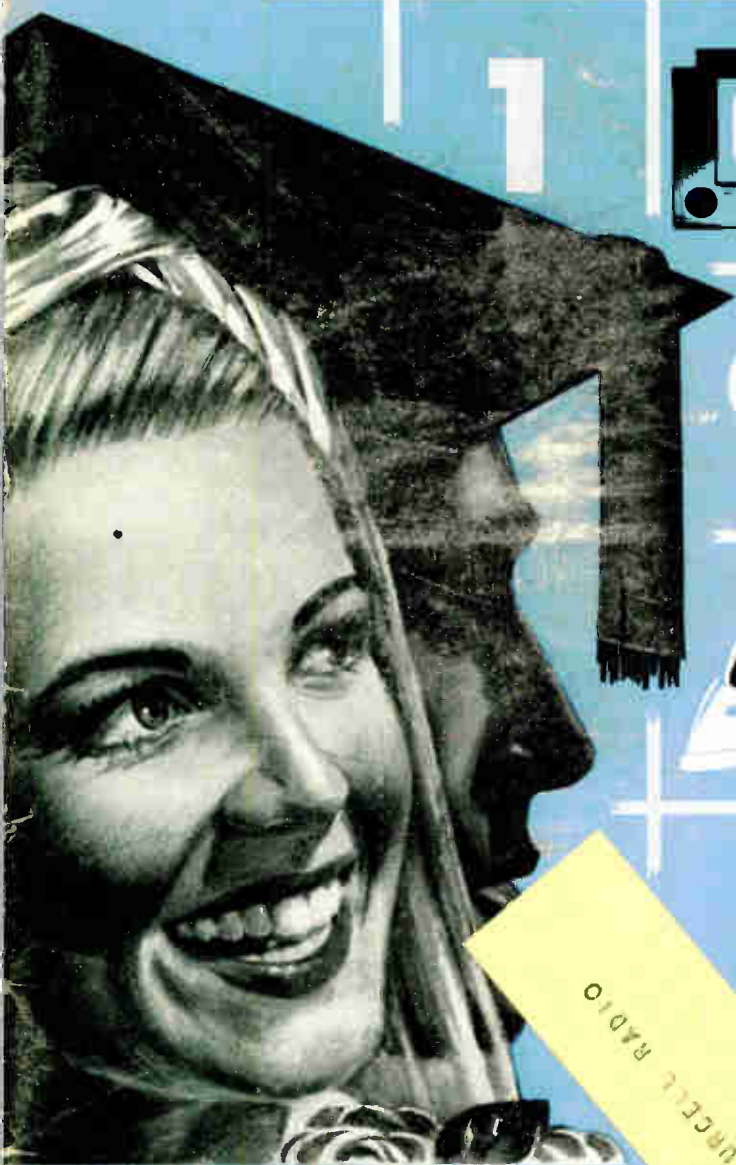


RAJ RADIO & APPLIANCE JOURNAL

JUNE 1948



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ASATE

**YOUR MERCHANDISE
MAKES
GLAMOROUS GIFTS**

why neglect this market!

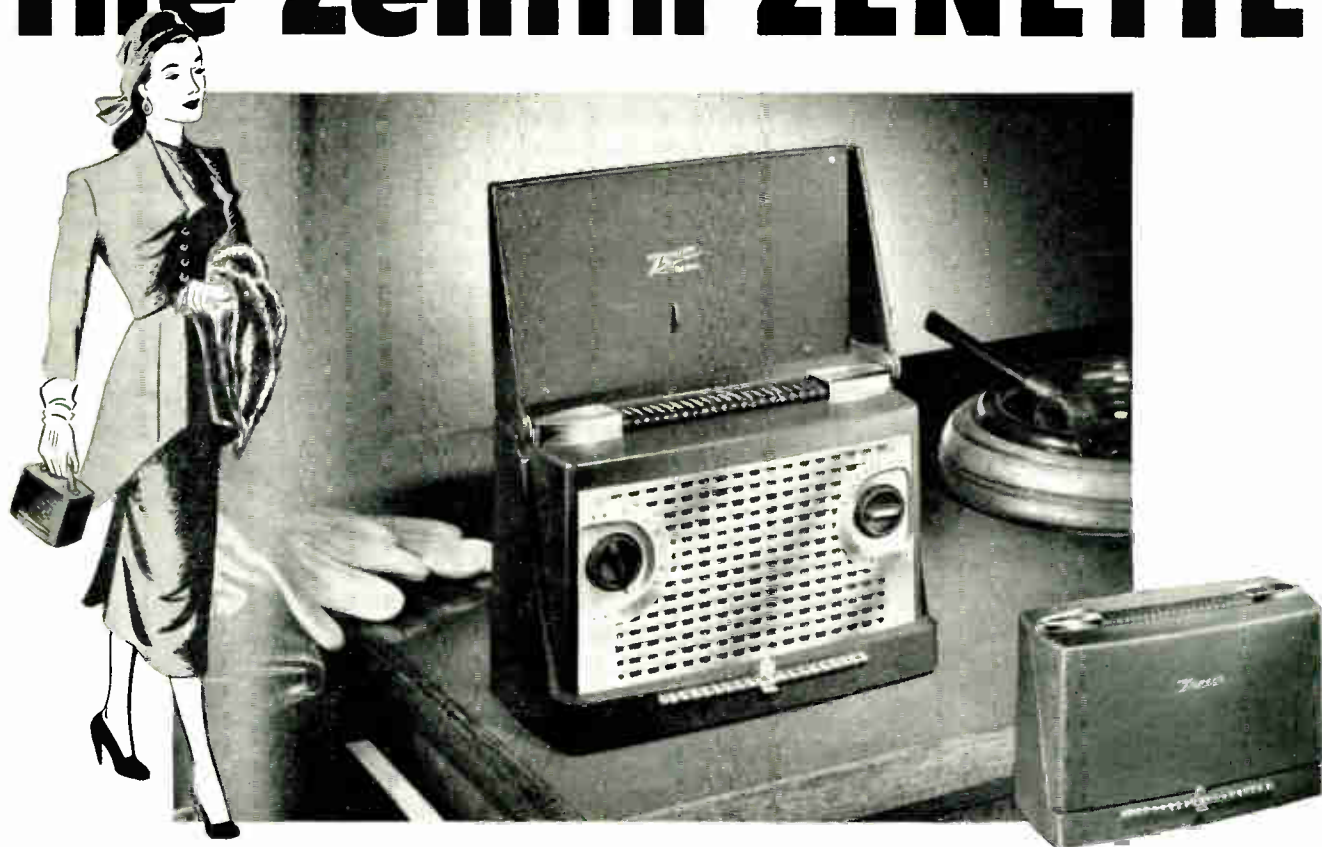
RAJ 50 PURCELL RADIO
KANSAS
KORTON
NEW YORK, N. Y.

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A Personal Portable Radio That Is "Out Of This World..."

The Zenith ZENETTE



It's Another Zenith Triumph

Here is the *Ultimate* in a Personal Radio—a tiny set that knows no compromise with quality, performance or value... a personal portable with *features*. "Zenette" is a brilliant presentation of the know-how gained by Zenith engineers in more than three decades of Radionics Exclusively.

Here, certainly, is a radio you will display proudly, for this is the *perfect* gift... the radio that will make a hit with the man or woman who "has everything." For this is a *beauty*... almost jewel-like in its sparkling elegance... amazing in its vigorous full tone and volume... and the most *convenient* radio ever built. It's a personal portable—it's an exquisite table model—it's the *new kind of radio* that will make sales aplenty for Zenith dealers.

Suggested List Price (Zone 1) \$42.45 Less Batteries

Zenith Radio Corporation • 6001 Dickens Ave • Chicago 39, Ill.

With All These Features

- **AC/DC AND BATTERY POWER**—Will play practically anywhere.
- **QUICK BATTERY CHANGE**—Batteries slip into place in an instant without tools.
- **EXTRA POWER**—Full 90 volts on AC or DC.
- **STRIKINGLY BEAUTIFUL**—The perfect gift.

Keep An Eye On



Again! THE REFRIGERATOR WITH ALL THE FEATURES!



YES, the features that really count for extra value and sales appeal are yours in the new Philco... and only Philco has them all. 9 brand new models from \$194.50* up... ranging from oversize 7.7 to huge 11.2 cu. ft. capacity... the industry's greatest refrigerator values in every price bracket!

*In Zone 1



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This Month's Cover



June is the opening of the gift season for brides, graduates, Father's Day, etc. Your store is chockful of merchandise which makes excellent gifts. It is poor merchandising to neglect this market, particularly when it can help you through those slow Summer months. See page 18 for article on "The Gift Market . . . How to Capture It."

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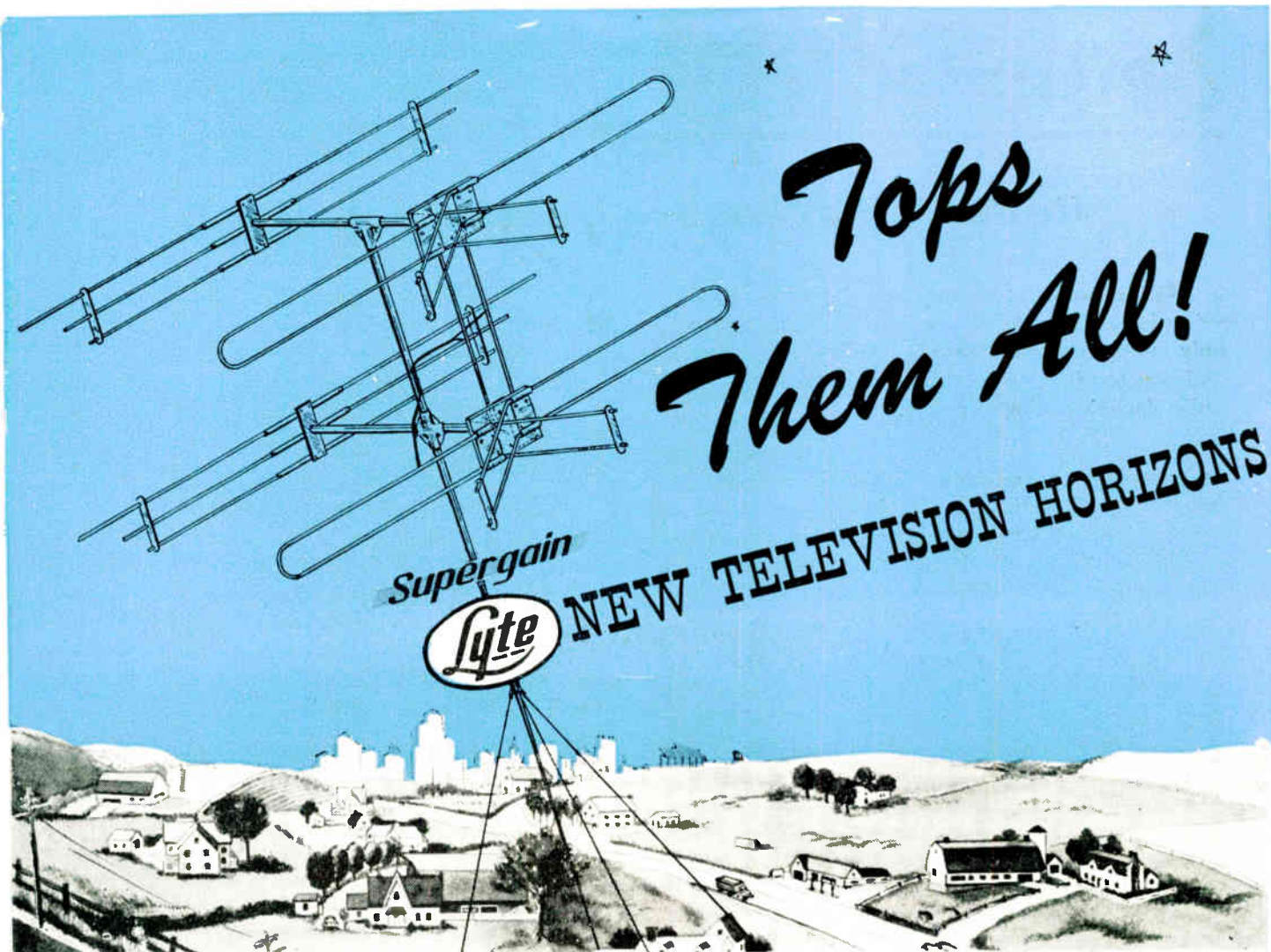
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TOPS IN QUALITY—TOPS IN PERFORMANCE

- The new, proven LYTE Supergain Antenna System for FM and TV receivers gives amazing reception over longer distances than heretofore made possible with outstanding results, under all conditions of interference or location. Designed for 72-ohm service, the LYTE Antenna covers all 13 television channels and all FM bands.

- Available for use in three lengths, 5' — 18' and 35'. The 35' Supergain antenna Model LTD-35 includes Telescoping Mast. The unique design and construction of the LTD-35 cuts installation time and labor in half — insures maximum operating efficiency for the entire antenna system.

- Write today for full engineering and installation data.

DEALERS — Even the finest Television Set is only as good as its Antenna. Install the new LYTE for 100% Brighter, 100% Sharper, clear images with minimum interference. Satisfied customers mean more PROFITS for YOU! Specify LYTE — the best by every test.

CHECK THESE FEATURES:

- Maximum signal strength — minimum interference.
- Highest gain on all frequencies.
- Factory adjusted for best results.
- Low-loss plastic insulation throughout.
- Supplied COMPLETE with all necessary parts.



LYTE PARTS CO.

15 Washington Ave., Plainfield, N. J.

Editorial

Radio Will Survive Despite Television

LEST the words at the top of this column be misunderstood, let us emphasize that television is not only on the horizon but is very much in our midst and will continue to become a major factor in every radio dealer's selling program.

But the birth of this new giant, television, has brought about a confusion of thinking and forecasting among all sections of the industry—a confusion and fear that is taking a toll in the field of radio when, actually, a cold appraisal of all the facts leads to conclusions that are far different.

Last month we spoke about the radio merchant who was doing such a remarkable selling job on television that he was toying with the idea of giving up radio entirely. Since then, we have talked with more than a score of dealers who feel the same way, so this type of thinking is becoming more prevalent, and it's high time that it was corrected before it kills what's left of the radio business.

What are the facts? Is radio a dead pigeon? Will radio receivers in the future be relegated to the Smithsonian Institute?

Perhaps the most authoritative information on this subject came recently at the annual convention of the National Association of Broadcasters, meeting in Los Angeles. Speaking on "Facts for the Future", Kenneth H. Baker, NAB's director of research, said: "I do not mean to lull you into a false feeling of security in this matter, (television) but it is certainly true that your audience is on your side. The people have time and again demonstrated a genuine affection for their radio. This is solid gold in the bank for you. It is a reserve that you can always turn to if you need it. Everyone owns a radio. In interview after interview, people have told us that if and when the pinch comes their radio is the last of their contacts with the outside world that they will give up. Nowadays with everyone able to afford everything, other media are enjoying the peak in their circulation, but even now, however, they cannot show the penetration that we can demonstrate and, when family incomes cannot afford magazines, newspapers, movies and rides in the car, the radio set will still be at home."

The only issue we take with Mr. Baker is his statement that 'nowadays everyone is able to afford everything'.

THERE are millions of families who not only can't afford everything, but can't afford many essentials at today's inflation prices. These families will constitute your radio market for years to come. It is well to remember that more than 85 per cent of all the families in the United States have annual incomes of less than \$3,000.

We (and that includes manufacturers, distributors and retailers) lose sight of the fact that the present owners of television sets constitute a very special and a very interesting group. They are composed of above-average income families. They are curious, they constitute a growing group. *But they are not the 140,000,000 million people in the United States.* And they won't be for years to come!

What happened in Boston last month is a perfect example of how foggy thinking about television can ruin an industry. Boston's first television station, WBZ, was about to start operation, and this great event caused much excitement, as it should have.

What did Boston's radio retailers do in the meantime? They simply stopped all activity on radio . . . stopped buying . . . stopped selling . . . stopped everything, while they waited for television to make its bow.

JUST what did Boston's merchants expect—another 'Boston Tea Party'—but this time with radio sets being thrown into the harbor? Did they expect the entire population of the city to make a wild scramble for new television sets? Did they expect that people would stop listening to radio and give all their free time to television?

That's what most dealers expected, but of course it never happened. But there were some clear-sighted dealers who refused to be frozen into inactivity. Up in Lynn, Mass., a suburb of Boston, one aggressive dealer kept his television promotions quiet until the actual demand made itself felt. In the meantime he arranged some excellent promotions on radio-phonographs. Want to know what happened? He sold 77 consoles in one week!

Television is the greatest thing that ever happened to the radio industry, but while making merry over the birth should we asphyxiate our first-born, radio?

N. B.

Now A Revolutionary

BACE MULTIPLE TELEVISION VIEWER CAN BE PLACED WHEREVER YOU WANT AND OPERATED BY REMOTE-CONTROL



● **BETTER THAN MEDICINE FOR CONVALESCENTS . . .**

Modern hospitals are now using this newest way of keeping convalescing patients cheerful. Patients look forward to television programs with such intense interest that they endeavor to stay well, or get better just to be permitted to see the show. With this new Multi-unit by BACE it is possible to bring the television to many more patients in several rooms. Only one controlling unit is needed and you add as many picture units as necessary.



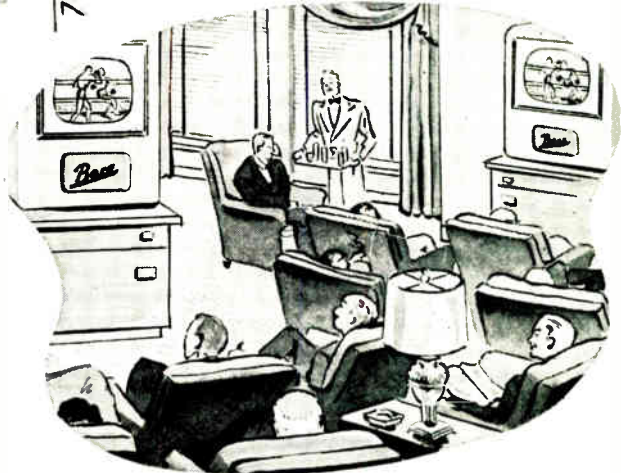
● **SEEING IS BELIEVING . . .** You'll know when you see this new multi-unit television in operation that BACE is unsurpassed for ease of control and clarity of picture. The large 15 inch flat-faced tube, giving 136 square inches of brilliant, undistorted pictures is unique. Only three controls . . . any number of viewing units . . . perfect for schools, hospitals, hotels, bars, grills, institutions, factory and office installations.

● **NOW,** everyone at the bar has a "front row seat." Even very long or circular bars can give their patrons a front row view of television shows. No more twisting or craning — but relaxing enjoyment for everyone. Place several viewers at the best points of observation and watch your business grow.



● **TELEVISION IS 1st IN AMUSEMENT FOR CLUBS . . .**

Club members, everywhere, are among the most enthusiastic television audiences. Your club is most important to you only when you feel that it is the best, the most complete in relaxation, entertainment and good fellowship. Accent everything good about your club by installing this practical Bace receiver with several viewing units.



● **BACE MULTI-UNIT FEATURES:** 13 Channel stabilized selector . . . magnetic sweep deflector . . . magnetic focus . . . three stage synch. separator and clipper circuits . . . two stages of video amplification and a four megacycle band width on video. Equipped with 33 tubes and 5 rectifiers, the BACE set produces perfect pictures on large brilliant screens for the ultimate in television.



Only 3 dials . . . imagine that! Any number of viewing units, perfectly synchronized with the control unit. The simplest set to operate and maintain. Designed by the foremost engineers in television.

Bace TELEVISION CORPORATION

GREEN & LEUNING STS. • SOUTH HACKENSACK, NEW JERSEY • HA 3-4881



Washington News Highlights



RMA June Convention

RMA President Max F. Balcom has issued the formal call for the 24th annual RMA conclave which takes place June 14 to 17 at the Stevens Hotel, Chicago. During the same week, at the Palmer House, the Music Industry Trade Show and convention of the National Association of Music Merchants will also be held. Many radio and phonograph manufacturers will have exhibits on the sixth floor of the Palmer House. All in all, it will be a gala week for the radio and music industry in Chicago.

Industry Mobilization

The current international situation keeps the radio and electronics industry on its toes as it relates to national defense and mobilization. The new RMA Government Liaison Committee has been set up to secure information on government industry mobilization and military production plans from the National Security Resources Board, the Munitions Board, the Army and Navy and other agencies, as they affect the radio-electronic industry. Members of the committee are: Fred R. Lack, vice president of Western Electric Co. of New York; Frank M. Folsom, executive vice president of the RCA Victor Division and W. A. MacDonald, president of Hazeltine Electronics Corp. of New York.

21 States Shared in TV Distribution in 1947

A total of 162,181 television receivers were shipped to 21 states and the District of Columbia during 1947 according to the first authoritative industry report on the distribution of TV sets among telecasting areas, just released by the Radio Manufacturers Association. About half of these television receivers were shipped to the New York-Newark area. New York City received 56,645 and Newark 22,158 to rank first and second in the list of cities receiving shipments. Philadelphia came third with 18,923 receivers, and Chicago was fourth with 13,723. RMA plans to issue quarterly reports on television set distribution during 1948.

