above.)	35
REK-O-KUT CO. ... Will introduce amplifiers and new 12-inch portable recorder, plus recording equipment. George Silber in charge of booth.	55
RIDER, JOHN F., PUB., INC. ... Initial showing of the Rider-Manual, Vol. XV, plus displaying radio service manuals and radio text books. William J. Marcus in charge of booth.	120
SAMS & CO., INC., HOWARD W. ... Publish a large variety of servicing manuals and books. Howard W. Sams in charge.	31
SCHOTT, WALTER L., CO. ... Premier showing new self-service merchandising displays, hardware items, plus electronic hardware, chemicals and tools. Walter L. Schott, president, in charge of booth, also Ben Berman, secretary-treasurer, and other company officials.	71
SHUR-ANTENNA-MOUNT, INC. ... Jack Shure will introduce two new antennae together with the deluxe model Interceptor antenna mount. Also the Shur "Jiffy" antenna mount.	42
SHURE BROS. ... Will introduce "Versatex" crystal microphone, "Sonodyne" dynamic microphone, "Econodyne" dynamic microphone and "Muted Stylus" pickup crystal, plus displaying entire line of microphones and pickups. J. A. Berman in charge of booth.	87
SILVER, McMURDO CO. ... First showing Dynamic signal tracer, AM/FM signal generator, transmitters, receivers, plus electronic measurement and amateur communication equipment. At booth—McMurdo Silver, Paul W. Nief, Owen Shepherd, Jr., and Harry Haltington.	138
SIMPSON ELECTRIC CO. ... Test equipment and panel meters, with George H. Koch in charge of booth.	149
SIMPSON MFG. CO., MARK ... Complete new line of sound equipment. Mark Simpson, Mrs. M. Simpson, S. K. Hughes, G. L. Werner, P. S. Oppner, and D. Libsohn at booth.	46
SNC MFG. CO., INC. ... Transformers, with Henry Beekmann, sales manager, in charge of booth.	72
SNYDER MFG. CO. ... Presenting a new line of microphone stands together with several styles of aerials. Ben Snyder in charge.	66
SOLA ELECTRIC CO. ... Sola Constant Voltage transformers, with C. H. Humes in charge of booth.	30
SOLAR MFG. CORP. ... Will introduce Solite Metalized paper capacitors, plus displaying capacitors, capacitor analyzers, and "Elim-O-Stat" filters. S. L. Chertok in charge of booth.	92
SPEED X MFG. CO. ... Complete line of Speed X Telegraph keys, semi-automatic keys, buzzers and practice sets. Les Logan in charge of booth.	64

Company	Booth
SPECIAL PRODUCTS CO.	103
... Introducing deluxe desk top microphones; IF coils for FM and television receivers and a new retractile microphone cable. Also signal tracers, capohmister, max-mixer microphone mixer, Brach auto radio antennae, shock proof plastic pliers, pulpit microphone stands. Arthur Atkins and Gilbert Hanninan at booth.	
SPIRLING PRODUCTS	159
... Automobile antennas, with Milton Spirt in charge.	
SPRAGUE PRODUCTS CO.	89
... Condensers, resistors, interference filters, photoflash condensers and TI-Ohmike condenser-resistor checker. At booth—Harry Kalker, sales manager, and John Leedom, assistant sales manager, I. J. Kahan and Leon Podolsky.	
STANDARD TRANSFORMER CORP.	88
... A full line of transformers. Jerry Kahn in complete charge.	
STROMBERG-CARLSON CO.	108
... Standard sound systems, three new centralized systems for schools, new amplified intercom systems, new line of reproducers and reproducer housings, plus universal amplifiers, record amplifiers, power amplifiers, pre-amplifiers, Alnico V cone speakers. Booth headed by L. L. Spencer, general sales manager, G. L. McKay, sales promotion manager, and others.	
SUPREME INST. CORP.	102
... Meters and test equipment. M. F. Dulweber, president, and E. G. Perkins, sales manager, in charge.	
SYLVANIA ELECT. PRODUCTS	50
... Will introduce signal generator, tube tester, polymeter, 3-inch and 7-inch oscilloscopes, plus displaying electronic tubes, radio tubes and test equipment. In charge of booth, H. C. L. Johnson.	
TECHNICAL APPLIANCE CORP.	19
... New types antennae with Tore Lundahl in charge of booth.	

TALK-A-PHONE CO.	151
... Vastly-improved models of intercom receivers. Al E. Schaar, sales manager, in charge.	
THORDARSON ELECTRIC CO.	126
... Transformers for all purposes. L. G. Winney, general manager, and J. H. Klecker, sales manager, in charge.	
TELEX, INC.	131
... Telex Monoset, Radio Pillow speaker, transformers and receivers. Kenneth H. Dahlberg, sales manager, in charge of booth.	
TRIPLETT ELECTRICAL INST.	121
... New test equipment and electrical measuring instruments. Booth in charge of N. A. Triplett.	
TUNG-SOL LAMP WKS., INC.	107
... Radio tubes and radio dial lamps, with P. R. Dawson, sales manager of Renewal Sales, in charge of booth.	
TURNER CO.	49
... New microphones and accessories, with William J. Nezerka, sales manager, in charge of booth.	
UNITED CATALOG PUB.	153 1/2
... Sam Roth will be on hand to explain his firm's catalog service to component parts manufacturers.	
UNITED TRANSFORMER CORP.	1
... Transformers, filters and equalizers, with S. L. Baraf, vice president, in charge of booth.	
UNIVERSITY LOUDSPEAKERS	16
... Will introduce line matching transformers and wide-range speakers, plus driver units, speaker trumpets and loudspeakers. Irving Golin in charge.	
UTAH RADIO PRODUCTS	97
... (A Division of International-Detrola Corp.) Debut showing of Alnico V speakers together with regular line of speakers and record changers. Zim Prince and J. Wayne Cargile in charge.	
VACO PRODUCTS CO.	82
... Complete line of servicemen's tools. C. D. Pettinger, president, and Harry Silverstein, sales manager, in charge.	
VERTROD CORP.	69
... First showing tunable FM and television aerial, plus displaying radio antennae, FM and Television wire, with Alfred Fener in charge of booth.	
WARD LEONARD ELECTRIC CO.	127
... Resistors, rectifiers and rheostats. Kenneth Hathaway, jobber sales manager, and Arthur A. Berard in charge.	
WARD PRODUCTS CORP.	80
... Will introduce initial display of self-serve aerial merchandising displays, new FM Di-poles for home radio, plus displaying antennae for cars, home and special communications, including FM equipment. Ray B. Unger, sales manager, in charge.	
WATERMAN PRODUCTS CO.	101
... A feature will be the new Oscilloscope "Pocketscope". William Waterman in charge.	
WEBSTER-CHICAGO CORP.	155
... Record changers, pick-ups, automatic phonographs, Nylon phonograph needles and pickup cartridges and phonograph motors. Wynn S. Hartford, sales manager, will be on hand together with large staff of sales engineers.	
WEBSTER ELECTRIC CO.	137
... Will introduce retractable cartridge, plus showing cartridges, tone arms and recorder heads. K. J. Norman in charge of booth.	
WESTINGHOUSE ELECTIC CO.	17
... Full line of electronic tubes. J. A. Doyle, manager of tubes sold through distributors, and Ray Warner, tube specialist, at booth.	
WESTON ELECTRICAL INST. CO.	54
... Test equipment. V. E. Jenkins in complete charge.	
WIRT CO.	146
... Tubular resistors and rotary and slide switches. Paul G. Duryea in charge of booth.	
WORKSHOP ASSO., INC.	41-A
... High frequency antennae.	

CHICAGO
RADIO SHOW



SHUR
ALL THING
FACTORS EASY
AND SIMPLY
ADJUSTABLE

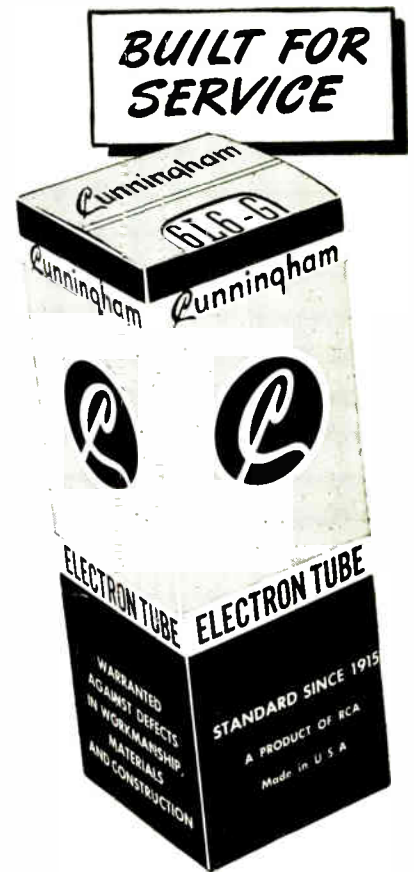
Meet us in Person
at Booth 42
to see the
new improved
Shur Interceptor
& Antenna Mount

THE 300 OHM SPACED LINE
And -- Two NEW Antennas:--
The DELUXE INTERCEPTOR
The SHUR "Jiffy" ANTENNA

SHUR-

ANTENNA-MOUNT, INC.

EASTERN DIVISION SEA CLIFF, NEW YORK



Built to Lead More
Customers Your Way



Let this 6" x 15" glass-and-metal illuminated sign go to work for you. It will focus attention on the services and product you sell, whether you put it in the window, on the wall, or over the counter.

And the same guarantee you give on your work you can give on Cunningham tubes—because they're built for service. Remember this the next time you see your Cunningham Distributor.

For expert guidance—TURN THE PAGE →

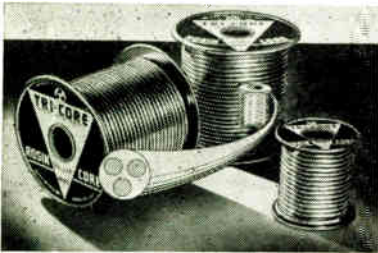
Cunningham

Electron Tubes

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

ALPHA Tri-Core Solder

Tri-Core, the solder with three independently filled cores of pure rosin flux, is a new development of Alpha Metals, Inc. This new product offers users faster soldering and elimination of dry joints, in addition to substantial savings in tin. Careful cross-sectional proportioning and the absence of sur-



face seams prevent premature sweating out of the flux, making it clean to handle. Tri-Core exceeds A.S.T.M. Class A specifications and is available in all alloys, all flux percentages and all gauges. Bulletins and engineering test samples are available from Solder Development Division, Alpha Metals,

When at the Radio Parts Trade Show at the Hotel Stevens

SEE:

Harry S. Wolfe
Milton M. Wolfe
Irving R. Wolfe
Joseph P. Wolfe

of

**WOLFE RADIO
DISTRIBUTING CO.**

for our display of the **largest complete stock of outstanding values in components.**

Selling to Wholesalers Only

Leaders in the Parts Jobbing Industry Since 1920

**WOLFE RADIO
DISTRIBUTING CO.**

**34 West 17th Street
New York 11, N. Y.**

Inc., 369 Hudson Ave., Brooklyn 1, N. Y. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, May, 1947.

SOLAR Capacitor Analyzer

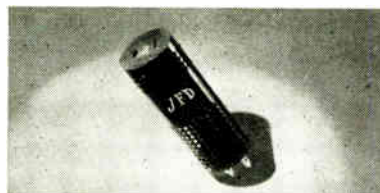
A new, small light-weight capacitor analyzer designed for the radio and electrical service industry has been put in production by Solar Mfg. Corp., 285 Madison Ave., New York 17. Designated as Solar Model CBB, the instrument is an up-to-the-minute version of Model CB with improved components for use in humid climates and has an extended capacitance range to



measure capacitors from 10 mmf to 800 mf. Complete details are given in Solar Catalog IN-2, which is available on postcard request. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, May, 1947.

JFD Resistor Ballast

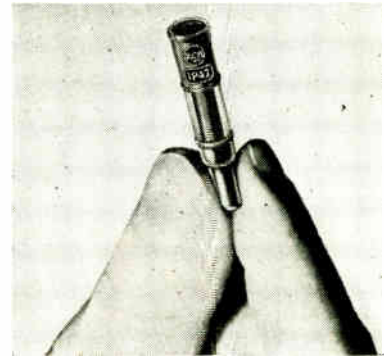
The JFD Manufacturing Co. has announced the production of a plug-in type step-down resistor ballast. This ballast is designed to convert 100 volt radios and electrical appliances for use on 220 volt circuits, anywhere in the world.



These ballasts come with American, British and Continental male plugs; the female sockets are American. The JFD Step-Down Ballast is new in design, compact and precision-built. They may be used with radios, electric razors, fluorescent fixtures, phono-radio combinations, electric clocks, electric blankets and other electrical appliances. Descriptive literature will be supplied upon request to Dept. E, JFD Manufacturing Co., 4117 Fort Hamilton Parkway, Brooklyn 19, New York. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, May, 1947.

Parts on

RCA Phototube



This tiny phototube, RCA Type 1P42, the smallest ever offered commercially, promises new miracles in fast-thinking business machines, animated electric advertising signs, and varied control devices. No longer than a .22-calibre long rifle bullet and designed to admit light through an end window, these tubes will occupy a minimum of space in application devices and permit greater detail in such applications than has been practicable in the past. Further information can be had by writing press department, RCA Victor Division, Camden, N. J. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, May, 1947.

G-E Miniature Tubes

G-E employee Mildred Valenta dramatizes pictorially the difference between a miniature and conventional radio tube. Both tubes will do the same job in television and radio receivers, but the miniatures are coming into wide use because of their space-saving qualities. Miniature tubes, such as the one on the right, take up one-fourth the space

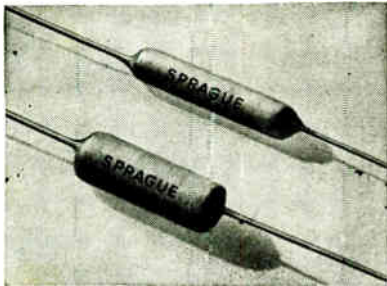


with one-sixth the weight. General Electric is producing thousands of the smaller type at its Tube Division plants. For further information write G-E Electronics Dept., Thompson Rd., Syracuse, N. Y. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, May, 1947.

Parade

SPRAGUE Miniature Capacitors

The Sprague Electric Co., North Adams, Mass., announces a new line of miniature capacitors incorporating fundamentally new engineering design that assures outstanding performance under adverse humidity conditions. At the same time, the new units maintain



high insulation resistance that assures a satisfactory safety margin in this essential respect where capacitors and other components are assembled in close proximity in miniature equipment.

The new capacitors are known as Sprague Miniature Capacitors 63P and 64P and are made in both round and flat types. Standard units immediately available include capacities ranging from .00025 to 1.2 mfd. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, May, 1947.

ICA Interference Suppressor



The ICA Interference Suppressor Set is the titled description of a brand new packaged auto radio accessory item, produced by the Insuline Corporation of America. Packaged for the

Radio & Appliance JOURNAL • May, 1947

first time in individual sets, each unit contains all the necessary condensers, suppressors, etc., needed to eliminate auto radio noises, and insure clear reception. The purchaser need not be a "radio expert" to properly install the unit, for easy-to-follow instructions accompany each set.

The ICA Interference Suppressor Sets are packed in a colorful display carton for quick and convenient sale. Advance interest indicates an enthusiastic sales response to this newly packaged item. Descriptive literature and prices available upon request to ICA, 36-02 35th Ave., Long Island City 1, N. Y. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, May, 1947.

FEDERAL Twisted Dual Cable



A new, improved twisted dual conductor high frequency cable specially designed for FM and television receivers to free them from locally induced interference even under the most adverse conditions has been developed by Federal Telephone and Radio Corporation, Newark, N. J., manufacturing associate of International Telephone and Telegraph Corporation. Known as KT-51, this cable is for use wherever a balanced transmission line is needed. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, May, 1947.

JOHN RIDER SAYS...

Ideas Make Money



"Some serviceman was first with the idea of having a number of table model radios on hand to leave with his customers when the big sets had to go to the shop for repair. That was smart, because none of his customers were deprived of radio entertainment in the interim.

"And some serviceman was first with the idea of giving free advice to the customer over the telephone. This was particularly smart because it demonstrated a spirit of cooperation; it showed the customer that the shop would give him a square deal when it was necessary to remove the receiver from the home.

"These are the sort of ideas that make money because they are based on one simple but very important point... the cultivation of customer confidence. If you win that, you need not worry about your future; if you lose it, all the technical ability in the world won't keep you in business."

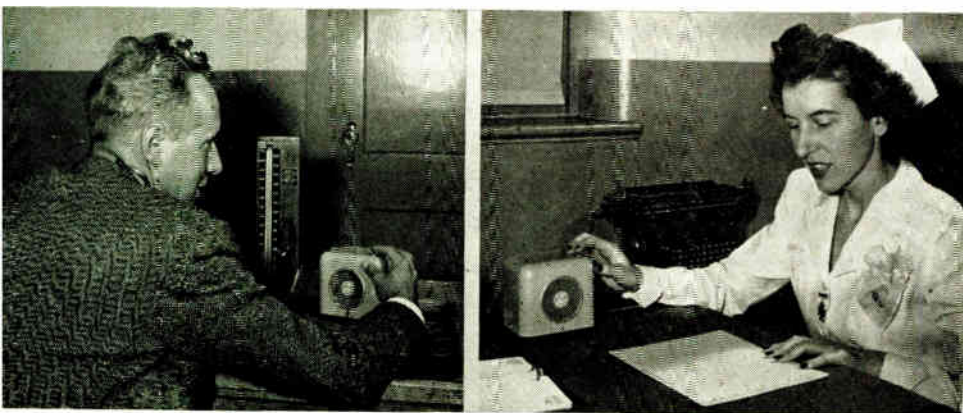
Built for Service



Cunningham Electron Tubes

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

LOW-PRICED INTERCOMS



DOCTOR TO NURSE: Send in the next patient.

REMEMBER the early hearing aid reads that headlined "Don't shout—I can hear you perfectly!"?

Well, we have solved the office, store, and home shouting problems and opened a new market for the radio and appliance dealer.

It is seldom that any product is offered to the dealer for resale to the consumer where the market is as yet untouched—yet this is true of the infant intercommunication equipment business.

Many people will question the use of the word "infant" in connection with the intercommunication field, but when we analyze the total sales of intercoms by all manufacturers, we find that scarcely more than 250,000 units are in actual use!

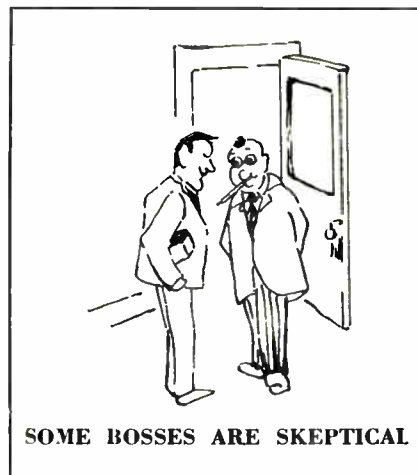
Reasons for the rather limited sale of office intercommunication systems are rather obvious when a careful

analysis of the market is made. By and large the greatest possible sale of any item is realized only when the need is met by products priced to appeal to the largest number of buyers.

