

RADIO & APPLIANCE

JOURNAL

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

June
1947

In this Issue

3 BIG CHICAGO EVENTS



R. M. A.

Pre-Convention Outlook



N. A. M. M.

Convention Preview



Radio Parts Show

Report



*Vincent
Costello*



for protection...
THE QUALITY ALBUM LINE
is back again...

Complete Line On Display

N. A. M. M. TRADE SHOW, CHICAGO

BOOTH No. 86

Distributor Inquiries Invited

UNITED LOOSE LEAF CORP. • 233-245 SPRING ST. • N. Y. 13, N. Y.



MODEL
A-600

AIR KING *Duchess*

*Encased in Luxurious Catalin
Engineered for Glorious Tone...*

● Air King proudly presents the "Duchess"—a perfect combination of the two vital factors of good radio merchandising: Incomparable cabinet design and magnificent depth of tone.

The polished brilliance and magnetic colors of the catalin cabinet plus super-sensitive, high fidelity reception and over-all precision construction makes the "Duchess" the outstanding new radio of the year.

No matter how you look at it, inside or out, the Air King "Duchess" represents the ultimate in eye and sales appeal.

★ We Have a Limited Number of Distributor and Dealer Territories Open ★

Write or wire: Air King Products Co., Inc., 1523-29 63rd St., Brooklyn, N. Y.

Export Address: Air King International, 75 West Street, New York 6, N. Y.



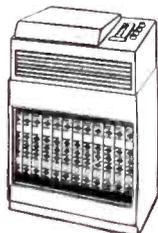
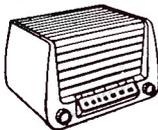
BEAUTY FROM WITHIN!—Superheterodyne receiver with five tubes plus rectifier (two dual-purpose tubes); Miracle precision die-cut antenna; 5 inch Alnico V PM Speaker; Automatic volume control; Hermetically sealed power condenser; Three dimensional edge-lighted slide rule dial; Full-floating tuning drive system; AC-DC.

The Royalty of Radio Since 1920

AIR KING RADIO

Division of HYTRON RADIO & ELECTRONICS CORP.

Royal Family of Radio



"Twenty-six years of Specialized Electronic Skill

Behind Every Air King Radio"

See The Autograph at the
National Music Show, Chicago
June 2 to June 5 incl.

The Autograph—Model 1135-PL—
A distinguished automatic radio-phonograph in a classic 18th century cabinet. In either mahogany or walnut veneers, carefully matched and rubbed to emphasize the natural beauty of the rare woods. Push-button selections of both AM and FM stations. Exclusive "Acoustical Labyrinth" and matchless Carpinchoe speaker. Plays 10 and 12-inch records intermixed. With complete FM.



**They give your ear
an education . . .**

Brilliant conception of cabinetry is only one of the distinguishing features of the famous Stromberg-Carlson 1135 series . . . represented by "The Georgian" and "The Autograph."

But Stromberg-Carlson craftsmanship goes further than that alone. *Listen!*

Listen for that exquisiteness of tone—for that fidelity in all tonal ranges, at any volume level.

Yes, put these brilliant performers to the test. They give your ear an education!

For the main radio in your home . . .

There is nothing finer than a **STROMBERG-CARLSON**



The Georgian—Model 1135-PF—
The finest Stromberg-Carlson automatic radio-phonograph ever made. In an exquisitely-rich cabinet of matched African swirl mahogany. Push-button selections of both AM and FM stations. Exclusive "Acoustical Labyrinth" and matchless Carpinchoe speaker. Plays 10 and 12-inch records intermixed. With complete FM.

See The Georgian at the
National Music Show, Chicago
June 2 to June 5 incl.

Contents • June • 1947

RADIOS

Guest Editorial—By David H. Cogan	11
RMA Convention to Draw Record Turnout of Industry Leaders	12
RMA's Double-Barreled Advertising Program—By John S. Garceau	13
New Radios on Parade	16
FM and Television Developments	21

APPLIANCES

Guest Editorial—By M. G. O'Harra	23
New Appliances on Parade	25

SPECIAL FEATURE

N.A.M.M. Convention to Draw Radio-Phono Dealers	26
-------------------------------------------------------	----

RECORDS AND PHONOGRAPHS

Guest Editorial—By Jack Kapp	31
Records and Home Appliances Combine to Ring Up Sales	32
New Records and Phonographs	36

PARTS AND SERVICING

Guest Editorial—By Jerome J. Kahn	41
Setting Up a Service Department—By Joseph M. Oxenhorn	42
Chicago Parts Trade Show Sets Record Attendance	44
Analyzing a Vital Problem—By L. G. Calamaras	45
Parts on Parade	46

Trade News	48
Picturing People in the Industry	50
Distributor News	52
Advertisers' Index	53
Journal's End	54

Business Offices

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

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

Volume 64

Number 5

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

Radio & Appliance JOURNAL • June, 1947

ALEX H. KOLBE
Publisher

SAM JUSTICE
Managing Editor

IZ ZAM
Technical Editor

VINCE COSTELLO
Art Director

PEARL KOLBE
Circulation Manager

BETTY BORIN
Business Manager

IRVING COOPER
Eastern Advertising Manager

TED OTTOBRE
Sales Representative

THIS MONTH'S COVER

Chicago furnishes the backdrop for this month's cover by Art Director Vince Costello. The Windy City is host to three conventions featured in this month's issue of your RADIO & APPLIANCE JOURNAL: First—a preview of the annual convention of the Radio Manufacturers Association, June 10-12, at the Stevens Hotel; second—the outlook for the convention of the National Association of Music Merchants, June 2-5 at the Palmer House; and third—a report on the Radio Parts and Electronic Equipment Trade Show held last month at the Stevens.

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

STRETCHING FOR THREE SQUARE BLOCKS across the New Jersey landscape at Belleville, is a dream factory — a triumph of plant construction — lighted, temperature controlled and air conditioned in the ultra-modern manner. It is fitting that America's most advanced radio — FADA — the radio of tomorrow . . . today should be produced in such a plant.

EACH FADA RADIO is precision made on vast production lines. Every device known to engineering science is used to test each FADA part — to make sure that no radio receiver is superior to FADA, in tone, quality, performance, styling and appearance . . . to make sure that FADA receivers are as salesworthy as they are trustworthy!

NOW — MORE THAN EVER, you can place your faith in the year-in and year-out sales appeal of FADA radios. Look to FADA for the finest; the radio of tomorrow . . . Today.



MODEL 740

AC-DC Superheterodyne in gleaming urea, ivory or walnut bakelite cabinets. Full size chassis, not a miniature. Extra heavy cabinet for durability. The last word in value.



MODEL P80

Fada "Personal" Tri-powered portable receiver. AC-DC Superheterodyne. Combines unusual sensitivity and performance. In gleaming ebony, translucent maroon and gorgeous ivory and bakelite cabinets (small — compact; light in weight).



FADA Radio

THE HOME OF
FADA Radio
 The Radio of Tomorrow...Today

Just a few of FADA's newest models are illustrated here. More on the way!



MODEL 700
 AC-DC Superheterodyne Table Model in exquisite "FADA-Lucent" cabinets in a variety of smart colors. For good looks and compelling value, this model has no equal anywhere.



MODEL 711
 AC-DC Superheterodyne Table Model. Gleaming "FADA-Lucent" cabinets in attractive colors to blend with any decorative color scheme.



MODEL 605 W AND V
 AC-DC Superheterodyne in lustrous ivory or walnut plastic cabinets. A modern receiver with superb performance — certain to attract volume sales.



MODEL P100
 Tri-power portable AC-DC Superheterodyne Hi-Gain "Sensitive-Tone" tuned R.F. stage. Built to pull in stations at great distances with clarity and unsurpassed tone perfection. 3 gang condenser. Simulated leather wood cabinet.



MODEL 1003
 AC-DC Table Model . . . a unique FADA creation employing polished Styrene cabinets in rich decorative colors.

FADA RADIO & ELECTRIC COMPANY, Inc.
 BELLEVILLE, NEW JERSEY

BUSINESS IN BRIEF

RMA Reports Results of Trade Mark Survey

The RMA Parts Division, under Chairman J. J. Kahn, president of the Standard Transformer Corp., of Chicago, has completed a survey of practices in the radio parts industry in the use of brand names, trademarks and the RMA production source code.

A summary report of the survey, just issued by RMA headquarters, indicates that a large majority of parts manufacturers imprint their own brand names or trade marks on their products and also their shipping cartons and packaging. Also, a large majority use the RMA production source code symbols, either on their products or packaging, and the parts manufacturers also make similar use of the RMA production date code system, the latter on their products however rather than their shipping packages. A detailed report of the survey has been sent to all RMA parts manufacturers.

Replies from 196 RMA parts manufacturer member companies were received from the 200 companies in the Parts Division, and of these 64 recommended future action by the RMA Parts Division to protect and develop the trademark interests of component manufacturers in their sales to set manufacturers, with 14 registered in opposition.

RMA FM Production Survey Indicates 2.6 Million in '47

A recent survey by the Radio Manufacturers Association indicates that radio set manufacturers are planning to produce approximately 2,600,000 receivers with FM facilities in 1947. The majority of them will be AM-FM consoles due to higher FM manufacturing costs.

A special RMA committee on FM, appointed by RMA President R. C. Cosgrove to make a "realistic" report on the outlook for FM sets and transmitter production this year, however, took a more cautious view, after a thorough analysis of all factors, and estimated that the 1947 output of FM sets possibly will be between 1.8 and 2.1 million because of anticipated production difficulties.

Admiral Earnings Pass A Million for Quarter

Admiral Corporation and subsidiaries, manufacturers of radios and appliances, report large increases for the first quarter in sales and in earnings. Sales for the quarter ending March 31st were \$9,852,133, and earnings, after all charges, were at an all time high of \$511,461. Ross D. Siragusa, Admiral president, said last year's sales were \$4,670,813, with net earnings of \$5,507.

No Bendix Price Cuts

In answer to a radio manufacturer's recently announced price cut which has caused much consternation among radio retailers, Bendix radio division of the Bendix Aviation Corporation has issued to its national distributor organization a guarantee of existing list prices on its entire current line of broadcast receivers. According to J. T. Dalton, general sales manager for radio and television, the understanding holds for the balance of the year.

Quarterly Radio Production; Over 18,000 Television Sets

Radio receiver production for the first quarter of 1947, as reported by RMA set manufacturers, totalled 4,231,415 and reflected a steady increase in the manufacture of television and FM sets and radio-phonograph consoles.

Final tabulations of sets produced for four weeks of March ending March 28 showed over-all set production to be 1,377,629, of which 67,264 had FM reception facilities and 6,635 were radio television receivers. Quarterly tabulations revealed that 18,329 television receivers and 172,176 FM-AM sets had been produced during the first three months of 1947 by RMA set manufacturers.

Washer-Ironer Sales Hit New Record for Quarter

Sales of household washers and ironers in the first quarter of 1947 broke all records and surpassed some previous highs by as much as four to one, or more, according to industry-wide figures announced by the American Washer and Ironer Manufacturers' Association.

Washer sales in the opening quarter of 1947 were 835,468, compared to 309,735 in the same period of 1946, an increase of 170 per cent and the largest of any consecutive three months period in history. March sales were 287,397, compared to 289,838, the corrected total for February, and an increase of 175 per cent over 104,296 in March, 1946. The washer total for the quarter, 835,468, compares with 826,268 for the first half (correct) of 1946.