National Radio Week

All organizations and groups concerned either with the merchandising of radio and television and broadcasting will be invited to participate, both nationally and in local communities, in the observance of National Radio Week Nov. 14-20. The program is being sponsored by RMA and the National Association of Broadcasters. An important phase of the program will constitute a climax to the year-round "Radio-in-Every-Room and Radio-for-Everyone" merchandising campaign designed to increase radio audiences by encouraging multiple set ownership in American homes. The "Radio-in-Every-Room" sub-committee is headed by Kenneth W. Sickinger, of Stewart-Warner Co., Chicago, and includes Herbert F. Guenin, Jr., of RCA Victor Division, Camden, N. J.; E. P. J. Shurick, of Free & Peters, Inc., New York; Joseph Creamer, of Station WOR, New York, and Hugh M. P. Higgins of the National Assn. of Broadcasters.

TV Set Production Continues Climb

Television receiver production continued to climb during April and reached a new weekly average of more than 11,500 although the month's output fell below March because the latter covered five work weeks as against four in April. Latest RMA statistics show a production of 46,339 TV sets by RMA member-companies during April, bringing the total postwar output to 350,000 as of April 30. April's weekly TV set manufacturing rate was 28 per cent higher than the weekly average for the first quarter of 1948.

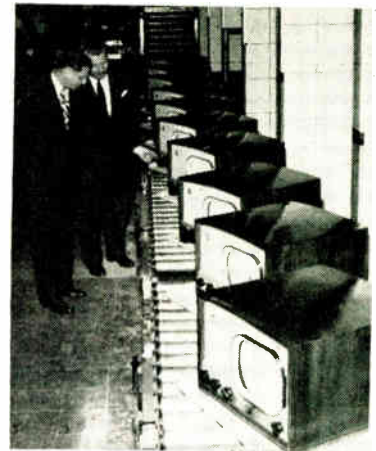
Radio set production, including FM-AM receivers, indicated a seasonal decline during April totalling 1,182,473. Portables and auto sets continued to be turned out at a high level, but table models showed the sharpest seasonal drop.

RMA Exhibits in Chicago

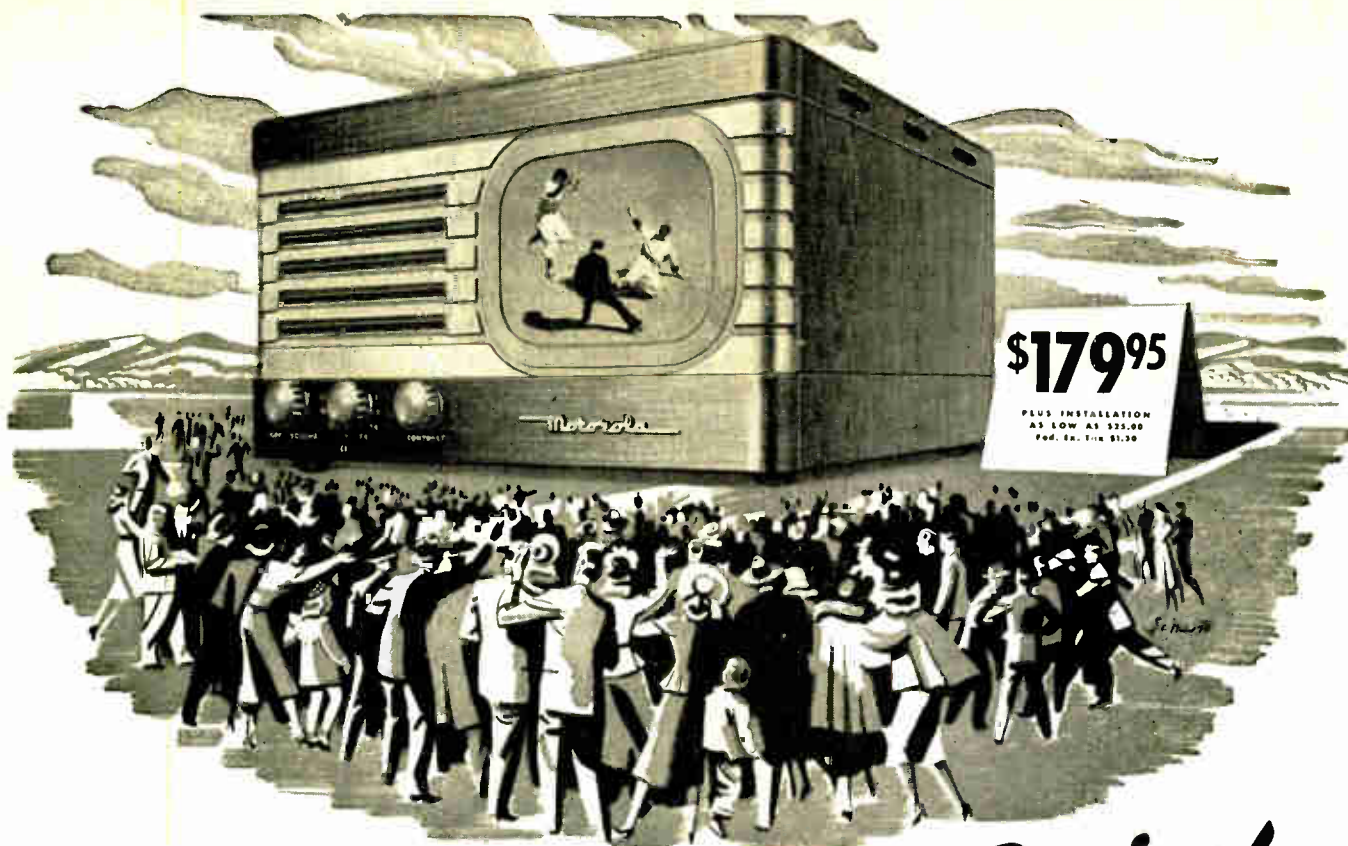
While no sets or other equipment will be exhibited at the RMA Convention in Chicago, many RMA members will have displays at the trade show and convention of the National Association

of Music Merchants to be held simultaneously June 14-17, at the Palmer house. Be sure to see them if you are in Chicago. RMA's Annual Industry banquet is being deferred until next year when a 25th "Silver Anniversary" celebration will be held.

First Production Run of New G-E Television



This new General Electric table model television receiver is the first produced at the company's new Electronics Park plant at Syracuse, N. Y. Walter M. Skillman (left) and Paul L. Chamberlain of the G-E receiver division sales staff inspect the initial production run. Known as Model 810, the new receiver is housed in a mahogany cabinet and has a 10-inch direct-view picture tube with an aluminum-backed fluorescent screen. The aluminum backing acts as a mirror which prevents loss of light and stray reflections inside the tube, thus improving brilliance and picture contrast. The new receiver has a list price of \$299.50. The company expects television within the next five years to develop into a \$600,000,000 receiver sales business which will serve more than 40,000,000 people in the 140 principal U. S. markets.



acclaimed... *with Praise!
with Sales!*

TODAY'S
MOST WANTED
TELEVISION
RECEIVER

In every city where television receivers are sold, the Motorola Model VT71 has been enthusiastically received as the outstanding television value on the market. It is praised by dealers because of its ready saleability — acclaimed by customers for its clear, bright pictures and glorious sound — acclaimed by all because it is the first television receiver priced and produced to bring the miracle of television to all the people.

Now, and from now on, your leading name in television is Motorola. Feature it with pride — sell it with confidence.

Motorola Inc.

4545 Augusta Boulevard
Chicago 51, Illinois



Too Much Static in FM

Contending that AM radio is "old-fashioned" both technically and from the standpoint of programs, D. Milard C. Faught last month told the FM Association and retail dealers from Delaware, Maryland, Virginia, North Carolina and the District of Columbia that although FM is a technical revolution in the science of radio broadcasting, "there is still a lot of poverty in radio when one comes to evaluate radio programs and the thinking that is behind them." Of course, new developments in the art of television programming should have a stimulating effect on radio.

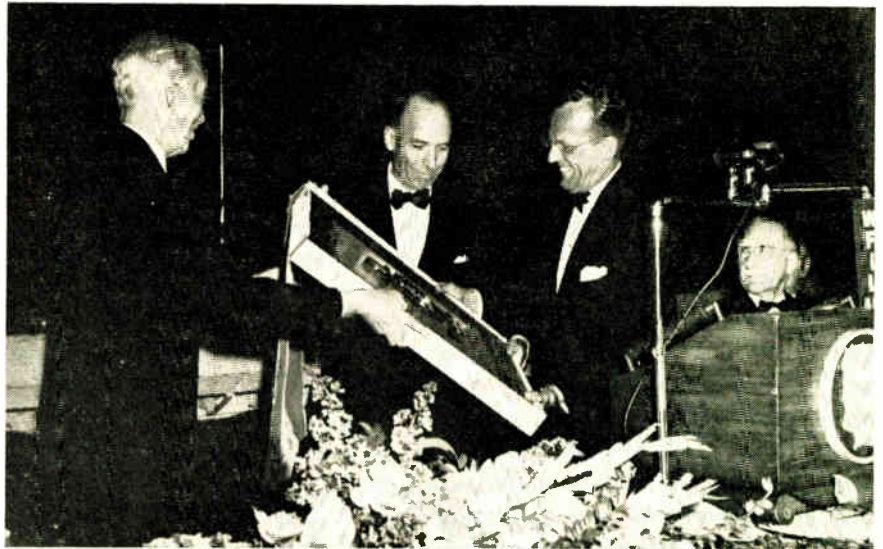
Higher Frequencies

The question has been asked whether present television sets would become obsolete if the Federal Communications Commission opens up a band of frequencies around 500 megacycles to supplement the present channel assignments to television. In the opinion of Dr. C. B. Jolliffe, Executive Vice President in Charge of RCA Laboratories, they would not become obsolete. "Obsolescence of television receivers," says Dr. Jolliffe, "can be avoided by the addition of a simple converter which was developed about two years ago to illustrate the principle in connection with color television. By the use of this converter, present sets designed for the channels currently in use can receive television on the high band also. "The manufacturing cost of such a converter is about \$10 and can easily be manufactured by anyone, claims Dr. Jolliffe.

Replacement Chassis Market

Based on a survey made by Sylvania at the close of World War II, there were approximately 19,319,200 console type radio sets in use. At the present time, 8.7% of these are about 6 years old; 12.3% are about 7 years old; 18% are about 8 years old; 48.6% are between 9-15 years old. In assessing these superannuated sets, Walter Jablon, Vice-President of Espey Manufacturing Company points out to dealers that here is a lush market to "cash in" on the replacement AM/FM chassis market. A little more than 50% of the people who purchased consoles prior to 1942 were sold on the basis of styling and furniture quality of the cabinet. With FM now outmoding a majority of the chassis in the old consoles, set owners wishing to keep their

For Achievement in Sales and Distinction



James H. Carmine (center), vice president in charge of distribution for Philco Corporation, receives the annual Howard G. Ford award of the Sales Managers' Association of Philadelphia from Melvyn F. Foeller of the American Telephone & Telegraph Co. The award was for outstanding achievement by Philco in sales and distribution on a nationwide basis.

present cabinets will be in the market for a new AM/FM receiver chassis.

75 Per Cent of Volume

Throughout the month of May, Chicago radio and television dealers reported excellent retail sales volume, but almost 75% of this was in the television bracket. Towards the middle of the month, however, there was a spurt of sales activity in portables and small table model sets, ushering in the outdoor season. Despite the strong demand for television, there is still an inclination among some merchants to pare away at price structures. Can it be that some dealers, even with the help of television, are *blind* to the fact that there need be no price-cutting for years to come?

Westinghouse Cuts Price on Five Radio Models

The Westinghouse Home Radio Division has announced price reductions ranging from \$20 to \$125 on a table model and four console radios. The price reductions, ranging from 13 per cent to 20 per cent, have been made on one model in each of the Division's five major price brackets, so that consumers at all income levels can take advantage of the savings. Three of the models on which price reductions are being made are AM-FM phonograph combinations in period and modern cabinets.

Emerson Radio Cuts Portable Price

The Emerson Radio and Phonograph Corporation has announced a retail price reduction of twenty-five per cent on the leader model 560 in its 1948-49 portable radio line. According to Benjamin Abrams, president of the company, the price reduction from the former list of \$19.95 to \$14.95, has been made possible mainly by economies incidental to the production of more than two hundred thousand of the model 560. The price cut, said Mr. Abrams, is in accordance with "the long standard practice with Emerson to pass production savings along to the trade and public. We are collaborating with all other major manufacturers in an educational campaign to stimulate the purchases of more than one set for the home and office and we regard a price reduction on portables as being timely and consistent with that purpose."

Largest TV Window Display

Gimbel's Philadelphia opened a tremendous television window installation on June 1, featuring twenty different receivers (wired for reception) in twenty windows. To be used for National conventions. More about this next month.

Portable Perfection

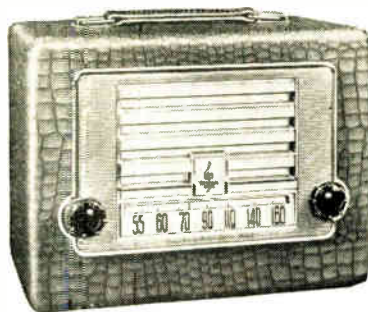
THE MOST "MERCHANDISABLE" LINE
IN THE RADIO INDUSTRY

Emerson Radio

Featured in the Biggest "Celebrity" Campaign Ever
Conducted for ALL Dealers in ALL Territories



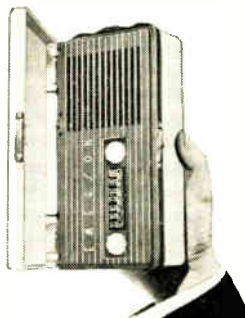
Emerson Portable Radio Model 560
Less batteries \$14.95



Emerson Portable Radio Model 567
Less batteries \$24.95



Emerson Portable Radio Model 553
Less batteries \$39.95



Emerson 3-Way Personal Portable
Model 569 Less batteries \$39.95
Battery operation only, less batteries \$34.95



Model 559
"3-Way"
Less batteries
\$29.95

Marsha Hunt

Star of the
Edward Small
Production
"Raw Deal"
an Eagle-Lion
Film Release

CASH IN ON THE DEMAND—GIVE THEM PROMINENT DISPLAY

EMERSON RADIO & PHONOGRAPH CORPORATION, NEW YORK 11, N. Y.
World's Largest Maker of Small Radio

TUBES · RADIO · SETS



YESTERDAY

Cluttered displays, price slashing signs, manufacturer's "Dumpings", poor margin of profit, all these were characteristic of the radio and appliance business before the war. Will these practices return? Some already have, to the detriment of the entire industry.

"THE Present and Future of the Radio, Television and Appliance Business" covers a lot of ground. And some of the footing is not so secure. We can talk in definite terms about the present. The future is less clear. In fact, the future is not as clear as it was three months ago. At that time, we could see pretty well where we were going. Our biggest problem in estimating output and planning future operations was availability of materials. We were, and are, fast heading into competitive conditions in practically every field in which you and I are interested.

But today, we face the uncertainties posed by the international situation. An intensified defense program, coming on the heels of the coal strike,

This article is excerpted from an address by R. C. Cosgrove, Vice President, Avco Manufacturing Corporation, and General Manager of its Crosley Division, before the opening morning session of the Appliance Division at the National Electrical Wholesalers Association Convention, Hotel Statler, Buffalo, N. Y., May 6, 1948.

The Present and Future Television, and

*By R. C. Cosgrove,
Crosley Division,*

may easily mean a very serious shortage of sheet steel for commercial manufacturing later this year. The effect of such a shortage on our manufacturing output and your markets must be weighed heavily in any look into the future.

Aside from the implications of the defense program, we are in the midst of important changes in our business. The nature of each change is different, with respect to radio, television and appliances, but each has arrived at a stage at which we must give it new thinking and new action.

We can't generalize these three fields into one. As they are developing, they are not a "business"—they are "businesses." The problems and outlooks are different. It is possible we have already done ourselves some harm in trying to use the same formula to

sell some very different varieties of merchandise.

However, one broad observation applies to all. The time has come when "COMPETITION" is with us, in capital letters. In radio, that time arrived a year ago.

1947—Good Year

You enjoyed a good year last year—or should have. Sales of radio-appliance dealers for 1947 hit two-and-one-half billion dollars—46 per cent above 1946, and inventory positions were not bad. Barring new production curtailments, we should raise that figure this year—if we realize that sales-wise we are in real competition again, and settle down to do something about it.



TOMORROW

Modern, attractive stores designed to sell merchandise, good display, trained sales personnel, balanced production, these are the factors which will promote and expand the radio, television and appliance business in the eventful years ahead.

of the Radio, Appliance Business

General Manager

Arco Manufacturing Corp.

I mean a broader kind of competition than between manufacturers or brands. I am speaking of competition between industries for the consumer's dollar.

No industry is blessed with an unlimited demand for its products. Many products can claim a heavy demand. But sales are not based exclusively on demand or desire for products—but rather, on demand *plus* ability to buy, *plus* willingness to buy.

During a depression, there is a desire for all kinds of products—people need and want them—but the sales curves of course are downward. Everyone suffers, because the desire is not supported by *ability* to buy.

Ironically, we are now seeing more and more evidence of limited ability to buy. The national income is up. Incomes have more than doubled over the 1935-39 averages. Hourly workers are taking home 110 per cent more. But higher taxes (not withstanding the recent cut) and increases in prices of the necessities of living, such as food and clothing, have offset, to a sizeable degree, this larger income.

Actually, millions of Americans, despite the rise in pay, face many of the family budget problems they faced before the war. They must make very strict choices between the goods and services they buy. Before we sell a prospect a refrigerator or radio of any make, we must first sell him on the fact that he should *buy* a refrigerator or a radio instead of one of the many other things he wants.

Competition

We are definitely in competition with other industries. And this kind of competition is just as healthy as competition *within* an industry. It inspires the manufacturer to make better products at lower cost. It weeds out the opportunist organizations and pays off to those who know how to sell and how to hustle. A lot of people are in business these days. 200,000 new companies entered the competition for the consumer's dollar last year. This adds up to a record high of almost 4 million companies — some 470,000 over the prewar peak of 1911. Important to us is the fact that aside from the construction field, the *biggest* relative increases in the last three years have been in the *wholesale trade*, and the *manufacturing* and *retailing* of *durable goods*.

We have no reason at all to be afraid of inter-industry competition. We have a number of good advantages. We have products that people need. Any product you find in 9 of 10 homes

(Continued on page 14)

Future of the Radio, Television and Appliance Business

in this country is no luxury item. It has to be very close to a necessity. Ninety-three per cent of American homes have radios. Almost 80 per cent of electrified homes have mechanical refrigerators. More and more, the mechanical refrigerator is looked upon as a necessity.

From the price standpoint, we are very competitive. For example, retail prices in general have risen 64 per cent over the 1935-39 average; refrigerator prices, on the average, have increased only 43 per cent. I believe this is a fair sample of most of the items in the appliance field. New features and new values have been incorporated in these products, so that we can honestly say that, based on prewar standards, the consumer receives more for his money than from almost any other product or commodity.

I believe there is a tendency among wholesalers and retailers, and even unconsciously among some manufacturers, to underestimate the continuing sales potential in the radio field. This is probably the result of television talk and the erroneous impression that tremendous production has tended to saturate the market.

More than 31 million sets were produced the end of the war to January 1, 1948. More than one-half of these—around 19 million—were produced in 1947 alone—a record year for the industry. 37 million, or more than 90 per cent of American homes have at least one radio receiver, and many have three or four. Five million automobile radios and millions of portables are in use. Altogether, Americans currently own more than 65 million receivers.

Now, it is misleading to look at these figures and say that the market for radios is becoming saturated. To the contrary, any business that enjoys such universal appeal with the buying public should constantly provide a ripe market if it is a turnover business, and radio definitely is a turnover market. There are millions of console radios and radio phonographs in use today that are from six to ten years old. This replacement market is untapped.

Hundreds of thousands of new homes are being established this year. Somewhere I have noted that a million and a half marriages will take place. Based upon our 93 per cent figure, this should mean a market for a lot of new radios. Also, the radio industry's campaign for a radio in every room is

making definite headway, opening up markets for additional millions of sets.

We estimate that, with a free flow of materials, at least 14 million receivers will be produced this year. If full and proper sales effort is applied, there should be few of these remaining in the producers' inventories, of your inventory, or on your dealers' floors when the 1948 selling season ends.

Radio Sales

Radio sales, more than any other in our field, depend upon the customers' willingness to buy as well as his need and his ability. Radio has given us our first real test of postwar salesmanship, and experience has shown us that radios will move—and move well—where good salesmanship is applied. Very probably you followed the recent sales test, in Hartford, Connecticut, sponsored by the Radio Manufacturers Association. During a two-week test, every method of sound sales promotion was exerted, while in nearby Providence, Rhode Island, no special campaign was made. There were no tricks, no stunts—just a sustained promotion effort.

The end result was that 108 dealers in Hartford outsold 108 similar dealers in Providence by more than two-and-one-half to one. The Hartford dealers sold 2,505 receivers as against 979 by the Providence retailers. The value of sustained work was shown by the fact that the Hartford dealers in the first week sold 1,102 as compared to 502 in Providence, while during the second week the Hartford dealers sold 1,403 as compared with 477 in Providence. (For complete story on Hartford Test Campaign, see *Radio & Appliance Journal*, March and April issues, Ed.)

A very substantial proportion of the receivers sold were combinations. There were obviously replacements, not dependent on the radio-in-every-room campaign for their sale. And every variety of retailer benefited. The increases were shown alike by appliance stores, radio and service shops, furniture stores, department stores, music shops, jeweler and automotive supply houses.