Whether we investigate Hennepin Avenue in Minneapolis, Canal Street in New Orleans, or Main Street in Cupeake, Nevada, the answer is always the same. Here are offices of doctors, dentists, lawyers, insurance salesmen, income tax accountants, and the gamut of professions and small and big businesses where Americans earn their livings. Typically, these professional offices consist of two or more rooms, one presided over by the "boss"—the others by his assistant.

An immediate need for communications between rooms is apparent and can be met by recently developed

intercommunication systems retailing in the \$30.00 to \$40.00 price class. Low-priced intercoms are recommended for this service because of the lack of sales resistance on the part of the customer and the "surprise attack" feature of the low cost. Virtually all professional men assume that an intercom costs a hundred dollars and that it's cheaper to shout.



How Are Sales Made

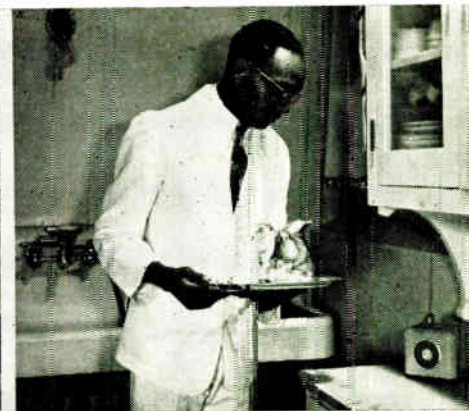
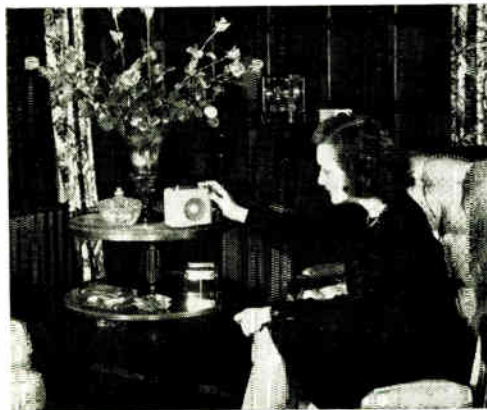
First, satisfy your own curiosity. How many doctors do you know who have intercommunication between their office and waiting room? Probably none. Look in the classified section of your telephone directory and count the number of doctors in your community. Then spot-check similarly the other professions and you'll find that the field is large—nationally it totals almost eleven mil-

WIFE TO HUSBAND: Calling all hungry farmhands!



BRING NEW BUSINESS

**Worth Shouting About—
This Untouched Market—
But you don't need to
Shout with an Intercom—
It speaks for itself!**



HOUSEWIFE TO SERVANT: You may serve tea now, Richard.

lion possible prospects — and this does not include the business houses such as restaurants, theaters, bowling alleys, bars, night clubs, etc.

Sales are made mainly through personal contact made by outside salesmen, direct mail, and by telephone. Salesmen selected in a special test by one dealer were ex-GI's who worked afternoons only on a five-

week—the dealer's gross business through his fine salesmen jumped \$1200.00 per week through the addition of a new product—intercoms.

Little Ones Sell Big Ones

Larger offices offer problems which in many cases cannot be solved by the small low-priced intercommunication systems. However, one dealer who had tried in vain for three years to sell a local manufacturer a 16-station thousand-dollar intercom system finally in despair sold the president of the company *one* small intercom so that he could call his secretary. The small inexpensive intercom sold the need for adequate communications and the thousand-dollar system is now at work —having been sold mainly for the "little brother" intercom.

Intercoms are now being offered combining the system with a radio receiver so that through one purchase the executive may have the convenience of intercommunication and the necessity of up-to-date radio news and market reports. The increase in purchasing price of a combination instrument is actually less than the combined cost of a separate radio and intercommunication system.

Take stock of your shelves today! Is all of your merchandise moving —have some items reached a temporary saturation point in demand? Intercommunication may be the answer to a fast turnover item for your store—no other electronic item, with the possible exception of television, offers a better market possibility now.



day week basis. These men were assigned certain office buildings as their "territory" and after a brief instruction were sent out with a complete intercommunication system under their arm, a tack hammer, screw driver, and a box of staples. The particular intercom sold by these salesmen retailed at \$29.95 plus \$2.50 for installation. The salesmen were paid a 20 per cent commission charge. Average sales, for one-half days, were 8 intercoms per man per

DEALER TO SERVICEMAN: How about that set for Mrs. Jones?



NEDA Day to be Epic Observance

Plans have been announced for the observance of NEDA day on May 12th, according to Executive Secretary L. B. Calamaras, who says that this year promises to be an epic year in the annals of NEDA history. It

will mark the first time that NEDA distributors will be accorded recognition as members of a trade association.

In addition to Mr. Calamaras, officials of the National Electronic Dis-

NEDA SECRETARY



LOUIS B. CALAMARAS

Easily Sold Easily Installed



RIG - FAST ANTENNAS

- HIGH GAIN RECEPTION
- MINIMUM REFLECTIONS
- BROAD BAND RESPONSE

for TELEVISION and FM

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

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

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

"Installed in Minutes • Lasts for Years"

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

tributors Association are William O. Schoning of Chicago, Ill., president; A. D. Davis of Chicago, vice president; Richard V. Weatherford of Los Angeles, Calif., secretary, and Aaron Lippman of Newark, N. J., secretary.

NEDA DAY PROGRAM

8:00-9:00—Don McNeil's Breakfast Club, nation-wide radio broadcast, from the Grand Ballroom of the Stevens Hotel. Members' wives, co-sponsoring groups and their wives attending as guests of NEDA.

9:00-10:00—NEDA DAY BREAKFAST in the Grand Ballroom of the Stevens Hotel. (Subject to change due to Musicians Union's regulations.)

10:00-12:00—Exhibition hall and exhibits open *exclusively* to NEDA members.

12:00-2:00—Industry Luncheon—only NEDA distributors permitted to participate. *Every NEDA member should attend this luncheon.*

12:30—NEDA'S WOMEN'S LUNCHEON AND FASHION SHOW in the Wedgewood Room of Marshall Field's department store. Members' wives and wives of co-sponsoring groups members attending as NEDA guests. Special transportation facilities arranged.

2:00-5:30—Exhibition hall and exhibits open *exclusively* to NEDA members.

5:30-6:30—NEDA COCKTAIL HOUR in the North Ballroom of the Stevens Hotel. Members' wives, industry co-sponsoring groups and their wives, exclusive guests of NEDA.

7:00—Keynote Dinner.

Over 100,000 Sales
Last Year!



You just push the button to talk...
lift the finger to listen!



No need to raise voice... no need to
lean toward speaker to be heard.



THE FIRST *Top-Quality* INTERCOM
IN THE POPULAR PRICE RANGE!

● You'll find the Utiliphone an entirely new and bigger value in a two-station intercom set. Handsome in contour and styling, the Utiliphone, with its metallic, grey-bronze finish and chromium trim, graces any surroundings. Its up-to-the-minute electronic designing, plus the use of the finest components exclusively, make it as outstanding in operation as it is in appearance. In addition, the Utiliphone offers a number of important features that make it not only the finest intercommunication equipment available anywhere for the money, but the most convenient and easiest to operate in every way.

Good Looking... Expertly Designed...
Has These and Other Important Features

- Individual Station Control—Simple, instantaneous operation, push-button control.
- High Amplification—Highly sensitive, 3-tube amplifier has plenty of power. You speak in normal tones.
- Easy to Install—You merely connect the master and the sub-station with the wire, plug the master into an electrical outlet, and turn it on.
- Sturdily Built—Housed in unbreakable steel case, attached to sturdy steel chassis.
- Operates on AC or DC

The Utiliphone is the efficient, economical answer to intercommunication in smaller offices, stores, homes, on farms and estates! Business men, doctors, dentists, lawyers, car dealers, garages, radio shops, farmers, housewives, all find it useful wherever there is need for

people in two different places to talk back and forth. The sub-station may be placed anywhere, as far as 500 feet from the master. With its high utility... wide range of application... fine quality... and reasonable cost, the Utiliphone opens a wide and profitable market for distributors and dealers! Order your stock of Utiliphones now.

LIST PRICE

\$29⁹⁵

Complete with
Interconnecting Wire

PRICES SLIGHTLY HIGHER, DENVER AND WEST

Limited Number of Distributorships Still Available

Wire or Phone Sales Division, Indianapolis, RIley 1551

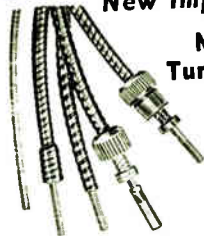
ELECTRONIC LABORATORIES, INC.
INDIANAPOLIS, INDIANA



Fills a Long-Felt Need

New Improved JFD REMOTE-O-CABLE REPLACER

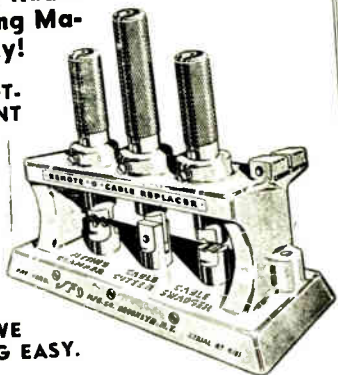
Most Efficient Auto Radio Tuning Cable-Servicing Machine in Use Today!



Control Shattering & Casing

• Available in coils, or cut to length. Exact duplicate cables for Philco, Arvin, Delco, Motorola. Also, standard shaft and casing assemblies.

1. SWEDGES SHAF- TING TO PREVENT UNRAVELLING.
2. CUTS SHAF- TING TO EXACT LENGTH.
3. REPLACES OLD FITTINGS ON SHAF- TING.
4. CASING GROOVE MAKES CUTTING EASY.



SERVICEMEN'S COMPLETE COMBINATION KIT OF CABLE, HOUSING and FITTINGS

30 different types of fittings — 120 assorted pieces. 50 ft. of cable, 50 ft. of housing. A single compact kit that fills all servicemen's needs for cable, housing, and fittings. Used in Philco, Motorola, RCA, United Motors, Bosch, Crosley, Sparton, Atwater-Kent, Stewart-Warner, Arvin, Zenith, Emerson, and other auto radio sets. All compactly packed in a FREE durable steel box. Model CK200.



EVERY SERVICEMAN MUST OWN ONE!

WRITE FOR LITERATURE

J.F.D. MANUFACTURING CO.

4109-4123 FORT HAMILTON PARKWAY, BROOKLYN 19, N. Y.

American Volume Control Names Two Representatives

A new line of volume controls, offered to the radio jobbing trade a few months ago by American Volume Control Corp., has received enthusiastic acceptance.

The new representatives recently appointed to handle the American Volume Control line for their respective territories are: Southeastern States: Southern Electrics, Greensboro, N. C., and New York City and State and Northern New Jersey: Seymour Erde, New York City.

"The Reps" Message Service

"Message Service" will be a new feature at the 1947 Radio Parts and Electronic Equipment Show, May 13-16th. "The Reps" will have a desk provided by the Show Committee opposite the registration booth with telephone connection through the Hotel Stevens switchboard. Attendants will receive messages for manufacturers, jobbers, representatives and others visiting the exhibits.

AT THE RADIO SHOW!

MAY 13th to 16th, INCLUSIVE
HOTEL STEVENS, CHICAGO

Bogen

COMMUNO-PHONES • SYSTEMS AMPLIFIERS • ACCESSORIES

The latest BOGEN equipment will be on exhibit at the show. Stop at Booth #40 and see what's new in this famous line of inter-communication and amplifier equipment. Our engineers will be on hand to answer all technical questions.



Type A Communo-phones are designed for efficient service where economy is essential.



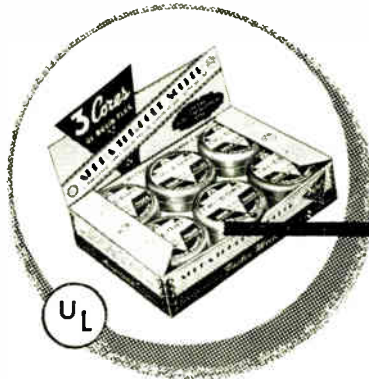
Type L Communo-phones offer exclusive features and flexibility, capable of meeting any requirement.



David Bogen CO. INC.

OFFICES: 663 BROADWAY, NEW YORK 12, N. Y.

BOGEN SOUND SYSTEMS • AMPLIFIERS
COMMUNO-PHONES • ELECTRONIC EQUIPMENT



ALPHA TRI-CORE SOLDER IN HANDYCANS

A "must" for fine radio, electronic or electrical work! Faster melting. 3 cores of non-corrosive rosin flux eliminate voids, guarantee more SPEED, more ECONOMY in soldering.

12 Cans Packed In Sturdy Metal-Edged Display Cartons—
Designed To Sell

IMMEDIATE DELIVERIES

on All Distributor Items



We'll see you at
the May Show
ALPHA BOOTH #144

ALPHA METALS, Inc. • 360 Hudson Ave., Brooklyn 1, N.Y.
Export Division: 25 Warren St., N. Y. 7 • Cables: "SIMONTRICE"

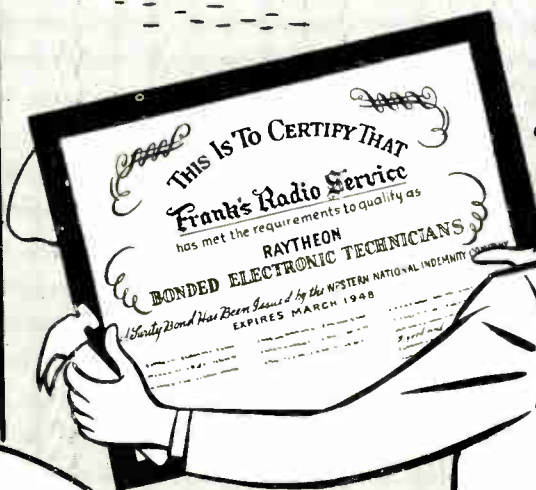
The Spotlight is on the NEW ALPHA HANDYCAN

Watch these features boost Solder Sales!

- Perfect size for Radio Amateurs, Repairmen, Household Users.
- Contains generous coil of high-speed TRI-CORE Solder — for the less-than-a-pound user.
- Bright colored tins — Safety flanged edges.

Also available in:

- 1 lb. Spools in Individual Boxes
- 5 lb. Spools in Wrappers



IT'S GOOD FOR YOU
AND THE CUSTOMER, TOO...

**YOU CAN'T GO WRONG
WITH RAYTHEON**



*Ask your Distributor for details on
how you can qualify as a Raytheon
Bonded Electronic Technician.*



Excellence in Electronics

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

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

Radio & Appliance JOURNAL • May, 1947

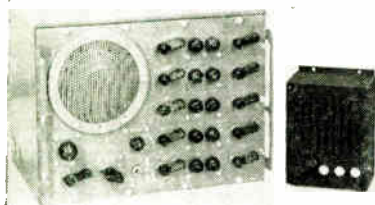
YOUR PROFIT TODAY



DRASTIC CUT IN DEALERS COST

DELUXE 2-WAY INTERCOM

WITH CONTROL-LIGHT SYSTEM



For large plants, offices, institutions,
schools, etc.

16-WATT OUTPUT

GAIN 85DB AT 1000 CYCLES.
115 VOLT 60 CYCLES.

Operates up to 10 sub-stations, supplied complete and ready for installation less 3-way cable. Simple instructions packed with each set.

LIST PRICE

Master Unit \$145.

Size: 15"x-11½"x11½", net wt. 54 lbs.

Sub-Station \$13.50

Size: 6¾"x5¼"x3¾", net wt. 3½ lbs.

YOUR COST TODAY

MASTER \$56.—SUB-STATION \$10.

In Lots of 3 Units:

MASTER \$51.—SUB-STATION \$9.40

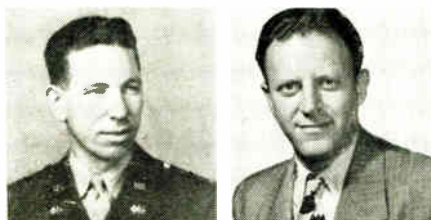
**IMMEDIATE DELIVERY
FOB, New York City, COD.**

We believe that this system represents the finest piece of equipment available.

Place your order now with:

Components Supply Co.
168 Washington Street
New York 6, N. Y.
COrtlandt 7-9627-8-9

Kubrick and Brown Form Progressive Marketers.



KUBRICK

BROWN

Dave Kubrick and Irv. Brown have recently joined forces under the name of Progressive Marketers to serve as manufacturer's sales representatives to manufacturers of Radio, Electron-

ic and Television Industry products.

Lines now handled are Transvision Television, Oak Ridge TV and FM Antenna Co., Adaptol Co., and Premier Electronic Labs, to jobbers and manufacturers in the territory of metropolitan New York, New Jersey, Philadelphia, Baltimore and Washington. One of their unique projects is their 'P. M. Sales Booster', a bulletin which keeps their trade abreast of latest developments on products handled and in addition provides stimulating merchandising ideas. Progressive Marketers can be reached at their New York Office, 41 Union Square.



THE NAME OF GROWING IMPORTANCE IN SOUND EQUIPMENT

THE MASCO line has earned a unique position in the sound field.

Standard component parts of nationally advertised manufacturers are used in the manufacture of Masco equipment... the same parts that you regularly merchandise... *none but the finest!*

Superior engineering and precision manufacture are the key to Masco performance. High factory morale, extensive inspections and executive know-how play their role in maintaining Masco quality.

And of highest importance is Masco's VALUE concept. In building for the future we believe that the widest use of sound equipment can result only from a pricing policy that expands the market to the greatest possible number of users.

Compare Masco values with those of ANY other line.



MARK SIMPSON MANUFACTURING CO., Inc.
32-28 49th Street, Long Island City 3, N.Y.



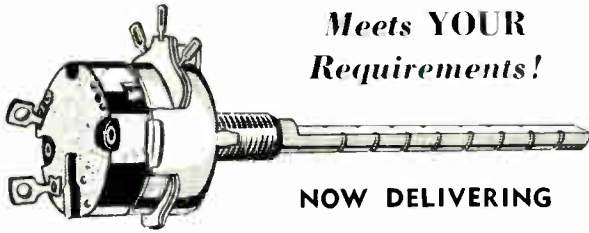
SOUND SYSTEMS and Accessories

RAvenswood 8-5810-1-2-3-4

JOBBER! . . . This New Deluxe Line of

REPLACEMENT VOLUME CONTROLS

Meets YOUR Requirements!



NOW DELIVERING

This new deluxe line of volume controls is suitable for general replacement, and is expressly designed for jobbers. New "Carbo-metallized" resistance element affords smoother action, longer life. And look at these features:

- 3" Shaft with full-length flat for push-an knobs. Groaved every 1/4-inch along length for easy breaking off to size with simple taals!
- Complete range of ohmages from 10,000 ohms to 2 megohms, in all tapers.
- All controls available without switch, as well as SPST or DPST removable switch.
- Each control individually and attractively boxed.

Standard discounts to Jobbers—Write for literature!