RMA and NAB to Push "Radio for Every Room"

The Radio Manufacturers Association and the National Association of Broadcasters have joined hands to further increased listening through the "radio for every room" campaign, and are formulating plans for an intensive drive which will culminate in National Radio Week at the end of October.

Radio Producers Told to Keep Eye on the Farmer

Radio manufacturers would do well to pay special attention to the unique needs of the farmer, according to an article in the May issue of Country Gentleman.

Because of the great distances between farms and radio stations, the article suggests that farmers check the following points with their dealers before buying a radio:

1. High sensitivity to pick up stations remote from the receiver.
2. Receiver should have provisions for connecting an outside antenna to provide greater pickup and higher signal to noise ratio.
3. Good automatic volume control, which is important to eliminate fading in reception of weak signals.
4. Large speaker to reproduce the lower tonal register so essential to fidelity in musical programs.

Mansfield Named Chairman Of RMA Statistics Group

Frank T. Mansfield, director of sales research for Sylvania Electric Products, Inc., New York City, has been appointed chairman of a reorganized RMA Industry Statistics Committee by RMA president R. C. Cosgrove, the Radio Manufacturers Association has announced.

Mr. Mansfield succeeds the late Fred D. Williams, of the Philco Corporation. He formerly was vice chairman of the RMA committee and has been succeeded in that position by H. P. Alspaugh, of the RCA Victor Division, Camden, N. J.

A meeting of the RMA Industry Statistics Committee has been scheduled during the RMA annual convention, June 10-12, at the Stevens Hotel, Chicago, to make plans for expansion of this industry service.

Radio Tube Production Rose Slightly During March

Production of radio receiving tubes rose slightly in March to 19,048,950 and brought the total produced in the first quarter of 1947 to 57,548,414, according to a tabulation of reports by RMA member-companies. The March output compared with 18,295,955 tubes produced in February.

Of the March production 13,195,195 tubes were sold for new set equipment; 3,761,598 for replacements; 2,069,589 for export and 22,568 to government agencies.

The first quarter production report showed 38,741,522 tubes sold for new set equipment; 13,652,579 for replacements; 5,040,198 for export and 114,115 to government agencies.

EDITOR'S MAILBAG . . .

Gentlemen:

Today I borrowed the first copy of RADIO & APPLIANCE JOURNAL from a friend who subscribed only a few days ago. I like it fine and think it is so good that I have already sent you a check for a year's subscription. However, in reading "Editor's Mailbag" (April) I noticed that I was not by myself in having trouble like some other little dealers who are trying like hell to make a go of it.

Over a year ago I started in the record and radio business when no one was getting anything except some of the old established stores. I scratched and bought any brand or label which could be obtained and today am still in business trying to get better delivery and work up more business.

Just four months ago a local dept. store started selling records. A week ago a furniture store started selling records. Since then an appliance store and a drug store have started to remodel and also handle records. Now I ask you—whoever heard of five record dealers in a town of 4,000? I stick to records and radios and I would like to know what the heck is wrong with some record distributors selling the same brands to all in a town of this size when one of us isn't getting enough

of one label to do any good.

LA VERNE TOWNSEND.
ROYAL RECORD SHOP,
HOISINGTON, KANS.

● We appreciate the good things Dealer Townsend had to say about the Journal and we can understand how he feels about the dilemma he finds himself in on record deliveries. We quite agree that the distributors are making a mistake in supplying the same labels to the various dealers in Hoisington. Not only should the dealer get exclusive representation for a label in his territory, but the distributors should have the good judgment to play along with dealers who deal exclusively in records, radios and electrical appliances in preference to the drug store or department store that stocks records as a sideline.

Gentlemen:

Let me congratulate you on your fine publication. I read several such dealer magazines, but can truthfully say that RADIO & APPLIANCE JOURNAL includes the best material from every angle of the business.

GUS SPELIOS.
MONTREAL, CANADA.

● A modest "thank you" to Mr. Spelios and we hope that he will continue to hold such an opinion of the Journal and we can assure him that we will make

every effort to see that it continues to bring him outstanding features plus a thorough coverage of the field.—Ed.

Mr. Stanley Clymer,
Philadelphia, Pa.

Dear Mr. Clymer:

A recent issue (April) of RADIO & APPLIANCE JOURNAL carries an item under your name and address. You should be complimented by this challenge to television manufacturers, some of whom have certainly clouded the issue with an air of mystery.

We want you to know that the General Electric Co. does not subscribe to this negative thinking. Our position is to foster the service industry, and, we, as manufacturers, do not intend to enter the service field. Our distributor in Philadelphia is franchising dealers for sales and service on television as fast as we can qualify them, and it is our intention to release all technical and service information to the service industry as fast as it can be prepared.

W. L. PARKINGSON, Supervisor,
TECHNICAL SERVICE SECTION
● Mr. Parkinson's letter was occasioned by Serviceman Clymer's complaint that manufacturers of television sets aren't giving servicemen a chance to learn the know-how of video servicing.

NEW! SENSATIONAL!

Outsells Everything
IN RADIO WHEREVER INTRODUCED



**AN ANSWER TO THE
PRESIDENT'S PLEA**

\$12⁹⁵ RETAIL

the

Lee
400

**WOOD
CONSTRUCTED
CABINET**

A NEW NOTE IN LOW PRICES SELLS ON SIGHT!

It's herel The Lee 400.

Designed and packaged for fast over-the-counter selling.

Only 5" high.

Its wood cabinet construction and its colorful suede-like finish makes it the biggest little package of radio power to hit the market at such a low price.

Not Distressed Merchandise!

Tops in engineering! And it can't be beat for price, quality and attractiveness.

A Variety of Colors!

Gold • Red • Emerald • Pastel Pink
Blue • Silver-Grey • Brown

Be the first in your territory. Wire or write now for a sample case of 12 assorted colors at \$9.75 each.

LEE RADIO COMPANY
1331 HALSEY ST., BROOKLYN, N. Y.

*Top Stars of the
Summer Furniture Market!*

Bendix Radio

Presents

FM AT ITS FINEST!

BENDIX EXCLUSIVE
RATIO-DETECTOR FM

ADVANCED RADIOS AND
RADIO-PHONOGRAPHS!

FURNITURE STYLING!

NEW BENDIX TELEVISION!



SEE THE NEW

Bendix Radios

SPACE 545-D

AMERICAN FURNITURE MART

CHICAGO • JULY 7-18

BENDIX RADIO

BENDIX RADIO DIVISION OF
Baltimore 4, Maryland



Guest

EDITORIAL

•

This frank and forthright editorial on the outlook for radio merchandising was exclusively prepared for **RADIO & APPLIANCE JOURNAL** by David H. Cogan, president of Air King Products Co., Inc. — Div. Hytron Radio & Electronics Corp., Brooklyn, N. Y.

•



DAVID H. COGAN

No Shortcuts to Selling In a Buyers Market

SOMEBODY once wrote "We see the past better than it was, we find the present worse than it is, and hope for the future happier than it will be."

In spite of all the pessimistic talk we hear today, business is still fifty per cent above prewar 1939, and business activity is continuing at a high level compared to the peacetime standards of the past.

Present indications are that prices will remain relatively stable for the remainder of 1947 with few exceptions. The prospect of any further downward revision of radio prices is remote. Material prices have gone up because of shortages in everything from wood to copper and wage rates have gone up in accordance with the rising cost of living. We must bear in mind that prices are simply the buying habits of the public and that they are formed by the conditioning of the consumer by the industry.

Despite the present period of adjustment, the fact remains that a market for millions of radios continues to exist, and consumer buying power is still high. Authoritative sources show that under normal conditions forty-five million radio sets would have been sold during the war years when civilian production was curtailed. This indicates that there is still a pent-up demand for radios that has not as yet been satisfied. Therefore the time has come for aggressive action in the form of sound merchandising to provide the necessary stimulant to the consumer today.

I have asked ten different dealers to define merchandising and have received ten different definitions; the simple dictionary definition is trading. A good merchandiser is a good dealer and his ability may be in buying as much as in selling. Merchandising generally covers all of the activities involved in promoting the sale and specifically refers to activities which are neither advertising nor selling but are designed to make these forms of promotion more effective. Unfortunately many dealers are not geared to meet competition today, and it is a function of the distributor through his salesmen to help educate any dealer who is not equipped to do an effective selling job. This is particularly true in the case of the many newcomers to the dealer field.

There are no shortcuts to selling in a buyers market, it takes plenty of hard work and good old fashioned common sense. Our records show that a dealer's sales volume varies in direct proportion to the amount of effort and energy he puts behind his merchandising program.

**JUNE
1947**



RMA CONVENTION TO DRAW RECORD CROWD IN CHICAGO, JUNE 10-12

THE largest gathering of radio industry leaders since prewar days is expected when the Radio Manufacturers Assn. holds its 23rd annual convention June 10-12 at the Stevens Hotel in Chicago.

Brig. Gen. David Sarnoff, president of the Radio Corporation of America and one of the pioneers in the radio industry, will speak at the industry banquet on June 12th in the grand ballroom of the Stevens hotel. Charles R. Denny, chairman of the Federal Communications Commission, is scheduled to address the RMA Membership luncheon on the same day. The two addresses will climax the three-day conclave.

Also scheduled are meetings of the several divisions, comprising set, tube, parts, transmitter and amplifier and sound equipment manufacturers.

President R. C. Cosgrove of the Crosley Division, Cincinnati, will preside at the business session and at meetings of the RMA Board of Directors. Mr. Cosgrove is ending his third term as RMA president. New officers will be elected at the June 12th meeting of the directors. There will be two director meetings—first the old board, and afterward the new board.

Treasurer Leslie F. Muter, of the Muter Co., Chicago, is chairman of the convention committee and is arranging an elaborate entertainment program for the industry banquet. Government officials, allied trade association officials, trade press editors and other notables well known in the radio industry have been invited to the banquet as special guests of the RMA officers and directors.

Exhibits of any radio equipment at the convention are prohibited, and attendance is restricted to RMA members and their guests.