Frequency modulation has meant and will continue to mean, new business. More than 400 FM stations are on the air today, and we can expect some 700 by the end of the year. Every new station creates or expands additional markets for FM-AM consoles and table sets. The recent decision by the musicians' union to permit duplication of AM programs on the FM

band means a much wider variety of programming on FM, and this development already is being solidly reflected by increased demand for FM-AM models. The demand is there. The willingness to buy depends on the radio industry — you and your retail organization. It is a part of your future in radio.

Another development of great promise is very small radio equipment for two-way conversation between individual users. Almost all technical hurdles in this field have been cleared. "Transceivers," as they are called, which weigh only two-and-one-half pounds and are no bigger than a camera, have been approved by the Federal Communications Commission. With a transceiver of this type you can talk back and forth with another party as much as eight miles away. It is the "walkie-talkie" principle, made usable for the public.

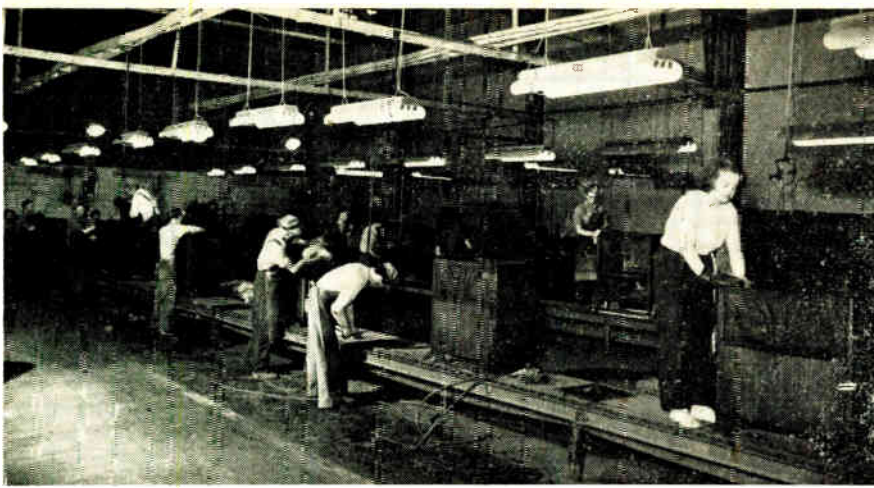
We have developed radio to a fine point. No other industry has achieved greater scientific success. But all of the frontiers of radio have by no means been opened. We have yet to develop, for instance, a truly personal radio. I mean one that you can carry on your wrist, in your purse, or in your vest. When a dependable receiver of this kind is placed on the market—and it will be—you will have another new untapped source of sales.

Generally, in most lines of appliances, we are moving into definite buyers' market. The situation here, however, is not closely akin to radio. Even the most popular appliances have not yet reached such universal use. Consequently, in addition to *replacement*, we are concerned with tens of millions of potential *new* users of a greater variety of electric appliances.

The home freezer field, for example, is virtually untouched. It has every reason to become one of the most popular of all household items. It is a specialty that will expand and become very important as the nation's families learn of the great advantages of home freezing and the home frozen food cabinet. Production of home freezers last year totalled only 500,000 as compared with 3½ million refrigerators. Only 100,000 dishwashers were produced.

Production in most other lines was very substantial. As compared with 1939, a good year, four times as many ranges were turned out, three times as many washing machines, twice as many irons, almost five times as many space heaters, three times as many floor cleaners, four times as many ironing machines. However, when five years of accumulated replacement needs plus the new postwar markets are considered, we can see

(Continued on page 15)



Radio has given us our first real test of postwar salesmanship, and experience has shown us that radios will move—and move well—where good salesmanship is applied.

that these outputs were by no means sufficient to level off the sales potential in the appliance field.

In addition to replacement and demand for new types of appliances in existing homes, we have ever-widening provision of electric service to American families. From 1942 to 1947, six million families became our customers when they obtained electricity for the first time. That rate will increase in the future.

The appliance field is wide open for cultivation and development. But the products will no longer sell themselves. The time for down-to-earth salesmanship and sales promotion is here. Hard times are not coming—but soft times are going.

At the retail level, much can be done to relate the sale of electrical items. There is room for great improvement in in-the-store promotion. Department stores say that 25 per cent of their sales result from unplanned purchases by customers who come in for something else. What percentage can our outlets claim? I tell my distributors they should know, personally, what every one of their dealers is doing, and how he is doing it, if they expect to achieve the business they should this year.

If not balked by material shortages, the appliance field in 1948 should better the 1947 sales volume, and should remain a stable source of business for years to come. As in radio, probably even more so, the electric appliance field has many new frontiers. New products will emerge to bolster the business as we go along. Not too many years from now we will begin to hear much about electronic cooking, a system for very fast cooking that will mean steaks well done in 60 seconds and chicken baked to perfection in a few minutes. Obviously, here is something that could revolutionize the kitchens of America and the range industry.

Television

I have omitted television from the statements I have made and the figures I have cited about radio and the general appliance field. Television, while fully in our field as merchandisers of electrical home goods, is something new and different. While radios and appliances should, for years to come, remain important sources of business, television will far outstrip radio and will still be climbing rapidly when appliances level off. Television today is a very young and dynamic industry with the world before it. In this stage of television's growth, it should be considered in a category of its own.

There has been a tendency to say that television has been slow in arriving. When you consider the first commercial stations began operating, and first receivers went into homes, in 1938, and that home television was at a standstill throughout the war years, I believe you will agree that the progress has been amazingly rapid.

Before the war, about 4,000 television receivers were made and sold. It is a tribute to the industry that most of these are still being used after minor modification. In 1946, 6,500 receivers were produced; in 1947, 175,000 were produced. During the first three months of 1948, the total was boosted by 119,000. Until a month or so ago, the industry generally was predicting production of at least 600,000 this year. Shortages of copper and other materials possibly resulting from the defense program may cut into that figure. No one, at this moment, can say how much.

Tremendous strides have been made in the past 60 days in television programming. As a result, you are going to see a sharp upswing in demand for home receivers. The brightest development has been the lifting of the musicians' union ban on live music in television. This act removed the last

(Continued on page 40)

FORECAST

RADIO

We have developed radio to a fine point. No other industry has achieved greater scientific success. But all of the frontiers of radio have by no means been opened. We have yet to develop, for instance, a truly personal radio. I mean one that you can carry on your wrist, in your purse, or in your vest. When a dependable receiver of this kind is placed on the market—and it will be—you will have another new untapped source of sales.

APPLIANCES

The appliance field is wide open for cultivation and development. But the products will no longer sell themselves. The time for down-to-earth salesmanship and sales promotion is here. Hard times are not coming—but soft times are going!

TELEVISION

If you have no television broadcasting in your area, the chances are you will not have a long wait. It is generally estimated that by the end of this year, 50 per cent of you will be actively engaged in the television business. What we are now experiencing in television is not a "boom", as some have labeled it, but a logical and stable expansion. Barring emergencies, television for years to come will be a steadily growing, big business. It will be big business for most of you, if you choose to make it so. In five years I expect to see television become at least a billion dollar industry. Estimates on the retail value of receiver production by 1952 run around 675 millions. Gentlemen, you are in the right businesses.

R. C. COSGROVE

CURRENT PRODUCTION TRENDS

As we are about to enter the second half of the crucial year 1948, production trends and statistics assume an ever-increasing importance. In fact, in our opinion, production of consumers' durable goods during the next few months holds the key to whether we will have a buyers' or a sellers' market this Fall. With approval of more than four billions of dollars for the European Recovery Plan, with Congress voting a Seventy Group Air Force, with accelerated spending and production for strictly military purposes, it is evident that the government will be competing rather heavily with private industry for labor, and materials, particularly in the radio, television, electronics and major appliance fields. Many experts are of the opinion that it will be a "touch-and-go" situation for the rest of the year as far as it concerns shipments, inventories, new models. Many plants are already in military production, so you'd better eye your inventory rather carefully. We don't mean that you shouldn't get rid of your 'cats and dogs', but we'll go out on a limb by stating that desirable merchandise won't be too plentiful this Autumn. In the meantime, these production statistics, compiled by Dun & Bradstreet, Inc. bear new significance—Editor.

RADIOS

1947 production of radios exceeded all previous records. There were 17,695,677 sets manufactured in all groups, including FM-AM, television, automobile and portable sets. Seventy-two percent of all home reception units were table models, 13 percent consoles, and 15 percent portables. The major characteristic of radio production this year is the emphasis on television: almost 47,000 television sets were manufactured in April, the last month for which statistics are available. TV production will continue to increase during the rest of the year as public interest in television mounts rapidly. Portables and auto sets continue to be turned out at a high level, but table models and console radio-phono combinations are tapering off while the industry decides in what direction consumer buying habits will go.

WASHING MACHINES

Washing production in 1947 was 87 per cent greater than in 1946 and 93 per cent above the year 1941. Recent price reductions by one of the largest manufacturers (Bendix) have stimulated sales but are causing a "wait-and-see" attitude among buyers. New improvements in completely automatic washers which don't require fastening to the floor open up a vast new market among 'cliff dwellers' who live in apartment houses.

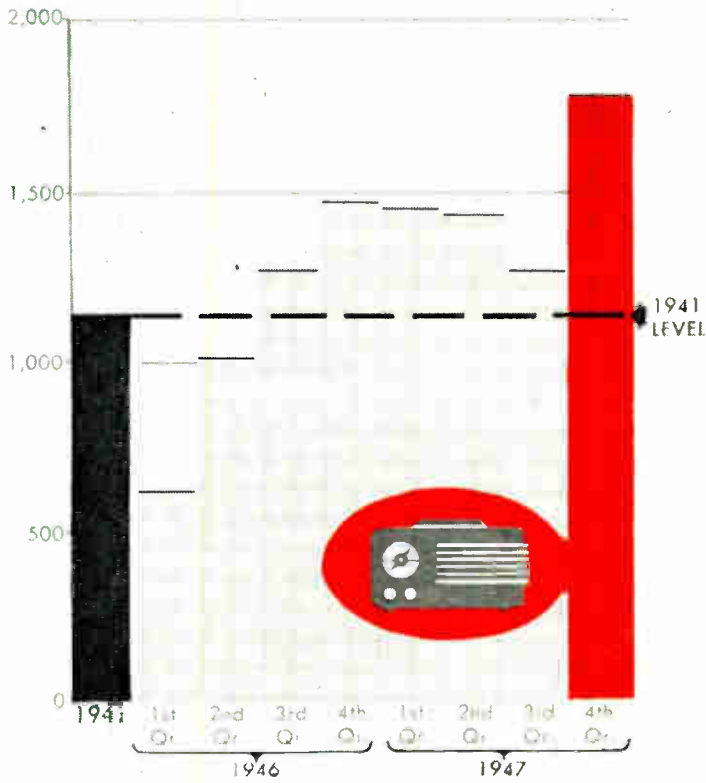
REFRIGERATORS

Refrigerator production continues on the upswing with output in the fourth quarter of 1947 well above 1941 levels. Although bottlenecks in production have largely been licked as more steel and fractional motors have become available, a shortage of steel and other vital components used in the national armament program may again bring about shortages. There were 2,994,297 electric household refrigerators made last year, an increase of more than a million units over 1946. By all indications, the consumer demand market continues strong, particularly as the home building program moves ahead.

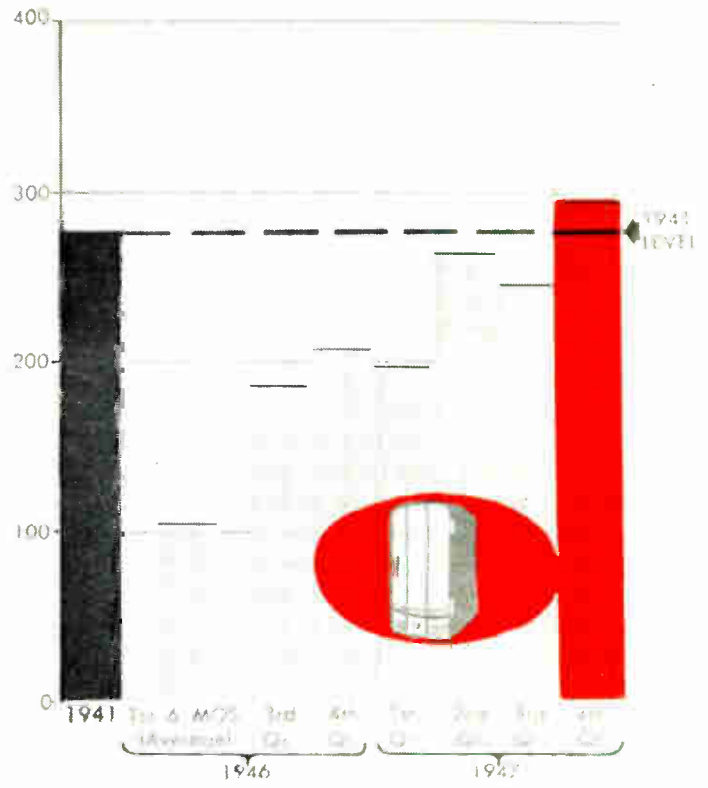
VACUUM CLEANERS

Last year's production of vacuum cleaners has reached an all-time high of 3,800,687 units, a 66 per cent increase over 1946. Last year's sales exceeded the combined total of the industry's best two pre-war years of 1940 and 1941. This year's production and sales may be even greater. One thing is certain: 16 million families living in homes with electricity do not own a vacuum cleaner. Here is a vast market yet to be tapped.

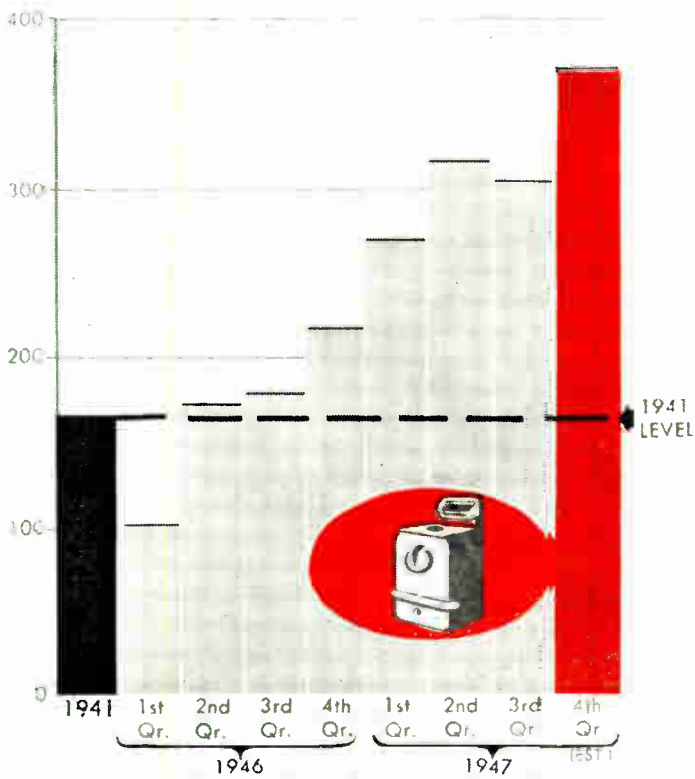
RADIOS



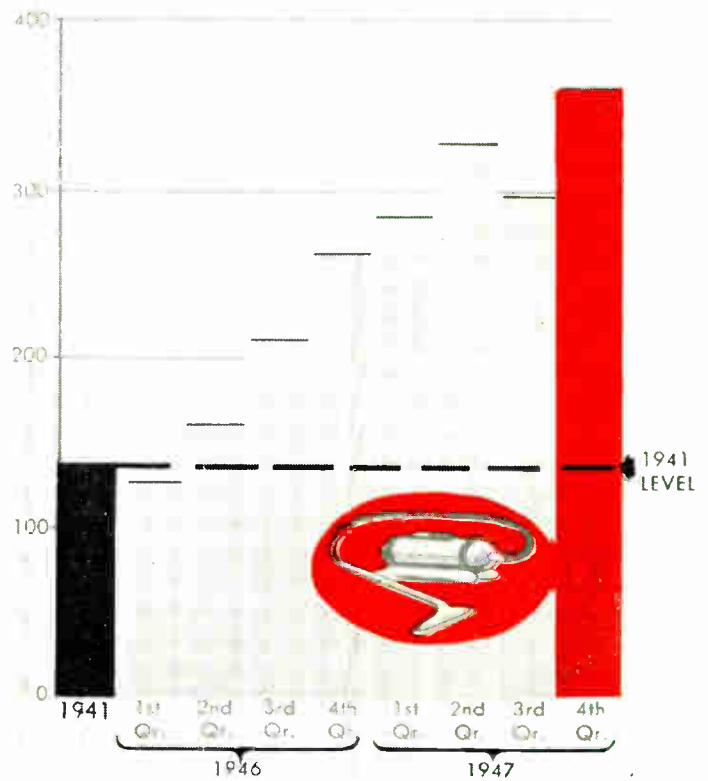
REFRIGERATORS ELECTRIC

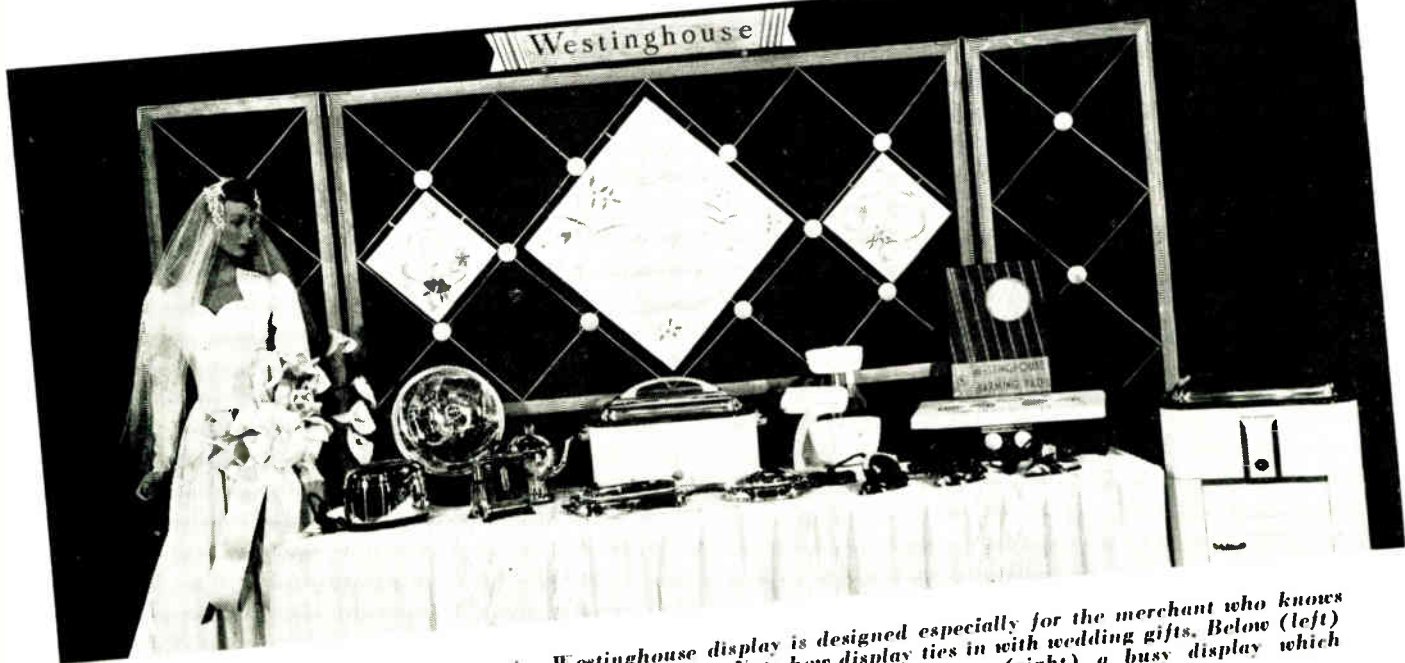


WASHING MACHINES



VACUUM CLEANERS





This attractive Westinghouse display is designed especially for the merchant who knows the value of special promotions. Note how display ties in with wedding gifts. Below (left) G.E. applies the same principle to electric blankets. (right) a busy display which invites 'browsing'.

The Gift Market . . . How to Capture It

The month of June is traditionally the opening of the gift season. This is so because June is graduation time, and June brides continue to outnumber those who marry in more prosaic months. However, marriages remain at peak levels throughout the rest of the Summer and into the Autumn.

What has this to do with you, the merchant who sells radios, television and appliances?

Simply this: Instead of quietly accepting the lull in business that comes with the advent of Summer, here is an opportunity for the wide-awake dealer to aggressively promote his merchandise to reach the gift market. Our cover slogan reads: "Your Merchandise Makes Glamorous Gifts—Why Neglect This Market?"

Well, why? Just take a quick inventory of the products in your window, on your display floor, on your shelves, and ask yourself this question: "Do they make desirable gifts?", and the answer must be an unequivocal YES.

Let's, for illustration, examine your merchandise by groups to see just where they fit into the gift picture.

Radios: These make wonderful gifts, for the bride, for the high school or college graduate, for Father's Day, for every occasion. Consider the number of useless bric-a-brac which young married couples receive: fancy glassware, vases, pictures which go into the attic, lamps which serve

as a reminder for years that "Uncle Tom is a queer duck: remember that funny lamp he gave us". Suppose that you, the dealer, were to promote portables as wedding gifts. Think of the various selling slants that apply. "Begin married life with music on your honeymoon"; "Make the best time of your life even better with a portable radio."