AMERICAN VOLUME CONTROL CORPORATION

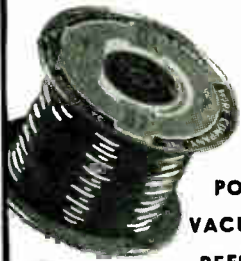
115 Liberty Street - New York 6, N. Y.



the *Service* line

of **CORDS** and **CORD SETS**

specified by top manufacturers of



LAMPS

RADIOS

IRONS

FANS

PORTABLE TOOLS

VACUUM CLEANERS

REFRIGERATORS

RANGES

WASHERS

HEATERS

MIXERS

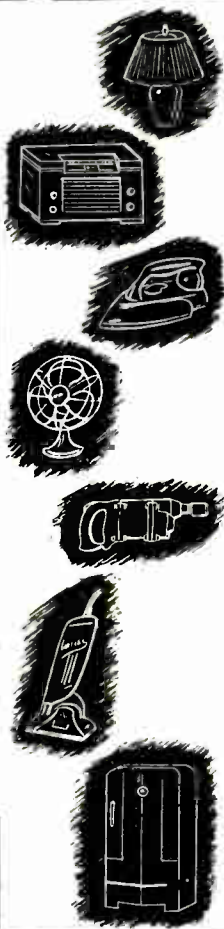
You Are Cordially Invited
To Visit Our Exhibit

BOOTH 48

HOTEL STEVENS, CHICAGO
May 11th to 16th

CORNISH WIRE CO., Inc.

15 Park Row • New York City, 7



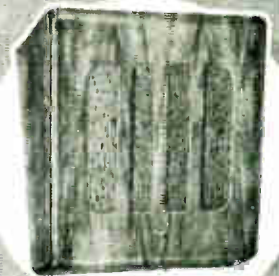
Follow The Leader to BIGGER SALES BETTER PROFITS

with the **RMS 1947** line of
PHONO & RADIO CABINETS

at the
RADIO TRADE SHOW
look for our
EXHIBIT ROOMS in the
CONGRESS HOTEL



**PORTABLE AUTOMATIC
CHANGER & AMPLIFIER
CASES** sturdily constructed,
leatherette covered. Several
sizes to fit all record chang-
ers.



WALL BAFFLES — Always popular!
Available in Walnut or Lea-
therette finish, in six sizes for 5",
6", 8", 10", 12" and 15" speakers.



OUR NEW CATALOG just off the press!

BASS - ACOUSTIC CABINETS
engineered to give utmost in hi-
fidelity reproduction, using bass-
reflex principle. Plywood thru-
out. Leatherette covered. Three
models for 8", 12" and 15"
speakers.

We invite inquiries from **WHOLESALE DISTRIBUTORS AND JOBBERS ONLY.**

**REPLACEMENT RADIO CABI-
NETS** available in blank as well as
exact duplicates for all popular
makes of radios.



**WEBSTER RECORD CHANGER
BASES**, fit exactly without cutting.
Available for use with or without ampli-
fier and speaker.



RADIO MERCHANDISE SALES, INC

550 WESTCHESTER AVENUE

NEW YORK 55, N. Y.

SPOT CASH...!

FOR SURPLUS STOCK RADIO'S

TABLE MODEL RADIOS • TABLE MODEL COMBINATIONS
PORTABLES • CONSOLE MODEL COMBINATIONS
AUTOMATIC RECORD CHANGERS • RECORD PLAYERS AND
SMALL ELECTRIC APPLIANCES.

NO QUANTITY TOO LARGE OR TOO SMALL

Financial Reference:
HARVARD TRUST CO.
Cambridge, Mass.

MANUFACTURERS NAME WILL BE WITHHELD
UPON REQUEST FROM ALL PROMOTIONAL
ADVERTISING. — WRITE, WIRE OR PHONE.

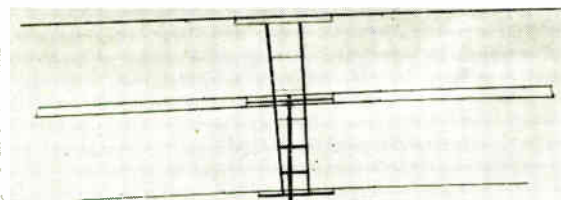
FREDERICK P. ALTSCHUL

271 DARTMOUTH ST. BOSTON 16, MASS.

Phone Kenmore 8929

WILL BE IN CHICAGO, HOTEL SHERMAN, MAY 11th to 15th

ELINCOR ANTENNAS



Elincor 400EA

- MODEL 400EA—Amateur Net Price\$31.20
3-element 10-meter beam, broad response folded dipole driven element. Director: 0.1 wavelength spacing; reflector: 0.15 wavelength spacing. To be fed directly with 50 ohm coaxial cable. Complete with aluminum ladder.
- MODEL 400RA—Amateur Net Price\$27.00
3-element 10-meter beam. Director: 0.1 wavelength spacing; reflector: 0.15 wavelength spacing. To be fed with 300 ohm twinax. Adjustable from 14 to 18 feet. Complete with aluminum ladder.
- MODEL 400BA—Amateur Net Price\$20.40
2-element 10-meter beam; 0.2 wavelength spacing. To be fed directly with 50 ohm coaxial cable, RG8/U or equivalent. Complete with 7 ft. aluminum ladder.
- MODEL 200EA—Amateur Net Price\$8.40
5-element 2-meter beam, folded dipole driven element. 3 directors, 1 reflector. To be fed with low impedance coaxial cable. All-aluminum, with steatite standoff insulators.

• Prices slightly higher in the far west.

ELINCOR antennas are engineered for efficiency and economy in a growing amateur market, and as a profit-making line for you. Write for complete literature to Dept. 4A.

ELINCOR ANTENNAS

Are Manufactured by

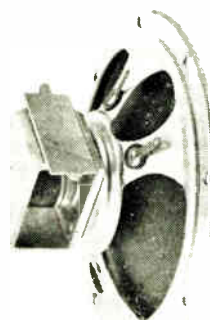
ELECTRONIC INDICATOR CORP.

35-44 61st Street

Woodside, L. I., N. Y.

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.



United Speakers

INCORPORATED

3120 EAST PICO BOULEVARD • LOS ANGELES 23, CALIF.

GET YOUR PROFIT-MAKING FEDERAL SELENIUM RECTIFIERS FROM THESE JOBBERS!



There's an authorized jobber near you who can supply your Federal Miniature Rectifiers — and give you free selling-aids that will help you cash in on the big market for this new component that replaces the rectifier tube

in AC-DC, Portable, Table, and Console radio receivers.

It's the modern way to give better service, improve set performance, get instant starting and longer life. . . . Get in touch with your nearest jobber today.

- ALABAMA**
Mobile—Radio Labs
- ARIZONA**
Phoenix—Southwest Wholesale Radio & Appliance Co.
- ARKANSAS**
Ft. Smith—Wise Radio Supply
- CALIFORNIA**
Long Beach—Fred S. Dean Co.
Los Angeles—U. S. Grant Supply Co.
Radio Equipment Distributors
Radio Products Sales Co.
Radio Specialties Company
United Radio Supply Co.
Sacramento—Sacramento Electric Supply
San Diego—Electronic Distributors Radio Parts Co.
San Francisco—Leo J. Meyberg Co., Inc.
Schuyler-Wilson Co.
Zack—Radio Supply Co.
Santa Ana—Radio & Television Equipment Co.
- COLORADO**
Denver—Inter-State Radio & Supply Co.
Radio Products Sales Co.
- CONNECTICUT**
Bridgeport—R. G. Sceli & Co.
Hartford—R. G. Sceli & Co.
New Britain—United Radio Supply
- DELAWARE**
Wilmington—Radio Electric Service Co. of Pennsylvania
- DISTRICT OF COLUMBIA**
Washington—Capitol Radio Wholesalers
Emerson Radio of Washington
- FLORIDA**
Miami—Herman Radio Supply Co.
Thurow Distributors, Inc.
Jacksonville—Thurow Distributors, Inc.
Orlando—Thurow Distributors, Inc.
St. Petersburg—Welch Radio Supply
Tallahassee—Thurow Distributors, Inc.
Tampa—Thurow Distributors, Inc.
W. Palm Beach—Goddard Distributors
Thurow Distributors, Inc.
- GEORGIA**
Atlanta—Concord Radio Corp.
Augusta—Prestwood Electronics Co.
- IDAHO**
Boise—Craddock's Radio Supply
- ILLINOIS**
Chicago—Allied Radio Corporation
The Lukko Sales Corp.
Walker-Jimieson, Inc.
- INDIANA**
Anderson—Seybert's Radio Supply Co.
Evansville—Wesco Radio Parts
Indianapolis—Kiefer-Stewart Co.
Radio Distributing Company
Rodefield Co.
Van Sickle Radio Supply Co.
Muncie—Standard Radio Parts
South Bend—Colfax Co., Inc.
Terre Haute—Terre Haute Radio
- KANSAS**
Wichita—Radio Supply Company

- KENTUCKY**
Louisville—P. I. Burks & Co.
Universal Radio Supply Co.
Owensboro—General Electronic Supply
- LOUISIANA**
New Orleans—Radio Parts, Inc.
Shuler Supply Co.
Southern Radio Supply Co.
Walther Bros. Company
- MAINE**
Auburn—Radio Supply Co., Inc.
Bangor—Radio Service Laboratory of New Hampshire & Maine
Portland—Radio Service Laboratory of New Hampshire & Maine
- MARYLAND**
Baltimore—Kann-Elert Electronics, Inc.
Wholesale Radio Parts Co., Inc.
Cumberland—Radio Wholesaler
- MASSACHUSETTS**
Boston—De Mambro Radio Supply Co.
Louis M. Herman Company
Hub Cycle and Radio Co., Inc.
Radio Shack Corporation
Cambridge—Electrical Supply Corp.
The Eastern Company
Fall River—Flint Radio Co.
Roxbury—Gerber Radio Supply Co.
Worcester—De Mambro Radio Supply Co.
- MICHIGAN**
Detroit—Ingram Distributing Co.
Grand Rapids—Milton Bursma
- MINNESOTA**
Minneapolis—Lew Bonn Co.
- MISSOURI**
Kansas City—Poiter Radio Company
St. Louis—Radonics
- NEBRASKA**
Omaha—General Appliance Co.
- NEW HAMPSHIRE**
Manchester—De Mambro Radio Supply Co.
Radio Service Laboratory
- NEW JERSEY**
Camden—General Radio Supply Co.
Radio Electric Service Co. of Pennsylvania
Newark—T. A. O'Loughlin & Co.
Variety Electric Company
Perth Amboy—Bennett's Radio Supplies
Phillipsburg—Carl B. Williams
- NEW MEXICO**
Albuquerque—Radio Equipment Co.
- NEW YORK**
Albany—Hudson Valley Asbestos Corp.
E. E. Taylor Co.
Binghamton—Broome Distributing Co.
Federal Radio Supply
Morris Distributing Co., Inc.
Buffalo—Genesee Radio & Parts Co.
Radio Equipment Corp.
Standard Electronics Co.
Elmira—Fred C. Harrison Co.
Le Valley-McLeod-Kincaid Co.
Glens Falls—Ray Distributing Co.
Hempstead—Standard Parts Corp.
New York—Brunz—Slate and Company
Brooklyn—Benray Distributing Co.
Electronic Equipment Company, Inc.
Green Radio Distributors
Hornbeam Distributing Co.

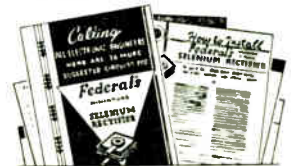
- Manhattan**—H. L. Dalis, Inc.
Federated Purchaser Inc.
Harvey Radio Company, Inc.
Milo Radio & Electronics Corp.
Newark Electric Co., Inc.
Radio Wire Television Inc.
Radiotone Equipment Co.
Stan-Burn Radio & Electronics Co.
Terminal Radio Corporation
Queens—Peerless Radio Distributors
- Rochester**—Hunter Electronics
Masline Radio & Electronic Equipment Co.
Rochester Radio Supply Co.
- Schenectady**—M. Schwartz & Son
Syracuse—Broome Distributing Co.
W. E. Ferndt
Morris Distributing Co.
Syracuse Radio Supply Co.
- Troy**—Trojan Radio Co., Inc.
Utica—Beacon Electronics, Inc.
Electronic Lab's & Supply Co.
Vaeth Electric Co.
White Plains—Sound Products Co.
Westchester Electronics Supply Co.
- NORTH CAROLINA**
Charlotte—Radiotronic Distributors, Inc.
Raleigh—Supreme Radio Suppliers
- OHIO**
Akron—Brighton Sporting Goods Corp.
Cincinnati—Herrlinger Distributing Co.
Holub & Hogg
Cleveland—Goldhammer, Inc.
Columbus—Hughes-Peters, Inc.
Thompson Radio Supplies
Dayton—Hughes-Peters, Inc.
Standard Radio & Electronics Products Co.
Toledo—Lifetime Sound Equipment Co.
Warren Radio Company
- OKLAHOMA**
Lawton—Reynolds Radio Supply
- OREGON**
Portland—Lou Johnson Company
Tracy & Company, Inc.
- PENNSYLVANIA**
Allentown—Radio Electric Service Co. of Pennsylvania
Ardmore—O. K. Griffith Radio
Erie—Warren Radio Company
Harrisburg—Radio Distributing Co.
Lancaster—Geo. D. Barbey Co.
Mt. Carmel—Big Boys Auto Parts Co.

- Philadelphia**—Almo Radio Co.
Emerson Radio of Pennsylvania
Leotron Research Laboratories
Radio Electric Service Co. of Pennsylvania
- Pittsburgh**—Cameradio Co.
Tydings Company
Reading—Geo. D. Barbey Co.
Scranton—Fred P. Pursell
Sunbury—Big Boys Auto Parts Co.
Wilkes-Barre—General Radio & Electronic Co.
York—J. R. S. Distributors
- RHODE ISLAND**
Providence—Wm. Dandrea & Co.
De Mambro Radio Supply Co. (Branch)
W. H. Edwards Co.
- SOUTH DAKOTA**
Rapid City—Giraud Supply Co., Inc.
- TENNESSEE**
Memphis—Bluff City Distributor Co.
Nashville—Currey's, 109 16th Ave.
- TEXAS**
Dallas—Crabtree's Wholesale Radio Huey & Phillip Hardware Co.
Wilkinson Brothers
Ft. Worth—Fort Worth Radio Supply Co.
Houston—Sterling Radio Products Co.
San Antonio—Mission Radio, Inc.
- UTAH**
Salt Lake City—S. R. Ross
- VERMONT**
Burlington—Vermont Hardware Co.
Rutland—Rutland Radio Center
- VIRGINIA**
Norfolk—Radio Parts Distributing Co.
Radio Supply Company
Roanoke—Leonard Electronic Supply
Staunton—Southern Electric Co.
- WASHINGTON**
Seattle—Seattle Radio Supply, Inc.
Herb E. Zobrist Co.
Yakima—Lay & Nord
- WISCONSIN**
Milwaukee—Radio Parts Co., Inc.
- OUTSIDE THE UNITED STATES**
HAWAII
Hilo—Photo Radio Products, Ltd.
Honolulu—Radio Wholesale & Supply Co.

GET THESE FREE SALES HELPS



SELF-SERVICE COUNTER DISPLAY
Holds 12 individually boxed units.



SERVICE MANUALS
Show how to apply and install Federal's Miniature Rectifiers.

ALSO — a 17-by-22 inch 3-color window poster, that gives all sales points at a glance. Available from your nearest jobber!

Federal Telephone and Radio Corporation

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



100 Kingsland Road,
Clifton, New Jersey

Visit Federal's Exhibit in Booth 135, at the RADIO PARTS AND EQUIPMENT SHOW, Stevens Hotel, Chicago, May 13-16.

SYLVANIA NEWS

RADIO RETAILER EDITION

MAY

Prepared by SYLVANIA ELECTRIC PRODUCTS INC., Emporium, Pa.

1947

A PERFECT COMBINATION FOR A COMPLETE SERVICING JOB: SYLVANIA TUBES PLUS SYLVANIA TESTING EQUIPMENT

Now, in addition to selling the best in tubes, radio servicemen can simplify their testing and troubleshooting job with the latest and finest in testing equipment.

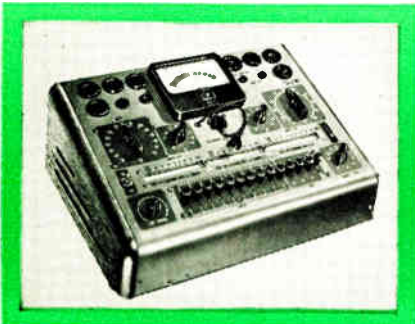
The same high standard of manufacture that has always distinguished Sylvania Radio Tubes

has been incorporated into these accurate, new instruments. This Sylvania high-quality combination — tubes plus testing units — means that you will be able to give methodical, dependable service easily and economically. Remember to take advantage of this combination now.

COUNTER TUBE TESTER

Here's the last word in counter testers — made by the men who have tested tubes by the million. Not only does it test every type of radio tube in common use today, but provision has been made to permit quick adaptation to new tube types.

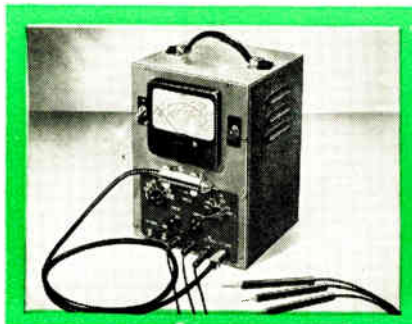
The Sylvania Counter Tester Model 139 is styled as carefully as it is engineered. Its smart two-tone green panel, with its white dial markings, is in harmony with the surroundings of the most progressive radio store. Compact, Portable Tube Tester Model 140 also available.



POLY (MULTI-PURPOSE) METER

The Sylvania Poly (MULTI-PURPOSE) Meter Model 134 provides, in a single compact instrument, the means of making a multitude of electrical measurements and tests. Electrical values measured include audio, A.C. and R.F. voltages (up to 300 mc); D.C. voltages from 0.1 to 1,000; direct currents from 0.1 milli-ampere to 10 amperes; resistances from ½ ohm to 1,000 megohms.

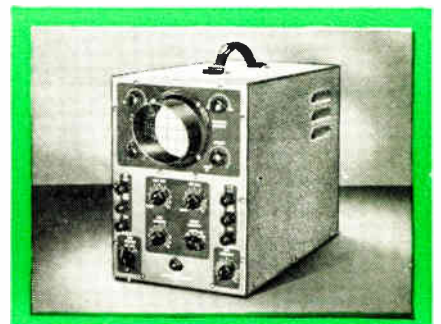
Instrument is compactly built, attractively styled, includes all essential accessories.



OSCILLOSCOPE, TYPE 131

This instrument is especially useful in rapid receiver alignment and troubleshooting. Controls are easily accessible. Hood shades face of 3-inch cathode ray tube permitting use of instrument in well-lighted room. The cathode ray tube is shock-mounted and shielded against stray fields.

Cabinet is steel construction, ventilated with louvers, and finished in attractive pearl-gray baked enamel. Easily carried; weighs only 18 pounds. Eight-foot power cord provided for quick installation.



SEE YOUR SYLVANIA DISTRIBUTOR, or write to Radio Tube Division, Emporium, Pa.

SYLVANIA ELECTRIC

MAKERS OF RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES; FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS

RECORDS AND PHONOGRAPHS

A SECTION OF RADIO & APPLIANCE JOURNAL

Characters From Winant Productions' Kiddie Album Filmed by Television



Event May Open New Market In Child Training Records

Three character—Doc Clock, Hap-pity Yappity Appetite and Sip Sip Supper—from the Winant Production children's photograph album, "It's Fun to Eat," recently were brought to life on the television screen by Lyon & Healy of Chicago, for the first time visualizing a recorded story that had never appeared in print.