RMA CONVENTION PROGRAM

TUESDAY, JUNE 10

- 10:00 A.M.—Advertising Committee—Chairman, John S. Garceau
- 10:00 A.M.—Surplus Disposal Committee—Chairman, M. F. Balcom
- 10:00 A.M.—Amateur Radio Committee—Chairman, Lloyd A. Hammarlund
- 12:30 P.M.—RMA Committees' luncheon, informal
- 2:00 P.M.—Legislative Advisory Committee—Chairman, John W. Van Allen
- 2:00 P.M.—Purchase Orders Committee—Chairman, Ben Abrams
- 2:00 P.M.—Engineering Department, Power Transformer Committee—Chairman, Arni Helgason
- 2:00 P.M.—Excise Tax Committee—Chairman, Joseph Gerl
- 2:00 P.M.—RMA Committee for Liaison with FMA—Chairman, L. F. Hardy

WEDNESDAY, JUNE 11

- 10:00 A.M.—Set Division Executive Committee—Chairman, Paul V. Galvin
- 10:00 A.M.—Tube Division Executive Committee—Chairman, M. F. Balcom
- 10:00 A.M.—Parts Division Executive Committee and Section Chairmen—Chairman, J. J. Kahn
- 10:00 A.M.—Transmitter Division Executive Committee and Section Chairmen—Chairman, S. P. Taylor
- 10:00 A.M.—Industrial Relations Committee—Chairman, G. W. Thompson
- 10:00 A.M.—Industry Statistics Committee—Chairman, Frank W. Mansfield
- 12:30 P.M.—Informal luncheon. RMA Board of Directors and Committees—Address: Fred Eldean, of the Fred Eldean Organization—"RMA 'Radio-In-Every-Room' Promotion"
- 2:00 P.M.—RMA Board of Directors—President R. C. Cosgrove, presiding
- 2:00 P.M.—School Equipment Committee—Chairman, Lee McCanne
- 2:00 P.M.—Credit Committee, Eastern and Western groups—Chairman, E. G. Carlson
- 2:00 P.M.—Export Committee—Chairman, A. D. Keller
- 2:00 P.M.—Service Committee—Chairman, W. L. Parkingson

THURSDAY, JUNE 12

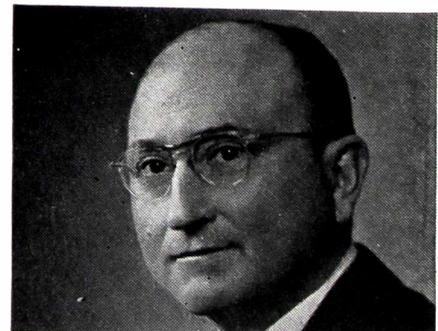
ANNUAL MEMBERSHIP MEETINGS

- 10:00 A.M.—Set Division—Chairman, Paul V. Galvin
- 10:00 A.M.—Tube Division—Chairman, M. F. Balcom
- 10:00 A.M.—Transmitter Division—Chairman, S. P. Taylor
- 10:00 A.M.—Parts Division—Chairman, J. J. Kahn
- 10:00 A.M.—Amplifier & Sound Equipment Division—Chairman, H. W. Bennett
- 12:00 Noon—Informal reception
- 12:30 P.M.—ANNUAL RMA MEMBERSHIP LUNCHEON
Address: Chairman Charles R. Denny, Jr., Federal Communications Commission
Annual Reports: President R. C. Cosgrove
Treasurer Leslie F. Muter
- 2:00 P.M.—RMA Board of Directors—election of officers and reorganization
- 2:00 P.M.—Traffic Committee—Vice Chairman, E. F. Stecher
- 7:00 P.M.—RMA ANNUAL INDUSTRY BANQUET (cocktail party, 6:30 P.M.)
Address: President David Sarnoff, Radio Corporation of America

FRIDAY, JUNE 13

Annual RMA Convention Golf Tournament, Calumet Country Club

R. C. Cosgrove of the Crosley Division, Cincinnati, is serving his third term this year as RMA president. An election of new officers and directors will take place on June 12th.



RMA'S DOUBLE

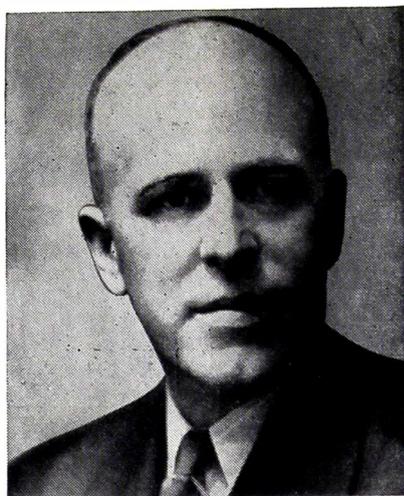
B A R R E L E D

Advertising Program



BY JOHN S. GARCEAU
Chairman
RMA Advertising Committee

THE Advertising Committee of the Radio Manufacturers Association is sponsoring two industry programs which should have the full support of radio dealers and distributors. These are the \$50,000 set sales promotion campaign, which has as its goal "A Radio in Every Room—A



JOHN S. GARCEAU
Advertising Director,
Farnsworth Radio & Television Corp.,
Fort Wayne, Ind.

Radio for Every Purpose," and National Radio Week observance during the week beginning October 26.

Both of these campaigns, if successfully carried out, will bring more business to every enterprising distributor and dealer. And without the cooperation of the industry's merchandising outlets they cannot be successful.

The RMA Board of Directors early this year approved the employment of the Fred Eldean Organization to conduct the merchandising promotion aspects of the Radio-in-Every Room campaign for which they had appropriated \$50,000 upon recommendation of the Advertising Committee. The campaign is now in full swing and gaining in momentum daily.

For the last two years National Radio Week celebrations were necessarily limited in dealer-participation. In 1945 Radio Week followed V-J Day by only about three months, and dealers had no merchandise to exhibit, let alone to sell. Last year the merchandising channels were beginning to flow again, but stocks were limited in both volume and variety.

So for the first time since before the war the radio industry can stage a full-fledged observance of National Radio Week during the week beginning October 26. Not only will most dealers be well stocked with new radios of the latest designs, but many will be able to promote receivers for the new broadcasting services—FM and television—where such stations are in operation.

The broadcasters of the country, who did an outstanding job last year in offering special radio programs during Radio Week, will do an even more extensive job this year, according to officials of the National Association of Broadcasters with whom we are working on plans for the event.

The RMA Advertising Committee already is working on special dealer promotion material for National Radio Week, and this will be in all dealers' hands a month or more before the week of October 26 to permit ample time for proper planning of displays. Last year many dealers failed to receive our posters and window streamers in time to put them to use due to a number of circumstances beyond our control. This year there should be no such delay.

As for the Radio-in-Every Room campaign, it is a continuing sales promotion effort which will continue throughout the year and reach its climax during National Radio Week.

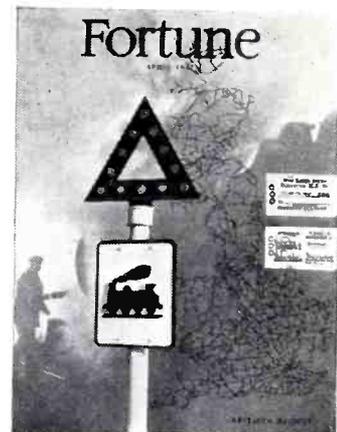
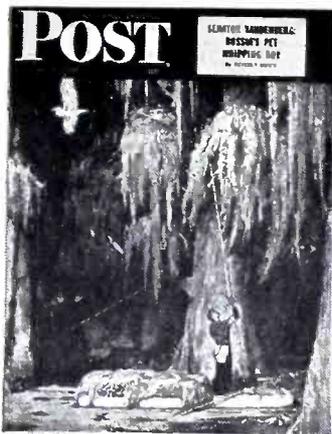
As most of you know, about 35 million homes in the United States or 93 per cent of American families have at least one radio. But only one-third of these families have two or more radios—or even approach the goal of a Radio for Every Room.

The rapid increase in the number of broadcasting stations makes this campaign a natural. Most families have as many different tastes in radio programs as there are members of the family.

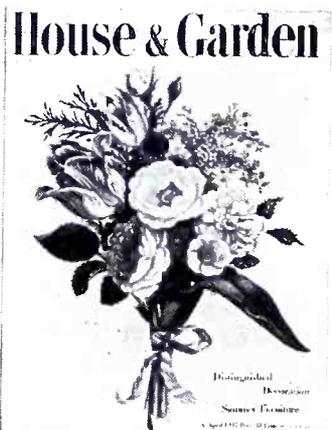
The second phase of the campaign—A Radio for Every Purpose—opens up a limitless field of opportunities for sales of portable and auto radios, the popularity of which has grown tremendously since the war.

Considerable national publicity is beginning to appear on the Radio-in-Every Room program. More will follow in household magazines, newspaper features, and through many other media. Radio stations are giving thousands of dollars worth of free "commercials" to the campaign as broadcasters realize that it has a double benefit: the more receivers that are sold the larger the potential radio audience.

We of the RMA Advertising Committee believe that these two campaigns will help make 1947 the biggest radio sales year in the industry's history. The same will hold true of every dealer who capitalizes on them locally.



1,000,000,000 MESSAGES



**WATCH FOR
THE MONTHLY
FEATURES IN
FACTORY MAILINGS**

Largest List of National Magazines Ever Used

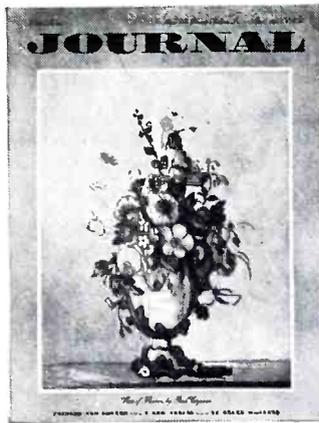
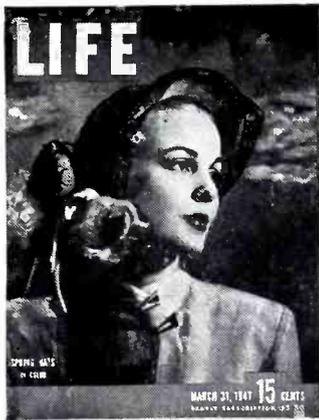
Never before in the radio industry has there been such a mass advertising schedule in leading national magazines.

Emerson

In a continuous, hard-hitting series of dramatic advertisements—with powerful point-of-sale promotion—Emerson Radio is promoting the merchandising and profits of all Franchised Dealers.

Lead with the

EMERSON RADIO AND PHONOGRAPH CORP., New York 11, N.Y.



BACKING NEW LOW PRICES

Featuring Emerson Radio Sets of the Month

Every week → every month → it spotlights a selected group of Emerson Radio sets and boosts the entire line.

Radio



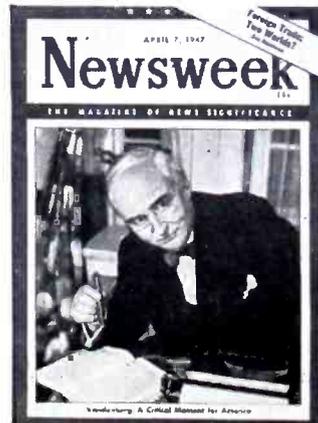
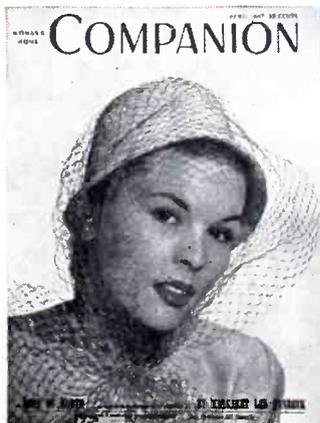
Supplementing the recent announcement of **NEW LOW PRICES** of selected models, this campaign is a **VOLUME BUILDER** for the entire trade. Ask your Emerson Radio distributor how you can capitalize it.