The same potential market applies to table combinations, consoles, small "personal" sets. When people are married, all their available resources usually goes into furnishing the home, and such "luxuries" as radios, television, or appliances are delayed until later. Again, we repeat, why neglect this market?

Television: Many a bride would welcome a television set for a wedding gift. Go after it; promote it. Arrange special window displays. Start a direct mail promotion campaign in your area, stressing the fact that your store is a center for gift merchandise.

Major and Traffic Appliances: An electric mixer, an iron, toaster, vacuum cleaner, automatic washer — perhaps they're not glamorous, but brides love them, and they are part of our American standard of living.

So our suggestion is: Dress up those windows for June, July, August and September; cultivate the gift season. Our guess is that you'll have a busy Summer.





1948 LINE LEADS AGAIN!

The Most Complete Line of Players on the Market!
PRICED TO SELL AT A GOOD PROFIT!

1948 promises to be a "record-breaker" for record players . . . and Symphonic, through its national advertising, has established top consumer acceptance that will bring customers into your store. Symphonic Players are QUALITY players . . . they make new friends and hold old friends. Get on the Symphonic band-wagon and you'll ride the road to more sales and greater profits!



PREP



MODEL NO. 08

TEEN AGER



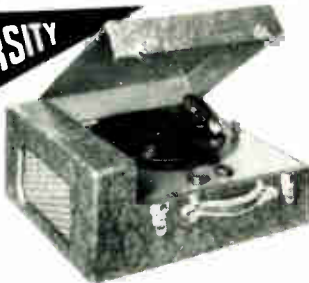
MODEL NO. 18

CO-ED



MODEL #28.
Plays 10" or 12" records
with cover closed.

VARSITY



MODEL #38.
Plays 10 or 12 records
with cover closed.

STUDIO



MODEL #48.
Seeburg Automatic Changer

FRATERNITY



MODEL #58.
Seeburg Automatic Changer
with New QT Reproducer.

CONCERTO



MODEL #68.
Seeburg Automatic Changer
with New QT Reproducer.

write or wire
today for
catalog and prices.



RCA Licensed Manufacturers

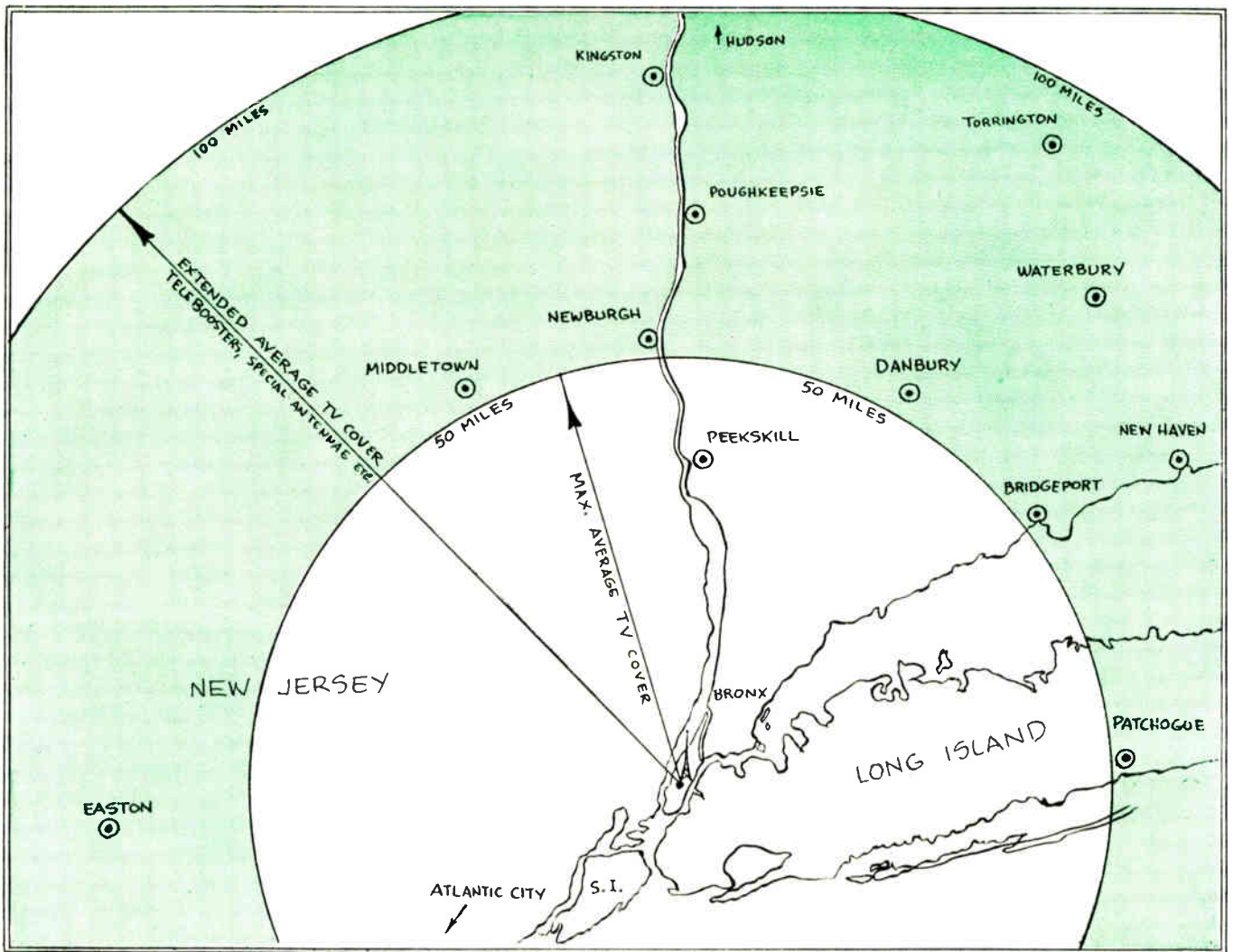
**SYMPHONIC RADIO
& ELECTRONIC CORP.**
292 MAIN STREET CAMBRIDGE, MASS.

TWO-SPEED



MODEL #78.
Plays 16" Transcriptions
with Cover Closed,
2-Speed, 33 1/3 and 78 RPM.

Choice distributor territories available. Write, phone or wire today.



How to Increase Television Sales in "Fringe Areas"

By Walter H. Buchsbaum
 Chief Engineer, Vision Research Laboratories, Inc.

UNTIL a short time ago the maximum service area of any one television station was considered limited by a circle with a 50-mile radius. Naturally that limited the number of possible set sales pretty severely. But in the meantime it was found that with good antennae and sensitive receivers good reception can be obtained on the so-called fringe areas, i.e. beyond the 50 mile limit. Now with the addition of antenna preamplifiers it was found that good pictures can be obtained in locations over 100 miles away from the transmitter.

Signal Strength and Receiver Sensitivity

Theoretically it is possible to build a TV receiver with enough amplification to pick up even the weakest signals. However, it is not economical to manufacture such receivers, nor does it

Extend Your Sales Horizon

In most metropolitan areas it is found that the wealthy neighborhoods usually are located further away from the heart of the city and often out of the regular 50-mile TV range. This market, which is a "natural" often is untapped because TV receivers cannot be demonstrated satisfactorily and, therefore, cannot be sold. There are also many vacation spots where hotel owners are anxious to get television, but are now just out of reach of a good signal. All these are good and ripe markets for the alert dealer who combines technical "know-how" with clever merchandising.

appear likely that this will be done in the near future. Unlike a broadcast or communications receiver, the TV set requires extraordinary broad bandpass and other features which make it impractical to produce one having maximum sensitivity. That is the main reason why boosters are finding such a wide application and such whole-hearted enthusiasm among set owners.

The sensitivity of the average TV receiver ranges from 50 to about 200 microvolts. That means that a 50 microvolt signal coming from the antenna will give a 1 volt signal at the second detector, or, in other words, a satisfactory picture.

In most locations within the 50 mile radius the signal strength will exceed 50 micro volts and with a regular outdoor antenna most receivers will work

(Continued on page 43)

STROMBERG-CARLSON

announces

12" TELEVISION

with FM radio



**PRICED
ATTRACTIVELY**
to include
normal installations
and one year's
service guarantee

The "Rochester" TV-12H2M *has everything* to make it your television selling sensation! And the price-tag will *include everything*: receiver, antenna, excise tax, normal installation and a year's service. Here's the value you offer:

- 72 sq. in. direct-view picture on 12" tube! Same chassis as in consoles!
- All 13 TV channels and automatic frequency lock!
- FM radio — 88 to 108 mc band — for favorite radio shows!
- Superior Stromberg-Carlson audio!
- Hand-rubbed mahogany veneer cabinet. Matching table available!
- Cord if desired, at small extra cost, for connection to a console audio system!

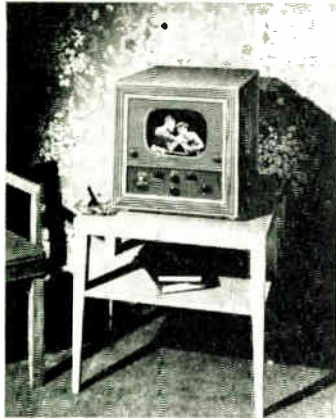
The "Rochester" TV-12-H2M has what it takes to be one of the most profitable best sellers you have ever had! Call or write your distributor now!

**STOP!—LOOK!—and LISTEN! . . . THERE IS NOTHING FINER THAN A
STROMBERG-CARLSON**

Stromberg-Carlson Company, Rochester 3, N. Y.—In Canada, Stromberg-Carlson Co., Ltd., Toronto

Farnsworth Television

Manufactured by Television & Radio Corp., Fort Wayne, Indiana



Called model V261, this new Farnsworth model has a 10-inch picture tube and is housed in a compact mahogany cabinet of 18th century English design.



The new Caphart "Early American" just introduced as one of the 1948-1949 line by Farnsworth, has a cherry cabinet and automatic phonograph and record storage compartment in the left side and the radio and speakers in the right side.

Say you saw it in *Radio & Appliance Journal*, June, 1948.

The manufacturers of the various models shown on these pages are anxious to cooperate with dealers regarding shipments, franchises, sales helps, names of distributors and any other information which the dealer may need. We suggest you write them for additional data. Name and address of manufacturer is included under name of each product.

Radio Dor-A-fone

Manufactured by Setchell Carlson, Inc., 2233 University Ave., St. Paul, Minn.



This ingeniously designed combination radio and inter-call system is useful for the home, office or plant. It has three distinct uses: as a regular radio; as a radio extension unit which operates through an auxiliary speaker which may be located in an other room and as an inter-call system for instant two-way communication. Contains 4 tubes, selenium rectifier, 5" Alnico V Dynamic speaker and is housed in a sturdy thick-wall cabinet in black or ivory.

Say you saw it in *Radio & Appliance Journal*, June, 1948.

Portable Record Player

Manufactured by Symphonic Radio & Electronic Corp., 292 Main St., Cambridge, Mass.

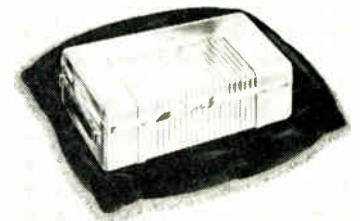


This portable record player, called the "Varsity" is contained in a deluxe portable carrying case in two-tone leatherette. Has a 3-tube amplifier, 5½" high fidelity G.E. speaker, separate volume control, rim-drive motor drive at 78 R.P.M. Pick-up arm is light weight with a sealed moisture proof crystal.

Say you saw it in *Radio & Appliance Journal*, June, 1948.

Olympic Portable

Manufactured by Olympic Radio & Television Inc., 34-01 38th Ave., L. I. C., N. Y.



Here's a new portable radio called the Olympic "Gem" which weighs only slightly over two pounds and fits neatly into a coat pocket or handbag. Comes in maroon, ebony, and ivory; sliderule dial, a gold face when the lid is open and an automatic shut-off. "High Q" loop type built-in antenna, newly developed high efficiency miniature tubes, 4 to a set, 3½ Alnico speaker.

Say you saw it in *Radio & Appliance Journal*, June, 1948.

Wire Recorder-Radio-Phono

Manufactured by Pentron Corp., 611 W. Division Street, Chicago, Ill.

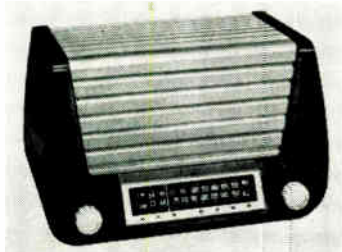


The "Astra-Sonic", while primarily a high fidelity wire recorder, also provides an AC radio and record player equipped with tru-track pick-up arm and Astatic L70 cartridge. Either radio or record player may be used to record directly on the wire, or may be placed independently. Also includes synchronized timing meter, jacks for recording from external FM tuner, etc.

Say you saw it in *Radio & Appliance Journal*, June, 1948.

Air King FM-AM Table Model

Manufactured by Air King Products Co., Inc.,
170 53rd St., Brooklyn, N. Y.



This new model is housed in a glamorous two-tone polystyrene cabinet which offers superior tone fidelity. Called the Air King "Marquis," Model A-650, this set has 6 tubes including rectifier, alnico V speaker, utilizes line cord antenna for FM while it also has provisions for an outside antenna plus a self-contained AM loop antenna.

Say you saw it in *Radio & Appliance Journal*, June, 1948.

Television in Chinese Classic

Manufactured by Stromberg-Carlson Corp.,
Rochester, New York



The Chinese Classic, Model TV 12 M5M is a combination radio phonograph in an artistic Chinese modern cabinet of pin-striped mahogany veneer. Large screen with 12-inch picture tube; FM, AM, short wave. Twelve-inch electro-magnetic speaker mounted in live rubber; push button tuning on standard broadcast; record changer plays 10 or 12 inch records in sequence, stops automatically after last record.

Say you saw it in *Radio & Appliance Journal*, June, 1948.

Sightmaster "Living Stage"

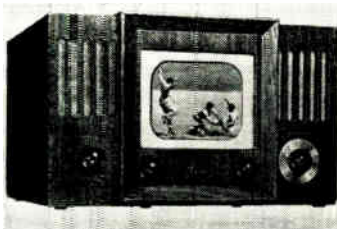
Manufactured by the Sightmaster Corp.,
220 Fifth Ave., New York City

This newest model features a picture clarifier that gives 120 sq. in. picture. FM radio plus an especially designed roto-table which makes possible rotation of the set on its table, thus doing away with the moving of furniture. Equipped with 9" speaker; high quality FM sound.

Say you saw it in *Radio & Appliance Journal*, June, 1948.

Tele-Tone Television

Manufactured by Tele-Tone National Corporation,
540 West 58th St., New York

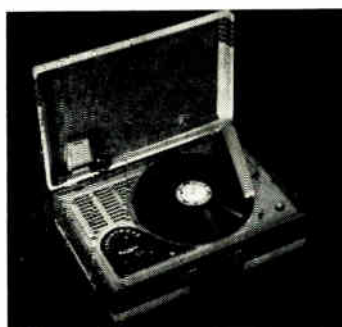


This is the long-awaited 7-inch tube television set which will retail for \$149.95. The set will tune in on all channels, and, including the viewing tube, contains a larger tube complement. Mahogany cabinet is streamlined but not extreme and will harmonize with period or modern decor. FM circuit assures noise-free reception. Here's a set which should open a vast new market for television buying among the average income groups.

Say you saw it in *Radio & Appliance Journal*, June, 1948.

Wilcox-Gay Recordette

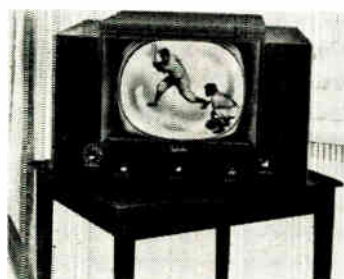
Manufactured by Wilcox-Gay Corporation,
Charlotte, Michigan



This new product, carrying the name "Recordette" is a recording-radio-phonograph weighing less than 18 pounds and portable. Makes recordings from microphone or radio, plays phono records and contains a radio. Uses only one tone arm which serves for both recording and playing. Comes in an attractive, fabric-covered case.

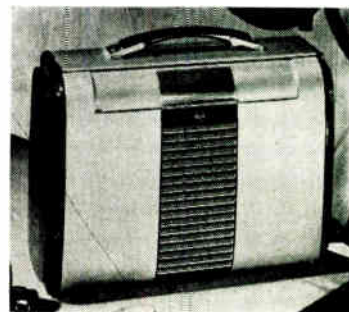
Say you saw it in *Radio & Appliance Journal*, June, 1948.

Sightmaster



RCA's 1948 "Globe Trotter"

Manufactured by RCA Victor Division,
Camden, New Jersey

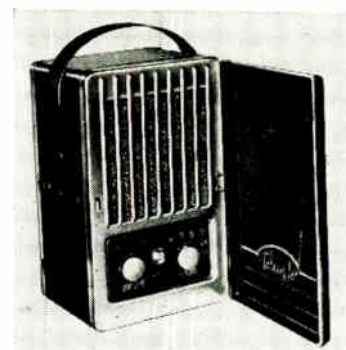


This is RCA's newest version of its popular "Globe Trotter" portable, which incorporates several functional improvements and a lower suggested retail price than the original model. Cabinet is made of maroon plastic and aluminum streamliner and is a three-way performer, and features an automatic lid switch which turns radio on when lid is opened, and off when lid is closed. Aluminum case is anodized to protect it from stains.

Say you saw it in *Radio & Appliance Journal*, June, 1948.

"Companion" Portable

Manufactured by Templeton Radio Mfg.
Corp., 220 East 42nd St., New York



A new 3-way personal portable made in five eye-catching colors and which uses a special, single long life "A" battery which contains a special cell mixture which is said to provide top performance up to 40 hours and eliminates the ten troublesome contacts of five flashlight cells. Four tubes plus rectifier; four inch Alnico V P.M. Dynamic Speaker is claimed to be the largest ever used in this type of radio.

Say you saw it in *Radio & Appliance Journal*, June, 1948.

How the RCA VICTOR



ROBERT MERRILL

Metropolitan Opera star and RCA Victor recording artist—sings his way into millions of hearts every Sunday.

“The Music America Loves Best” reaches millions every Sunday over 163 NBC stations...

THE RCA VICTOR SHOW reaches into the homes of over 7 million listeners every Sunday, 2:30 E.D.T. . . . building sales for you.

Your customers hear and enjoy the glorious baritone voice of Robert Merrill—Russ Case and the superb RCA Victor Orchestra and chorus—back-stage gossip of the radio and music world by Johnny Victor. Customers are put in the mood for the enthusiastic “sell” of RCA Victor Instruments and Records.

These compelling sales messages every week PLUS dominant full-page, full-color advertisements in LIFE, COLLIER'S, and SATURDAY EVENING POST supplemented by sparkling black-and-white half-pages in LOOK—help make the demand for RCA Victor Radios and Records greater and greater every day.



JOHNNY VICTOR

slueth of odd news items in the music world—brings interesting yarns each week to delight his audience.

RUSS CASE

known to music lovers as a top arranger conducts the fine RCA Victor Orchestra and chorus.

Coming to the Music Merchants Show at the Palmer House in Chicago June 14 to 17?

You'll be welcome at RCA Victor's private dining room #14 on the mezzanine floor. You are cordially invited to visit the RCA Victor exhibit in Booths 90 and 91.



show works for you

Sells the great RCA VICTOR home instrument line
... builds bigger profits through higher turnover!

Every Sunday, carefully designed commercials make your customers *want* RCA Victor Instruments and Records. And, these customers are sent to *you!*

Tie in with this powerful radio show. It's smart merchandising to remind customers of the RCA Victor show and the instruments featured.

The instruments spotlighted in the commercials should be displayed in your windows and on counters. Show the instruments in your own advertising.