These characters were quickly drawn for the familiar out-of-the-inkwell method on a large canvas by a cartoonist. As each character was portrayed, his record was played, and the picture and its accompanying music and story was picked up and televised. Further interest was stimulated by a child actress, seated at a little table, enjoying her meal and proving to the television audience that eating can be fun.

Marshall Field, in whose auditorium the telecast took place, reported that over 200 albums were sold in one hour following the showing. Other stores were enthusiastic in reporting sales.

"It's Fun to Eat" is the first of a series of record albums created by Winant Productions and designed for the pre-school child. The records in this album are instructional as well as entertaining, and embody the latest child-training theories. It will be followed by several additional albums and individual records, designed along the same pattern.

Columbia Recording Now Columbia Records, Inc.

Columbia Recording Corp., has changed its name to Columbia Records, Inc., it has been announced by Edward Wallerstein, president of the CBS subsidiary with headquarters in Bridgeport, Conn. The change was authorized at the last meeting of the board of directors and the corporate charter is now being amended to accommodate the new name.

Ground recently was broken for an ultra-modern million dollar plant in Beverly Hills, Calif., which will eventually produce 30 million records a year, and construction was begun on a 75,000-square foot addition to the company's Bridgeport plant. A fifth production unit already is under construction in Mexico City.

To take care of their constantly expanding volume, the Recoton organization formerly at 212 Fifth Ave., has moved to new and expanded quarters at 251 Fourth Ave., New York 10. This will occupy the entire 15th floor with new showrooms, and enlarged offices and workrooms.

New Super Disc Policy Inaugurates Jobbers

Super Discs Company of New York, which heretofore shipped its records direct to retailers, is instituting a merchandising policy via area distributors. So far, Super has lined up five distributors. They are Runyon Sales for New York, New Jersey and Connecticut; David Rosen for Pennsylvania and Delaware; Schwartz Brothers for Maryland, Virginia and District of Columbia; Southland Distributing Company for Georgia, South Carolina and eastern Tennessee, and McGee Radio & Electric Company for Texas.

Sapphire Record Co. To Enter Kiddie Field

Sapphire Records of Philadelphia is planning to expand into the kiddie disc field for the first time. Frankie Adams, Sapphire president, has signed Wayne Cody, known for more than a decade as Uncle Wip, children's entertainer heard nightly on Philadelphia Mutual Station WIP, to cut the albums.

Duotone Offers Display

A new three-dimensional packaging and window display featuring the "Lifetone needle" was offered to dealers recently by the Duotone Co., New York, manufacturers of phonograph needles. This card, designed by an outstanding package designer, eliminates the former conventional easel type, and contains all pertinent facts regarding this needle.

The company will back up the display with a promotional campaign to all distributors.

Aero Names Conlon

E. J. Conlon has been appointed director of advertising and sales promotion for Aero Needle Company, Chicago, manufacturers of Aeropoint phonograph needles.

NOW IS THE

EARLY in March RCA Victor Records launched its 1947 series of Record Merchandising Institute meetings in New York City, with more than 125 representatives of fifteen independent RCA distributing organizations on hand to participate in the two-day session.

Since that time hundreds of other distributor representatives in various territories have attended the Institute meetings. Within the next few months our seminars will have entered the dealer clinic phase. Thousands of record salesmen will have absorbed the essence of these Institute meetings from distributor representatives who attended the regional meetings that were conducted by RCA Victor Department personnel from our home office in Camden.

These meetings, the first since 1941, have been staged at an important time in the record business. During war years the industry was faced with material and manpower shortages. Distributors and dealers alike found that the end of the war

was the signal for a return to competitive conditions, for which they have had to readjust themselves.

Despite the tremendous strides made by the record business in the past few years, with gross manufacture and sales volume reaching new highs, manufacturers, distributors and dealers realize that continuing highs will no longer be achieved automatically. They require planning and organization. Now is the time to do it.

That is why we chose NOW as the title for our 1947 merchandising institute. We believe that:

Now is the time to take stock of one's physical assets.

Now is the time to revise stock control methods.

Now is the time to renew and modernize merchandising techniques.

Now is certainly the time for all of us to put our houses in order. If we don't, the golden moment for the entire industry will be lost.

The RCA Victor Record Institute program was organized along four basic lines, each of which is fundamental in the proper operation of a record store. The four basic points driven home to distributor representatives were:

(1) Market analysis; (2) how to buy; (3) self-selection; (4) advertising.

Record dealers confronted with the change from a seller's to a buyer's market can readily appreciate the importance of market analysis. Intelligent market analysis means knowledge of merchandising. Today, knowing one's product is not enough. A dealer must know his customer too. Without a knowledge of the basic elements of market analysis, it is impossible to operate any business. Without knowledge of product, it is impossible to know anything about a customer, and without knowledge of a customer, it is impossible to think about merchandise. The two are interchangeable and inter-related. One cannot exist without the other. Knowledge of one has no meaning without an equivalent knowledge of the other. That is why in the Record Institute program, we have stressed the importance of careful and continued market analysis as one of the foundation stones of intelligent record operation in 1947.



AT RCA INSTITUTE Seminar: "Nipper" the Talking Dog representing the Now School; Herb Allen, field sales manager of the RCA Victor Record Dept.; Jack L. Hallstrom, general merchandise manager; and Jack M. Williams, advertising manager of the Record Dept., addressing the school.

TIME!

By

JAMES W. MURRAY

Vice President

In Charge of RCA Victor

Record Activities



JAMES W. MURRAY

During the year, and in the years to come, we will be returning to a normal market after having spent several years under abnormal conditions. There is nothing normal in a seller's market, yet RCA Victor, its distributors and dealers, have operated for the past five years in a predominantly seller's market. During that period, certain important factors were overlooked—the importance of recognizing competitive effort, the necessity for enlightened merchandising, the vital need to tie-in merchandising with over-all promotional aids offered by RCA Victor Records.

The record industry is undergoing a period of change simultaneously with developments in other fields. In our business, the established companies have stepped up the tempo of releases. Newcomers are introducing new brands. The consuming public has broadened its interest to encompass more varied types of music. This places new burdens upon the manufacturer, distributor and dealer. It requires a quickened tempo to cope with a quickly changing picture. What we have attempted to drive home in the market analysis phase of the Record Institute program is the fact that a poorly equipped clerk is no asset to a record dealer. A knowledge of recorded symphonic merchandise cannot offset lack of knowledge of operatic or chamber music. The personal preference of a dealer or a clerk have nothing whatsoever to do

with the operation of a full, broad and thoroughly active retail record business as represented by popular releases, instrumental music, choral works, chamber music, operatic and specialty recordings.

Today, a dealer cannot depend solely on a customer's knowing what he wants. The record dealer must be as up to date as today's newspaper in his knowledge of availability of merchandise and the possibility of selling that merchandise to a customer who thinks he has no preferences, but who in reality has an open mind about recorded music. Without a realization of these factors, no dealer can conduct intelligent market analysis which will enable him to have on hand the merchandise that is required for consumers in a buyer's market.

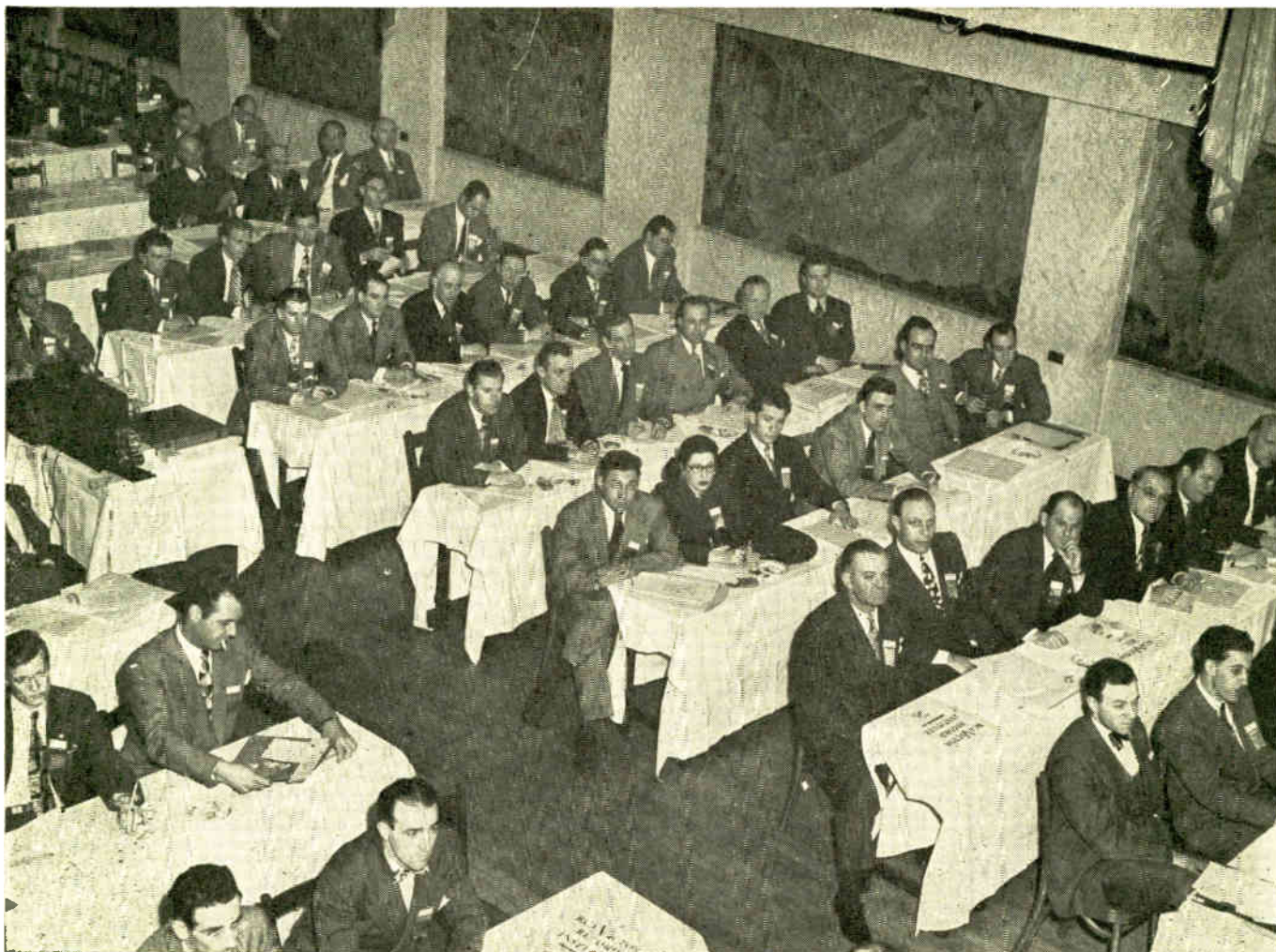
The second phase of the Dealer Institute program concerned itself with HOW TO BUY. We first introduced our HOW TO BUY program in July of 1946. It has had an opportunity since that time to be tested the only way it is really possible to test such a program—in the stores of dealers who have employed it. An intelligent buying system operates more simply. It permits the dealer to be guided in his inventories by the actual purchases of consumers. With that information as the basis for a dealer's buying program, he can always be assured that he will have in stock the music that is wanted for them when it is wanted.

Without going into the details of our HOW TO BUY program, which has already been made available to dealers throughout the country in the form of booklets and descriptive material, it is enough to say that any dealer who adheres to the systems outlined can always be assured that his inventory will be in a healthy condition, his turnover normal, and his stock free from the plague of accumulations of unsaleable merchandise.

The next phase of our Record Institute program was SELF-SELECTION, an idea pioneered and developed by RCA Victor. Perhaps no single factor has contributed more to the rapid growth of the retail record business than self-selection. During the war when personnel was scarce, it probably would have been impossible for many dealers to operate without the assistance of self-selection. The principle is a simple one—once a person has a product in his hands he is well on the road to buying that product. That is as true for records as it is for other merchandise. Our self-selection program dates back to 1919. At that time, however, it was such a revolutionary feature that it was regarded with suspicion by record dealers. But since 1919 we have seen grocery stores emerge through self-selection from tiny counter operations to super-markets. We have seen self-selection operate in hardware stores, book stores, drug stores and department stores.

Consumer tastes are wide and varied, but only through self-selection in records is it possible for a dealer to display enough of his merchandise to the customer to catch the fancy of the varied tastes of consumers who enter a record shop. Hand in hand with the development of the self-selection program has been RCA Victor's exploitation of colorful packaged merchandise. Today an attractive album cover is a major contributing factor to the effectiveness of self-selection in the record business. Self-selection certainly is not new. But the purpose of reiterating it in our Record Institute seminar was to emphasize that

(Please turn page)



DISTRIBUTOR STUDENTS—Shown here are some of the distributor organizations in 12 New England states during the course of the Seminar.

(Continued from page 53)

only by going back to fundamentals can dealers make the most of the buyer's market. Records today are in competition with other luxury goods. The easier the dealer makes it for his customers to buy merchandise, the more he will sell.

One point emphasized in our Seminar which will be driven home in dealer clinics to be conducted by distributors representatives is that despite self-selection, no system has yet been discovered that is a substitute for intelligent, well-informed sales effort. But as an adjunct to make that effort more effective and productive. A fully-qualified sales person must sell self-selection to a customer in order to get the most out of it. But no salesman can do his job unless he knows his mer-

chandise, appreciates customer tastes and speaks intelligently about various kinds of music. No product, no matter how desirable, will sell itself in today's competitive market, unless the proper impetus is given.

In the fourth phase of our Record Institute program, we emphasized the importance of advertising, promotion and intelligent merchandising techniques as an important adjunct to adjusting to the buyer's market of today. Our 1947 advertising campaign in dollars is the biggest in RCA Victor Record history. It is the largest in the number of advertising media used, the number of ads used in the different media, the amount of merchandise featured in the ads, and the largest in the extent and quality of store promotion material for dealer use.

In our Record Institute we have stressed the importance of tie-in activities of dealers, effective window displays, and the importance of capitalizing on the many opportunities that present themselves to dealers during the year for seasonal and topical promotions.

We believe that the 1947 series of RCA Victor Record Merchandising Institute meetings are of a special importance to the industry as a whole. We believe that distributors and dealers will profit by them. We are convinced of that because everything discussed in these seminars is the result of nation-wide experience and tested methods rather than the fancies and ideas of people who are not familiar with the pulse of the dealer and the public NOW in 1947.

THE RACK THAT'LL RACK UP RECORD SALES (AND PROFITS) FOR YOU!



Here they are—the most talked-of collection of record albums to hit the trade in years. This great group of top stars in the entertainment field *for the first time as far as is known* on phonograph records.

And what records! Terrific material specially designed for these recordings and every one recorded—get this—before an actual audience to give that three dimensional quality which makes for truly top entertainment.

Your customers are going to want these for thrilling, new home entertainment—perfect gifts—collectors' items to treasure. List price **\$4.50** (plus tax) per album.

And—remember—we are limiting each dealer. Get your quota of Top-Ten Records...Monitor Equipment Corp., 640 West 249th St., New York 63, N. Y.

MONITOR COMBINATION RADIO-PHONOGRAPH

...with a new airplane type radio ... and an all automatic record changer with exclusive new fast, gentle, silent record operation and automatic cut off ... (plays 10" and 12" records interchangeably in any order without adjustment). Embodies new war-time electronic developments.



TOP-TEN* RECORDS

Distributed by

MONITOR

The Most Distinguished Family of Home Appliances

*Trade Mark Audience Records, Inc.

SEE JUNE 9th ISSUE OF LIFE MAGAZINE FOR OPENING CONSUMER ANNOUNCEMENT

NEW RECORDS

RCA Releases New Mat Book

RCA Victor has just sent out to distributors of the company's home instruments a new mat book containing reproductions of some of the more recent and soon-forthcoming RCA Victor models of table, portable, and console radios, Victrola radio-phonograph combinations, and sets featuring FM.

Black & White Recording Display



A glossy black and white plastic display has just been released by the Black & White Recording Company, Hollywood, Calif., for use as a counter display and record container. The design features a black square rack which holds a stack of ten records and has a semi-circular upright holder at the back to be used for displaying one disc; a white plastic musical note projects itself across the front of the holder and has a cardboard flag attached announcing the Black & White

feature record of the month. Each month a newly titled flag is sent to the dealer in order to preclude competition and to keep interest alive. When writing to manufacturer, please mention RADIO & APPLIANCE JOURNAL, May, 1947.

MEL-O-TONE Kiddie Phonograph

Model 901 children's table model phonographs manufactured by Mel-o-Tone are being produced in quantity and are finished in a blend of pink and blue enamels. Equipped with on-off switch and Underwriters' Laboratories approved line cord, and decorated with appropriate decalcomanias, Model 901 will play both 10 and 12-inch records.



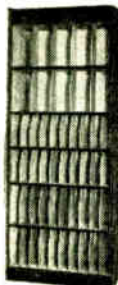
List price \$11.95. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, May, 1947.

3 STEPS TO EASIER SELLING

Bitter

SELF-SERVICE ALBUM RACK #120

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



Bitter

RECORD ALBUM RACK #100*

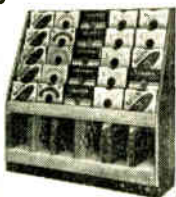
Attractive. Compact. Roomy! Holds about 500 10" — 500 12" records plus 75 albums. 2'10 1/2" long — 7'2" high — 15" deep. Ideal for use individually or as a unit of department. Facings are Walnut finished birch with recessed ebonized maple base.

*Also available as album Rack No. 110

Bitter

SELF-SERVICE RECORD RACK #115

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



Send for Literature

A. BITTER
CONSTRUCTION CO.

721 E. 133 St., New York 54, N. Y.

There's MONEY in PHONO NEEDLES!

Sales of recordings up to tremendous new levels mean, of course, huge demands for phono needles. Follow this lead by offering your dealers a complete line of attractively packaged, name-brand accepted, quality needles. WALCO, advertised coast-to-coast, is the needle installed by leading phono makers as original equipment. Tie in with a winner! Ask for prices and discounts!

A COMPLETE LINE

Walco 400 Floating Jewel \$2.50
Walco 400 Ruby 2.00
Walco 400 Precious Metal 1.50
Walco Sapphire Needle 1.50
Walco Encore 1.00
Walco Graave-Master50

Walco Coin-Machine Needles
Sapphire and Precious Metal

A Needle for Every Need and
Buying Level!



New Displays and Packages.
Write for New Catalog today!

Made only by
ELECTROVOX CO., Inc.

WALCO NEEDLES

31 FULTON STREET
NEWARK 2, N. J.

PHONOGRAPHS . . .

MALONE Record Album Cabinet



Malone Products Corporation, 1451 Broadway, New York 18, New York, is now producing Model 300 record album cabinet made of solid birch with mahogany finish. Retailing from \$25 to \$30, the cabinet measures 32 inches in height, 25 inches width, and the depth is 15 inches. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, May, 1947.

BIBLETON'S New Releases

Bibleton Records Inc., largest independent recording company specializing exclusively in religious and inspirational records, have released three entirely different types of religious recordings, "Cathedral Chimes of Gospel Hymns," played on famous cathedral chimes; six single records of twelve streamlined gospel hymns by the Lessters Stamps Quartet; and two records of Negro Spirituals sung by Sister Dorothy Willett, Biblestone's latest singing discovery from the deep South. She is a miniature Sister Rosetta Tharp.

The album, "Cathedral Chimes of Gospel Hymns," consists of four 10-inch records and includes eleven well-known hymns. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, May, 1947.