Leader in '47

WORLD'S LARGEST MAKER OF SMALL RADIO

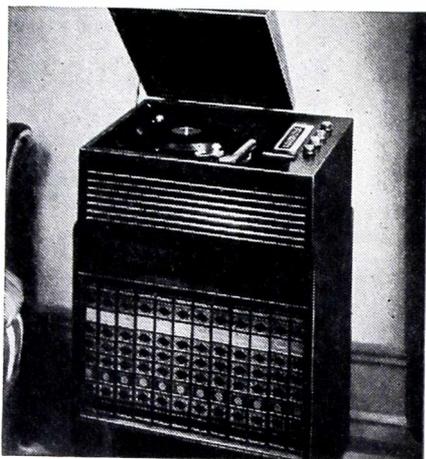


TIE UP WITH THIS MIGHTY PROMOTION IN YOUR BEHALF



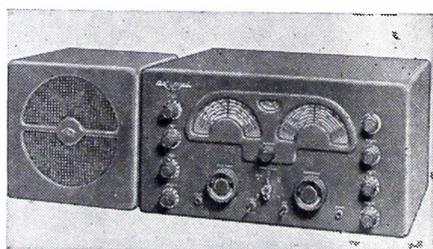
NEW RADIOS

AIR KING Console



The Air King Crown Princess Console, being offered at \$134.75, combines a high fidelity radio receiver and a dual post automatic record player for quality reproduction of fine music. Superheterodyne receiver with full range tone built in loop aerial—six tubes (including rectifier)—two dual purpose tubes give eight tube performance—Alnico V permanent magnet speaker—automatic volume control—edge lighted slide rule dial. Also foolproof record player with automatic changer for 10 or 12-inch records. Featherweight low-pressure tone arm—crystal pick-up and permanent needle. Cabinet styled to fit any decorative scheme. Satin walnut hand rubbed finish. Storage space for 180 records. The Console is manufactured by Air King Products Co. Inc., Division Hytron Radio & Electric Corp., Brooklyn, N. Y. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, June, 1947.

NATIONAL NC-173

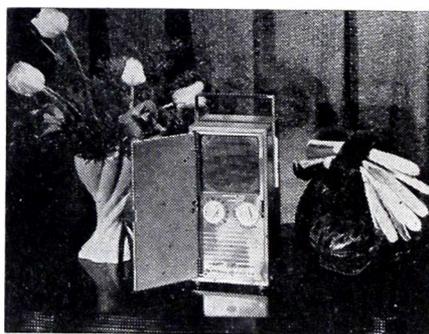


The NC-173, with an up-to-the-minute set of electrical circuits and several new constructional features, has been announced by the National Company, Inc., Malden, Mass. The new NC-173 is a 13-tube superheterodyne model with a calibrated band spread covering the 6, 10-11, 20, 40 and 80 meter amateur band. Its frequency range extends

from 540 to 31,000 and from 48,000 to 56,000 KC for both AM phone and code reception.

Moderately priced, the new National NC-173 operates from AC or battery or other separate source. Power requirements are 110 to 120 volts or 220 to 240 volts, 50 to 60 cycles, and phonograph, microphone pick-up or headphones can all be plugged in to a special jack. An R.F. trimmer panel control, conveniently located, is provided on the NC-173 so that any sort of antenna, from a simple single-wire affair to a coaxial feed-line can be employed. When writing to manufacturer, please mention RADIO & APPLIANCE JOURNAL, June, 1947.

G-E Model 140

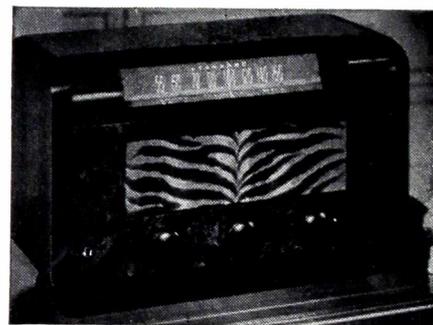


General Electric's new three-way personal radio is now in production and should reach dealers in time for the summer vacation market. Model 140 will play on AC, DC or self-contained batteries. Although it weighs only five and a half pounds with batteries, this compact four-tube and selenium rectifier receiver delivers excellent performance through its three and a half inch Alnico 5 permanent magnet loudspeaker. All operational controls, including switch from batteries to AC-DC are on aluminum front panel. Receiver is automatically turned on and off by opening and closing door. Retail price in Eastern Price Region will be about \$49.95. Further information can be had by writing Marlen E. Pew, Jr., Receiver Division, General Electric Co., Bridgeport, Conn. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, June, 1947.

RCA Model 66X3

New trend in distinctive styling of radio receivers is exemplified by the black and gold-tone tiger-striped grille cloth featured in a new RCA Victor table model radio (Model 66X3) shown here. This compact standard-broadcast and international short-wave radio is 8¾ inches high, 15¾ inches wide,

and 7¾ inches deep. The cabinet is constructed of selected hardwoods and finished in simulated burl walnut veneer



paneling. This AC-DC set has the RCA Victor Golden Throat tone system, a powerful electro-dynamic speaker, a built-in phono-jack for plugging in a record player, six tubes including a rectifier tube, a built-in Magic Loop antenna for standard broadcast, and an additional antenna for shortwave. List price is \$49.95. When writing to manufacturer, please mention RADIO & APPLIANCE JOURNAL, June, 1947.

TELECOIN Coin Radio

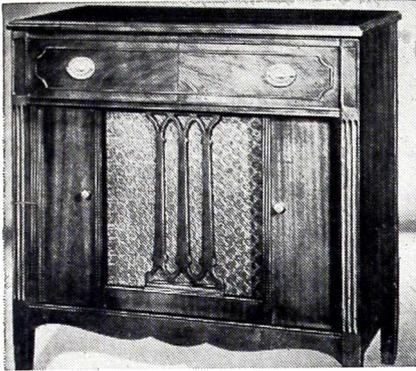
Telecoin Corporation's new coin radio for hotels, motor courts and hospitals features variations in design from conventional radio cycles. Engineered to protect operators from vandalism and tinkering, the Telecoin System has an 18-gauge steel case and chassis, set-back controls and dial-face and baked enamel finish which will resist 180-proof alcohol and cigaret burns. Chassis is rubber-cushioned and volume control is pre-set to forestall excessively loud playing in hotels and hospitals. The five-tube set weighs 20 pounds, has overall dimensions of 9 by 10 by 7½



inches, operates on AC current, 110 volts, 60 cycles. Price \$59.50. Further information can be had from Mel Adams and Assoc., 18 E. 41st St., N. Y. C. When writing to manufacturer, please mention RADIO & APPLIANCE JOURNAL, June, 1947.

ON PARADE . . .

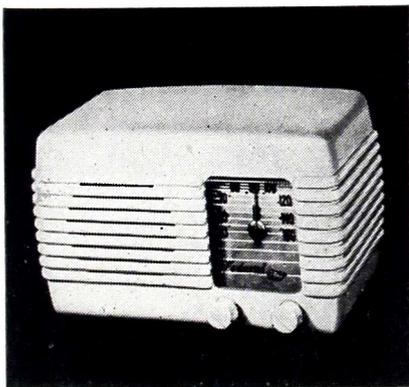
FARNSWORTH GK-141



The Farnsworth Television & Radio Corp., of Fort Wayne, Ind., has announced production of two new FM-AM phonograph-radios, Models GK-102 and GK-141.

Model GK-141 has a mahogany cabinet of traditional Sheraton styling and is designed specifically for homes furnished with period pieces. It has the Farnsworth automatic phonograph and a large compartment for records. This 13-tube (plus rectifiers) set also has short wave as well as FM and AM bands, eight push buttons to tune FM and AM stations, travelite slide-rule dial. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, June, 1947.

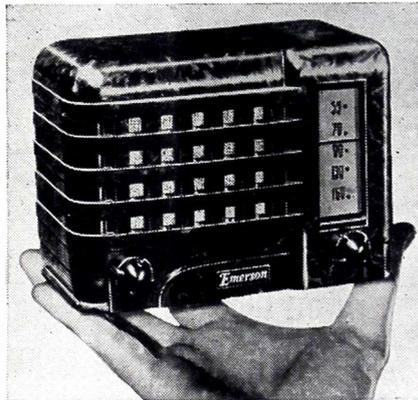
FEDERAL Model 1040T



One of four new table models offered by Federal Telephone and Radio Corp., of Newark, N. J., Model 1040T, the standard bearer in the low-price field, includes many features hitherto found only in sets at higher price levels. This model, supplied in cabinets of ivory or walnut plastic, contains four tubes plus rectified AC/DC types with a standard broadcast band. This model, as well as the other three, all feature performance-improving permanent magnet speakers and built-in loop antennae. When writing to manufacturer, please mention RADIO & APPLIANCE JOURNAL, June, 1947.

EMERSON Model 540

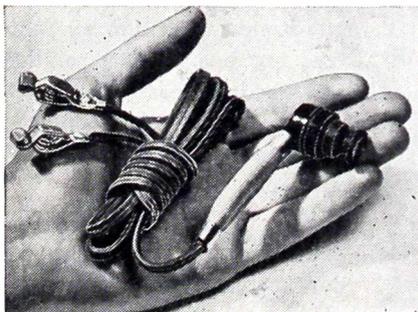
The new Emerson Model 540, manufactured by Emerson Radio & Phonograph Corp. of New York, has everything contained in larger sets except bulk. AC/DC superheterodyne employing latest small tube developments, with Alnico 5 permanent magnet dynamic speaker. Permeable tuning unit. Enclosed super loop. Beam power output. Automatic volume control. Bridge-balanced hum cancellation. Special inverse feed-back circuit. Full I-F amplification using two I-F transformers. Acoustically constructed cabinet of polished plastic. Available in walnut-green, red and ivory. Size. 4¾ inches



high by 3¼ inches deep and 6½ inches wide. Underwriters' Laboratory approved. Retail for \$19.95. When writing to manufacturer, please mention RADIO & APPLIANCE JOURNAL, June, 1947.

PHANTOM Rada-Phone

The Phantom-Rada-Phone has been announced by Guild-House, Inc., 1123 Broadway, New York, N. Y. The Rada-Phone is a radio-telephone. No batteries or electricity is needed. Attach two wires, one to each clip. Attach another Phantom Rada-Phone at the other end the same way. You can talk and listen through the same rubber plug as far away as 100 feet. Re-



tails at \$2.98. When writing to manufacturer, please mention RADIO & APPLIANCE JOURNAL, June, 1947.

ARVIN Portable 140-P



This new Arvin portable, manufactured by Noblitt-Sparks Industries, Inc., Columbus, Ind., is expected to reach dealer showrooms this month. This three-way portable features a carrying case of steel and unbreakable laminated plastic, luggage type leather carrying handle, shielded antenna, Alnico V magnet 5-inch speaker, and low battery drain miniature tubes. For protection of the slide rule type dial, a touch clear acetate non-breakable crystal is used. The set, which lists at \$34.95, weight 15 pounds complete with batteries. A separate "on and off" indicator at left of the logging scale is provided for convenience when radio is on battery operation. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, June, 1947.

ARC Porty Portable 601



Arc Radio Corp., of Brooklyn, N. Y., announces their new Porty No. 601. "Porty" weighs only 72 ounces and measures 7½ x 9½ x 3 inches.

Leatherette bound in different styles and colors with an adjustable matching strap for shoulder or "in the hand" carrying.

Porty is now an "individual" radio but produces enough volume for the "whole gang" to listen in. Retail for \$29.95, plus 10 per cent west of Denver. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, June, 1947.

Powerful RCA VICTOR promotion builds



RCA Victor
68 R 3

FM-AM

Two different methods of radio broadcasting are now in use. First, the standard kind—technically called AM or Amplitude Modulation; second, the newer FM or Frequency Modulation. This outstanding new table set brings you both—the great variety of standard programs plus the clear, quiet, static-free beauty of FM radio! Available in smooth brown or ivory-finish plastic or in fine wood veneers.