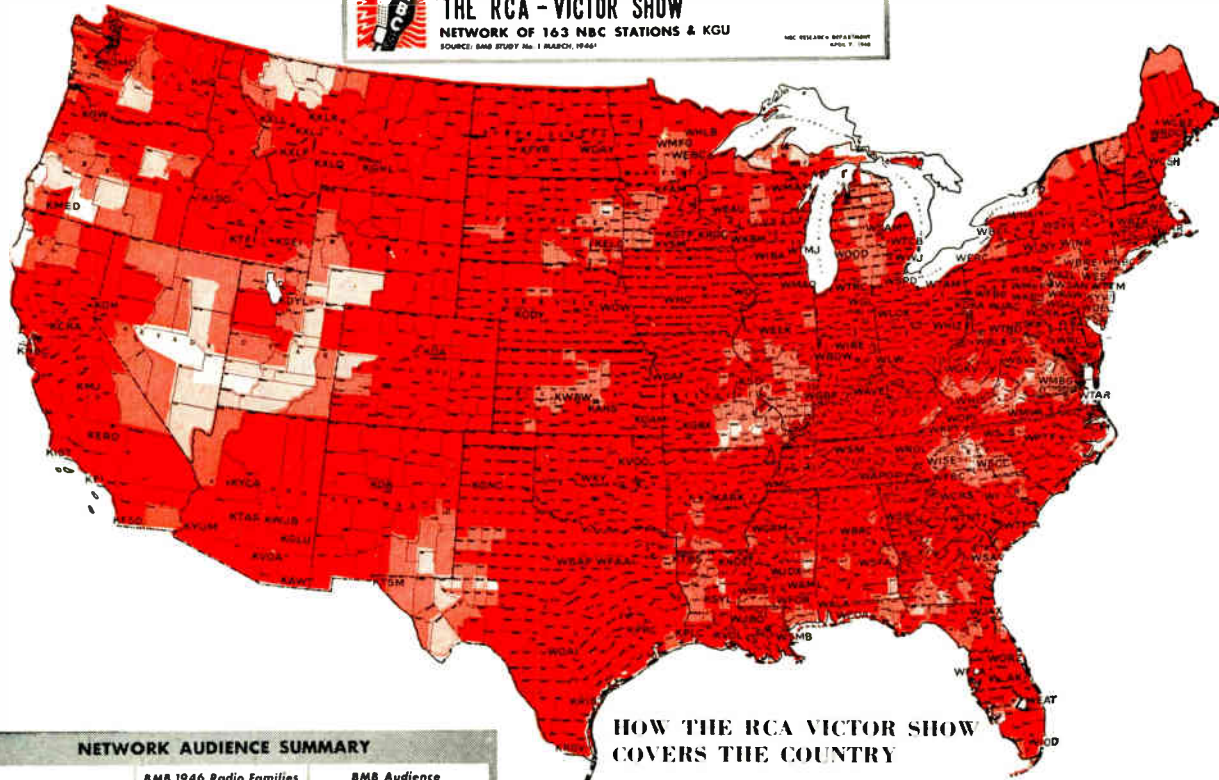
Your RCA Victor Distributor can tell you what instruments will be featured next week so you can plan your sales campaign. *See him today!*



"Golden Throat"

FINEST TONE SYSTEM IN
RCA VICTOR HISTORY

NBC NETWORK AUDIENCE AREAS DAYTIME
"THE RCA - VICTOR SHOW"
 NETWORK OF 163 NBC STATIONS & KGU
SOURCE: BMB STUDY NO. 1 MARCH, 1948



NETWORK AUDIENCE SUMMARY				
KEY	BMB 1946 Radio Families		BMB Audience	
	TOTAL	PER CENT	TOTAL	PER CENT
75% & over	26,677,140	78.5	23,218,750	68.3
50%-75%	6,927,120	20.4	4,720,340	13.9
25%-50%	328,210	0.9	142,350	0.4
10%-25%	42,690	0.1	7,450	0.0+
NETWORK TOTAL	33,975,160	99.9	28,088,890	82.6

HOW THE RCA VICTOR SHOW COVERS THE COUNTRY

163 NBC Stations, from coast to coast, carry "The Music America Loves Best." These stations reach 82.6% of the buying public. That means people right in your own territory are being sold on RCA Victor Records and Instruments *every Sunday.*

Complete tabulation and per cent of all counties and cities on request without charge.

RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA



ONLY RCA VICTOR MAKES THE VICTROLA*

*Victrola—T.M. Reg. U.S. Pat. Off.

Are Dealers Selling?

VERY few. Too many don't know how. Too many forgot. Too many are, or were, too fat with easy profits to prepare for the return of the opportunity to work. Too many still spend to much time trying to procure the few appliances still on allocation.

All right, where is the Moses who will lead these people out of this crumbling Paradise — this shattered dream of the millennium of plenty of profits without perspiration? Who and what will lead this industry into the bright glare of daylight and realism?

Hunger might do it . . . *Fear* of the loss of profits might do it. *War* might do it for awhile—but there most likely will be no world war soon. . . . But war will do it—our own war, and this war will, like all wars be won or lost as are all wars. We will need inspiration, leadership, manpower, cooperation, action and hard work.

The average electric specialty is mute and inarticulate as it stands upon the dealer's floor, and frequently in large quantities in his warehouse. It is mute until someone believes in it, understands it, (and can operate it)—someone who thinks it is a wonderful device, establishes the need for it—demonstrates the operation of it—proves the benefits it provides—the labor it saves—the time it conserves, and creates the understanding and agreement on all of the reasons that enter into making people want it, enjoy it and profit by its purchase.

Selling is the conveying of conviction. Honest enthusiasm in selling must never be satisfied with anything but complete agreement. "I'll take it" is the only real answer a real salesman will accept. We've got to train more of the old time breed. One of the most important factors is to encourage the retailer to pay well and to provide margin to the retailer to do so.

Make it worthwhile for the salesman to stick to the prospect until the sale is made. Many outlets are guilty of blindness in this respect. They had better review and revise their compensation set-ups if they expect to compete in the radio-television-appliance business of tomorrow. The sale is made when the prospect knows enough about the product to want it more than he wants his money, and sometimes he makes up his mind and seeks the seller. Thousands of consumers, dreaming about products out of production for five years, gradually accumulated enough knowledge and frustrated desire to storm dealers stores

for the first scarce products available after reconversion. They sold themselves . . . Their friends sold them the idea. . . . They read advertisements—Frequently they knew more about the product than the salesman.

Well, let's agree that the public is still buying, for sales volume is still high. Then let's find out who is selling—who is creating sales.

Is the public utility selling?

NO, selfish dealers did not want leadership. They've scared most utilities out of business. Now power shortage keeps many of them out. I'd like to see them all back in business. The public, the dealer, the distributor, the manufacturer, all need their leadership.

Is the department store selling?

Here and there some good selling effort is being put forth, but as soon as an item is available in good supply, do you see active intelligent promotions and skilled sales effort in the store? Can you get a good demonstration of the average specialty in a department store. Are there regular programs of employee training.

I don't know any more about this business than the average fellow in it.

but one thing I do know positively, definitely, irrevocably, irrefutably—there is only one way to sell the typical electrical specialty in volume, and that is by Effective Demonstration.

Finally, there is the little matter of capitalizing on demonstration and closing the sale. Much too little emphasis has been given to this important factor and too little training. Until recently we've had very little practice, yet the demonstration is the beginning of the close, and the close is the end of the demonstration. We demonstrate to sell—not just to demonstrate.

Television A "Natural" For Major Advertisers

Television, "America's next billion dollar industry," offers major advertisers one of the most effective forms of salesmanship. Paul L. Chamberlain, manager of sales for General Electric's receiver division, told the 14th annual conference of the Edison Electric Institute in Chicago last month.

Pointing out that television is a "natural" for department store advertisers, who are by far the country's largest advertisers in daily newspapers, Mr. Chamberlain emphasized that television is a natural for demonstration and illustration, and that department stores today use pictures in their advertising to a much larger extent than ever before.

"Big Ten" of Philadelphia Votes \$50,000

"The Big Ten", a group of Philadelphia radio and appliance dealers, marked their first anniversary last month with a dinner at the Warwick Hotel to mark the completion of their first 12-month period of successful cooperative advertising effort. This group of merchants established a new method of sales promotion when they organized a year ago to advertise and merchandise collectively. While individual members operate their stores independently, the group holds weekly meetings to discuss the merits of new developments in the radio, television and appliance field, and to formulate plans for their advertising. More than \$25,000 was spent in sales promotion during the first year, and an appropriation of \$50,000 has been allocated for the coming year. This will be spent for advertising in Philadelphia newspapers, radio, television and direct-mail. Results of the first year of operation indicate that the plan is no longer in the experimental stage but is now a vital factor in increasing volume sales for "Big Ten" members.

at the "BIG TEN"

RCA VICTOR EYE WITNESS TELEVISION

New Console Model
WITH 52 SQ. IN. SCREEN

\$369.

MODEL 721 TCS

Be an eye-witness to the national convention that will soon be held . . . and all the other exciting programs . . . right in your own home. Just a Big Ten vote, and all this wonderful entertainment comes into your home with an RCA VICTOR television set! This beautiful console model has a large frosted-glass speaker with glasses "Golden Hour" tone. And because you're getting a console model . . . you don't need a table. Remember, RCA VICTOR gives clear, bright, steady pictures.

Free

**DEMONSTRATION
IN YOUR OWN HOME**

CONVENIENT CREDIT TERMS ARRANGED TO SUIT YOU

From
MURRAY'S
Lancaster, Pa.

TAYLOR'S
5326 Germantown Ave.

North Philadelphia
PORRECA & SANTINI
1504 A. Philadelphia

South Philadelphia
R & C MUSIC SHOPS
1132 Ridge Ave. 1409 Main St.

**There's A
"BIG TEN"
NEAR YOU!**

North Philadelphia
ADDY'S
2913 Germantown Ave.

West Philadelphia
BARTLETT'S
22nd & Market

Philadelphia
BOND RADIO
400 Frankford Ave.

Kingston
LEVIN'S
2622 Lancaster Ave.

Upper Merion
ROBERT FARR
138 N. 19th St.

Glenview-Eddles
BERNARD'S
311 N. Second St. & W. Market Ave.

NOW . . . WESTINGHOUSE GIVES YOU THE FIRST
GENUINE CABINET DEVELOPMENT

IN 25 YEARS

THE DUO cased in **MICARTA**
... *The MIRACLE MATERIAL*

Tough enough for gears, bearings, and bushings . . . beautiful enough for fine furniture—that's Westinghouse Micarta, the miracle material that won't burn, stain, crack, warp, dent, chip, or splinter!

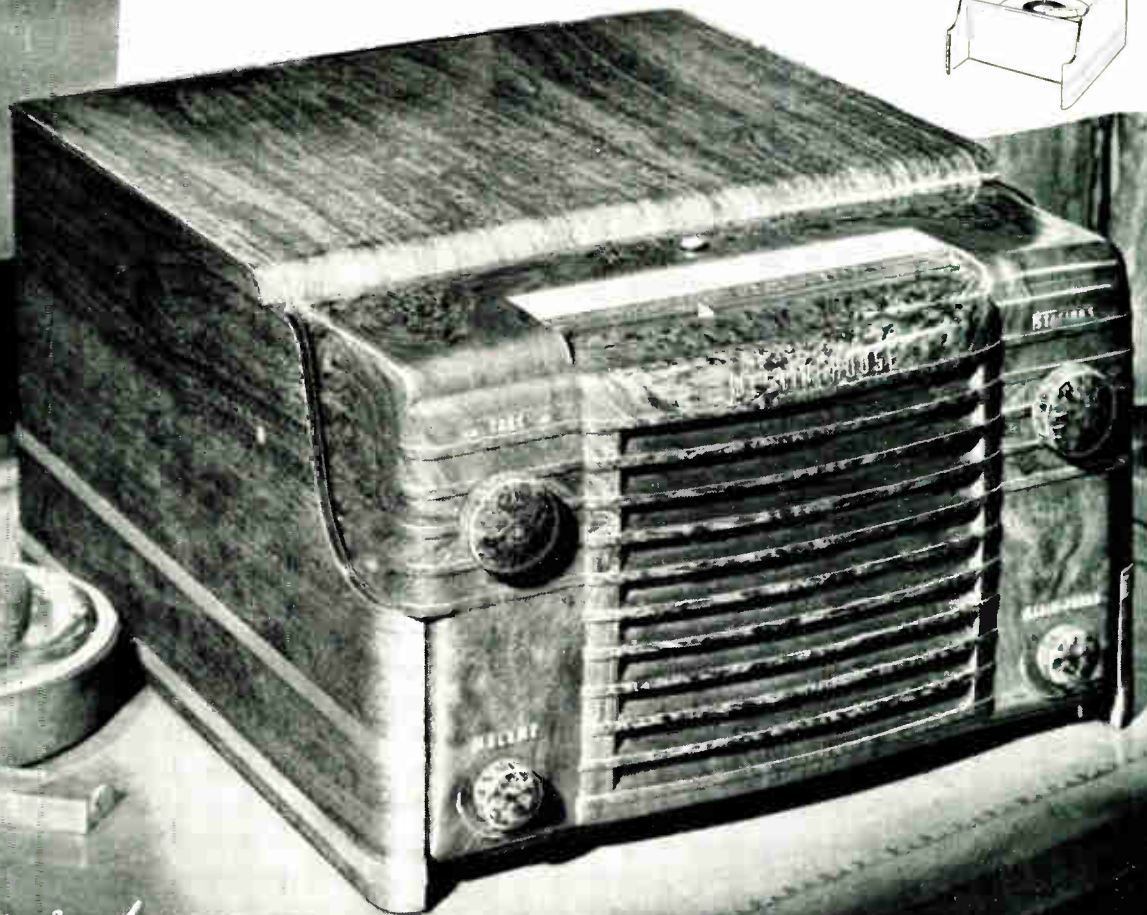
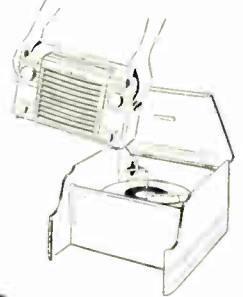
Demonstrate this indestructible cabinet to your customers! Snuff out cigarettes on it. Prove to them that alcohol won't stain

it. Let them lift out the carry-about radio. Have them listen to the full, rich tone of the radio . . . the true-to-life reproduction of the automatic record player.

Then clinch your sales with the welcome news that Micarta's ease of fabrication makes possible a significant price reduction you can pass on to them.

Stock up on the MICARTA DUO today! Watch this feature-packed combination pile up sales for you!

HOME RADIO DIVISION • WESTINGHOUSE ELECTRIC CORP • SUNBURY, PA.



Radio's first name is

Westinghouse

Worldwide PLANTS IN 25 CITIES OFFICES EVERYWHERE

Dealer Sales Meeting By Television



"Mary Proctor" of Proctor Electric Co. demonstrates Sit-Down ironing for dealers—and does it by television.

A PIONEER use of television to train radio and appliance dealers to do a better job was inaugurated in Philadelphia recently over Philco television station WPTZ. Hundreds of dealers in the Philadelphia area gathered their entire sales staffs together to witness the video telecast.

The novel sales training stunt was staged by Peirce-Phelps, a prominent Philadelphia distributor, who thought of this method for attaining its sales "quota" on a certain name brand of electric iron. In the past, the Peirce-Phelps Company invited its dealers to attend sales meetings in the firm's special auditorium. But this time, said John O'Brien, small appliance sales manager. "We decided on a totally different presentation method because we had a totally different story to tell. We wanted to put across the story of Sit-Down Ironing, made possible with the new Proctor Neverlift iron—the only iron that lifts itself—and we knew that merely telling dealers about it wasn't enough. They'd have to see an actual demonstration of it for themselves before they'd become really enthusiastic about it."

There was a good deal of planning before the video performance. First, a capable demonstrator was obtained. She was named "Mary Proctor" and sparked the telecast by showing how easy it was. Then a television camera was aimed at W. G. Peirce, vice president in charge of sales, and the world's first sales meeting by television was on! Following the demonstration, the camera was again aimed at one of Peirce-Phelps' salesmen, who was shown at an ironing board, saying: "I'm coming around to see all of my dealers and I'll show your salesgirls how to iron sitting down."

The exact number of dealers and their salesmen who witnessed the telecast is anyone's guess, but it is estimated (on the basis of a careful card check) that more than a thousand dealers saw the special broadcast. The entire performance was handled in precisely the same way that the company conducts its regular dealer sales meetings.

Many of the dealers who saw the telecast were enthusiastic about it. Here are some typical comments: Morris B. Davis, Davis Radio & Electric Co., Philadelphia: My entire sales force was able to attend and yet all men were available for any business transactions that turned up."

I. Schwartz, Renel Electric Co., Oak Lane: "All our sales people could is a perfect time-saver with the same results."

The consensus of opinion is that this first effort at dealer sales training via television ushers in a new and advanced type of sales presentation for the future.

Charles Rosenthal, of Rosenthal's, Philadelphia: "It was short, snappy, and right to the point. Compared to the usual two hour bull session, this benefit from the demonstration without leaving the store. After a meeting over television, every salesman in this store will know how to sell."



Televiewing the show at Shaffer & Bond's appliance store in Upper Darby, Pa. Jack Partridge (right) says: "A telecast like this puts the entire personnel of a store behind a campaign."

There

YOU WILL FIND

THE INCOMPARABLE

Capehart

ON EXHIBIT

PALMER HOUSE

PARLORS 15 AND 16

MUSIC MERCHANTS—all of you who plan to attend the National Association of Music Merchants 1948 Trade Show...the Farnsworth Television & Radio Corporation offers a cordial invitation to visit our exhibit, Parlors 15 and 16 at the Palmer House.

This exhibit will feature not only the new models of the world-famous Capehart Concert Grand but the new tonal triumphs in a broad new line reaching into the modest and medium price fields.

We know you will be more than interested to see what Capehart engineers and Capehart cabinet craftsmen have accomplished to bring the flawless tonal excellence, the cabinet beauty, the mechanical ease of operation (two amazing and unique types of record changers)—Capehart quality within the reach of your entire price market.



(The complete Capehart line will also be exhibited at the same time in the Blackstone Hotel, presented in connection with our Chicago Regional Dealers' Meeting.)

Farnsworth

TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

Prices Show No Decline at Atlantic City Appliance Exhibit; Buyers Cautious on Inventory

With attendance and registration limited by bad weather during the first three days of the vast exhibit of the National Housewares and Major Appliance Show at Conventional Hall in Atlantic City, the midyear exhibit nevertheless attracted thousands of buyers from all sections of the country.

The show, sponsored by the National Housewares Manufacturers Association, required the use of both floors in the huge convention auditorium. While buying was slow during the first days of the show, comment was expressed on all sides by both exhibitors and visitors about business prospects during the rest of the year. In the main, it was felt that prices will remain firm for the remainder of 1948 as a result of the increased tempo of rearmament and government competition for scarce materials and certain types of labor. With the major producers such as General Motors, Chrysler and Ford granting a third round of wage increases, most manufacturers feel that prices cannot come down at this time or in the near future.

Aluminum sheet is becoming tight once again, and this may reflect in many household appliances scheduled for Fall production.

Despite the firm price picture, many buyers at Atlantic City continued to place orders very carefully on most items, the explanation being that they feel the industry will be playing 'nip and tuck' with both a buyers' and a

sellers' market during the coming months, and they don't want to be saddled with big inventories.

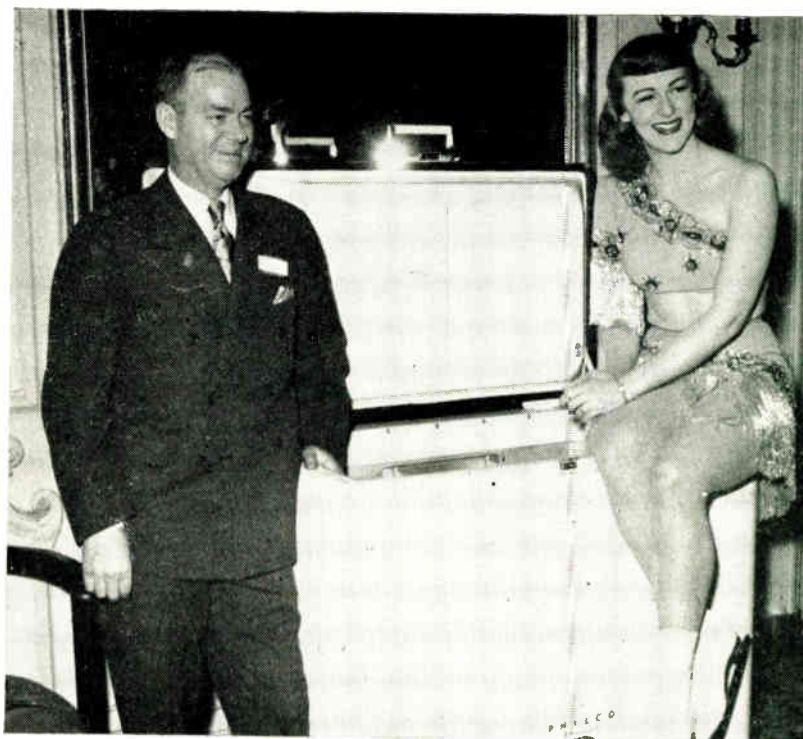
New products introduced at the show were comparatively scarce, particularly since most new items were shown for the first time during January at the Chicago exhibit. With consumer demand tightening as a result of decreased purchasing power, many buyers sought low priced items that would have a mass appeal.



A. L. McCARTHY

A. L. McCarthy, appointed executive vice president, Eureka Division, Eureka Williams Corporation. He has been associated with Eureka since 1913.

'Miss Quick Freeze of 1948'



W. Paul Jones, vice-president in charge of the Refrigeration Division of the Philco Corporation, poses with a Philco freezer and Donna Atwood, star of the Ice Capades, who was crowned "Miss Quick Freeze of 1948" at the National Food Packers Convention and Exposition in Chicago last month.

In an address to the Frozen Food Packers, Mr. Jones stressed the happy relationship between the packers and processors of frozen foods and the freezer manufacturers. Mr. Jones pointed out the tremendous impact of the industry's educational campaign:

"We have never yet sold a home freezer where there was not already some genuine spark of interest in frozen foods—or lacking that spark to start, where we could not succeed in creating such interest.

"If the frozen food story can be told properly, I'm sure that we can get a million new owners of home freezers each year, and I assure you that each will be an eager customer for you."

Washing Machine Sales Continue Record Pace

Topping record-breaking figures reported through 1946 and 1947, total sales of standard-size household washers continue at unprecedented heights, aggregating 1,510,432 units in the first four months of 1948, or 34 percent more than in the same period of 1947, and equalling 74.6 percent of the industry's sales of 2,023,981 units in the entire year of 1946, according to industry-wide figures announced by the American Washer and Ironer Manufacturers' Association.

Sales in April came within a few units of equalling the all-time record set in March, totalling 393,660 units compared to 398,298. April was 22 percent above April, 1947.

NEW APPLIANCES

New Bendix "Gyromatic"

Manufactured by Bendix Home Appliances,
South Bend, Indiana



Equipped with an automatic soap-or-detergent injector, this new Bendix home washer features a new gyromatic action which permits the machine to stay in place without fastening down. The unit is designed to capture a new market and is particularly adaptable to apartment house 'cliff dwellers' and persons in rented homes. The automatic soap injector feeds soap in metered amounts which are pre-determined by the operator.