HEROLD "Playmate" Kiddietrola

The Herold Manufacturing Co., Inc., 1 Romney Place, Scarsdale, N. Y., has just announced a line of electrically-operated phonographs to appeal spe-

cially to children. Well-known designers have been retained to style the various models which will be marketed under the trade-name "Kidditrola."

Just introduced is the first model known as the "Playmate," which is colorfully finished to harmonize with children's room surroundings. Sturdily built, it operates on a.c. current, has on-



off switch, needle cup, duo-grille, and Underwriters laboratories approved cord set. The "Playmate" lists for \$17.95. When writing to manufacturer, please mention RADIO & APPLIANCE JOURNAL.

A
HOT bargain
of a
COOL million

Yes . . . that many Records!

For **MANUFACTURERS**
of phonograph and
phono-players . . .

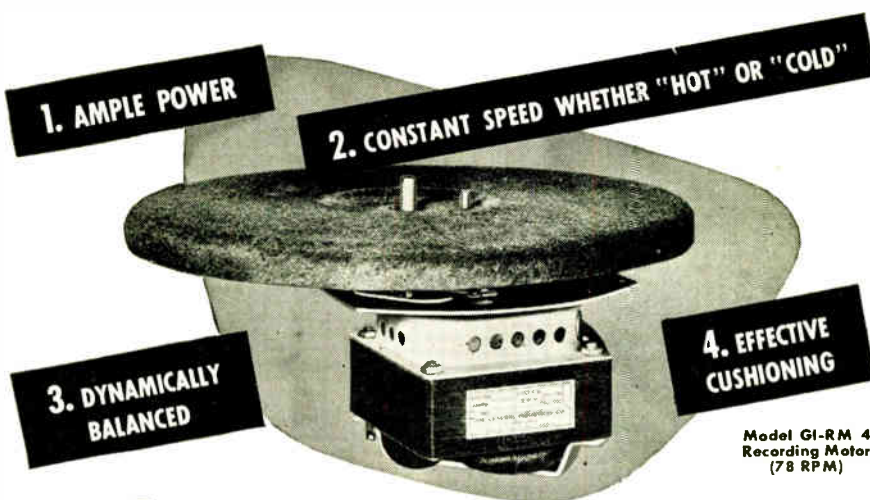
PERFECT for test purposes:

- 1,000,000—10 and 12 inch records
- All brand new!
- Highest fidelity tone!
- At practically your own price!
- REASON: We **MUST** have the space!

Get in touch—promptly—with:

**STINSON
TRADING CO.**

27 Union Square, New York 3, N. Y.
Phone AL. 4-7900



Smooth Power . . . **AND PLENTY OF IT!**

These four important features of GI-RM4 Recording Motors assure high recording fidelity, because:

- 1. AMPLE SMOOTH POWER** meets every recording (or play-back) requirement.
- 2. CONSTANT SPEED**, whether motor is "hot" or "cold" prevents instantaneous speed changes.
- 3. DYNAMICALLY BALANCED** . . . each rotor is dynamically balanced in special built instruments.
- 4. EFFECTIVE CUSHIONING** throughout motor guards against vibration dangers.

Send for details on additional advantages of GI-RM4 Recording Motors . . . and on the complete *Smooth Power* line of phonomotors, recorders and combination record-changer recorders.

**THE GENERAL
INDUSTRIES CO.**

DEPT. MT • ELYRIA, OHIO

*When your customer
asks for the finest...*



... the finest recording blanks, the finest playback needles, the finest styli—he means RECORDISC. Precision-manufacture by Recordisc is your customer's assurance of quality, value — satisfaction; and your assurance of repeat sales, and increased volume.

Ringing cash registers all over the country attest to the sales appeal of Recordisc. Join the many dealers now successfully displaying and selling Recordisc Precision Products.

See us at the Parts Trade Show . . . Booth 27

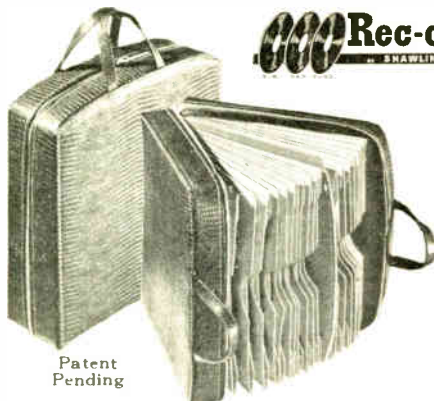
THE RECORDISC CORP.

395 BROADWAY



NEW YORK 13, N. Y.

"PIONEERS IN RECORDING ACHIEVEMENT"



Patent Pending

Rec-carrier
SHAWLINE

RECORD CARRYING AND STORAGE CASE

HOLDS TWENTY-FOUR 10" OR 12" RECORDS

Brand New! It sells on sight. . . It's different. . . It's practical. There's nothing else like it.

This smartly styled case is constructed like a fine piece of modern luggage . . . made in beautiful navy, tan brown and red simulated leather, with a double zipper for easy handling. It is lightweight, durable and waterproof. Record envelopes may be quickly removed and the Rec-carrier used as overnight bag, sheet music case or picnic bag.

Note: There is a patent pending on this article . . . beware of imitations.

TO RETAIL AT \$9.95

Price Fixed Under Field-Crawford Act

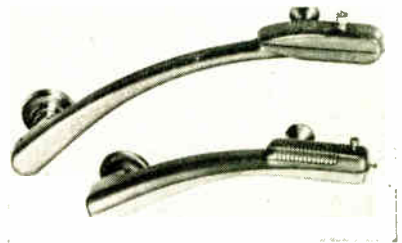
Distributed by
Decca Records, Inc.
G. E. Supply Co.

SHAWLINE, INC.

117 WEST 25th STREET, NEW YORK 1, N. Y.

NEW PRODUCTS (Continued from page 57)

ASTATIC Pickup Arms



These two modern phonograph Pickup Arms, manufactured by The Astatic Corp., Conneaut, Ohio, are designed to accommodate Astatic's new Nylon 1-J Cartridge. Model Nylon 508 (top) is intended for use with manually operated electrical record players, while Model Nylon 400 (bottom), studio master, is a professional type reproducer for use with lateral transcriptions of all sizes. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, May, 1947.

BELL Portable Recording Unit



The combination recorder, record player and P. A. system built into one complete portable package and known as the Model RC-47 Record-O-fone, manufactured by the Bell Sound Systems, Columbus, Ohio, is just appearing on the market. Featuring simple, easy operation, the Record-O-fone provides a means for permanent recording of sound from any source, plus immediate playback facility. The dual speed of the new recorder permits the recording of 12 minute on a 10-inch disc at 33 $\frac{1}{3}$ revolutions per minute (the equivalent to four 12-inch commercial records), or it copies a 12-inch commercial record on a 10-inch blank at 78 revolutions per minute. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, May, 1947.

how to put your set in the "upstairs" class...

Four more manufacturers of phono-combinations, in the "upstairs" clique, are using Garrard record changers.

That, in itself, gives you good reason—and good sales talk—for selling Garrard as a replacement changer in better combinations. Certainly, if you are striving for something ultra in a custom-built combination, Garrard is your changer!

With Garrard in a set, you have more features to talk about. It sells more easily to the folks who are willing to stretch a bit for the latest twist in technical perfection.

There are more than half-a-dozen reasons why Garrard makes your whole set easier to sell and more desirable to own. But perhaps it would be sufficient to mention that the Garrard

changer has been chosen for these sets of unquestioned quality: FISHER . . . FREED EISEMANN . . . LONDON GRAMOPHONE . . . SCOTT . . . PILOT RADIO.

PRECISE AS A WATCH

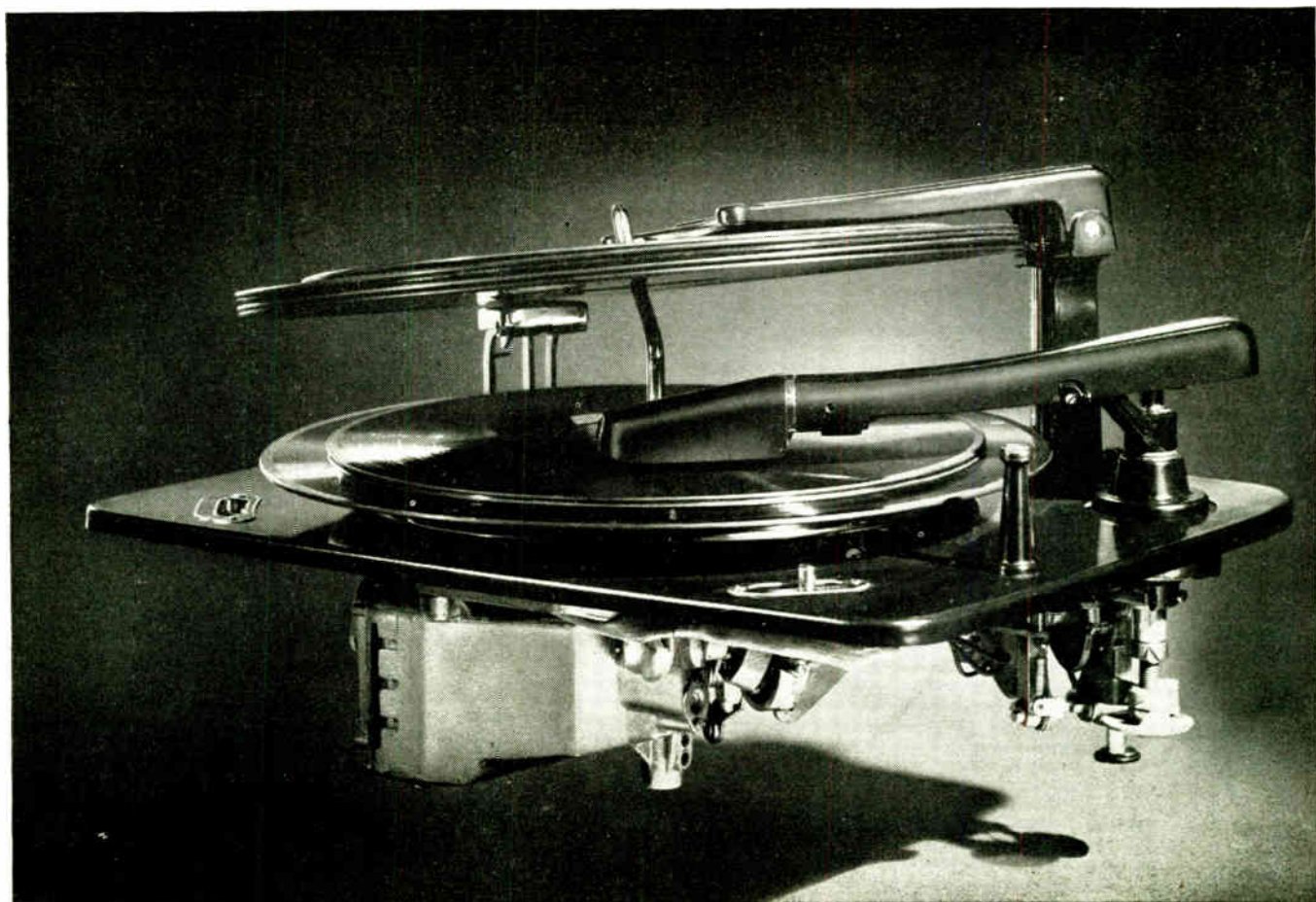
- speed-regulated, governor-controlled motor
 - completely automatic mixing
- true-tangent, jewelled-pivot pickup arm
 - exclusive non-slip spindle
 - automatic stop
- heavy fly-wheel action built into turntable
 - only one operating control necessary
 - full swivel tone arm for changing needles
- kind to fragile records; no knives or trick spindle

... they ask for it by name ...

GARRARD

WORLD'S FINEST AUTOMATIC RECORD CHANGER

GARRARD IS THE ONLY CHANGER THAT BACKS YOU UP WITH A COMPLETE ADVERTISING CAMPAIGN IN LEADING NATIONAL PUBLICATIONS AND IMPORTANT CONCERT PROGRAMS. GARRARD SALES CORPORATION, 315 BROADWAY, NEW YORK 7, N. Y.



'47 Disc Output 400 Million

Manufacturers of phonograph records anticipate production and sale of 400,000,000 discs this year, topping the high levels of 1946, according to the Department of Commerce. This 1947 estimate compares with last year's output of 275 million units and retail sales of 165 million dollars.

Popular records account for about 70 per cent of current production, with juke boxes creating the largest single demand. Children's records, which at present are providing the industry with a spectacular boom market, accounted for about 10 per cent of the 1946 total.

According to an article in the March

issue of Domestic Commerce, monthly publication of the Department of Commerce, wire and tape recordings have not yet proved practical for mass production, but they may some day challenge the position of the present disc record. The non-breakable plastic is likely to gain widespread acceptance, the article added.

Servais Heads Apollo Sales

Apollo Records, Inc., New York, has announced the appointment of Henry J. Servais, long-time sales executive in the aviation and rubber industries, as general sales manager for Apollo Records.

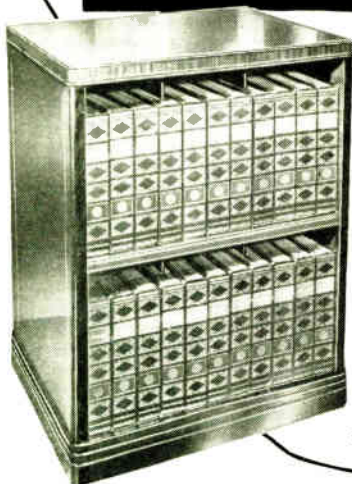
WALCO Needle Dispenser Announced by Electrovox



Electrovox Co., Inc., 31 Fulton St. Newark 2, N. J., has announced a new counter dispenser for their "Encore" spring action needle. This dispenser, finished in three colors with provisions for mounting 12 needles, provides a display piece for these needles in a self-supporting manner, having an easel type back. The dispenser is approximately 10½ inches wide by 14 inches high.

JOBBERs: It's a "Line" that draws 'em in!

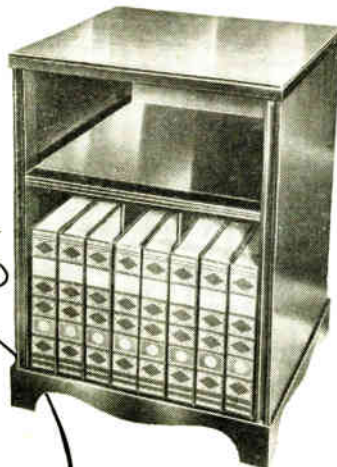
**NOT ONE — NOT TWO
BUT 3 Musagrاند RECORD CABINETS**



MODEL # 50
Holds
22 albums . . .
264 records.
Dimensions:
31 x 18 x 23½

ANOTHER
MUSAGRاند
PRODUCT

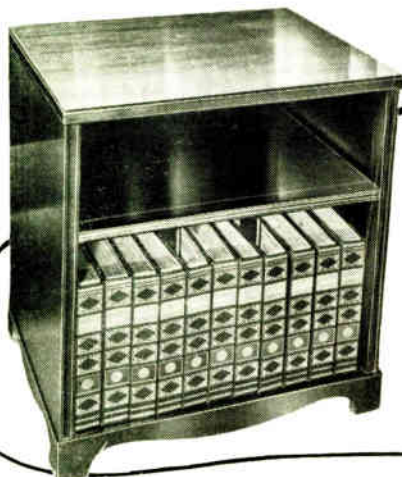
**CUSTOMERS GO FOR
THEM, HOOK, SINKER
and the ENTIRE LINE!**



MODEL # 30
Holds 8 albums . . . 96
records. Additional 7"
space for albums, books
or knick-knacks. 25¼ x
18¾ x 18.

MODEL # 40
Holds 11 albums . . .
132 records. Additional
7" space for albums,
books or knick-knacks.
25¼ x 23½ x 18.

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



JOBBERs:
Protected territory
available. Inquiries
invited. Write to

MADE BY
CKENROTH CO.

32 ROSS ST., BROOKLYN, N. Y.

Portofonic Moves

Portofonic Manufacturing Corp. has moved to new quarters at the Bush Terminal in Brooklyn. Address is 4116 First Ave., Brooklyn 32, N. Y.

They will come out with a new line of carrying record cases starting at \$1.95 list. All cases have patented Josephson filing systems. Also will begin making a new line of spring-wound portable photographs which will begin at \$19.95. The amplified portables will retail at \$27.50.

Standard Record Album

Standard Record Company's new album contains six musical gems appropriately titled "Variety in Rhythm." Charles Magnante interprets (with rhythm accompaniment) Hora Staccato, St. Louis Blues, Begin the Beguine, Andalucia, Miserlou and Minuet in Jazz. He is well known as the leading accordionist in the musical field.

Negotiations have been concluded between Decca Distributing Corp. and Commodore Record Co., Inc., both of New York whereby Decca will handle the exclusive sales of Commodore records through its forty-two branches in America and its agencies throughout the world. Terms include an arrangement by which Decca has the option of buying Commodore at a future date.

ANOTHER

IN A FAMILY OF
10 ELECTRICAL
AND MECHANICAL
Record Players



COMPARE . . .
COMPARISON PROVES



No. 7X-75

Ideal for College, Camp,
Beach or Home, because
these features are all
wrapped into one:

- BIG VOLUME
- COMPACT
- EXCELLENT TONE
- LIGHTWEIGHT
- CLASSIC PERFORMANCE
- SIMPLE BEAUTY
- MODERN DESIGN

Electrically Amplified PORTABLE RECORD PLAYER

78 R. P. M. Rim-Drive Motor. 110-120 volts, 60 cycles, AC current.
9-in. flock-sprayed turntable. Plays 10 and 12 in. records. 5-in.
speaker. Tone and volume control,

Mechanical, too!

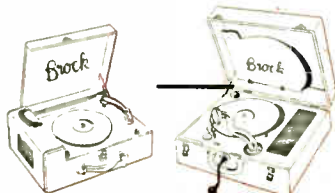


No. 7X-15

SOLD through LEADING DISTRIBUTORS from COAST to COAST

DAVIDSON

Manufacturing Co.



FACTORY • EATONTON, GEORGIA
GENERAL SALES OFFICES • 133 CARNEGIE WAY, N. W., ATLANTA, GA.

SENSATIONAL OFFER!

*This **RECOTON VENDOR** changed the history of Needle Merchandising...IT'S YOURS FREE!*



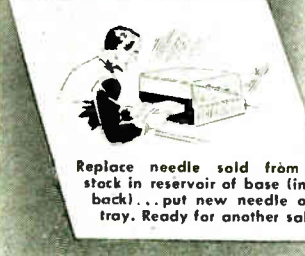
Streamlined Plastic & Metal VENDOR... Value \$18.00... FREE with order for only 12 jewel-tipped needles. Your cost: \$27.75



Streamlined... attractive practical! Clear-view hood shows up entire line on smart "jewelry type" tray.



An "extra salesman"! Customers ask for needle they want... you simply lift out tray... let them select needle... sale is made.



Replace needle sold from stock in reservoir of base (in back)... put new needle on tray. Ready for another sale!