With the
“Golden Throat”
 you hear both kinds of radio
 in full tonal beauty

FINEST TONE SYSTEM IN RCA VICTOR HISTORY

This symbolizes the “Golden Throat”—RCA Victor’s exclusive 3-Way Acoustical system. Precision engineered for each different model, this thrilling development reproduces the full, clear depth and brilliance of both AM and FM radio—and, in the Victrola radio-phonograph, of records, too. It is explained technically in a booklet attached to RCA Victor instruments.

—ONLY RCA VICTOR MAKES
 THE VICTROLA
 “Victrola” T. M. Reg. U. S. Pat. Off.

AM
 For AM radio—that’s the regular, standard kind of broadcasting—this graceful, little table set is extra selective, extra sensitive. Colorful, easy-to-read, straight-line dial, built-in antenna and ground, 2-point tone control. Cased in smooth, Antique Ivory-finish plastic for bedside or breakfast table, or in a variety of more formal cabinet styles.



RCA Victor
66 X 12

RCA VICTOR  
 DIVISION OF RADIO CORPORATION OF AMERICA

OVER 44 MILLION READERS EVERY MONTH see sparkling RCA Victor advertisements in Life, Look, Collier’s, and the Saturday Evening Post. People right in your neighborhood—potential customers of yours—are learning about . . . thinking about . . . wanting to own one of these superb radios and Victrola radio-phonographs.

See the latest RCA Victor advertisement (shown here) featuring the 68R3 and the 66X12 in:

- Life—June 23
- Look—June 10
- Collier’s—June 21
- S. E. P.—June 21

**ONLY RCA VICTOR
 MAKES THE VICTROLA**

“MUSIC AMERICA LOVES BEST”

stars Robert Merrill every Sunday on 148 NBC stations. Over 6 million listeners from coast to coast enjoy his rich voice. They are sold RCA Victor instruments and recordings by announcer Ken Banghart’s warm commercials.

Listen to “Music America Loves Best”—build your sales and profits. Tune in your nearest NBC Station—2:00 P.M., E.D.T.—this Sunday.



steady volume of sales for you!



THE DEALER CO-OPERATIVE ADVERTISING CAMPAIGN helps you advertise to your customers. Here are newspaper mats featuring RCA Victor radios and Victrola radio-phonographs. The variety of sizes and amazing flexibility of these advertisements make it possible to fit every budget.

Radio commercials, billboard advertisements and materials to help you produce your own advertisements, round-out this dynamic campaign. See your distributor for your copy of "Here's How to Use RCA Victor Dealer Co-operative Advertising," and for all the details.

What a help to your sales program! Full-color and black-and-white advertisements in four of the nation's top magazines . . . "Music America Loves Best," the famous RCA Victor Show on 148 NBC stations . . . the dynamic Dealer Co-operative Advertising Campaign . . . beautiful display merchandise. All especially designed to build a demand that will last.

Take full advantage of this powerful RCA Victor promotion. You'll be rewarded with sales and steady, big-dollar profits.



You are cordially invited
to the
RCA VICTOR DISPLAYS
at the
NATIONAL ASSOCIATION
OF MUSIC MERCHANTS
CONVENTION

PALMER HOUSE,
CHICAGO, ILL.
JUNE 2-7



ROOM 14
(Private Dining
Room Floor)
ROOM 893

BOOTHS 90-91

DRAMATIC PROMOTION PLUS THE

"Golden Throat"

mean steady profits for you from RCA Victor's greatest line of instruments. Listen to these radios and Victrola radio-phonographs. Notice the pure, rich tone produced by the exclusive "Golden Throat" acoustical system.

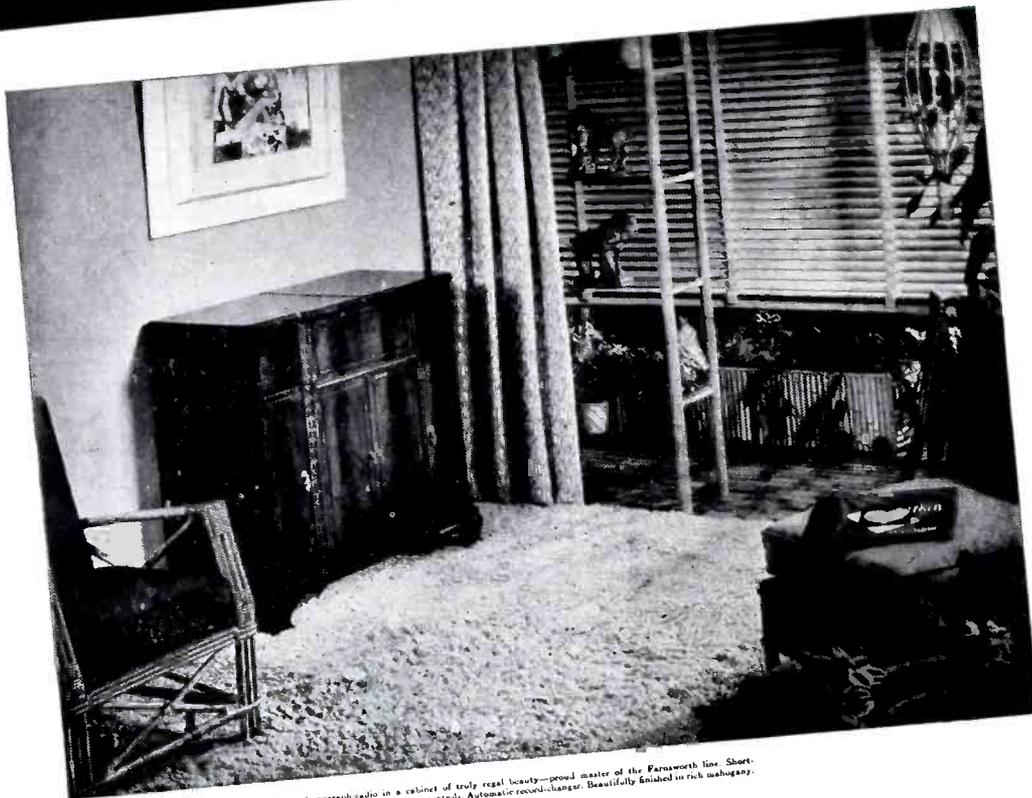
Bring the full effect of your advertising and RCA Victor promotion right into your radio department. Put the attractive RCA Victor display and identification properties to work today! They'll remind your customers that you have the instruments they've been looking for—RCA Victor.



RCA Victor

DIVISION OF RADIO CORPORATION OF AMERICA

"Victrola" - T.M. Reg. U. S. Pat. Off.



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

DEPEND ON

Farnsworth for Fidelity



THE FARNSWORTH CHAIRSIDE (MODEL CR-264) - Finger-tip convenience—all phonograph and radio controls accessible from your easy chair. The modern cabinet houses big cut circuit and 3 point suspension record-changer. In walnut or genuine South American teak wood.



TELEVISION TABLE MODEL - Brilliantly engineered by Farnsworth, television's pioneer. Covers all commercial television channels in both upper and lower groups. Clear, sharp pictures on 15-inch, semi-flat face tube. AM radio also available. Compact modern cabinet.



MODEL EP-350 - A world of radio entertainment wherever you go. Ideal for beach, picnic or country (floating battery). Use it also as a home table radio on either AC or DC. Built-in antenna. Sharp, quick tuning. Excellent tone. Handmade, light-weight, easy to carry.

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

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

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

Appearing in the June 23 issue of Life Magazine

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

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

them expertly.

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

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

Farnsworth
Television • Radio • Phonograph-Radio

Farnsworth Radio and Television Receivers and Transmitters • Aircraft Radio Equipment • Farnsworth Television Tubes • Mobile Communications and Traffic Control Systems for Rail and Highway • The Farnsworth Phonograph-Radio • The Capehart • The Panamuse by Capehart

FM and TELEVISION

A SECTION OF RADIO & APPLIANCE JOURNAL

TRANSMITTER USED FOR ALL-ELECTRONIC COLOR SHOWING

Color Video On Big Screen Shown by RCA

All-Electronic Transmission on 7-by-10 foot Screen Held in Philadelphia.

Color television pictures on a 7½ by 10-foot screen were demonstrated for the first time by RCA at the Franklin Institute late in April. Color motion pictures and slides were projected in this latest development of RCA's all-electronic simultaneous method of transmission and reception.

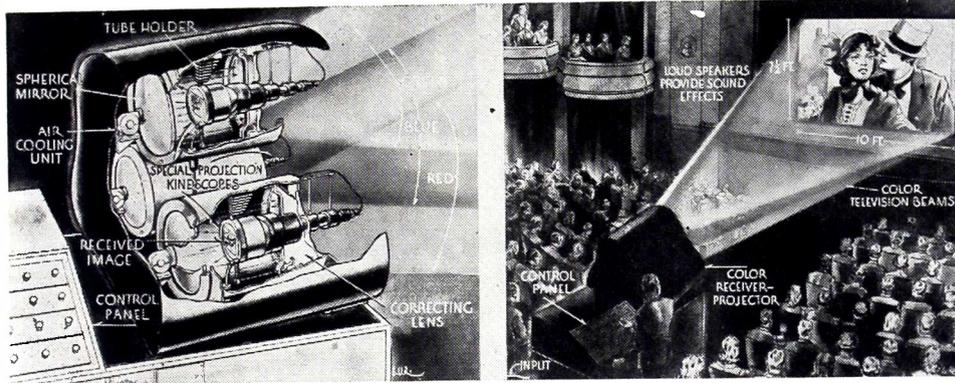
Remarkable as the advent of large-screen color video appears at this time, said Dr. V. K. Zworykin, vice president and technical consultant of the RCA Laboratories Division, color television must be regarded as still in the laboratory stage, and several years will be required for its development to equal the status of present black-and-white television.

At the transmitter, three separate images in red, green and blue are emitted at the same instant over adjoining video channels of the same band-width used in standard television. At the all-electronic receiver-projector, the three color images are applied to kinescopes, one with a red phosphor face, one blue and one green. Then the flickerless pictures formed on the face of each kinescope are projected by a Schmidt optical system to the theater screen, where they are superimposed in excellent registration to form a single image blended in the same colors as the original.

Dr. E. W. Engstrom, vice president in charge of research, said that the quadrupling of the current area of the screen on which the color pictures were shown could be easily done. This would produce a screen of 15 by 20 feet, a size adequate for most of the theatres of the country.

Brigadier General David Sarnoff, president of RCA, predicted that the corporation would make deliveries of black-and-white receiver projectors for theatre use "inside of a year," if there was a demand for them. Regrettably, he said, the movie and theatre industry as a whole have not yet shown that they are "alert and alive" to the potentialities of television for them.

(Please turn to page 40)



ON THE LEFT, a stripped-down drawing of the RCA color transmitter, demonstrated recently in Philadelphia, shows the component parts utilized in transmitting the primary colors of red, blue and green all-electronically. On the right the drawing shows the machine transmitting color images to the large, 7 and one-half by 10-foot screen.