Say you saw it in *Radio & Appliance Journal*, June, 1948.

New Crosley "Shelvadors"

Manufactured by Crosley Division, The Avco
Manufacturing Corp., Cincinnati, O.

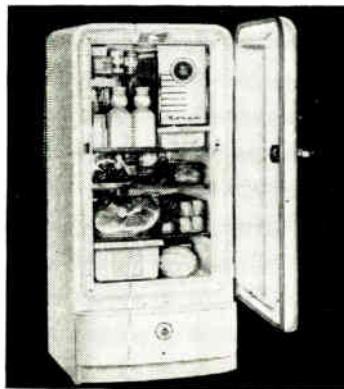


This model SD-108 is one of the new refrigerators brought out by Crosley. Features include: improved cabinet design and construction, improved door latch and insulation, 10.5 cu. ft. net refrigerated space; automatic interior light, eye level temperature control, freezing locker, moist cold storage space, etc.

Say you saw it in *Radio & Appliance Journal*, June, 1948.

Norge "Hold-Mor" Refrigerator

Manufactured by Norge Division of Borg-Warner Corp., Detroit, Mich.

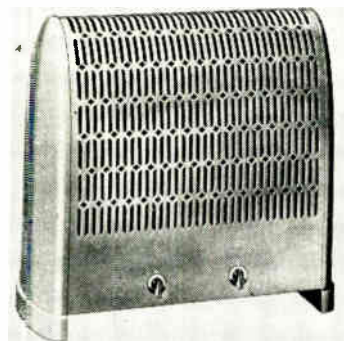


This new 1948 model S-648 features new conveniences and advantages in a standard six-cubic foot refrigerator. Capacity for up to 17 pounds of frozen food in spacious side freezer; large slide-out meat chiller; roomy tall-bottle shelf and moist storage compartments for fruits and vegetables.

Say you saw it in *Radio & Appliance Journal*, June, 1948.

Westinghouse Heater

Manufactured by Westinghouse Electric Corp.,
Emeryville, California



A new floor model heater featuring built-in thermostat with adjustable control; heating by both radiation and convection and finished in an attractive modern grill. Heating element of nickel-chrome supported by a hollow ceramic column.

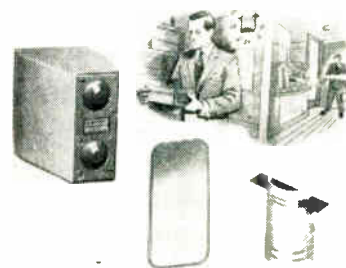
Say you saw it in *Radio & Appliance Journal*, June, 1948.

See Picture in Next Column

A useful and smart adjunct to smart entertaining; keeps beverages and foods hot while standing by for a second helping. The squat, thick candles are made of a specially prepared wax to give a clean, efficient flame and will burn from 12 to 16 hours.

Electric Eye Annunciator

Manufactured by De-Tec-Tronic Laboratories,
Inc., 1227 North Clark St., Chicago

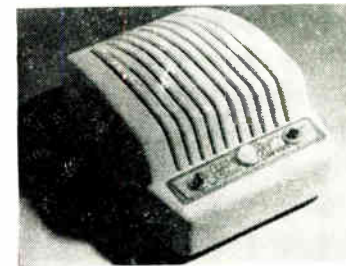


A new electric eye unit designed for protection and saving of time and money in homes and offices. Automatically compensates for changes in surrounding light. Unit consists of a photo-electric eye with mirror for operation with chimes, bells, buzzers, etc.

Say you saw it in *Radio & Appliance Journal*, June, 1948.

Electric D-Odorizer

Manufactured by Standard Electrical Products
Co., 400 Linden Ave., Dayton, Ohio



Designed for use in home, office or industry, this de-odorizer is about the size of a kitchen clock and consumes only 1/6 of the power required by average light bulb. Unit has rubber feet to prevent scratching. Purifies air and kills odors, germs. Can be hung on wall or placed on table or floor.

Say you saw it in *Radio & Appliance Journal*, June, 1948.

Silex Candle Warmer

Manufactured by the Silex Company,
Hartford, Conn.



a model for every market!

Five of 'em . . . priced for any size family purse! Big families with small pocketbooks, small families with big pocketbooks—all find an ideal refrigerator in the new 1948 line of Crosley Shelvador* Refrigerators.

5 BIG FEATURES . . . make the new Crosley Shelvador* 5-Way Refrigerator a standout from every standpoint. Look what Crosley dealers get to sell!

- 1 EXCLUSIVE SHELVADOR***— Time - and-Work-Saver.
- 2 FREEZIN-COLD COMPARTMENT** for Frozen Storage.
- 3 NORM-COLD COMPARTMENT** with Meat-Holder.
- 4 MOIST-COLD COMPARTMENT** Food Conditioner Section
- 5 EVER-DRY STORABIN** for Extra Dry-Storage

Smart styling and dozens of engineering refinements give Crosley dealers plenty more sales ammunition.

MODEL SD-88

MODEL F-108

MODEL D-88

MODEL M-88

CROSLEY

MOIST-COLD MODEL SD-108

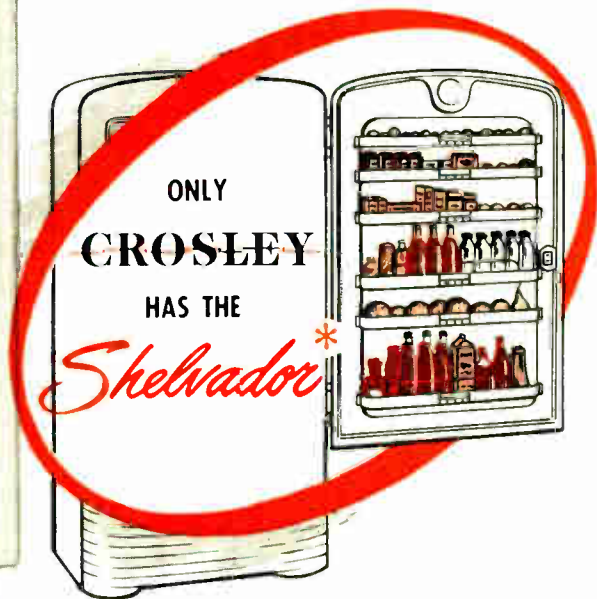
Super capacity 10.5 cu. ft. Plus 1.5 extra cu. ft. storage in the Ever-Dry Storabin. Packs more sales appeal than any other refrigerator! Twice the front-row food; 5 storage zones, perfect temperature and humidity for every food; transparent doors, shelves. A real profit leader!

**HERE'S
THE DOOR TO**

sales

AND

profits



IT'S the *only* door in home refrigeration that helps women every time it's opened. And it's exclusive . . . a feature that gives dealers a big edge over competition. *Look at it!* Then think of the sales story you can build with the

Crosley Shelvador.* Then consider that this *big* sales-maker is backed up by four more distinctive features that help women to easier, faster meal preparation . . . that help dealers to easier, faster sales.

CROSLY

Division—*AVCO* Manufacturing Corporation, Cincinnati 25, O.
Shelvador* Refrigerators • Frostmasters • Ranges • Radios
Radio-Phonographs • FM • Television • Short Wave • Home of WLW



Attendance at Parts Show Breaks All Records

The 1948 Radio Parts and Electronic Equipment Conference and Show, held at the Hotel Stevens in Chicago from May 11-14, shattered all existing attendance records. A total of 13,346 persons registered, according to Kenneth C. Prince, show manager. This compares with last year's 9,706, the previous peak in attendance.

An analysis of the attendance figures showed that there were 1958 exhibiting manufacturers, 1239 non-exhibiting manufacturers, 983 NEDA members, 1075 non-NEDA distributors, 1557 representatives, 236 industrial engineers. Of special significance was the fact that during the final day of the show, more than 5,000 students visited the exhibits. The greatest proportion of them were television students.

The preponderant interest at the show was in television and in every type of component that goes into television production. A large number of

exhibits featured FM and television antennas. There was considerable interest in sound and recording equipment, and booths featuring speakers, recorders and audio devices attracted capacity crowds.

By far the greatest activity was between distributors, manufacturers, and representatives. The show and exhibits was not a trade show in the dealer sense, but featured various components sold by jobbers and factory representatives.

One of the sidelight features of special significance during the show was the fact that a number of manufacturers of radio and television sets held private showings of their new lines in hotel suites. Here, too, the major interest was in television.

Sylvania Launches Humor Promotion for Servicemen

An intensive national campaign to boost radio repair sales for authorized radio servicemen, including a continuing series of advertisements in the Saturday Evening Post, Collier's, Life and Radio Best has been launched by the Radio Tube Division of Sylvania Electric Products Inc.

Philco Service Expands Training Activities

The Service Division Philco Corporation now has about 30,000 service representatives throughout the United States, according to Robert F. Herr, vice president in charge of Philco's Service department. This division, rapidly expanded since the end of the war, trains servicemen in the maintenance and repair of all makes of radios, radio-phonographs, television receivers, refrigerators, home freezers and single-room air conditioners. The organization of trained service men includes franchised Philco dealers and members of their service staffs, independent service engineers and technicians. In order to obtain a certificate of approval for servicing from the company, each applicant must prove his qualifications to the satisfaction of the large staff of field service engineers employed by the company and its 135 distributors in this country and 302 in other countries.

Tube Sales Increase

March sales of radio receiving tubes by RMA member companies totalled more than 18 million units, an increase of more than one million above the 17,097,461 units sold in February. During the first quarter of this year, 37,366,775 tubes were sold for new sets; 9,950,948 for replacements.

John F. Rider Receives Award



Max Liebowitz, (left) president of the Associated Radio Servicemen of New York presents a silver plaque to John F. Rider, Publisher, "In Grateful appreciation of his meritorious achievements in behalf of the radio service industry (during the years) 1921-1948." The ceremony was witnessed by more than 1,700 servicemen during the organization's regular meeting at Manhattan Center, New York City, on May 20, 1948.

Protest Parts Tariff Application by Belgium

Upon recommendation of Chairman James F. Burke of the RMA Export Committee, the RMA filed a formal protest with the U. S. State Department last month against a reputed misapplication of the Belgium tariff on radio parts imported from this country.

In a letter to the State Department, Executive Vice President Bond Geddes pointed out that customs officials in Belgium have been classifying radio variable condensers and other radio receiver parts as radio sets instead of as radio receiver components. Under the present rates of duty receivers are assessed at 20 per cent ad valorem whereas radio parts are assessed at 12 per cent ad valorem.

Approve Component Standards

Eight engineering standards proposals, most of which concern radio components, have been approved by the General Standards Committee of the Radio Manufacturers Association. The standards are for: molded mica capacitors, battery socket patterns, pin alignment gauges, audio facilities for radio broadcaster systems, electric performance standards for TV relay facilities.



The national magazine campaign, prepared by Newell-Emmett Company, is designed to attract the radio set owner through cartoon type illustration, text featuring the radio service dealer, his services and the Sylvania authorized dealer emblem. The emblem is offered in two four-color decalcomanias in 8 and 12 inch sizes for application to shop doors and windows and the serviceman's truck.

PHOTOFACT Publications Help You to Success!

Have more practical, useful, complete data than you can get anywhere else...

READY NOW!

PHOTOFACT VOLUME 4

Includes First Three TV Course Installments!

Latest companion to popular Volumes 1, 2 and 3 — brings your file of post-war receiver service data right up to July 1948! Most accurate and complete radio data ever compiled... an absolute **MUST** for all Servicemen. Everything you need to know for faster, more profitable servicing, in handy, unified form. Includes: Exclusive Standard Notation schematics; photo views keyed to parts lists and alignment data; complete parts listings and proper replacements; alignment, stage gain, circuit voltage and resistance analysis; coil resistances; dial cord stringing; disassembly instructions; record changer repair instructions. Order Volume 4 today — it's the *only* service data that meets your actual needs!

- Vol. 4. Models from Jan. 1, 1948 to July 1, 1948
- Vol. 3. Models from July 1, 1947 to Jan. 1, 1948
- Vol. 2. Models from Jan. 1, 1947 to July 1, 1947
- Vol. 1. All post-war models up to Jan. 1, 1947

1947 Automatic Record Changer Manual

Nothing like it! Covers more than 40 different post-war models. Absolutely accurate, complete, authoritative — based on actual analysis of the equipment. Shows exclusive "exploded" views, photos from all angles. Gives full change cycle data, adjustment data, service hints and kinks, complete parts lists. Shows you how to overcome any kind of changer trouble. **PLUS** — for the first time — complete, accurate data on leading Wire, Ribbon, Tape, and Paper Disc Recorders. 400 pages; 8 1/2" x 11"; hard cover; opens flat. Don't be without this manual. **ONLY \$4.95**

Radio Receiver Tube Placement Guide

The book that shows you exactly where to replace each tube in 5500 radio receiver models. Covers receivers from 1938 to 1947. Each tube layout is illustrated by a clear, accurate diagram. Saves time — eliminates risky hit-and-miss methods, especially when the customer has removed tubes from the set. A handy pocket-sized 192-page book, indexed for quick reference. You'll use it profitably every single day. Order several copies for your bench and outside calls! **ONLY \$1.25**

**FAMOUS \$500.00
TELEVISION COURSE
At No Extra Cost to You!**



NOW RUNNING IN CURRENT PHOTOFACT FOLDER SETS

Here's the first practical, successfully proved Television instruction for the Service Technician! Now — at no extra cost to you — you can prepare for profitable Television servicing without taking time off from your business. If you can service a Superheterodyne, the **PHOTOFACT Course** will teach you clearly and simply how to service a Television Receiver. Telegrams, letters and 'phone calls by the hundred acclaim the first installment of the \$500 Television Course which appeared in **PHOTOFACT Folder Set No. 38**. If you haven't started the Course (which is running in current **PHOTOFACT Folder issues**) — be sure to get **PHOTOFACT Sets No. 38, 39 and 40** today! Stay ahead of the game with **PHOTOFACT!**

Don't Miss a Single Installment!

Dial Cord Stringing Guide

The book that shows you the one *right* way to string a dial cord. Here, for the first time, in one handy pocket-sized book, are all available dial cord diagrams covering over 2300 receivers, 1938 through 1946. Makes dial cord restringing quick and simple. Pays for itself in time saved on a single dial cord repair job. A "must" for every service bench and tool kit. Order today! **ONLY \$1.00**



Your Price
Each Volume,
in DeLuxe Binder
\$18.39



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- Tube Placement Guide, \$1.25.
- Dial Cord Stringing Guide, \$1.00.
- Send **FREE** Photofact Cumulative Index.

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City _____

State _____

NEW MANUALS AND CATALOGS

Help in Selecting Relays

Source: Allied Control Company, Inc., 2 East End Avenue, New York 21, N. Y.

This new relay Guide illustrates a complete line of small, compact relays of varied types and features. These specifications show maximum contact arrangement; contact rating current. DC and AC; coil operation. AC and DC; coil data in volt and amperes and many additional features applying to specific relays.

High Quality Sound Equipment

Source: Terminal Radio Corp., 85 Cortlandt Street, New York City.

A profusely illustrated catalog showing the newest sound equipment for custom-set builders and high fidelity enthusiasts. Includes information about the newest amplifiers, tuners, speakers, cabinets, record changers, pick-ups, phono cartridges, recorders, microphones and essential sound accessories.

Television in Public Places

Source: RCA Victor Division, Camden, New Jersey.

A new brochure of vital interest to restaurant and tavern owners planning to install television. The booklet describes major points to be considered by owners of public places planning on television and is the result of 15 months study of the use of television in such establishments.

Television Manual, Volume I

Source: John F. Rider, Publisher, Inc., 404 Fourth Avenue, New York City

This is a companion to the now-famous Rider manuals which have been used in the American radio service industry for many years. This volume will cover the television receivers of approximately 25 leaders in the industry, including virtually every big name—in complete receivers as well as kit receivers. It will total more than 1350 pages. Accompanying the Rider Television Manual Volume I will be the companion "How It Works Book", of about 200 pages, explaining the theory of operation of every phase of television equipment.

Components Catalog

Source: Components Supply Company, 168 Washington Street, New York City.

A well-illustrated 12-page catalog which places emphasis on standard brand merchandise, including everything from carbon resistors and power rheostats to instrument knobs and phono turntables.

RCA Receiving Tubes

Source: RCA Victor Division, Camden, New Jersey.

A newly revised and greatly expanded edition of "RCA Receiving Tubes for Television, FM, and Standard Broadcast", which forms a quick-reference booklet for radio and television dealers, servicemen and other tube users. As in the previous edition, the first pages contain a receiving tube classification chart which groups tubes according to function and cathode voltages. The second section presents the characteristics chart with tubes listed in numerical alphabetical sequence of type designations.

Shakeproof Terminal Catalog

Source: Shakeproof, Inc., 2501 N. Keeler Avenue, Chicago 39, Ill.

This catalog serves to simplify the selection and specification of proper wiring terminals for designers and draftsmen of radios and other electrical devices. Contains complete dimensional data on all Shakeproof terminals and in addition to the data and the drawings, many of the more common soldering lugs are photographically illustrated to facilitate selection.

A New TELEVISION RECEIVING SYSTEM

Custom-Designed for Your Area

If you want the finest television reception in a particular area—Boston, New York, Philadelphia, Cleveland, or wherever—you need a Workshop Television Receiving System.

The so-called "broad band" antennas cannot be relied upon to bring in a strong enough signal. The Workshop has been working on this problem for several years, using the finest test equipment and the most modern techniques. At the present stage of the art it appears to be practically impossible to produce a truly high-gain television antenna with consistent performance over the entire television band.

Rather than "compromise," the Workshop has designed a special "receiving system" for each television area, employing a separate high-gain, 3-element antenna for each channel. This means we have a receiving system for Boston, New York, Chicago, etc., engineered specifically to receive the maximum signal from all the stations in the particular area.

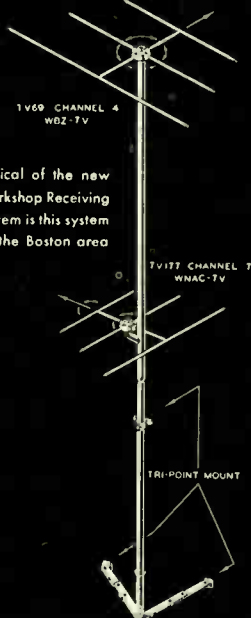
FEATURES

- Separate antenna arrays all mounted on one mast. Universal mounting brackets supplied.
- Each array can be individually oriented to provide maximum signal strength and minimum ghosting.
- Each array is fed with a separate RG-59/U transmission line — reduces noise pickup.
- Each array is a well-matched, 3-element, high-gain antenna.
- New coaxial switch changes from one array to the other.

Please specify the channels in your area.

Price on request

Typical of the new Workshop Receiving System is this system for the Boston area



COAXIAL SWITCH FOR TELEVISION

This new coaxial switch for RG-59/U coaxial transmission line is designed to be used with the Workshop Television Receiving System. It provides for conveniently switching any one of four antennas to a receiver. In addition, it solves the television sales demonstration problem. By using additional switches, any number of television sets can be demonstrated from one convenient location. RG-59/U connectors available.

Model No. R-4 Four-position switch List Price \$15.00

THE WORKSHOP ASSOCIATES, INC.

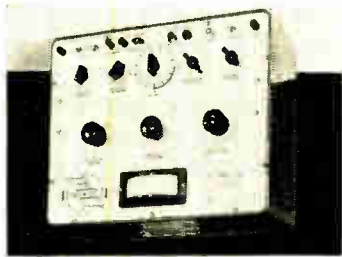
Specialists in High-frequency Antennas

67 Needham Street, Newton Highlands 61, Mass.

NEW COMPONENT PARTS

Television Alignment Generator

Manufactured by Hickok Electrical Inst. Co., 10616 Dupont Ave., Cleveland, O.

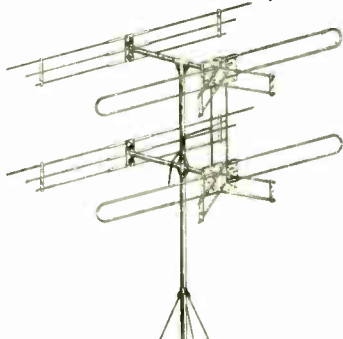


This complete testing piece is said to replace the ordinary television sweep generator used with marker generator, trap alignment generator and crystal calibrator. Enables the operator to visually align television receivers to any of the 13 present TV channels from 44 mc. to 216 mc.

Say you saw it in *Radio & Appliance Journal*, June, 1948.

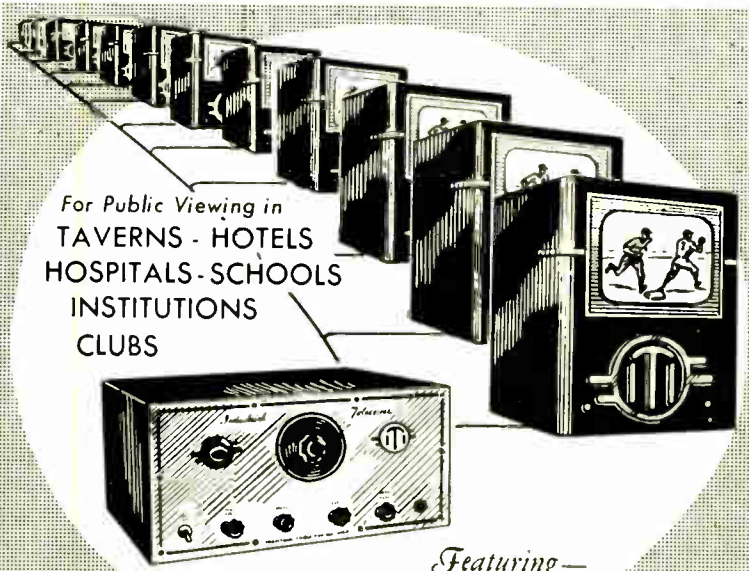
Supergain Antenna

Manufactured by Lyte Parts Co., Plainfield, New Jersey



New television horizons are made possible by this Model LTD stacked array which assures unsurpassed gain at all frequencies. Good reception for longer distances than heretofore possible, on all makes of television receivers. Is fully insulated with plastic and comes complete with all necessary parts and hardware, ready for installation. Available in three heights—from 5 ft. mast to 35-ft.