This is the 4 Karat Vendor that has been such a smash hit sales-producer for dealers from coast to coast. Retailers provide the proof of its terrific success in increased volume and steady reorders... Store after store reports that it's the one sure way to sell jewel-tipped needles and keep selling them because the vendor "vends" the needles in a constant, profit-building volume. Now it's available to every dealer under a new, easy-to-work plan that will bring this remarkable Vendor into even the smallest store... The Vendor is FREE with orders for ONLY A DOZEN of RECOTON'S famous jewel-tipped needles (see Table Below). Order from your wholesaler immediately!

4 Karat Vendor includes		List Price
3 No. 212 Primus		\$2.50
3 No. 1412 Rubypoint		3.50
3 No. 412 Supra		5.00
3 No. 1512 Symphonie		7.50
TOTAL... 12 NEEDLES... LIST PRICE...		\$55.50
YOUR COST		ONLY \$27.75
DISPLAY VENDOR		FREE

And for your Sales Personnel... 225 Point Premium Coupons Included
CASH IN on these RECOTON "EXTRAS"... Tie in with national advertising campaign now under way... take advantage of premiums for needle sales... new packaging... new counter displays... other aids!

Symphonic Announces New Low-Priced Phonograph Line

A new low price level of prices has been established for Symphonic record players, according to M. H. Cogan, president of Symphonic Radio & Electronic Corp., Cambridge, Mass. This policy is in conjunction with Symphonic's aim to give their dealers and consumers the most complete value line of models ever offered.

The line consists of seven record players ranging from small table models and portables to a deluxe console. Four of the newest models include the "Prep," a compact table-model in attractive simulated leather with 2 tubes and Alnico-5 Dynamic Speaker. Retailing for only \$24.50, it is designed to fill a long-time need in the low price field.



"PREP"



YCA3

The portable, "Teen-Ager" and "Co-ed," specifically made for the younger set, house a 2-tube amplifier, and Alnico-5 Dynamic Speaker, and have a separate volume and tone control. The "Teen-Ager," in two-tone leatherette, retails for \$32.50. The larger "Co-ed," in ostrich finish leatherette, retails for \$36.50. The new "Concerto" floor model, in a handsome, solid mahogany lift-top cabinet, houses a 4-tube amplifier, a 6.8 oz. Alnico-5 Dynamic Speaker and a fool-proof gearless automatic record camera. It retails for \$109.95.



"CONCERTO"

Other models consist of the portable "Varsity" at \$39.95 list, the portable "Fraternity" automatic model at \$64.50 list, and the YCA3 model, a solid mahogany 3-tube automatic record player at \$53.95 list.

RECOTON

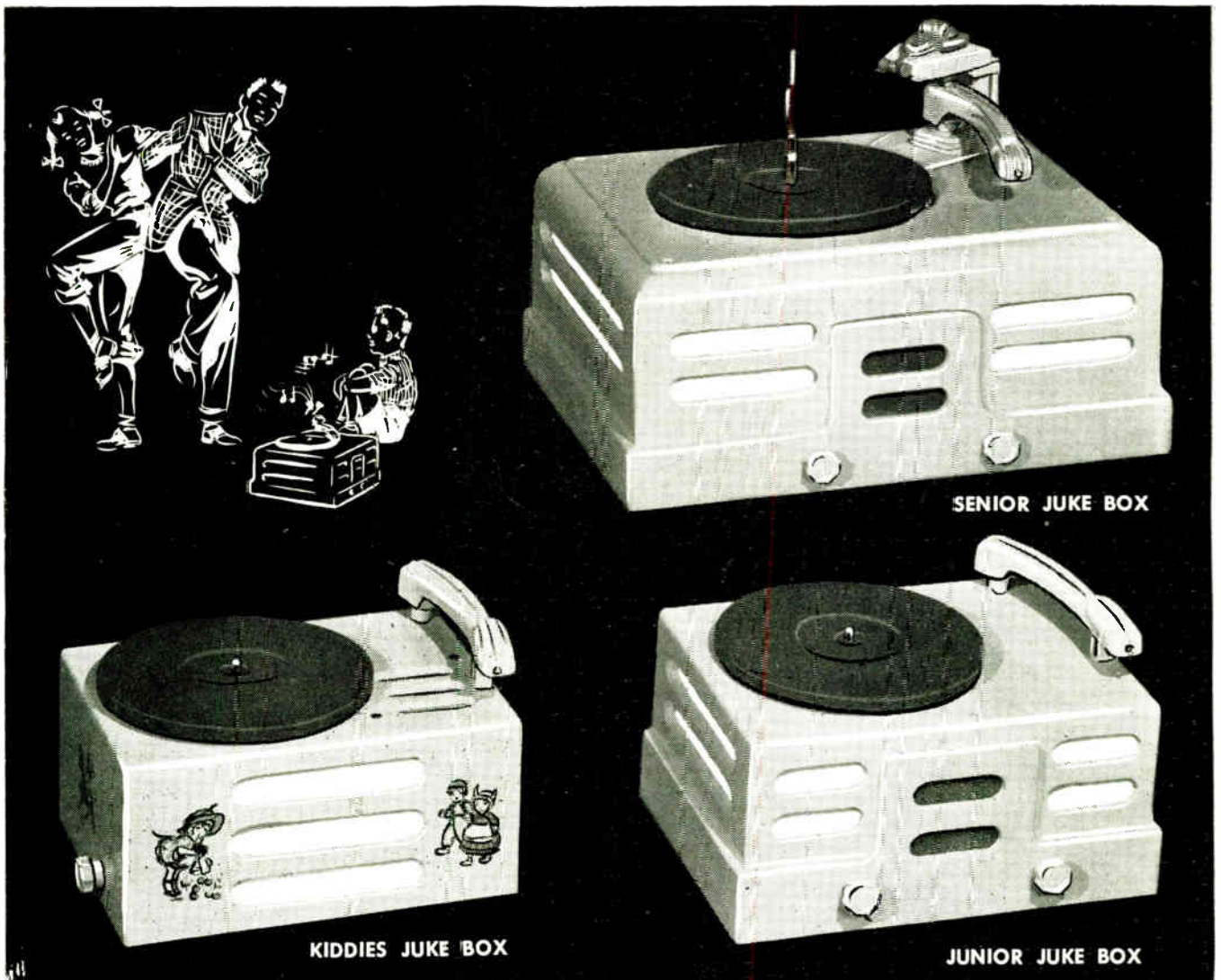
Always faithful

RECOTON CORPORATION
 251 Fourth Avenue, New York 10

Visit Recoton Booth 26 at Parts Show—May 11 to 16, Hotel Stevens, Chicago

OX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX
E BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX
JKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BC
.OX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX
E BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX
JKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BOX JUKE BC

NEW! DIFFERENT!



Profit-Plus — Easy-To-Sell

Something different has *really* been added! A phonograph with a *new* approach, *new* sales appeal, increased volume! That's the Kiddies*, Junior* and Senior* Juke Box line. In a pre-test campaign, they have been sensational sellers. Superior tonal quality plus the multi-colorful lighting effect has great popular appeal with children and adults alike. Priced for today's market.

Televox Features

Completely self-contained unit, consisting of high Fidelity Electronic Amplifier • Light weight Crystal Pickup • Powerful Alnico 5 Speaker • Heavy duty motor and turntable • On-off, volume and tone controls • Plastic windows give multi-colorful lighting effects similar to regular large size Juke Box • Plays 10" and 12" records with amazing fidelity • Sturdy, simple-to-operate genuine musical instruments • Series of attractive colors available.

See our display at Hotel Stevens — Some territories still available.

Televox MOUNT VERNON, NEW YORK *Reg. Trade Mark—Pat. Pending

Radio Merchandise Sales, Inc., Expanded

Radio Merchandise Sales, Inc., of New York City, manufacturer of radio and phonograph cabinets, has announced expansion of its facilities to include new cabinet stylings to accommodate the new record players and changers. This cabinet line is now represented throughout the country by the following sales organizations:

George D. Norris, 2601 Second Ave., Seattle, Wash.; J. Y. Schoonmaker Co., 2320 Griffan St., Dallas, Texas; Herb Erickson, Hendersonville, N. C.; Gary Grant, 323 S. Franklin St., Chicago, Ill.; Art Cerf Co., 744 Broad St., Newark, N. J., and J. J. Perlmuth, 946 Maple Ave., Los Angeles, Calif.

Recoton Moves to New Quarters

To take care of constantly expanding volume, the Recoton organization, formerly at 212 Fifth Ave., has moved to new and expanded quarters at 251 Fourth Ave., New York 10. They will occupy the entire 15th floor with new showrooms, and greatly enlarged offices and workrooms.

United Speakers, Inc., In Rapid Production Rise

Nine months after production of radio speakers was begun at the plant of United Speakers, Inc., 3120 East Pico Blvd., Los Angeles, Al M. Dresner (standing), vice president and general manager, announced that the plant is producing approximately 60 per cent of the speakers used by radio manufacturers throughout eleven western states. President of the company is Paul H. Tartak (seated), whose name has long been identified with speaker manufacturing.



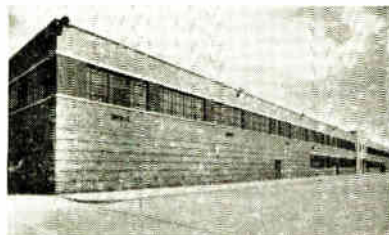
Now in full production, the plant has recently expanded the line to include 10 and 12-inch units as well as the smaller speakers with which production started.

HEDCO DISTRIBUTORS SIGNED FOR AIR KING



Shown above signing ceremonies that made Hedeco Distributors, Inc., 4564 Broadway, Chicago, Ill., exclusive distributors for Air King line of radios in Northern Illinois. Shown signing is Norman J. Siskin, secretary of Hedeco, while looking on, left to right, Gene Lucas, Air King Sales manager; Paul Davidson, Hedeco president; and David H. Cogan, president, Air King Products Co., Inc.

Federal Begins Production at New Plant in Harrison, N. J.



A quarter-of-a-million square-foot manufacturing plant in Harrison, N. J., featuring the latest facilities for the production of home radios and consumer appliances, has begun operation as the new home of the Consumer Products Division of Federal Telephone and Radio Corporation, manufacturing associate of International Telephone and Telegraph Corporation. The structure which houses the manufacturing and administrative staffs of Federal's home receiver and appliance division faces Newark from the east bank of the Passaic River and is convenient to rail, water and highway facilities. Home receiver models are currently in production at the new plant, with additional assembly lines available as output increases. Eventually, radio production will be joined by numerous home appliances slated for manufacture by Federal.

Former Motorola Employee Writes From Little America

From Little America in the frozen Antarctic comes a letter from a former Motorola employee to Mr. Victor Irvine, Advertising and Sales Promotion Manager of Motorola. Chief Paul Saylor, USNR, only Chief Electronics Technician Mate with the Adm. Byrd expedition, writes, "I thought you might be interested in knowing we have several SCR-610 Motorola Vehicular Sets and SCR-536 Motorola "Handie Talkie" Sets along. We will fly quite a bit and be quartered on the barrier of ice known as the Ross Ice Shelf.

"One of my first assignments is to go aboard the icebreaker "North Wind" and go into the sea of ice on the first trip in and set up a radio communication control point in a tent on the ice. Will handle all communications from the barrier to the ships regarding the huge task of unloading the ships on the ice. Who knows but what Galvin equipment may put the first signal on the air to the outside world from the ice carrier—"

While with the Galvin Mfg. Corporation, Chicago, Chief Saylor was in the FM Research Division as an assistant engineer. His letter to Mr. Irvine was dated December 17.

(More Trade News Page 67)

FM *and* TELEVISION

SECTION OF RADIO & APPLIANCE JOURNAL

GE Prepares New Film on FM

To serve as an aid to FM broadcasters and dealers in popularizing FM transmission and reception in their areas of operation, the Electronics Department of the General Electric Company has prepared an up-to-the-minute film which presents an easily understood dramatization of the advantages of Frequency Modulation. The basis on which copies of the film (titled "Naturally—It's FM") will be made available to broadcasters and dealers in April is now being decided, said Fred A. Parnell, of GE's Receiver Division.

The 16 mm. two reels incorporate the most advantageous use of black and white technicolor processes as well as live action and animation. The story traces the development of radio reception and broadcasting over a generation, beginning with the home-made hobby radio of the early '20's to FM radio of 1947, which is virtually free from static, fading and station interference.

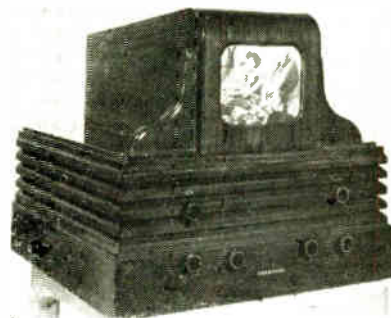
"Because of the great new interest in FM radio developments," said Mr. Parnell, "it is obvious that the broadcasters and radio dealers are going to face a considerable problem in educating people on what FM will mean. This film is designed to get the message over to the public with the greatest and most lasting impact. Its appeal is aimed at the average, non-technical person, which makes an ideal promotion at civic luncheons, town, church, school and club meetings, and any special programs conducted by broadcasters and dealers."

Shows New Screen

Television pictures on projection-type home receivers, two and one-half times brighter than earlier large-screen pictures are now made possible by a newly-developed screen, it has been revealed by the RCA Victor Division of the Radio Corporation of America.

Radio & Appliance JOURNAL • May, 1947

Colonial Vision Master



Colonial Television of Laurelton, L. I., manufacturers of custom built television receivers, is delivering its initial model, "Vision Master 700," to radio and television dealers throughout New York and New Jersey.

According to Arthur Berkman, president of Colonial, the "Vision Master 700" will introduce one of the most compact table model receivers seen to date. The sets will retail at \$199.50.

Packard-Bell Tuner Adapts AM Sets to FM

Production of a new "plug-in" FM tuner unit which can adapt any radio to receive FM broadcasts was announced by Howard D. Thomas, Jr., executive vice-president of Packard-Bell Company, Los Angeles. "On radio-phonographs," he said, "the phonograph plug is removed, and plugged into the tuner, then the tuner is plugged into the phonograph socket on the set. On other radios the FM tuner is attached in the same way by first installing an inexpensive phonograph plug and socket in the sets."

G-E Video Model Shown

The first showing of the new General Electric television receiver and the dealer appointment program were presented recently in the Barnum Hotel at Bridgeport, Conn., by David H. Fisher, radio sales Manager, General Electric Supply Corp.

Television Survey Clarifies Market for Dealers

The advertising agency of Schacter, Fain and Lent sponsored a market investigation during this past winter to determine the market potential for television sets in New York City, with particular reference to Viewtone Television, Inc. A total of 338 personal interviews was made at 22 points of demonstration in the five boroughs. The respondents ranged in age from 20 to 60 years and represented, for the most part, the middle-class income group. The major conclusions of the report were: (1) There is still a great number of people who have never seen a television demonstration. (2) Dealer outlets are an important source for television demonstrations. (3) Generally, people are not very brand-conscious as yet. (4) The demonstrations viewed have met with general public approval. (5) Nine out of ten respondents intend to buy a set; however, they are undecided as to time of purchase. (6) Combination sets are preferred as compared with television alone.

RCA First in L. A. Television

The first company to enter the Los Angeles area with substantial quantities of video receivers, RCA followed the pattern worked out and successfully executed when it introduced its video home receivers most recently in St. Louis and previously in Detroit, Washington, and elsewhere. The company opened its campaign with a series of dealer meetings at the Ambassador Hotel in Los Angeles, held in cooperation with Leo J. Meyerberg Company, RCA distributor in the area. This was followed early in March by installation of sample receivers in franchised dealer stores and then by the observance of T (for Television) Day in the city.

(Please turn page)

FM and TELEVISION

(Continued from page 65)

Bendix Stresses Importance Of Good FM Antenna

Dealers who lack widespread FM experience should not accept just any antenna as a means to curing marginal FM reception, warns Bendix Radio Service Manager Don Kresge. Acceptance of an antenna to permit maximum reception from an FM installation should be based upon its efficiency across the entire FM band.

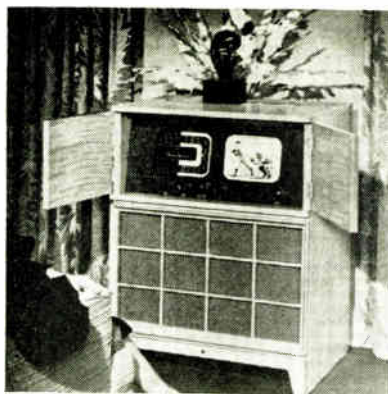
Kresge recently announced the Bendix FM dipole, whose standing wave ratio is 2 to 1 across the entire band. He recommends careful study of the FM antenna problem by every radio service-dealer looking toward the long-pull promise of FM.

The company's general sales manager, J. T. Dalton, backed up Mr. Kresge with the following merchandising advice: "Don't sell FM radios without antennas when there is definite question about reception. Check your local FM station for their primary broadcasting areas, then explain the antenna story whenever your customer lives beyond them. Insure his listening pleasure and you help assure FM's future in your market." Dalton also pointed out that Bendix has already reduced FM antenna installations problems to a irreducible minimum by equipping models with built-in antennas of high efficiency.

UST Deliveries Begun

"Deliveries of United States Television "Big Picture" (21 $\frac{1}{4}$ "x16") screen sets to all major television cities have begun," Hamilton Hoge, President, has announced. Sets are now being installed in leading hotels, night clubs, and taverns, as well as many private homes in Washington, Philadelphia, Detroit, Chicago, St. Louis, Schenectady, and Los Angeles.

Stewart-Warner Videorama



Available in custom-built cabinets of either modern bleached walnut or Georgian natural walnut, the set covers all 13 video bands and thus can be used anywhere in the United States within range of television broadcasting facilities. It affords standard AM radio reception as well as television sound on FM. The standard broadcast band on the "Videorama" brings in all AM stations between 540 and 1,600 kc. The set has a ten-inch, direct-view cathode tube, plus 21 other tubes and two rectifiers. Sound comes through a 12-inch, super-dynamic speaker.

An emphasized feature of the set is an automatic frequency control on the horizontal scanning which prevents the television image from "jumping off the screen," even when the set is actually jarred. The instrument panel is slanted for easy visibility from either a sitting or standing position. The Videorama is manufactured by Stewart-Warner Corp., Chicago, Ill.

FCC Sides with RCA On Color Video

After 14 weeks of weighing the prodigious testimony in the debate of CBS' "sequential" versus RCA's "simultaneous" system for color video transmission and reception, the FCC said it was not satisfied that the CBS method was "as good as can be expected . . . in the foreseeable future;" and denied CBS a license for its color system because "there are not enough frequencies available for more than one color television system." Although the decision meant a delay in color, it was widely received with favor by many service-dealers and engineers. Black-and-white reception will have the field to itself, with RCA in the lead because it now produces most of the sets being made.

In reaching this momentous decision, FCC hewed close to the RCA line of reasoning as expressed by Executive Vice President Charles B. Jolliffe, who said: (1) the mechanical nature of the CBS system denied it the possibilities of improvement inherent in RCA's electronic system; (2) present monochrome receivers could not receive broadcasts under the CBS color system, but in four to five years, when the RCA method is ready, today's monochrome receivers would not be obsolete because RCA could provide a converter to enable them to give black-and-white reception of color transmissions.

Dr. Alfred N. Goldsmith typified dealer reaction when he said, "The clear-cut and salutary decision . . . has brushed away the clouds which have shadowed television's future."

Quality Manufacturers

DEMAND

Quality Products

— TRANSVISION —

choose:

HILLBURN ELECTRONIC PRODUCTS

for their precision engineered video and sound transformers.