FM Sets to Hit Over 2-Million Mark

At the recent regional meeting of the FMA, association of FM station owners and managers, Zenith Radio Corp.'s vice president, H. C. Bonfig predicted that with FM receiver manufacturers hitting their stride and new stations going on the air almost daily, FM set production will exceed two million this year (from 12 to 15 times as many as were produced in '46) and five million in 1948. Anybody who buys any radio set today—other than a portable, inexpensive table model, or automobile set—that does not contain FM, is buying a radio that is already obsolete, he said.

In his opinion, Mr. Bonfig went on to say, the much talked of business recession, if it comes, will not cause any slowing up of FM; it might, indeed, do just the opposite. "A trend toward tighter buying would cause people to think again before purchasing even a second radio without FM. The result could be a noticeable slackening of willingness to purchase straight AM sets, and growing pressure for more with FM."

Bendix Producing FM on Two Shifts

Bendix Radio is now working two shifts each on its assembly lines producing FM radios in order to meet the pent-up demand for potential FM audiences, according to J. T. Dalton, gen-

eral sales manager for radio and television.

Mr. Dalton stated that production on Bendix FM was doubled following substantially widespread reports on the high performance factor of Model 847-B. Two additional sets including an FM table model are scheduled to be added to production within the next 30 days, he stated.

Ward Products Offers New FM Antenna Line

The announcement of a new line of popularly priced FM antennas by the Ward Products Corp. of Cleveland, Ohio, marks the initial application of mass production techniques into what heretofore has been largely a field of expensive custom-built designs.

Available in both folded and straight dipole types, either of which may be equipped with a reflector to provide maximum directional gain without interfering reflections, these antennas provide at low-cost the maximum efficiency needed for finest FM reception.

Sturdily constructed, and easy to install, these new antennas offer dealers a greatly increased profit potential in the fast growing FM field.

Designed to operate efficiently in the 88 to 106 mc band, and to assure matched impedance to the sixty-foot polyethylene-insulated 300 ohm colinear transmission line, these new antennas provide many outstanding features which are sure to make them favorites everywhere.

WANTED, TO BUY 100,000 NEW 1947 RADIOS

National Brands Only

***Turn Your Surplus Radio Inventory into
IMMEDIATE CASH!***

We can use additional quantities of:

Portables

AC-DC plastics

Auto radios

Midgets

AC table models

FM-AM receivers

Automatic record changer combinations

Record changer console combinations

FIRST OFFERED — FIRST CONSIDERED

LOTS OF 500 OR MORE ONLY

**PHONE, WIRE, OR AIRMAIL YOUR OFFERINGS
WITH COMPLETE SPECIFICATIONS**

To

Buying Department—Radio Division

Home Office—K. C., Mo. Harrison 5382

WESTERN AUTO SUPPLY CO.
2107 GRAND AVENUE • KANSAS CITY, MISSOURI

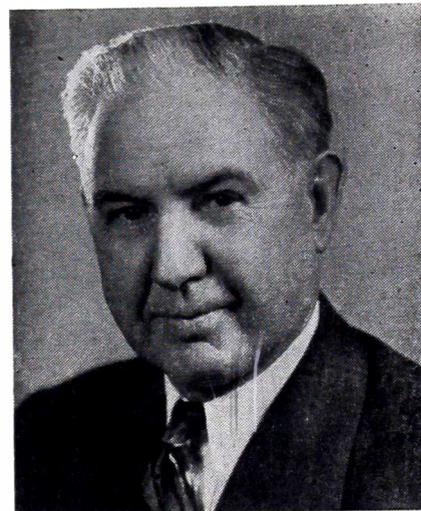
APPLIANCES

A SECTION OF RADIO & APPLIANCE JOURNAL

Guest . . .

EDITORIAL

This month's timely Appliance Editorial was specially prepared for RADIO & APPLIANCE JOURNAL by M. G. O'Harra, Vice President and Director of Sales of the Norge Division—Borg-Warner Corp.



There'll Always Be An Appliance Market

A MIDST the current speculation as to the duration of the so-called "seller's market" in household appliances, one basic fact seems to have been overlooked. This is, that regardless of conditions, appliances always have sold and sold well.

In the case of Norge, for example, the company was just getting into business when the 1929 bubble burst, and the name and the line grew during the toughest days of the depression. In the dark years of 1930, '31 and '32, we passed bread lines frequently on our way to sell someone a Norge. We made the sale, too, and in so doing put Norge in the front rank in the industry.

The reasons for this are basic and fundamental. Unlike some types of merchandise, major appliances in most cases pay for themselves in the long run. Appliances, therefore, are things which the average householder cannot afford to do without.

At the same time, appliances fill a definite need. Refrigerators mean food savings, washing machines mean freedom from drudgery or laundry bills, gas and electric ranges mean food cooked better and more economically. And of the newer appliances, home freezers mean long-range savings in food purchases.

So, even in the worst times, people will provide in their budgets for some badly-needed appliance. And in good times, they not only plan for major appliances because they need them, they make provisions for their purchase for a number of other reasons. One of these could be because they are modernizing their kitchens and wish new and matching products. Or, they are intrigued by the improved appearance, performance and features of late models and want them because they are better than those they possess, even though their present appliances are operating satisfactorily.

The point remains that the appliance industry wasn't built on a seller's market. It was built on a buyer's market of the toughest sort, and it will continue to grow.

Appliance selling has been comparatively easy since the end of the war. There is little evidence of stiffened buyer resistance as yet. But it will come, gradually at first, of course, and more strongly as the "hardship" cases are satisfied.

However, despite an eventual shift in buyer attitudes, the appliance business will continue to forge ahead. The very nature of the product is conclusive and inescapable evidence that it will.

There is only one thing that could slow it, and that would be an unwillingness on the part of the salesmen in the industry to get out and dig—to start selling soon and selling hard.

And in that connection this prediction can be made—that if the men now in the industry show a reluctance toward hard work, then a fresh crop of young, aggressive salesmen will take their places.

JUNE
1947

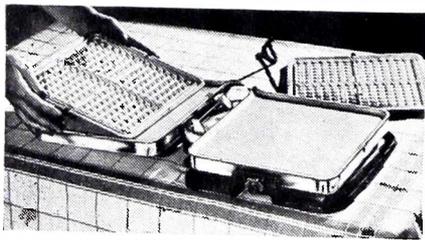
NEW APPLIANCE

ARVIN "Lectric Cook"

Something new in electric cookery has been added to the growing list of new post-war appliances. It's the new Arvin "Lectric Cook" which provides facilities for grilling, frying, toasting and baking. This "Lectric Cook" will retail for \$27.95. The "Lectric Cook" is primarily an electric grill of 190 square inches of cooking surface—equal to three ten-inch frying pans—and so designed that waffle grid plates can be attached for baking waffles. Steaks and chops can be cooked in 6 to 10 minutes and toasted sandwiches, four at a time, in a few minutes.

An Arvin signal-light goes on the moment the cord is plugged in and stays on until the heat reaches the dialed temperature indicating cooking temperature is reached. The handle is so designed that a small air space exists between it and the cooking appliance itself, providing air-cooling for greater comfort.

Another feature is the protected expansion hinge. Allows for expansion



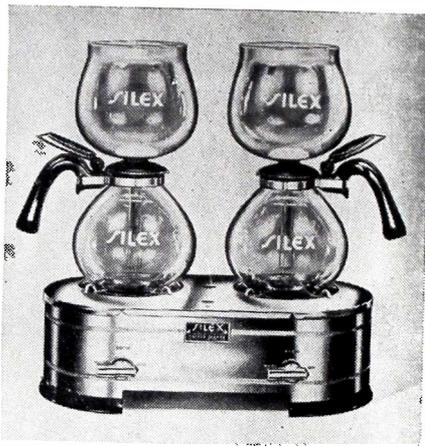
of the hinge when toasting or frying extra thick bread or chops. At the same time, a uniquely placed cover protects the cable from grease or harm. This feature alone is said to add considerably to the long life and low up-keep cost. Not to be overlooked is the built-in drip spout to take away surplus grease when frying fatty foods.

When used as a waffle iron, the grid plates (two of them provided with the cooker) are inserted and instantly clamped securely. Four waffles are baked at one time to serve four people without waiting. The "Lectric Cook" is a product of Noblitt-Sparks Mfg. Co., Indianapolis, Ind. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, June, 1947.

SILEX "Commodore"

The new Silex "Commodore" commercial coffee maker was recently put on the market by the Silex Co. of Hartford 2, Conn. The range body is made of stainless steel and the high efficiency tubular burners increase brewing speed. The 2-burner Commodore model makes 108 to 120 cups of coffee per hour. Three-burner and four-burner models are also available for larger brewing capacity. Correct placement of the burners prevents coffee

spilling on them and they can easily be removed from the soft spring tension that locks them in place. The flexible burner grid ring cannot warp or break



and so reduces breakage to a minimum. The illustration shows a Silex "Commodore" 2-unit range equipped with semi-wide neck lower glass bowls designed for quick and easy handling. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, June, 1947.

RAYTHEON "Radarange"

Radarange is the trademark of Raytheon Manufacturing Co., Waltham, Mass, for its electronic cooking device and it cooks food in a fraction of the time taken by conventional methods. Electronically prepared food is superior to that cooked by most other methods because the rapid cooking does not permit natural oils and flavorings to es-



cape. Above, Charles Paino, executive of United Farmers Cooperative Creamery Association, removes steak blue plate from Radarange. Unit has just been installed in United Farmers

store, Codman Square, Dorchester, Mass. As soon as available, all United Farmers stores will be equipped with Radaranges. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, June, 1947.

PROCTOR Never-Lift Iron

A new ironing technique—Sit-Down Ironing—made possible by the use of the Proctor Electric Company's Never-Lift Iron, has been developed by the company and is being introduced to the trade. Miss Mary McGraw, Chicago sales assistant, below, demonstrates the new ironing technique. Called the biggest store merchandising feature in the appliance field, Proctor's new ironing technique will be promoted through department and large specialty appliance stores where facilities permit of group instruction and where the services of trained lecturers and home economists are available.

Originally developed as a "better way



to merchandise irons." sit-down ironing has been hailed as the answer to the housewife's age-old problem of how to avoid fatigue while doing this weekly chore. Proctor's method consists of a knowledge of the operation of the Never-Lift iron and an understanding of how to sprinkle, fold and iron the clothes with a minimum of movement. Instead of bringing the iron to the garment as is done the conventional way, the new technique stresses bringing the garment to the iron. All things may be ironed this new way from the plainest of flat pieces to the frilliest ruffle. The iron does the work of lifting, making standing to obtain arm leverage unnecessary. For further information write to Proctor Information Center, 220 East 42nd St., New York, N. Y. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, June, 1947.

NCE PARADE

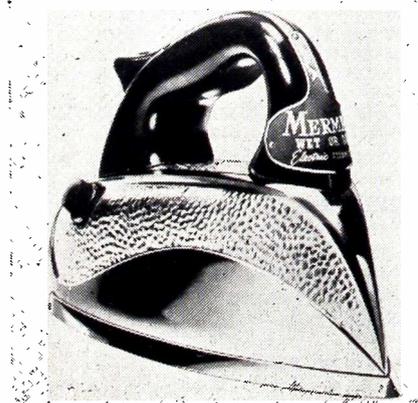
GE "Tidy and Tall" Set



General Electric Co. of Bridgeport, Conn., has announced that its house-cleaning combination—consisting of an upright, floor-type vacuum cleaner and a six and one-half pound portable tank-type cleaner with five slip-on attachments—will go into production this month. The portable cleaner which can be carried slung from the shoulder or held by the carrying strap, is 14 by 6 by 6 inches. The upright floor cleaner is a restyled version of the standard, single speed G-E cleaner. It weighs 14 pounds and adjusts its beating and cleaning suction automatically to every type of rug. It has an accordion-top bag for quick, easy emptying and a dirt trap at the throat of the bag to eliminate spilling or leaking. For further information, write to the General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn. When writing to manufacturer, please mention RADIO & APPLIANCE JOURNAL, June, 1947.