INDUSTRIAL TELECEIVERS



For Public Viewing in
TAVERNS - HOTELS
HOSPITALS - SCHOOLS
INSTITUTIONS
CLUBS

Featuring—

SIMPLIFIED CENTRAL CONTROL
with any number of viewing screens



INDUSTRIAL TELEVISION, INC.

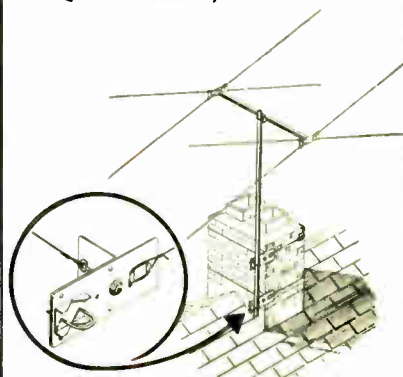
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telrex CONICAL ANTENNAS

Make Tele Sets
Perform Better
Even In So-called
Impossible Receiving
Areas

Many types of antennas have been replaced with telrex conicals with superior RESULTS

- Hi-gain and broad band
- Reception 13 channels and FM
- Good Looking and Rugged
- Quick Assembly



Retail Price

MODEL 2XTV as illustrated, for distances up to 60 miles. **\$20.50**

MODEL 4XTV
Two 2XTV models stacked, supplied with transmission bars. For extreme ranges, fringe areas and beyond. **\$41.00**

CHIMNEY MOUNT
Fits all chimneys, installs quickly, supports up to 18 ft. without guying, stainless steel non-straining cable used. **\$ 8.85**

"SEE the difference" . . .
. . . In definition and gain

Full technical information available on request

ASK YOUR DISTRIBUTOR OR WRITE US DIRECT

telrex INC.

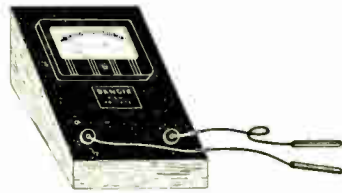
CONICAL ANTENNAS

28 NEPTUNE HIGHWAY - ASBURY PARK, N. J.
Phone: Asbury Park 1-0119

High Voltage Meter

Manufactured by Spellman Television Co., Inc., 130 West 24th St., N. Y. C. This is a new high voltage meter that is an aid for projection television work. Meter is precision-made instrument with range from 0 to 30 KV. It has a 4-inch scale and draws only 20 microamps.

Say you saw it in *Radio & Appliance Journal*, June, 1948.



Two-Way Speaker System

Manufactured by Stephens Manufacturing Corp., 10416 National Blvd., Los Angeles.



Designed for installation in the home and described as featuring the same components and engineering standards as used in commercial theatre equipment, this Tru-Sonic model 65U has a special chamber behind drivers which reinforces bass down to 60 cycles. Equipped with H-F attenuator to perfectly balance room acoustics.

Say you saw it in *Radio & Appliance Journal*, June, 1948.

Once they eye it...
they're Sure to Buy it!



ADD-A-VISION

"TWIN BROTHER OF TELEVISION"

PLUGS INTO ANY STANDARD TELEVISION SET

TAKE A SLICE OF THIS BIG MARKET

Bars, restaurants, hotels, homes,—wherever there's a television set—that's where you'll sell ADD-A-VISION. Simply plug into any television set and . . . presto . . . you have an *additional* big, 52 sq. inch television picture *anywhere* in the building. No bothersome installation, no antenna required. ADD-A-VISION sells itself wherever it is shown. Find out for yourself, don't wait, but write. Write now!

ADD-A-VISION product of



COLONIAL TELEVISION CORP.

780 EAST 137th STREET • NEW YORK 54, N. Y.

TELEVISION DISTRIBUTORS

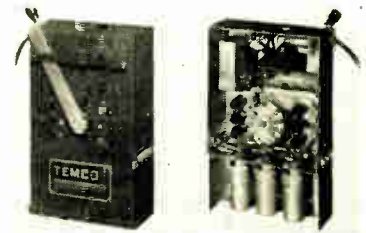
Well-rated manufacturer of a full line of television receivers, comprising 10-inch, 12-inch and 15-inch direct view models both table and console type with FM, is interested in receiving applications from substantial, established distributors. Quality merchandise, competitively priced. Territories available in all areas except Metropolitan New York and Northern New Jersey.

Tele King Television Corporation

601 West 26th St. WA 4-4600 New York 1, N. Y.

Temco Telebooster

Manufactured by Temco Service Corp., 345 Hudson St., N. Y.



The Telebooster is a flexible, high gain amplifier which can be used on any type of television receiver and transmission line to increase the signal strength to a level where the television receiver will produce clear, steady, high definition pictures. Serves the purpose of expanding the television market for television dealers everywhere. Manufacturer claims tests have been run with the telebooster in many locations beyond line of sight transmission, 60 to 80 miles from the transmitter.

Say you saw it in *Radio & Appliance Journal*, June, 1948.

Mr. Edward C. Bonia, Sales Manager for Bendix Radio and Television, wishes to see his many friends in the Radio, Television and Music business at Space 55, Exhibition Hall, Palmer House, during the 1948 Music Industry Trade Show, June 14, 15 and 16.

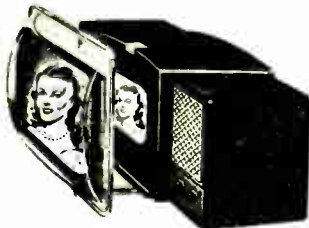
THALL TELEVISION PRODUCTS

Features

A COMPLETE LINE OF TELEVISION MAGNIFIERS AND FILTERS

- #7 Model will fit any table model which employs a 7" picture tube.
- #10 Model will fit any 10" table or console set.
- #20 Deluxe Model will fit any set from 10" to 15" with a finished border.

These magnifiers are also made with built in filters.



Tripod stands are available for table and console sets especially useful for Console sets with swinging or sliding doors.

- Larger Picture
- No Distortion
- Optical Clear

SCREEN COLOR FILTERS for all sets (blue daylight) from 7" to 20"

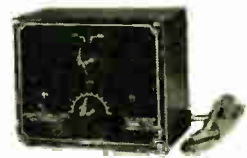
A few choice territories open to wide awake distributors.

Write for catalogue
Manufactured by

THALL PLASTIC ENGINEERING CO.
155 Chambers St. New York 7, N. Y.

THIS IS IT!

another **NEW**
VISION item



the "ALL-CHANNEL" TELE-BOOSTER

Model TVX
Channels 2-13
Size: 6" x 4 1/2" x 5"

VISION RESEARCH LABORATORIES has developed a new highly efficient all channel booster circuit. Model TVX incorporates many of the features that made models TVL (Channel 1-6) and Models TVH (Channel 7-13) so successful plus several new circuit features that provide for even greater effectiveness in boosting those weak television stations. Design of Model TVX is the result of many months of actual field experience with television pre-amplifiers.

CHECK THESE FEATURES:

- Uses two type 6AK5's in an extremely stable and efficient wide-band amplifier circuit.
- Self contained power supply using selenium rectifier.
- Covers all television channels.
- Just turn switch to position for channels 2-6 or to position for channels 7-13 and tune for best picture response.
- Eliminates need for outdoor antennas in many locations.
- Will actually make difference between "PLAT" and very bright pictures on weak stations.
- Improves receiver immunity to off-channel interference. Can be tuned to boost weak station or turned off to provide normal reception.
- Simple to install and operate, requires only external connection to receiver.
- Will work on any television receiver.
- Furnished in attractive mahogany or walnut finished cabinet.
- Attractively priced.

FURTHER INFORMATION FURNISHED
ON REQUEST

\$37.50
List



VISION RESEARCH LABORATORIES
P. O. Box No. 52, Kew Gardens 15, N. Y.

Industrial Teleceivers



For Public Viewing in
**TAVERNS - HOTELS
 HOSPITALS - SCHOOLS
 INSTITUTIONS - CLUBS**

Featuring **SIMPLIFIED
 CENTRAL CONTROL**
 with any number of
 viewing screens

**INDUSTRIAL
 TELEVISION, INC.**

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**ADVERTISE YOUR NAME,
 BUILD GOOD WILL
 and
 AVOID PRICE CUTTING
 BY GIVING YOUR TELE-
 VISION CUSTOMERS A
 PLIT'S FILTER**

FREE!

Imprint of your firm
 name, etc. will appear
 on all filters you order.

YOUR COST

IS THE LOWEST ON THE
 MARKET TODAY

**10" FILTERS.....75¢ EA.
 7" FILTERS.....45¢ EA.**

Quotations on larger size Filters given
 on written request.

MINIMUM ORDER 25 FILTERS
 (Various sizes you desire)

Write to:

**PLIT'S
 TELEVISION FILTER CO.**

1154 Stratford Ave., Bx. 59, N. Y.

Mr. A. Rubenstein, Sales Manager

50% deposit required on all orders.

Future of Television, Radio and Appliance Business

(Continued from page 15)

barrier to the telecasting of many varied and desirable programs to the television audience. Now, comedy, dramatic, and musical programs already popular on radio can be televised as well. Great orchestras in symphony halls, and other fine events involving music which previously could not be televised, are being broadcast into thousands of American homes on regular telecast schedules.

New York legitimate theatres recently began televising scenes from current Broadway plays from their stages. Actor's Equity has announced a plan to tour the nation with repertory groups for the purpose of presenting plays on the nation's television stations. More and better motion picture films are rapidly becoming available to the telecasting industry.

The distribution of television receivers is certain to receive another great stimulus, with the telecasting of the Republican and Democratic national conventions from Philadelphia next month. The television broadcasting interests recognize the importance of these undertakings to the whole television field and are sparing no efforts to do a most excellent job.

Nothing will be omitted. The convention telecast will be on the air continuously sixteen hours per day. The Republican convention may go on six days. The general guess at the moment on the Democratic convention is two or three days. Your opinion is as good as mine.

Now, you can imagine the tremendous expense involved in doing such a completely thorough job. The principal reason telecasting people are going to these lengths is to give you retailers in television areas a golden opportunity to sell receivers.

This is by no means the last major operation by the television broadcasting industry. *It is only the beginning.*

If you have no television broadcasting in your area, the chances are you will not have a long wait. It is generally estimated that by the end of this year, 50 per cent of you will be actively engaged in the television business.

Six months ago television channels in some cities were going begging. A few smart broadcasters moved at the right time. Today, television channels in important centers are scarce. In Boston, eight applicants are competing for two remaining channels. Similar competition, a little less crowded, is taking place in Miami, Cleveland and

Chicago. Channels for several hundred stations remain open in smaller communities of 5,000 to 50,000 population. Potential applicants in these areas are waiting to profit by the experience of the big city stations, and the availability of network programs.

What we are now experiencing in television is not a "boom", as some have labeled it, but a logical and stable expansion. Barring emergencies, television for years to come will be a steadily growing, *big business*. It will be big business for most of you, if you choose to make it so.

One point we, as an industry, must keep firmly in mind at all times is that this great new service is not something to exploit, but something to present to the American people in workable, dependable form for their better living. Prices will come down as we get into larger production and work out manufacturing efficiencies. But if any important part of the industry or its merchandisers enter into the practice of cutting costs by cutting quality below acceptable standards, *all of us*

(Continued on next page)

★ ★ ★ ★ ★ ★ ★ ★ ★ ★
**LARGE-SCREEN
 TELEVISION is here!**



CORTLEY MODEL #720

It's been dreamed about—experimented with—intensively tested and now CORTLEY brings it to you! A Projection Television Set that throws a bright, sharp picture from several inches way up to 6 x 8 feet onto a screen—just like a home movie projector!

The clarity of the picture is so outstanding that it must be seen to be believed. Preliminary installations in New York have been proven and accepted for almost two years. Yes, people demand television wherever they go—but they want to SEE IT!

UNLIMITED SALES OPPORTUNITIES

Your sales possibilities with this CORTLEY PROJECTION TELEVISION SET are absolutely unlimited. Bars, Restaurants, Homes, Schools, Clubs, Churches, Hospitals, Hotels, Resorts—these are but a FEW prospects! They have been clamoring for television that can be seen by several hundred people at one sitting—and now you can supply them.

Get in on this new, easy-to-sell market. Be the first in your community to fill the need. Send for full information, details and price today!

CORTLEY TELEVISION CORP.

Dept. D, 15 West 27th Street

New York 1, New York

Telephone MU 3-3624

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

are likely to suffer. Television is not a "gadget" proposition. The production of reliable television equipment requires a sizable investment, many times the cost of getting into the radio business, and demands real technical and administrative skill.

If sales in the radio-television industry this year reach the one-billion-dollar mark for the first time—and if we get the materials, this is very possible—television sales will contribute at least 250 million dollars to that total. These sales will represent many varied types of reception systems and cabinet designs. There are two divergent philosophies in the industry, with respect to production. Some manufacturers feel that, to get volume production, sets with small viewing tubes should be produced at the lowest possible cost. Other companies feel that initial production should be of the very best type and use at least 10-inch or 12-inch picture tubes to assure public acceptance.

What Type Screen?

Some producers are concentrating altogether on direct view receivers, in which the picture is viewed off the end of a cathode ray tube. A few are concentrating on projection sets, where the image is magnified on a screen from a relatively small tube. Several companies are turning out both types. My own opinion is that 10-inch, 12-inch and 15-inch direct view sets will be produced in the largest volume during the next five years. In that five years I expect to see television become at least a billion dollar industry. Estimates on the retail value of annual

receiver production by 1952 run around 675 millions. Gentlemen, you are in the right businesses.

At present, we have no indication that we can expect consumer goods to come under new controls. I know we all hope we never will. Of course, an international crisis could change this picture overnight. But I believe we must be careful not to go to alarmist extremes in looking to the future.

And if the combination of material shortages and increased public spending power, as a result of tax reduction, returns us to a definite sellers' market, I make this appeal to you—let's keep our heads. The preparedness problem may be a touch-and-go-matter for some time. We may hover on the fringe of a sellers' market, moving in and out more than once. And we will never again be worthy of public respect if, this time, we show ourselves to be fair-weather friends to the people who want to buy our goods. In the past several months, most of you, I know, have been devoting much time, attention and money to the redevelopment of tactful salesmanship and solicitation of consumer good will. This is an invaluable investment—don't throw it away. I believe one of the most important things we can do at this convention, as we look ahead, is to rededicate ourselves to the maintenance of rigidly high standards of sales relationships with the public, come what may.

Confidence in Future

I am sure we are united in our confidence in our industry's ability and willingness to meet any emergency. We

desperately want to continue volume production of sorely needed peacetime goods. But we have been alerted to the realities of the day. No conversion to war-time production in the recent war was more spectacular in its speed and thoroughness than that of our industry—the radio and electronic industry. We will, if ever necessary, surpass that record.

J. F. Walsh has been appointed manager of the Northwestern District of the Westinghouse Home Radio Division. He is a veteran of the radio merchandising field and has specialized in opening retail radio accounts and in training wholesale salesmen.

ESPEY

The Custom-Built Chassis



How many times have your customers inquired about replacing of chassis in their old consoles? At last it's possible — and at a price within the reach of everyone! The **ESPEY** line of custom-built chassis is designed for just such installations, as well as for custom-built and other special applications. Take the **ESPEY MODEL 7-B**, for instance. It's a top-quality AM-FM receiver, featuring high fidelity reception, illuminated slide rule dial, full tone control, and is wired for phonograph operation.

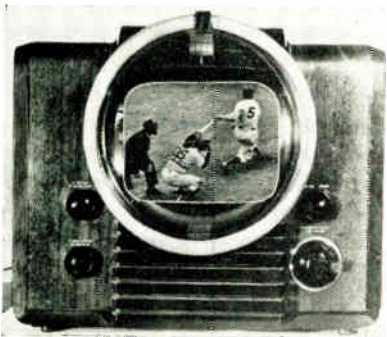
Its superheterodyne circuit contains 10 tubes plus a rectifier tube, and operates on 105/125 volts AC, 50/60 cycle. Furthermore, it's supplied ready to operate, with 10" speaker containing an Alnico No. 5 magnet, both AM and FM antennas, and all hardware needed to make the installation easy and complete.

a few choice distributorships still open. write to-day

ESPEY MFG. CO., INC.

528 East 72nd Street
New York 21, N. Y.

Introducing A NEW IDEA IN TELEVISION LENS FIELD "FILTERED MAGNIFICATION" THE TELE-DOME LENSES by C and R



A QUALITY PRODUCT AS LOW AS \$14.95. A GUARANTEED TRIED AND TESTED PRODUCT

Check These Features

- ★ Enlarges Picture 2½ times original size.
- ★ Combination Lens and Filter.
- ★ No Eye Strain due to Special Filter.
- ★ Crystal Clear Picture. No Distortion.
- ★ Wide Angle View. 80° Direct.
- ★ Simple Installation—Flexible Wire Bracket. Takes but 2 Minutes.
- ★ Three Dimension Depth.
- ★ Pre-focused. No Adjustments are necessary.

List

Tele-Dome Standard-Lens (Clear) for 7-in. screen... **\$14.95**
Tele-Dome Standard-Lens (Clear) for 10-12-in. screen... **\$24.95**
Tele-Dome Magni Filter Deluxe Model for 7-in. screen... **\$16.95**
Tele-Dome Magni Filter Deluxe Model for 10-12-in. sc... **\$29.95**

Complete information will be forwarded upon request, including Distributors and Dealer Discounts

C and R PLASTIC CO.

251-A FOURTH AVE. UL 7-4910 BROOKLYN, N. Y.

FITS ALL POPULAR MODELS AND TABLE CONSOLES OPTICALLY CLEAR AND PERFECT LENS

**"I'M OFF TO THE
N.A.M.M. CONVENTION
...SEE YOU THERE"!**



**"MEET ME AT THE CONVENTION
IN CHICAGO..."**

"Our Record and Home Instrument executives will be there to greet you. There are a lot of 'good deals' coming up . . . a lot of profit-making ideas for you to look into. So be sure to drop in for a visit and talk things over with us. We're looking forward to seeing you!"

When you get to the convention, don't forget . . . We'll be expecting you at Booth 90-91!



Television May Steal Show at NAMM Conclave

With all exhibit space taken on each of the four floors housing the 46th Annual Convention and Trade Show of the National Association of Music Merchants, this year's show, to be held June 14-17 at the Palmer House in Chicago, gives every indication of being the biggest ever held by the music industry. The exhibits on the fourth floor of the Palmer House will include phonograph records, portable and table model radios, standard and popular music, accessories, etc. The eighth floor exhibit rooms will contain displays of console radios, radio-phonographs, television receivers, pianos, electronic organs, piano supplies. Exhibitors on the sixth and seventh floors will show a vast variety of music and band instruments.

Of special interest this year is the fact that the Radio Manufacturers Association will be in session during the same period as the N.A.M.M. Show, June 14-17, at the Stevens Hotel in Chicago. Many R.M.A. members will be showing new radio and television models at the show. Even before the show started, many dealers evidenced strong interest in the new television models to be shown. In those cities where television broadcasting is already established, dealers are saying: "Television's the hottest thing since the horseless carriage." In the other cities, where television has yet to make its debut, dealers keep asking: "When can we get on the bandwagon?" All in all, television promises to be the subject most discussed at the N.A.M.M. show this month.

APEX ELECTRONIC SALES CORP.

Complete line of
CHILDREN'S PHONOGRAPHS
as well as full line of Manual and
Automatic Portable Phonographs.

Representing

**DYNAVOX CORPORATION
HERALD MFG.
PORTOFONIC MFG. CO.**

**On Display at Booths 84 and 85
NAMM Convention Floor, June 14-17
PALMER HOUSE - CHICAGO**

Increase Television Sales in "Fringe Areas"

(Continued from page 20)

well. In places further away, or where physical obstructions reduce the signal strength, even a good antenna may not give more than 10 or 20 microvolts of signal. That is where the pre-amplifier or booster comes in. With a voltage gain of approximately 7 to 9, the booster will bring the weak, 10 microvolt signal up to 70 or 90 microvolts and thereby enable the receiver to produce a bright and stable picture.

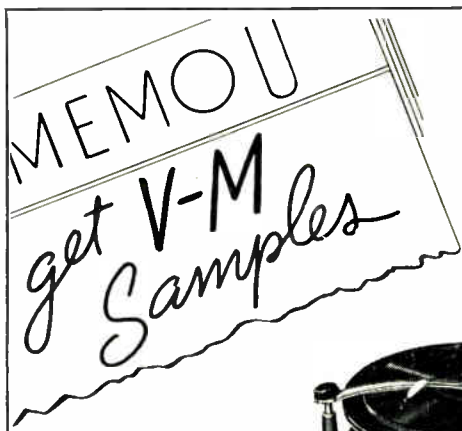
Application of Boosters

At first glance the importance of this development is easily overlooked. But realize that the area opened to TV receiver sales by the introduction of the booster is larger than the area originally useful. Also, in most metropolitan areas it is found that the wealthy neighborhoods usually are located further away from the heart of the city and often out of the regular 50 mile TV range. This market, which is a "natural" often is untapped because TV receivers cannot be demonstrated satisfactorily and, therefore, cannot be sold. Then there are the many vacation spots, with hotel owners anxious to get television, but just out of the reach of a good signal. All these are good and ripe markets for the

alert dealer who combines technical "know-how" with clever merchandising. He can easily increase his sales of TV receivers by promising good reception in otherwise doubtful localities, by the use of available television and FM boosters.