- for your TELEVISION, FM and AM RF and IF coil components:

HILLBURN

ELECTRONIC PRODUCTS CO.

New York City
S. A. Shaw
1123 Broadway
MU. 3-6058

Chicago
Howard L. Quick
919 N. Mich. Ave.
Superior 9140

FRANCHISES OPEN

for Experienced TELEVISION SERVICEMEN

Manufacturer of nationally distributed television kit wishes to line up service centers in various television areas. Applicants must have extensive television service experience and suitable equipment for lining up television receivers. Those selected will receive servicing franchise and will be advertised as a service center for servicing this kit.

TRANSVISION, Inc.
Dept. RAJ
385 North Ave., New Rochelle, N. Y.

DISTRIBUTOR NEWS

Salescrest Co. Names Nerius



M. W. Nerius has been appointed merchandise manager for the Salescrest Co., manufacturers' sales organization, as announced by Mr. R. G. Akin, general manager. Prior to joining Salescrest, Mr. Nerius was with Biddle Purchasing Co., and later with Montgomery Ward, and Sears Roebuck.

Eugene Hug, Doyt Bricker Join Arnold Wholesale Corp.



Eugene E. Hug, left, and Doyt E. Bricker, right, are two recent additions to the sales staff of the Arnold Wholesale Corp., according to an announcement by Robert C. Hager, president.

For the past 11 years Mr. Hug was merchandise manager of the Sears, Roebuck & Co. of Cleveland. Mr. Bricker previously was a special representative of the City Loan Co. of Lima, Ohio, for five years, contacting manufacturers and distributors, and ten years with Ohio Finance Co. and Commercial Credit—both of Cleveland. During the war Mr. Bricker was a production engineer for the E. B. Badger & Sons Company of Boston.

Over 300 appliance dealers and their wives left March 23rd, for a 10-day vacation cruise, to Miami Beach as guests of the D. W. May Corporation, exclusive major appliance distributors in Metropolitan New York, Northern New Jersey, and Fairfield County areas.

Radio & Appliance JOURNAL • May, 1947

Terminal Corp. Appointed

The Terminal Radio Corporation, distributors of radio and electronic equipment, 85 Cortlandt St., New York City, recently was appointed distributor of the Pickering Pickup and Brook High Fidelity Amplifier. F. Sumner Hall, national sales engineer for these two firms, reports keen interest in both products at Terminal's exhibit at the Radio Show sponsored by the Institute of Radio Engineers.

Garod Names Two Jobbers

Lou Silver, sales manager of the Garod Electronics Corporation, Brooklyn, New York, has announced the appointment of a new distributor in the New England and the Southwest territories. Gill-Brand Products Corp., 195 Middle St., Portland, Maine, has taken over the distribution of Garod Radio and Television products in the states of Maine and New Hampshire. Tanner Radio & Electronic Supply, Inc., 109-11 West Ninth St., Little Rock, Ark., will act as exclusive Garod distributor in the state of Arkansas with the exception of Silver, Little River, Miller, Lafayette, Columbia, Union, Phillips, Lee, St. Francis, Cross, Crittenden, Poinsett, Craighead, Clay and Mississippi counties.

Coast Jobber on Video

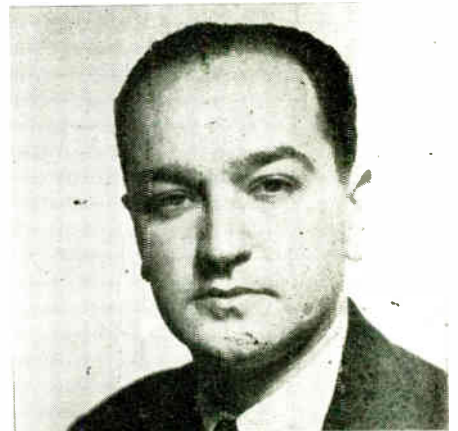
Kinney Brothers, Southern California distributors of Stewart-Warner Television and Radios, as well as household appliances, has signed a contract with Los Angeles Television Station KTLA. Kinney Brothers is using an afternoon and evening spot announcement five days a week, during which time current Stewart-Warner Television models are presented to the public via television. This form of advertising is making a hit with all of Kinney Brothers' dealers. It is believed that Kinney Brothers is one of the first distributors in the country to advertise via television.

Ohio Firm in New Store

The Arnold Wholesale Corporation, Zenith distributor at Cleveland, Ohio, has announced that the Ohio Appliance Co., owned by Fred J. Hushea, dealer at Canton, is now completely settled in its modern store. Located in Canton's St. Francis Hotel building, the store occupies two floors and has a street frontage of 40 feet.

A. V. Duke, assistant to Zenith's vice president and director of sales, and Hugh Boyer, district sales manager, attended the two-day open house held in the new quarters of the Onondaga Supply Co., Zenith distributor at Syracuse, N. Y. The Onondaga Co. gave a dinner for its 180 employees and their

Gellard Named by Tele-Tone



The appointment of Mort Gellard as sales representative for Tele-Tone Radio Corp. in Pennsylvania, Delaware, and Southern New Jersey, has been announced by John S. Mills, vice president in charge of Sales and Advertising.

Mr. Gellard previously was sales manager of the radio and television departments of Raymond Rosen & Co., distributors for RCA-Victor in Philadelphia.

West Coast Jobber Names Ray Broughton, Carl Brizzi



H. D. Scibird, manager of the San Francisco division of the J. N. Ceazan Co., radio and appliance distributors, has announced the appointments of Ray Broughton, left, as district manager, and Carl Brizzi, as service manager.

Prior to his service with the Army Air Forces, Mr. Broughton was active in wholesale merchandising circles in the San Francisco area. Mr. Broughton is making his headquarters at Fresno.

Mr. Brizzi has had many years of experience with two large wholesale concerns in the Bay Area. He will have over-all supervision of both the Tire and Radio Appliance Service departments.

guests to celebrate the thirtieth anniversary of the company's founding. Its old quarters at 353 E. Onondaga St. will be maintained as a branch store.

PICTURING

P

F

O

P

L

F



J. T. Dalton, Bendix general sales manager, (center) selects future ads in a new series featuring top radio talent in national color advertisements. Earl L. Hadley, Bendix radio advertising manager (left), Fred Hatch (standing) and Hovey Hagerman of MacManus, John and Adams, Inc., Bendix agency, participate in the conference.



At left, the appointment of Jess Kaufman as comptroller and assistant secretary of Air King Products Co., Division of Hytron Radio and Electronics Corp., has been announced by David H. Cogan, president. Mr. Kaufman formerly was chief accountant, a position he held since joining Air King in September, 1946.

Below, Stanley Abrams, son of Max Abrams, treasurer of Emerson Radio and Phonograph Co., is making a name for himself by coming up "the hard way." Stan learned from the bottom up and now is a full-fledged representative in charge of territories in California and western Nevada.

Below, W. F. Jessup, until recently chief of the Wire Mill Branch — Copper Division — of the Civilian Production Administration, has joined the Cornish Wire Co., 15 Park Row, New York City, as sales manager of that organization's Cord division. Mr. Jessup is familiar to the industry as one of the key men in the allocation of copper to wire and cable industries during the war and reconversion period.

IN THE INDUSTRY

●

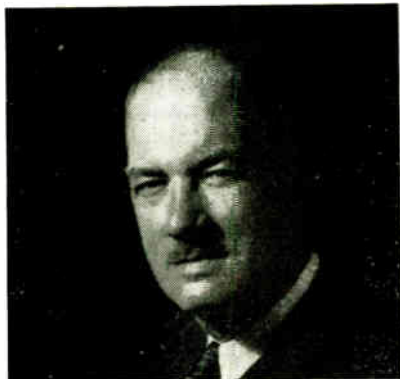




The appointment of Gerald Light, above, as assistant director of sales and advertising of Emerson Radio has been announced by P. G. Gillig, vice president in charge of sales and advertising. Mr. Light previously served as radio service manager of Emerson.



Four well-known gentlemen in the industry, above, were recent visitors at Howard W. Sams Photo Fact Folder headquarters in Indianapolis. Left to right, Vic Mucher of Clarostat; Charley Golenpaul of Aerovox; Howard W. Sams (standing); Austin C. Lescarboursa, the adman; and Harry Kalker of Sprague.



Above, the election of John H. Emery as vice president and sales manager of Roberts & Mander Corp., of Halthoro, Pa., took place at annual stockholders meeting recently. Mr. Emery formerly was manager of the New York Office.

Below, the appointment of A. "Bud" Fields as assistant sales manager of Merit Coil & Transformer Corp., Chicago, has been announced. He will act as general assistant to John I. Crockett, Jr., sales manager, and will have direct charge of sales for the Chicago area.



At right, Paul G. Duryea, sales manager of Wirt Co., Philadelphia, recently was unanimously elected chairman of the Sales Managers club, Eastern group, at a meeting held in New York. He has been a member of the club since its organization and is an old-timer in the radio parts business.

Below, the pioneering spirit of "Dial Belt" Julius Finkel, well-known JFD president, appears to have been caught up by his sons Al, left, and Eddie, right, who are following right along in his footsteps. Al is sales manager and Eddie is production manager at JFD.



Cosgrove Elected to Crosley Board of Directors

R. C. Cosgrove, general manager of the Crosley Division and vice president in charge of sales of the Avco Manufacturing Corporation, was elected to the Board of Directors when the annual meeting was held in Wilmington, Del. Stockholders approved changing the name of the company to Avco Manufacturing Corporation and named five new directors.

JFD Issues New Bulletin

The JFD Mfg. Co., Brooklyn, N. Y., has announced the publication of a new four-page leaflet dealing with servicemen's scientific items. This bulletin covers such popular items as: dial pointers and knobs, replacement phono radio switches, phonograph pick-up adapters, jacks and plugs, microphone connectors, stroboscope discs, connectors, lead cables, toggle, snap and rotary switches, fluorescent light noise suppressors, interference filters, antenna loops, etc.

This bulletin may be had free upon request from Dept. M, JFD Manufacturing Co., 4117 Fort Hamilton Parkway, Brooklyn 19, N. Y.

Fada Moves to N. J.

Fada Radio & Electric Co. of Long Island City, N. Y., is now established in its own factory at 525 Main Street, Belleville, N. J. This plant is a modern building which Fada officials feel will give them much-needed space and enable them to increase the efficiency of their operations.

Laurence K. Marshall, president of Raytheon Manufacturing Co., has announced plans to move Raytheon's Broadcasting Equipment Division, presently located in Chicago, into its main plant at Waltham, Mass. This move will make available larger production space and facilities in order to adequately handle the increased production necessary to meet commitment requirements.

SALESMEN

To sell Television Receivers to dealers in:

Los Angeles, Chicago, St. Louis, Detroit, Schenectady, New York, Philadelphia, North Jersey, Westchester, Long Island and Washington.

Wonderful opportunity for qualified men with fast-growing manufacturer TELEVISION RECEIVERS

Salary or Commission

Give experience and previous earnings.

Write Box 120

RADIO & APPLIANCE JOURNAL
1270 Sixth Ave., New York 20, N. Y.

Tele-Tone Radio Corp. Opens Second N. Y. Plant



Tele-tone Radio Corp., manufacturers of table model radios, has acquired a second plant at 540-550 West 58th Street, New York City, it has been announced by S. W. Gross, president.

Mr. Gross pointed out that, despite increasing competitive conditions in the radio field, the national and foreign demands for Tele-tone's products have been growing larger than the facilities of their present plant at 639 West 41st St. can satisfy.

"Acquisition of additional factory space, personnel and equipment," he declared have been necessary for some time to meet the rising orders for Tele-tone models. Our sales now are about 100 per cent over comparable figures during the last quarter of 1946. Greater availability of parts and raw materials coupled with this greater demand for the product make plant expansion at this time a sound venture economically and financially," Gross stated.

Chief Electronics Incorporates

Chief Electronics, wholesale electronic equipment distributors of 104 Main Street, Poughkeepsie, N. Y., announce the fact that they have been incorporated recently.

The new firm name is Chief Electronics, Inc. The officers of the corporation are: Irving P. Wolfe, president; Philip L. Lewis, vice president, and Corrine L. Wolfe, secretary and treasurer.

Philco Ships New Radios

Production has been started on three new Philco radios, including two console radio-phonographs with standard broadcast and FM reception, automatic record changer and permanent needle pick-up and a powerful AC-DC table model in a wood plastic cabinet. According to J. M. Otter, sales manager of the Home Radio Division, shipments to distributors and dealers already has started.

Galvin Announces First Quarter Earnings

At the close of the first quarter, ended March 1, 1947, the Galvin Manufacturing Corp. of Chicago, makers of Motorola Radio for home and car, announced that net income, after Federal taxes, amounted to \$651,702, which is equivalent to 81c per share. For the corresponding period in 1946, a loss of \$485,401 was announced.

Net sales for the first quarter of 1947 were \$8,840,071, over two and one-half times the net sales of \$3,252,976 attained during the first quarter of 1946.

Admiral Earnings at New Peak

Net earnings in 1946 of Admiral Corporation, Chicago, manufacturer of radios and major appliances, were over two and a half times greater than in 1945, which is an all time peak, Ross D. Siragusa, president, announced in his annual report to stockholders. Profits after taxes were greater than for the three previous wartime years combined, he revealed, and prospects for 1947 are for even greater earnings.

Net profits, after all charges, for the year ended December 31 were \$1,888,625.27, as compared with \$711,310.15 for 1945. This is equivalent to earnings of \$2.10 per share on 900,000 shares of capital stock outstanding in 1946 against \$.79c per share in 1945. Sales were up 15 per cent to \$36,169,850.70 from the 1945 figure of \$30,533,756.46.

New GE Plant in Operation

General Electric's gigantic electronics manufacturing plant, the \$25,000,000 Electronics Park at Syracuse, N. Y., went into production April 15 when the first movement of transmitter assembly lines were started from the Thompson Road plant to the new plant, seven miles away. It is expected that the actual move will consume about a month and a half and that full production of radio transmitters will be attained by that time. The transmitter building will be the first unit of the big plant to be occupied and it is expected that the end of the year will see all units in operation.

GE Host to Coast Dealers

Friday, April 4th, General Electric Appliances, Inc., played host to its Southern California dealers at the Ambassador Hotel Theatre in Los Angeles. The meeting was the occasion of the first full line General Electric product preview since before the war.

On display was the complete all-electric kitchen, home freezers, refrigerators, home laundry equipment, ranges, water heaters and automatic blankets.

... DEALER DOINGS ...

QUEENS DEALERS HONOR PAUL JAPPE



Is that a look of skepticism or just modest appreciation on the face of Paul Jappe, left, retiring president of the Queens Electrical Appliance Merchants Assn. of Queens, L. I., N. Y., as he receives a plaque in recognition of his work from Joseph Loscalzo, current president, at a recent dinner-dance of the Association? The two interested gentlemen looking on are Bart Meany, left, chairman of the board, and William Noah, chairman of the House and Arrangements committee which staged the dinner-dance, attended by over 350 persons.

France Honors Lescarboura



Austin C. Lescarboura, radio old-timer and publicity-advertising consultant who makes his headquarters in Croton-on-Hudson, N. Y., has been awarded the coveted order of "Officier de l'Instruction Publique," ac-

ording to word received from the French order of "Officier d'Academie" tries the Paris date of January 15, 1947, and is in recognition of the technical services rendered for many years past.

Mr. Lescarboura already holds the French order of "Officier d'Academie" and the decoration of the Academic Palms awarded for services to France and the Allies in World War I. The latest decoration is a promotion from the purple to the purple rosette. This honor, rarely awarded to Americans, is highly regarded abroad as a recognition of outstanding achievement in the liberal arts, such as literature.

In past years, Mr. Lescarboura contributed frequently to French technical and industrial publications. He is a correspondent for the Physics Department of the University of Lyons, keeping that faculty in touch with American progress particularly in radio-electronics. More recently he has aided visiting members of the French Mission for Industrial Production, particularly in their quest for radio, electronic and electrical information and guidance whereby to speed up the rehabilitation of devastated French industry.

A native-born New Yorker, Lescarboura is former Managing Editor of Scientific American and former Editor of Popular Science monthly.

Personnel Changes

Kenneth B. Shaffer, formerly renewal sales field representative for the RCA Tube Department in Cincinnati, has been transferred to the Harrison, N. J., headquarters where he will supervise the sale of parts to tube and parts distributors. He will report to the Renewal Sales Manager of the RCA Tube Department.

* * *

John Burdick Lanigan has been appointed Western sales manager of the Eureka division of the Eureka Williams Corporation. It has been announced by George T. Stevens, executive vice president. Effective immediately, Lanigan will make his headquarters in the Eureka division offices located in the Merchandise Mart, San Francisco, Calif. O. H. Golberg, formerly sales manager for this division, has resigned to enter his own manufacturing and distributing business located in Tucson, Ariz., and El Paso, Texas.

* * *

Kenneth C. Hawkins has been made Supt. of Plant No. 6 of the Hoffman Radio Corp., Los Angeles, according to H. Leslie Hoffman, president. Mr. Hawkins was graduated from Annapolis in 1919 with the B. S. degree in engineering. Later he became operations manager in South America for the New York, Rio and Buenos Aires Airlines and then maintenance engineer for the Pan-American Grace Airways, also in South America.

* * *

Arthur Detsch of Arthur S. Detsch Company, 234 Sherlock Building, Portland 4, Oregon, has been appointed factory representative for Mark Simpson Manufacturing Co., Inc., builders of Masso Sound Systems and Equipment, Long Island City, N. Y. He will cover Washington, Oregon, Idaho, and the western half of Montana.

* * *

Felix Simpson, P. O. Box 614, Denver 1, Colo., has been named a Masco factory representative, effective February 6, 1947. Mr. Simpson, who has had years of experience in the radio parts field, will cover Wyoming, Colorado, Utah, New Mexico, Nevada (with the exception of Washoe County) and the eastern half of Montana.

* * *

Fay M. Wheeler has resigned as local manager for the General Electric Co. appliance divisions in Nashville to assume responsibility for heating device and fan sales in the southeastern district. It has been announced by Charles R. Pritchard, general sales manager of the G-E Appliance & Merchandise Department. Mr. Wheeler's former duties in Nashville have been assigned to Dorsey Hines, local appliance manager in Birmingham.

NEWS BRIEFS

Featuring two booklets on how to make money and a series of over 20 sales-aids embodying the thinking of a nationwide survey, the Tube Division of General Electric Company's Electronics Department launched its 1947 distributor-dealer sales helps promotional campaign this week. Material in this campaign, embracing both G-E and Ken-Rad distributors, was dictated by a nationwide survey last summer which canvassed every division tube distributor in the country.

* * *

In line with its expanding activities in the radio-electronic field, S. J. Spector, President of Insuline Corporation of America, Long Island City, N. Y., announces the opening of a fully-equipped branch plant in Canada. Known as the Insuline Corporation of America (Canada) Ltd., the new plant will be located at 9500 St. Lawrence Avenue, Montreal, Canada.

* * *

A sales training program designed to inject more efficiency and profit into the retail sales effort will soon be launched by Bendix Radio distributors, says J. T. Dalton, general sales manager for radio and television. The program hinges upon sound slide films covering the specific points selling radios and radio-phonographs relative to the quality and style features notable in the Bendix Radio line.