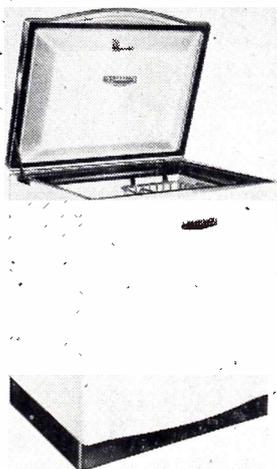
MERMAID Model HC-200

The new Mermaid HC-200 is featured as the only wet or dry iron with heat control and the only wet or dry iron that maintains an even degree of heat.



The HC-200 is streamlined, hammered cast aluminum of completely modern design, smooth polished chrome steel sole plate and not too heavy for maximum efficiency. The model can be plugged in for use as a dry iron or filled with water and plugged in for complete steam iron satisfaction. Grooved sole plate spreads the steam evenly so that when it is used as a steam iron, the Mermaid floats on a cushion of steam. The iron contains a 600W, 115V, A.C. long life heating element and the plug in is especially designed at a 20-degree angle to relieve strain on the cord. The Mermaid is manufactured by Hope Products, Inc., of St. Louis and New York, and lists at \$13.95 less cord (West Coast list \$15.95). Smith-Benny Co., 11 W. 42nd St., New York, N. Y., is the exclusive national distributor. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, June, 1947.

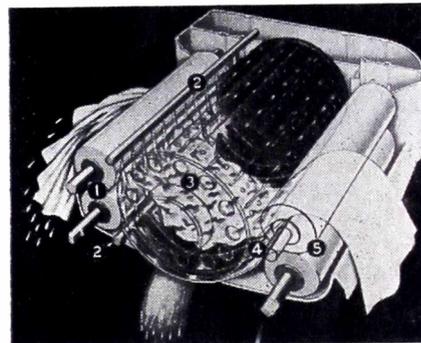
CROSLEY "Frostmaster"



Addition of a three-foot home freezer to the Crosley line has been announced by L. L. Stratton, sales manager, refrigeration division, Cincinnati, Ohio. The freezer, to be known as the "Crosley Frostmaster," is a compact standard-base cabinet unit with a food capacity of 100 pounds. Crosley home freezer production has been contracted to the Nashville Division of Consolidated Vultee Aircraft Corporation, an associated company of the Avco Manufacturing Corporation. The Crosley Frostmaster will be made available to the public through Crosley distributors and dealers and through Frozen Food Products, Inc., of New York. When writing manufacturer, mention RADIO & APPLIANCE JOURNAL, June, 1947.

ABC-O-MATIC Rinser

The new Abc-O-Matic Washer, manufactured by Altorfer Bros. Co., Peoria, Ill., features the exclusive "Scum-Free" Rinser, which floats away loosened dirt and graying particles of soap-



fat in a bath and shower of fresh running water. In the complete Abc-O-Matic wash cycle the operator merely puts the dirty clothes in the tub, and takes them out through the "Scum-Free" rinser.

The rinsing operation as illustrated in the accompanying photograph is as follows: (1) Clothes travel through suds extracting rolls removing hot soapy water returning it to the washer compartment to be used again; (2) Clothes then pass through penetrating sprays (top and bottom) of fresh clean rinse water; (3) Floating flexor cylinder carries clothes into final rinsing stage; (4) By the action of the floating flexor cylinder, clothes are dipped, rinsed and gently flexed while completely submerged in constantly changing fresh water, skimmed free of any scum or soap curds by a flushing overflow; (5) Clothes pass through large damp-drying rolls before dropping automatically into the laundry basket, damp-dry, ready for the line. A full load of clothes is automatically rinsed in less than three minutes time. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, June, 1947.

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



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



LOUIS G. LaMAIR
N.A.M.M. President

N. A. M. M. CONVENTION

LARGEST TURNOUT YET

MAKERS OF RADIOS, PHONOGRAPHS, NEEDLES, RECORDS, AND ACCESSORIES TO CONSTITUTE

ACCORDING to advance reports from the executive secretary, the annual convention of the National Association of Music Merchants, which will be held at The Palmer House, Chicago, Ill., June 2nd to 5th, will attract over 6,000 people, comprising manufacturers, jobbers, and dealers from all corners of the world.

Out of 218 exhibitors, 22 will show radios and combinations. Sixteen exhibitors will display portable phonographs, while 53 will exhibit records, needles, albums, record cabinets and other phonograph supplies.

This will be the first time in the history of the music industry's trade

show that so many will participate, because of the vast interest shown by musical instrument and piano dealers as a result of the rapid development in radio-phonograph combinations, records, phonograph needles, home recording equipment (sound-on-wire and sound-on-tape), sound equipment and television.

According to William A. Mills, executive secretary, and Lou G. LeMair, president, of N.A.A.M., this year's Chicago conclave should be an excellent barometer for manufacturers and distributors of merchandise other than musical instruments and pianos for the potential sales market of their lines through music stores.

The exhibition hall floor and a part of the eighth (piano) floor have been set aside exclusively for manufacturers and wholesalers of radio, phonographs, records, phonograph needles, home recording equipment, sound equipment, and television. The seventh floor, however, will be devoted exclusively to the showing of musical instruments and accessories.

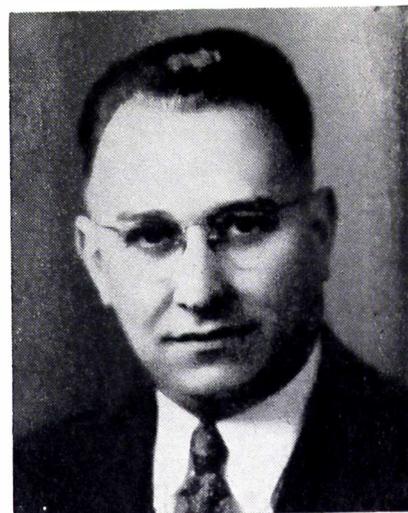
On Sunday, June first, registration will begin at 10 a.m. on the fourth floor and continue all day. There will be a meeting of the N.A.M.M. Board of Directors, a membership luncheon, with the convention proper getting underway on Monday.

OFFICIAL LISTING OF RADIO, PHONOGRAPH AND ACCESSORY

- | | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>ADMIRAL CORP.
Room 642-3-4—Radios and radio-phonograph combinations.</p> <p>AERO NEEDLE CO.
Booth 36—Phonograph needles.</p> <p>ALTEC LANSING CORP.
Room 857—Sound equip., speakers.</p> <p>ANSLEY RADIO CORP.
Rooms 860-1—Radio-phonograph combinations.</p> <p>ASHER, K. O.
Booth 56—Records, needles.</p> <p>ASSOC. CARD & STATIONARY CO.
Booth 102—Singing Greeting discs.</p> <p>AUDIENCE RECORDS, INC.
Booth 104—Records.</p> <p>AUDIO INDUSTRIES
Booth 100—Portable phonographs.</p> <p>BENDIX RADIO
Booths 14-15—Radio-Phono combinations, table radios.</p> <p>BIBLETONE, INC.
Booth 66—Religious records.</p> <p>BLACK & WHITE RECORDING CO.
Booth 23—Records and albums.</p> <p>BOETSCH BROS.
Room 801—Hand wound and electric portable phonographs.</p> <p>THE BONOT CO.
Booths 98-99—Needles.</p> <p>BRUSH DEVELOPMENT CO.
Room 898—Phono pickups, recorders and phono equip.</p> | <p>CAPITOL RECORDS, INC.
Booths 62-3-4—Records.</p> <p>CHICAGO ALBUM & SPEC. CO.
Booth 26—Albums.</p> <p>COLUMBIA INDUSTRIES
Booth 65—Record display.</p> <p>COLUMBIA RECORDING CORP.
Booths 9, 10, 11—Records.</p> <p>CORDELL INDUSTRIES
Booth 1—Record cabinets.</p> <p>THE DANELECTRO CORP.
Room 808—Amplifiers.</p> <p>DAVIDSON MFG. CO.
Booth 55—Radio phonographs and phono equipment.</p> <p>DECCA RECORDS, INC.
Booth 95, 96—Records.</p> <p>DeLUXE RECORDS
Booth 60—Phonograph records.</p> <p>DUOTONE CO., INC.
Booth 73—Needles, recording discs.</p> <p>ELECTRO-VOICE, INC.
Room 603—Microphones.</p> <p>ELECTROVOX CO., INC.
Room 72—Needles.</p> <p>ENTERPRIZE RECORDS, INC.
Booth 35—Records and cabinets.</p> <p>EXCLUSIVE RECORDS
Booths 20, 21—Records and albums.</p> <p>FARNSWORTH TEL. & RADIO CORP.
Rooms 638-9-40-41—Radios, radio-phonograph television receivers.</p> | <p>FREED RADIO CORP.
Rooms 888-9—Radio-phonograph combinations.</p> <p>FURNITURE SPECIALTIES CO.
Booth 71—Record cabinet and assembly.</p> <p>GAROD ELECTRONICS CORP.
Room 859—Radio receivers.</p> <p>GEIB, INC.
Booth 88—Portable phonographs.</p> <p>GEM PHONO MFG. CO.
Booth 75—Needles.</p> <p>GENERAL ELECTRIC CO.
Room 884—Radio-phonograph consoles.</p> <p>GRAPHIC ED. PRODUCTIONS, INC.
Booth 43—Children's records.</p> <p>HARMONIA RECORDS CORP.
Booth 57—Records and albums.</p> <p>INT. MERIT PRODUCTS CORP.
Booth 103—Needles, and swiss profile projector.</p> <p>KEYNOTE RECORDINGS, INC.
Booth 25—Records.</p> <p>KING RECORD DIST. CO.
Booth 19—Records.</p> <p>KUGEL CO., FREDERICK
Booths 106-7—Music publication.</p> <p>LINGUAPHONE INSTITUTE
Booth 51—Foreign language records.</p> <p>LOEW'S INC.—MGM RECORD DIV.
Booths 81-2—Records and display material.</p> <p>THE MAGNAVOX CO.
PDR. 18—Radio-phonograph combinations.</p> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

ION TO ATTRACT ADIO-PHONO RETAILERS

ALMOST 50% OF EXHIBITORS AT CHICAGO
CONCLAVE—PALMER HOUSE—JUNE 2nd to 5th



WILLIAM A. MILLS
N.A.M.M. Executive Secretary

WHAT TO DO AND SEE AT N.A.M.M. CONVENTION

MONDAY, JUNE 2nd

10:00 A.M.—Official opening of exhibits, 6th, 7th, 8th Floors, Exhibit Hall, Club Floor and Mezzanine.

12:00 Noon—Opening Luncheon. Grand Ballroom, 4th Floor.

1:30 P.M.—Fair Trade Practice Committee. Private Dining Room—3rd Floor.