In the accompanying map of New York City and surroundings, the inner circle shows the area where ordinary antenna installations suffice. Beyond this, reaching up to 100 miles from the transmitter, extends an area where only special installations and boosters can provide a good picture at all times. Beyond 100 miles there are spots still further away where good reception can be had with the use of either several boosters or a special "Super booster".

Alert dealers find that boosters reduce interference and boost up weak stations and in general improve the operation of any TV receiver. And the low price will hardly deter a customer willing to spend several hundred dollars for a TV set. Thus, in addition to being able to give the customer complete satisfaction in the installation of the TV receiver, the dealer who carries boosters can also make an added profit on each booster sale.



As You Saw Them
in Booth 24
at the Show
Featuring:

- Positive Intermix
- Record Protecting Operation
- Auto Shut Off
- Single Knob Control
- Simple Design
- Quick Quiet Change Cycle



400C



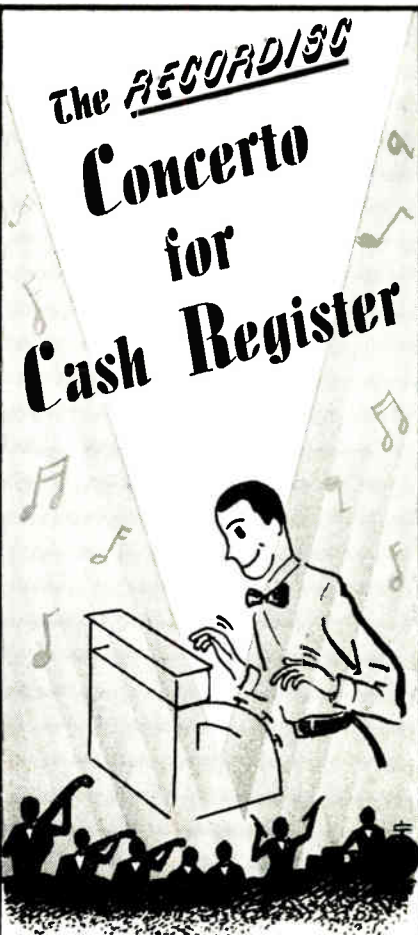
402



401C

V-M

CORPORATION
BENTON HARBOR, MICHIGAN



THE RECORDISC LABEL RINGS UP RECORD SALES

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

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

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

Write today for
latest Recordisc
Catalogue.



"PIONEERS IN
RECORDING
ACHIEVEMENT"

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

NEWS AND NOTES OF MANUFACTURERS AND DISTRIBUTORS

Philco Corporation sales totalled \$58,661,000 in the first quarter of 1948 as compared with \$50,187,000 in the comparable period last year, reflecting the rapid increase of television production and a further substantial gain in refrigerator output. "Demand for tele-

vision receivers is exceeding even our optimistic forecasts" says Philco president, John Ballantyne. Frederick D. Ogilby, who for the past year has been sales manager of the Radio Division, has been named to the newly created position of Manager of Television Sales for Philco.

Radio Corporation of America net profit, after taxes, for the first quarter of 1948 was \$5,764,498, representing an increase of \$1,084,433, or 23 per cent, over the same period in 1947, reports Brigadier General David Sarnoff, president and chairman of the Board of RCA. Despite expanded manufacturing facilities, orders for home instruments still exceed production, says General Sarnoff, pointing out that the major increase has been in the sale of television sets.

Tele-King Television Corporation, New York City, is offering exclusive distributorships throughout the U. S. A. as well as a service training program in the television business to insure proper installation and service. The sales program is directed by Ben H. Rice, Tele-King Sales Manager.

KEEP AHEAD with *Favorite* SPECIALS

The oldest and largest wholesale phonograph supply house in America invites you to visit their booths, 56, 57, 58, at the NAMM Convention.

JUNE 14-17

Favorite MFG. CO.
105 East 12th Street
New York City, N. Y.

Edward C. Bonia has been named general sales manager of Bendix Radio & Television. This heralds Bendix' recent decision to switch from a distributor channel of selling to a factory-to-dealer arrangement. The company's distributors were notified of this in a letter last May 1. Mr. Bonia, who succeeds Jack Dalton, is a specialist in direct-to-dealer selling by the manufacturer. He was formerly vice president and general sales manager for Sparks-Withington, manufacturers of Sparton radios. John C. Sykora has been appointed sales manager for Manning-Bowman Co., in Meriden, Conn. The firm manufactures household electric appliances.

Melodee

One of the leading Manufacturers of childrens Non-Breakable 10-inch records invites you to visit Morty Kline at our booth 102 at the NAMM Convention.

JUNE 14-17

Melodee Records Inc.
314 West 52nd Street
New York, N. Y.

America's Busiest Record Departments



ARE
BUILT
BY
BITTER

Bitter
RECORD RACK
#100

Designed for most compact storage plus instantaneous record and album selection. Built to give years of top-notch service. Just one of the complete line of Bitter "leaders".

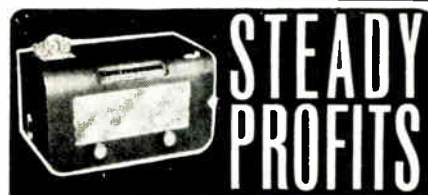
Catalog on Request

The right combination of good looks, best workmanship, top grade materials and real knowledge of your sales problems—that's what you get from Bitter. 28 years experience designing and building record departments for America's leading stores is your guarantee. No other manufacturer can make this claim.

A. BITTER CONSTRUCTION CO.

721 E. 133rd Street

New York 54, N. Y.



STEADY PROFITS

YOUR OWN BUSINESS
with **CORADIO**

The Coin Operated Radio

Place these specially built radios that play 1 or 2 hours for 25c in the thousands of available hotel rooms, tourist courts, etc. They yield immediate profits and steady income. Install Coradio, the finest made.

Limited capital required. Send for further information. Write today.

CORADIO

212 Broadway

Phone: BEekman 3 - 0038-9

Coin Operated Radio

New York 7, N. Y.

Dept. RAJ

TELEVISION KITS

SEND FOR CATALOG AND
DEALER PRICES

B AND D DISTRIBUTING CO.

639 Tompkins Avenue
Staten Island 5, N. Y.

Also well known manufactured 30 Tube T.V. in Beautiful Cabinet.

YOUR PRICE \$272.95

(1/3 Deposit Required on All Orders)

Dept. RAJ

New Appointments

Mendelson Joins Air King



JACK MENDELSON

Jack D. Mendelson, newly appointed field sales director for Air King Products Co., Inc. Formerly with Emerson Radio sales division for 11 years, Mr. Mendelson, in his new post will travel the country to work with and act as liaison between factory and field.

Webster - Chicago Corporation, manufacturers of wire recorders, record changers and nylon phono needles, have acquired a new plant at 3920 McLean Avenue, Chicago. The increase in manufacturing space is in line with projected increases in sales volume of at least 25 per cent for 1948.

Gibson Appointments



Paul H. Eckstein, named assistant sales manager of Gibson Refrigerator Company, Greenville, Michigan. Starting with Grigsby-Grunow in 1928, Mr. Eckstein has had experience with leading radio and appliance manufacturers. E. J. Byrne, named asst. manager of advertising and sales promotion.

Joins Sparks-Withington



H. L. PIERCE

Henry L. Pierce has been appointed general sales manager of the radio division of the Sparks-Withington Company. He was district manager of Spartan radios in New Jersey and Pennsylvania since June, 1947, and for 13 years prior to that served as merchandise manager with Mercantile Stores Co.

Admiral Corporation's sales for the first quarter of this year are up 50 per cent over last year, spurred on by the mushrooming television market. According to Ross D. Siragusa, president, radio and television sales highlighted the sales increase.

RECORD DEALERS RECORD JOBBERS

Here is your chance to add a volume seller to your line—

VOCO'S KIDDIE HIT PARADE OF FAVORITE TUNES

Voco Kiddie Records are 7" in diameter, have brilliant full color and are recorded by stars of stage, screen and radio. These tuneful kiddie records are the newest released by the originators of the RECORD-GREETING CARD.

Every song will delight every child and bring traffic and profits whenever demonstrated.

Record sells for 25c—display rack with minimum order. Order now for steady profits.

VOCO, INC.

Dept. RAJ

230 Steuben St., Brooklyn 5, N. Y.

BANNER RECORDS Inc.

1674 BROADWAY • NEW YORK 19, N. Y.

JEWISH ARTISTS

BARRY SISTERS	MIRIAM KRESSYN	RADIO ACES
IAN BART	AARON LEBEDOFF	SEYMOUR RECHTZEIT
LARRY BEST	LESLIE BROS.	MICHEL ROSENBERG
RAY CARTER	MALAVSKY & FAMILY	HARRY ROSS
MYRON COHEN	MARLIN SISTERS	MAURICE SCHWARTZ
ABE ELLSTEIN	EDDIE MARSHALL	MENASHA SKULNICK
BENJAMIN FISHBEIN	SAM MEDOFF	NAT SPENCER
LEO FUCHS	ELI MINTZ	DAVE TARRAS
MAURICE GANCHOFF	MENASHA OPPENHEIM	CHAIM TOWBER
YSSAK GLADSTONE	FRAYDELE OYSHER	LIEBELE WALDMAN
BILLY HODES	MOISHE OYSHER	FLORENCE WEISS
JACK & OLA	MOLLY PICON	MAX WILNER
JACOB & BETTY JACOBS	RAASCHE	YETTA ZWERLING
IRVING JACOBSON		

ITALIAN ARTISTS

JACK BRUNO NINO D'AURELIO DUO-AMORE V. FOTI

AMERICAN FOLK MUSIC

JACK BEASLEY ANN BOND SHORTY LONG
NEVADA SISTERS RILEY SHEPARD

POPULAR and NOVELTY MUSIC

DICK BROWN CRAWFORD & BEAN GEORGE JESSEL
LARRY "88" KEYES HARRY PRIME DICK TODD
SID WAYNE

DISTRIBUTORS

Rex Music Company 4574 Beverly Blvd. Los Angeles, Calif.	Ross & Co. 3933 W. Colfax Ave. Denver, Colo.	Sunland Supply Co. 120 Duranga St. El Paso, Texas
Mornel Distributors 1622 Fairmont Ave. Philadelphia, Pa.	Barnett Distributors 8 W. 20th St. Baltimore, Md.	Music Suppliers of New England 17 Chadwick St. Boston (Rox.), Mass.
Roberts Records 2234 Olive St. St. Louis, Mo.	Coast Distributors 12649 Linwood Ave. Detroit, Mich.	Malverne Dist. Inc. 424 W. 49th St. New York, N. Y.
Standard Distributors 1729 Fifth Ave. Pittsburgh, Pa.	Dixie Record Dists. 731 Carey St. Richmond, Va.	Niagara Midland 881 Main St. Buffalo, N. Y.
All-State Distributors 45 Clinton St. Newark, N. J.	James H. Martin 1407 Diversey Pkwy. Chicago, Ill.	Seminole Record Dists. 1360 N. E. First Ave. Miami, Fla.
Southland Distrib. 441 Edgewood Ave. Atlanta, Ga.	Musimart Reg'd. 687 Bay St. Toronto, Canada	Musimart Reg'd. 906 St. Alexander St. Montreal, Canada
	Shank & Cibley 1017 Madison Ave. Toledo, Ohio	

See you at the



Chicago Palmer House

JUNE 14th—See our profitable new items that mean added sales to you. Peerless Albums are made right and priced right.

BOOTH
68

STANDARD OF THE INDUSTRY FOR OVER 25 YEARS

The **PEERLESS** ALBUM COMPANY
352 Fourth Avenue, New York 10, N. Y.

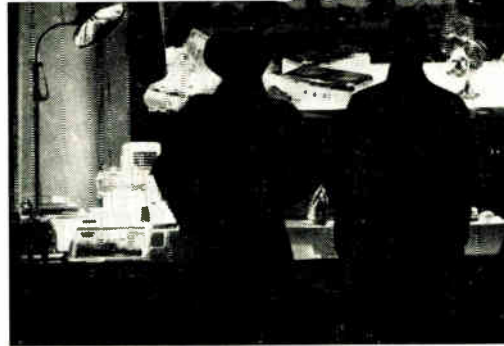
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Journals' End

By
Nat Boolhack



TRADING are rapidly becoming a problem to the dealer. It has become so serious in various parts of the country that the National Electrical Retailers Association held a special Conference on Trade-Ins last month.

One of the problems confronting the dealer in the handling of trade-ins is the difficulty in obtaining parts for the reconditioning of used appliances. One of the recommendations made at the conference is that dealers cooperate in providing each other with parts. Several manufacturers called attention of dealers to the importance of salvaging parts from junked appliances. Some dealers were blamed for ordering more than their current parts needs, thus creating shortages for other dealers.

The main bottleneck is the fact that manufacturers are dependent upon a number of suppliers to furnish certain parts. Another complicating factor is that concerning city ordinances governing the sale of used appliances. Many dealers feel that local pressure groups often force into effect local laws which reserve exclusive rights for a select few.

★ ★ ★

Inflated list prices to provide for larger trade-in allowances, which, in the final analysis is the crux of the problem, were unanimously condemned by both manufacturers and dealers as not only unethical but also uneconomic. The manufacturers feel that it is essential to keep allowances low in order to keep list prices low. One manufacturer stated that the basic problem is advertising a set price for trade-ins, and advocated that this practice be eliminated.

The entire question of trade-ins reverts back to the problem of selling. If salesmen could be educated to spend more time selling the advantages of

new merchandise, and less time bickering over the amount of the trade-in allowance, the question would be solved without worrying about replacement parts or local laws. The dealers feel that all manufacturers should assist them in educating sales personnel to sell the value of a new product instead of making the sale on the basis of the trade-in allowance. This requires better product selling information, more product training sessions. The manufacturer says "Fine—but have you ever tried to get dealers to attend training schools?" The dealer blushes and confesses it's true, but there is still a fertile field for education as to the value of such schools.

★ ★ ★

What's the status of dealer inventories? With few exceptions, they were from one to three units higher on April 30 than they were on March 31. Traffic appliance inventories in every instance were higher in April. Coffee makers showed the greatest increase, and iron inventories increased 7 per dealer during the month.

Inventories of AM radios were two units higher per dealer. FM radios remained the same, and television dropped one unit per dealer. Television showed the greatest sales increase during April of any item of dealer inventory, from an average of 3 sets sold per dealer in March to 7 sets per dealer during April.

These inventory facts are part of a new monthly study being made by the National Electrical Retailers Assn. volume of reporting dealers was 69 in 31 states. Average annual sales The statistics are gathered from dealers in 31 states. Average annual sales \$111,552. In several areas dealers complained that heavy factory lay-offs caused by coal strikes had resulted in a sales slump.

NEW

AIR KING 3-WAY PORTABLE

IS 4 WAYS RIGHT! . . .

- 1 STYLED RIGHT** Outdoors, sturdy, easy to carry...indoors, a smartly styled table model!
- 2 ENGINEERED RIGHT** No warm-up period required. 3½" speaker, unusual for a small set!
- 3 TIMED RIGHT** Now delivering at the height of demand. Just in time to cash in on a profitable portable season!
- 4 PRICED RIGHT** Invites comparison on a dollar-for-dollar value! Plenty of spread for dealer and distributor profits at:

SUGGESTED LIST

\$28⁹⁵
Less Batteries

Includes federal excise tax
Slightly higher in Zone 2



MODEL A-520
Maroon or Ivory
Now delivering!

New AIR KING 3-Way Portable for every purpose. Outdoors or in the living room, the *new* AIR KING 3-Way Portable packs enough power to pull in even hard-to-get stations. Skillfully designed, it's light and compact for travel and is also a table model befitting any room in the home. A Polystyrene cabinet... maroon or ivory... with recessed, easy-to-read dials makes for durability. Like other models in the AIR KING line, the *new* 3-Way Portable is designed to sell for *you*!

These are your Selling Features! No warm-up period required, even on AC-DC... a 3½-inch speaker (unusual for so small a set)... self-contained loop antenna... Polystyrene cabinet in maroon or ivory with contrasting grill... Vinylite handle... Superheterodyne... 4 tubes plus selenium rectifier (1-1R5, 1-1S5, 1-1T4, 1-3V4)... weighs 4½ lbs. with batteries... takes 3 flashlight type "A" batteries and 1-67½-volt "B" battery. Size: 8¾" long x 4¾" high x 4" deep. *For immediate delivery—order now!*

SEE the Complete AIR KING LINE at the N. A. M. SHOW
Room 639 Palmer House, Chicago, JUNE 14th - 17th, 1948

AIR KING PRODUCTS CO., INC., BROOKLYN 32, NEW YORK • Export Address: Air King International, 75 West Street, New York 6, N. Y.

AIR KING RADIO

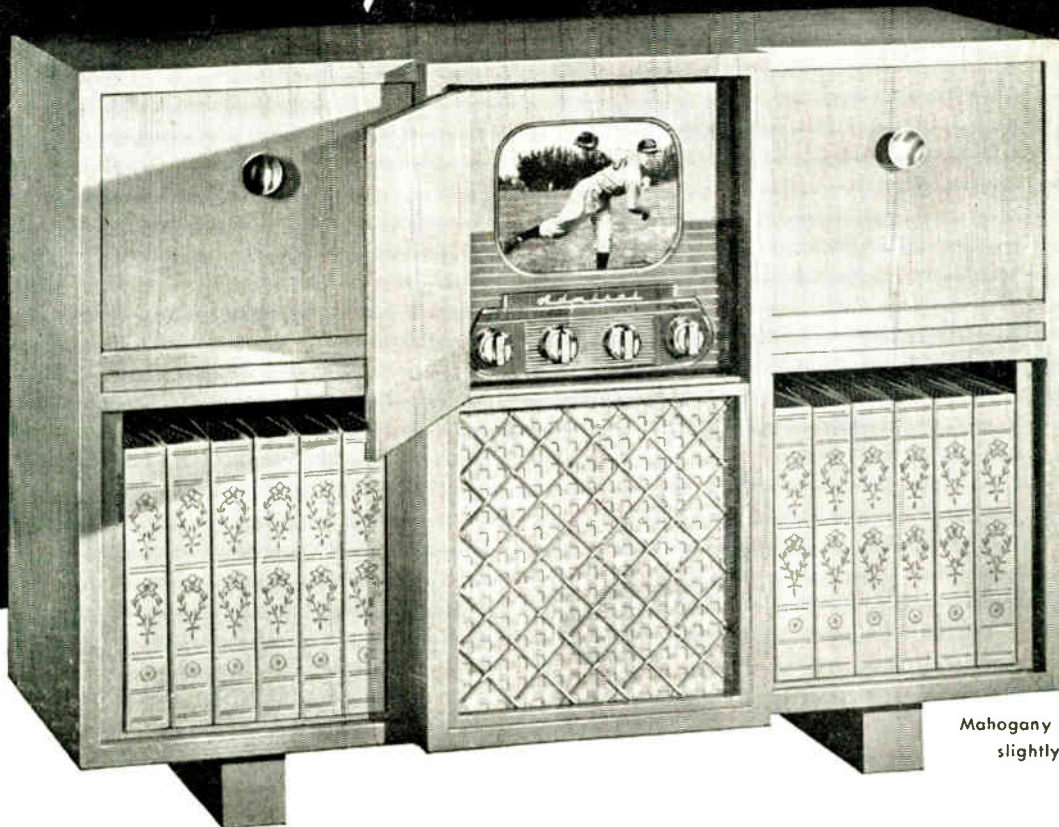
Division of HYTRON RADIO & ELECTRONICS CORP.

The Royalty of Radio Since 1920



Admiral presents

A NEW *three-way* COMBINATION SENSATION



Mahogany and Blonde
slightly higher

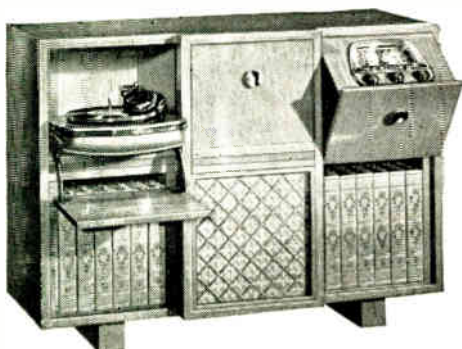
Model 8C11, Walnut

AM and "Ratio-Detector" FM RADIO
Automatic PHONOGRAPH with *Miracle* tone arm
...and *Magic Mirror* TELEVISION...

\$499⁹⁵
plus
installation

South and west coast prices higher

Complete home entertainment in strikingly beautiful compact console



Admiral does it again...with another terrific value sensation actually hundreds of dollars under competition. AM and static-free ratio-detector FM radio... plus automatic record changer with *Miracle* tone arm (greatest improvement in record playing since invention of phonograph)... plus *Magic Mirror* television with automatic image lock-in to give the clearest picture of them all on 10-inch direct view tube... all combined in one smartly styled, compact console. See your Admiral distributor for complete details.