* * *

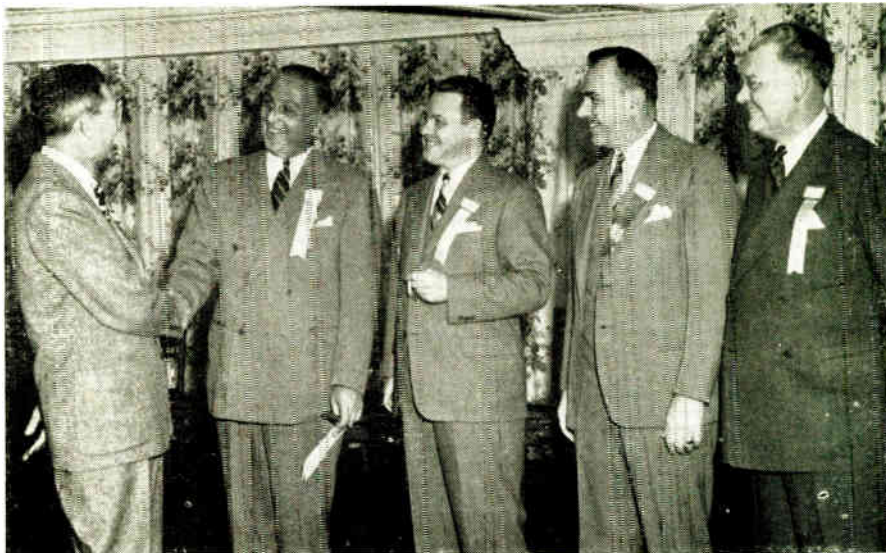
The Sangamo Electric Co., Springfield, Ill., has announced that its Canadian affiliate, the Sangamo Company Limited, Leaside, Ontario, has entered into the manufacture of Sangamo Mica and Paper Capacitors, including the new Sangamo plastic molded paper tubulars. Up to now, Sangamo Company Limited confined its manufacturing activities to Sangamo Meters and Wagner Motors.

* * *

An enthusiastic response from top distributors of the country has greeted the new sales policy of Traubee Products, Inc., recently announced, of dealing with wholesalers, it has been disclosed by Jacques Traubee, president of the company, manufacturer of pressure cookers and waterless cookware, under the Time-Saver brandname.

Voicing full accord with the new factory policy of selling through a selected number of wholesalers, the distributors who have been signing up with Traubee products have also commended the frank attitude of the firm in disclosing in double-page trade ads last month that expediency in the 1946 national promotion picture with the factors of parts shortages and inability to achieve full production made necessary their dealing directly with retailers.

DISTRIBUTORS HONOR O. A. SUTTON



Congratulations seem to be in order at the annual distributors' meeting of the O. A. Sutton Corp., manufacturers of Vornadofan Air Circulators, in Wichita, Kans. The beaming gentleman extending his hand to President O. A. Sutton, extreme left, is Raymond Rosen, president of Raymond Rosen & Co., Philadelphia, Pa., and standing in line, left to right, are Louis K. Roth, president of Radio & Appliance Distributors, Inc., East Hartford, Conn.; J. M. Grutch, vice president, engineering, O. A. Sutton Corp.; and H. E. Sorenson, H. E. Sorenson Co., Des Moines, Iowa.

JFD Winner in Safety Contest



The State Insurance Fund of New York has announced that the JFD Manufacturing Co. of Brooklyn was awarded first place in the 1946 Accident Reduction contest in the Light Metal Products Group (Group N-3). There were over 2,300 companies competing in this contest.

Julius Finkel, president of JFD, shown holding the bronze plaque, said, "Accidents in our four plants today are practically impossible. We shall not feel satisfied until accidents are **absolutely** impossible."

Marion Electrical Instrument Co., Manchester, N. H., manufacturers of precision electrical instruments and electronic induction soldering units, announces that the Jobber Division of the company is now located in Manchester, N. H.

MacGregor Heads Zenith

Directors of Zenith Radio Corp., Chicago, have elected Donald MacGregor, formerly executive vice president of Webster-Chicago Corp., as vice president in charge of production, it has been announced by Commander E. F. McDonald, Jr., president. "Mr. MacGregor has been actively and successfully engaged in one phase or another of radio manufacturing since the very early days of broadcasting," said McDonald.

Since 1938 he has been executive vice president and general manager of Webster-Chicago Corporation, large producers of automatic record changers, sound systems, and communications equipment, also a founder and for several years a director of the Radio Manufacturers' Association.

General Instrument Corp. Enters Television Field

General Instrument Corp., Elizabeth, N. J., largest independent producer of radio components and automatic record changers, announces entry into the television field through the facilities of its wholly-owned subsidiary, the F. W. Sickles Co. of Chicopee, Mass., where special techniques are now being applied in the production of parts for television receivers and improvement of picture images.

.. May **ADVERTISERS' INDEX** 1947..

ALPHA METALS, INC. Agency: Harold Marshall Adv. Co.	44	KOLBE PUBLICATIONS, INC.	18
ALTSCHUL, FRED B. Agency: Direct	48	LA MAGNA MFG. CO. Agency: Direct	18
AMERICAN VOLUME CONTROL CORP. Agency: Bergman-Jarrett Co.	47	MONITOR EQUIPMENT CORP. Agency: Warwick & Legler, Inc.	55
AUDIENCE RECORDS, INC. Agency: Warwick & Legler Adv.	55	OAK RIDGE ANTENNA CO. Agency: Makelim Assoc.	42
ARC RADIO CORP. Agency: Schank Adv. Co.	18	RADIO MERCHANDISE SALES, INC. Agency: Bergman-Jarrett Co.	47
AIR KING PRODUCTS, INC. Agency: Henry A. Loudon Adv.	76	RAYTHEON MFG. CO. Agency: Walter B. Snow & Stoff	45
BENDIX AVIATION CORP. Agency: MacManus, John & Adams, Inc.	2	RADIO CORP. OF AMERICA (Instruments)	16, 17
A. BITTER CONSTRUCTION CO. Agency:	56	RADIO CORP. OF AMERICA (Tubes)	33, 35, 37, 39
BOGEN CO., INC., DAVID Agency: Geo. Homer Martin	44	RECORDISC CORP. Agency: Cromwell Adv. Agency, Inc.	58
COMPONENTS SUPPLY CO. Agency: Direct	46	RECOTON CO. Agency: Wm. G. Seidenbaum & Co.	62
CORNISH WIRE CO. Hart Lehman Adv.	47	D. E. SANFORD CO. (Durabilt Irons) Agency: Direct	20
CHRISTY SUPPLY CO. Agency: E. H. Brown Co.	24	SHAWLINE, INC. Agency: Mid-Town Adv. Agency	58
DAVIDSON MFG. CO. Agency: Bates, Rikard & Richardson	61	SOLAR CAPACITOR SALES CORP. O. S. Tyson & Co., Inc.	28
DeWALD RADIO CORP. Agency: Morton Magidson	6	STINSON TRADING CO. Agency: Shorlane-Benet Co., Inc.	57
EMERSON RADIO & PHONOGRAPH CORP. Agency: Grady & Wagner Co.	7	SIMPSON MFG. CO., INC., MARK Edw. Hamburger Adv. Co.	46
ECONOMASTER SALES CO. Agency: Noble-Dury & Assoc.	24	SHUR-ANTENNA-MOUNT, INC. Agency: H. J. Gold Co.	37
ECKENROTH CO. Agency: H. A. Liffon Assoc.	60	SYLVANIA ELECTRIC PRODUCTS, INC. Agency: Newell-Emmett Co.	50
ELECTROVOX CO., INC. Agency: Geo. Homer Martin Assoc.	56	TELE-TONE RADIO CORP. Agency: Lester Harrison, Inc.	4
ELECTRONIC INDICATOR CORP. Agency: Direct	48	TELEVOX Agency: Gunn-Mears Adv.	63
ELECTRONIC LABORATORIES, INC. Agency: Sidener & Van Riper, Inc.	43	TRANSVISION, INC. Agency: H. J. Gold Co.	34, 66
ELLAR WOODCRAFT Agency: Shappe-Wilkes	75	TYLER FIXTURE CORP. Agency: Carter, Jones & Taylor	24
FM SPECIALTIES, INC. Agency: Direct	36	WARD PRODUCTS CO. Agency: Burton Browne Adv.	36
FEDERAL TELEPHONE & RADIO CO. Agency: Rikard & Co., Inc.	49	WINSTEAD HARDWARE MFG. CO. Agency: D. E. Sanford Co.	20
GENERAL ELECTRIC CO. Agency: Maxon, Inc.	8	WOLFE RADIO DISTRIB. CO. Agency: Direct	38
GENERAL INDUSTRIES CO. Agency: Fuller & Smith & Ross	57	UNITED SPEAKERS Agency: Rogers & Smith Adv.	48
GARRARD SALES CORP. Agency: Reiss Adv.	59	ZENITH RADIO CORP. Agency: Critchfield & Co.	20
HILLBURN ELECTRONIC PRODUCTS Agency: Direct	66		
JFD MANUFACTURING CO. Agency: Bergman-Jarrett Co.	44		

Journal's End

By The Staff

ANOTHER busy month, but always time to stop and enjoy a brief visit with you in this corner. Of course, the big news is the Parts Show in Chicago, to which all paths lead. . . . **Alex** and his staff will be on hand to visit with many friends at the Show and to see that you are given a free copy of the May RADIO JOURNAL, with its special Parts Show supplement. . . . It contains a complete listing of all exhibitors and you'll find it mighty handy to have around.

Sorry that heavy duties in connection with putting out the Parts Show issue prevented our going to Cleveland on April first to help **Ralph Mueller** of Mueller Electric Co., celebrate his 70th birthday with a big shindig at the "House that Clips Built." But many happy returns, Ralph. . . . Surprise news of the month is the resignation of **Fred P. Altschul**, vice president and sales manager of Automatic Radio of Boston, as of April first. Fred is in business for himself buying and selling surplus radios and appliances. Good luck, Fred!

Attended a meeting of QEAMA (Queens Electrical Appliance Merchants Asso. of Long Island) on April 17th when 19 new members pushed their total up past the 200-mark. . . . This wide-awake group, in business for nine years, is financially strong. Keep your eye on these dealers under the progressive leadership of President **Joe Loscalzo**. . . . Have you heard that **George Faurie**, for many years advertising director of Westinghouse, has resigned? George is a swell fellow and we hope that he soon makes an advantageous connection. Will certainly put in a good word for you, George.

In the mailbag: A note from **Charley Robbins** (manufacturers' rep of New York) saying that he no longer is associated in the sale or distribution of Viewtone Television and Radio products. He plans to make an important an-

nouncement soon. What is it, Charley? . . . Any manufacturer interested in doing business in China? **Johnson Sung** of Kung Lee Electric & Radio Supply Co. of 141 Chekiang Road Central, Shanghai, China, wishes to communicate with American manufacturers of radio sets, parts and electrical supplies.

Congratulations to jobber **Harry Adelman**, owner of Scenic Radio and Electronics Co., 53 Park Place, N.Y.C., who became the proud papa of a seven and one-half pound daughter, Barbara Ruth, on April third. . . . Over to Bob Olin's restaurant to attend a special press luncheon by sales promotion mgr. **Ralph Berson** of Continental Record Co. of New York. Purpose of feed was to present prez **Ronald Gabor** and sales mgr. **Emery Rozsa** and several of the company's outstanding recording artists. It seems to us that Continental is going places.

Best wishes to Recoton Corp. officials who now are situated in their new quarters at 251 Fourth Avenue, N.Y.C. Gen. Mgr. **Herbert Borchard** has big plans in view. . . . Lunched with sales mgr. **Peter Doraine** (Banner Records) who tells us of the current big market for foreign records—also that his firm signed up some outstanding artists in this field.

Bookworm Dept.: Trying to find a spare moment in which to relax and burrow into RCA **Jack Hallstrom's** new record book, "Relax and Listen," of which he was good enough to send an advance copy. Wish it could tell us how to find that time to relax in. . . . Thanks also to **Johnny Green** of Wilfred Funk, Inc., for an advance copy of **Dr. Lester F. Miles'** book, "The Easy Way to Get What You Want." Dr. Miles

is well-known in the industry.

The important question of the month: Are other set manufacturers going to follow Emerson's lead in reducing radio receiver set prices? Talked with dealer **Sam Rabson** (Rabson's, N.Y.C.) who reports strong consumer resistance to current receiver costs and thinks for their own good producers should revise list now.

Down to visit with prez **Sam Rappaport** (Ellar Woodcraft) who reveals future plans for introducing a quality line of radio-phono cabinets. . . . Understand that I. T. & T.'s baby—Federal Telephone & Radio Corp.—will soon break with an advertising program on new radio sets, marking its entry into the radio and appliance field. Hear **T. M. Douglas**, V.P. in charge of sales, already is lining up jobbers. . . . Nice phone chat with prez **Renold Evans** (Turner Co., Cedar Rapids, Iowa) who let it out that his firm will show several new mike models at Chicago Parts Show. We'll be looking for them, Renold.

Louie Herman (Louis M. Herman Co.), Boston jobber, took time out from a Miami vacation to send along pictures of himself, wife and two handsome kiddies vacationing on the strand. Wish we had room here to run the photos, but space forbids. . . . Talked with prez **Arthur Berkman** and sales mgr. **Ira Becker** of Colonial Television Corp., Laurelton, Long Island, who assured us they will be delivering new video sets within 30 days.

We're off to Chicago via the Special Radio Train with plenty of crying towels to hand out to the boys. But, cheer up, fellers—every dark cloud has its silver lining. See you in Chicago!

Great News for Jobbers

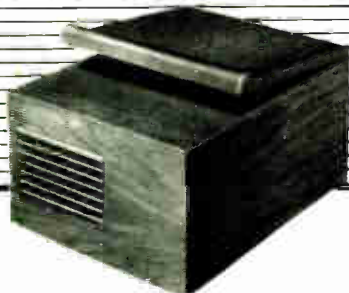
**PROMPT DELIVERY ASSURED
ON THE SENSATIONAL NEW...**



C 525 . . . CONSOLE
Walnut throughout, supported by heavy cleats. Rich veneer. H. 32 9/16, W. 26 7/8, D. 17 1/16. Phono: H. 7, D. 16, W. 16 1/2.
Also **CL 412 . . . CONSOLETTA**—Same design, horizontal grille. H. 32 9/16, W. 23 1/8, D. 16 3/4. Phono: D. 15 1/8, W. 14 1/2, H. 6 1/4. Note: These cabinets adaptable for television.



TV 150 . . . TELEVISION CABINET
Solidly made, with fine walnut veneer finish. H. 18, W. 17 1/4, D. 17 1/4. Comes in three different tube sizes: 7", 10", 15". Height listed is for 7" tube.



TM 145 . . . TABLE MODEL
Walnut, with 7/8" walnut top. Rich veneer finish. Solid walnut louvre grille. H. 10 1/2, W. 16 1/8, D. 21 3/16. Phono compartment: W. 15 7/16, H. 6 1/2, D. 13 1/2.

ELLAR

**LINE OF
PHONO-RADIO-TELEVISION
AND RECORD**

CABINETS

A Cabinet for Every Need and Every Chassis . . . Styled to Delight the Eye . . . Master Workmanship . . . Rich Veneer Finishes . . . Packed Securely in Air-Cushioned Cartons.

We also manufacture a full line of **WALL BAFFLES** and a full line of blank and cut-out **REPLACEMENT CABINETS**.



WALL BAFFLES
In 5 sizes:
5", 6", 8", 10", 12"

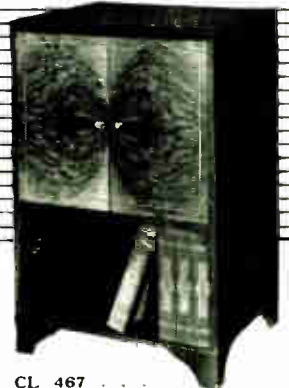
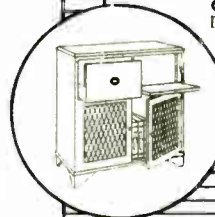
REPLACEMENT CABINETS
7 different sizes:
Nos. 1, 2, 3, 4, 5, 6, 7.



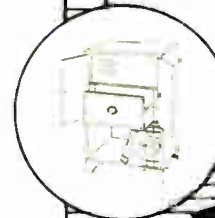
RECORD PLAYER
RP 100—12 x 12 x 4
Also RP 300—amplifier with grille



C 740 . . . CONSOLE
De luxe console, of 7/8" walnut throughout. Walnut veneer finish, front-butt panels. H. 34 1/2, W. 32 1/2, D. 16 1/2. Phono: H. 6, W. 14 3/16, D. 15 1/2. Radio: H. 9 1/2, W. 15 1/2, D. 15 1/2. Record compartment holds 10 albums.



CL 467 . . . CONSOLETTA
De luxe, of 9/16" walnut throughout. Walnut veneer, front-butt walnut door. H. 33, W. 20 7/8, D. 16 3/4. Phono: D. 14 1/2, W. 14 1/2, H. 5 13/16. Record com. holds 12 albums.



RC 175 . . . RECORD CABINET
A beauty both for looks and value. Solidly made, of fine walnut veneer throughout. H. 27, W. 22 1/2, D. 16 1/2. Holds 22 12 in. albums.

Ellar WOODCRAFT CORP.

431 W. 28th St. • New York 1, N. Y.
LOngacre 5-4578

**MANUFACTURERS OF
Quality Radio Cabinets**

Mr. Jobber:

Here are top values in cabinets, made to pass every test of critical buying. Choice territories are open to jobbers and distributors. Act quickly — write us NOW!

MR. SAM RAPPAPORT, PRESIDENT OF ELLAR, WILL SHOW OUTSTANDING MODELS AT THE STEVENS AND CONGRESS HOTELS DURING THE SHOW.

The Smart
NEW
3-way Portable



MODEL A-510

AIR KING *Royal Troubador*

THE 3-WAY PORTABLE WITH TRIPLE SALES APPEAL

You can wrap the whole sales story of the Air King "Royal Troubador" in three words — Price, Performance and Eye-Appeal. It is a 3-way portable designed for beauty and tone with sales potential to match.

Your customers will be proud to own the new Air King "Royal Troubador"—proud as you will be to show it. Highly sensitive . . . critically selective . . . playable anywhere. The "Royal Troubador" can easily be the fastest moving portable you've so far seen.

The Royalty of Radio Since 1920

AIR KING RADIO

Division of HYTRON RADIO & ELECTRONICS CORPORATION

SELLING FEATURES

- Latest design, high-performance miniature tubes (4) plus metallic selenium rectifier
- Superheterodyne with automatic volume control
- Special Alnico V PM Speaker
- Precision die-cut antenna for maximum signal
- 3-way power; AC-DC or battery
- Provision for external aerial
- All wood case bound in striking simulated leather

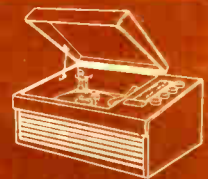
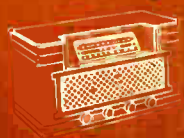
\$37⁹⁵

Retail Price (Tax Incl.) Less Batteries

★ WE HAVE A LIMITED NUMBER OF DISTRIBUTOR AND DEALER TERRITORIES OPEN ★

Write or wire: Air King Products Co., 1523-29 63rd St., Brooklyn, N. Y. Export Address: Air King International, 75 West Street, New York 6, N.Y.

The Royal Family of Radio



"Twenty-Six Years of Specialized Electronic Skill Behind Every Air King Radio"