2:30 P.M.—Ladies Tea. Red Lacquer Room—4th Floor.

TUESDAY, JUNE 3rd

9:00-10:30 A.M.—Merchandising Clinics. Sales—Geo. H. Beasley—Ballroom. Cost of Operation—Carl Wittich—Room 9, 3rd Floor. Sales Through Service—A. P. Avery—Red Lacquer Room—4th Floor.

2:30 P.M.—Women's Sightseeing Party.

WEDNESDAY, JUNE 4th—Exhibits closed until 12 Noon.

10:00 A.M.—Annual meeting of the National Association of Music Merchants. L. G. LeMair, President. Ballroom.

12:30 P.M.—Fair Trade Pricing Luncheon. Ballroom.

7:00 P.M.—Banquet of Record Industry. Continental Hotel.

THURSDAY, JUNE 5th

9:00-10:30 A.M.—Merchandising Clinics. Promoting Higher Bracket Merchandise—Hugh W. Randall—Red Lacquer Room. Store Promotion—Robert A. Schmitt—Crystal Room—3rd Floor. Record Profit or Red Ink—Harry E. Callaway—Ballroom.

12 Noon—Reorganization N.A.M.M. Board of Directors. Room 4—3rd Floor.

7:00 P.M.—Annual N.A.M.M. Banquet. Grand Ballroom—Hotel Stevens.

ADDED CONVENTION ATTRACTIONS

"The Business Outlook," an address by Dr. Albert Haring at the Wednesday business session. * * *

"Fair Trade Pricing for the Music Business," by John W. Anderson, president, American Fair Trade Council. Luncheon meeting, 12:30 Wednesday.

EXHIBITORS-N.A.M.M. TRADE SHOW, CHICAGO-JUNE 2nd to 5th

MAGUIRE INDUSTRIES, INC.

Rooms 890-1—Radio-phonograph combinations.

MAJESTIC RECORDS, INC.

Booths 40-1—Records

MANOR RECORDS

Booths 40-1—Records.

JOHN MECK INDUSTRIES

Booth 29—Radio-phonograph equipment.

MELODY RECORD SUPPLY, INC.

Booths 4-5—Children's records.

MERCURY RECORDS

Booths 93-4—Records.

MORTON CO., R. P.

Booth 89—Highgrade record album cabinets.

MUSICAL MERCHANDISE MAGAZINE

Room 709—Complete directory and information center of all convention and trade show activities.

MUSICRAFT CORP.

Booths 78-9—Records and albums.

MUSITRON CO.

Booths 84-5—Portable phonographs.

NAT'L ACOUSTIC PRODUCTS

Booth 58—Phonographs, record changers.

PEERLESS ALBUM CO., INC.

Booth 68—Albums, record hassocks.

PERMO, INC.

Booths 44-5—Needles.

PFANSTIEHL CHEMICAL CO.

Booth 61—Needles

PILOT RADIO CORP.

Room 659—Radio, radio combinations, Pilotone records.

PORTEM DIST. CO.

Booths 76-7—Portable phonographs and accessories.

PORTOFONIC MFG. CORP.

Booth 13—Phonographs, record carrying cases.

RADIO & APPLIANCE JOURNAL

Booth 89—Complimentary copies of the Industry's Oldest Radio Dealer Publication and official bureau of information.

RADIO & TELEVISION, INC.

Rooms 877-8—Radio-phonograph combinations.

RCA-VICTOR DIV. OF RCA

Room 893, Booths 90-1, PDR 14—Records, radios, radio-phonograph combinations, television.

RAINBOW RECORDS, INC.

Booth 57—Records.

RECORD ALBUM-OF-THE-MONTH

PDR Foyer—Record delivery plan.

THE RECORDPLATE CO.

Booth 101—Record index system.

RECOTON CORP.

Booth 31—Needles.

REXON, INC.

Booth 92—Camera type phonographs.

SACRED RECORDS, INC.

Booth 18—Religious records.

SCOTT RADIO LAB.

Room 802-3—Radio-phonograph combinations.

SIGNATURE RECORDING CORP.

Booths 33-4—Records.

SOUTHERN MUSIC CO.

Rooms 748-9—Alamo Electronic Products; portable phonographs and amplifiers.

STROMBERG-CARLSON CO.

PDR 17—Radios, radio-phonographs, television.

TELE-TONE CORP.

Room 865—Personal, portable radios.

TONE PRODUCTS CORP.

Booth 74—Records, phonographs, sound equipment.

TOONO, INC.

Booth 46—Records.

UNITED LOOSE LEAF CORP.

Booth 86—Record albums.

U. S. TELEVISION MFG. CORP.

Room 635—Television receivers.

VOX PRODUCTIONS, INC.

Booth 80—Records.

WATERS CONLEY CO.

Room 862—Portable phonographs.

WEBSTER-CHICAGO CORP.

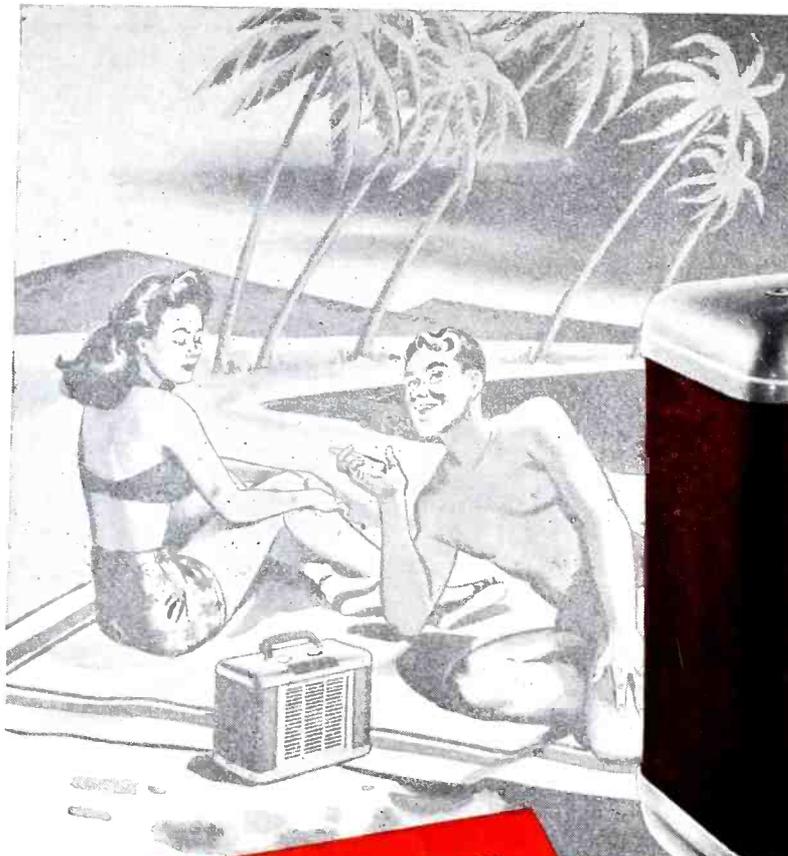
Room 886—Phonographs, needles.

WILCOX-GAY CORP.

Rooms 881-2-3—Home recording machines, combinations, needles, blank discs.

ZENITH RADIO

Room 632—Radios, radio-phonographs.



ARVIN

TWO NEW



THESE NEWEST ADDITIONS
to the Arvin line have

Eye-Appeal

Play-Appeal

Price-Appeal

They'll be fast-stepping num-
bers in this fast-moving line.

Lovelies

● The Arvin 140-P — a hot number in any weather! The market is big as all outdoors and the low price is an added charm! Top, bottom and grille are metal, finished in silver-grey in pleasing contrast to the tan middle section of weather-proof, crack-proof laminate. Four miniature tubes plus rectifier. Model 140-P—List \$34.95 plus batteries.

● The Arvin 150TC — Here's a winner in any company! The most in radio in the least space at the lowest price. Time-proven, dependable automatic record changer. Five miniature tubes plus rectifier. Heavy-duty 5¼" Alnico V PM speaker. Resistance-coupled R.F. stage. Beam power output. Unique chassis design provides greatest compactness and handy service accessibility. Beautiful cabinet in either full-grained mahogany or walnut veneer with artistic escutcheon and control knobs. Overall size only 14⅞" wide by 16⅝" deep by 9½" high. Model 150 TC (walnut or mahogany veneer)—List \$89.95. *All prices slightly higher in zone 2.*

ARVIN SETS THE PACE : : : LEAD WITH ARVIN!

ARVIN

... the name on many fine products from

NOBLITT-SPARKS INDUSTRIES, INC. • COLUMBUS, INDIANA



● The ARVIN Mighty Mite—low-
est priced superhet on the market
today, with unbreakable cabinet.
Brown only \$14.95, Ivory \$15.95.



● The ARVIN 544 — Beauty, per-
formance, compactness and low price
sell this model like hot-cakes! Walnut
only \$19.95, Ivory \$21.95.



● The ARVIN 552 — Plays its way
into anybody's heart, and pays its
way over and over on your sales-
floor! Walnut \$24.95, Ivory \$26.95.



● The ARVIN 664—This favorite is
truly a radio for "upstairs, downstairs,
all thru the house." You'll like the way
it sells! Walnut \$29.95, Ivory \$30.95.



**BOOTH 90-91
NAMM CONVENTION**

**SEE WHAT'S
NEW AND NEWS
FROM
RCA VICTOR
RECORDS!**

Don't miss our NAMM Convention Exhibit,
June 1-5, Booth 90-91 and Private Dining Room #14.
There's an interesting treat in store for you ...
and a royal welcome!

BOOTH 90-91 • NAMM CONVENTION

**SOMETHING
IS COOKING**

**RCA VICTOR
RECORDS**



RECORDS AND PHONOGRAPHS

A SECTION OF RADIO & APPLIANCE JOURNAL

Guest...

EDITORIAL

Jack Kapp, energetic president of Decca Records, Inc., has taken time out from his busy schedule to prepare for Journal readers an exclusive editorial on the development of the record business and the exciting opportunities that lie ahead.



JACK KAPP

The Golden Era of Phonograph Recordings

I AM happy to greet the members of the National Association of Music Merchants on the occasion of their convention in Chicago, and to tell you something about our feelings toward the record business as it exists today and its future.

It was wise old Benjamin Franklin who said, "Each person must await his turn to appear upon the center of the stage of the world." Decca was born in 1934 when the record industry had sunk to an all-time low from 120,000,000 records in 1929 to 12,000,000 in 1933. In 1878 "Harper's Weekly" heralded the advent of Edison's phonograph by prophesying that it would revolutionize all departments of public singing and speaking, and capture the words and tones of all the great men of the age, as well as all the brilliant singers and actresses.

Today that goal is in the process of being approached. The record business has become a magical one. Last year it produced and sold an estimated 275,000,000 records, as contrasted with a peak of 108,000,000 records sold after the first World War in 1921, when there were more than twice as many phonographs in American homes than exist today.

Another indication of this trend in the future of phonograph recordings, with which you are all familiar, is the tremendous interest now being shown in children's recordings. These recordings are going to make their influence felt even more vigorously in the future, and there is no doubt that this field has enormous possibilities of development. The parent who introduces his child to recorded Mother Goose songs and Nursery Rhymes has also taken the first step toward adding his child in later years to the aristocracy of record collectors. This can only serve to expand and solidify the future market for all types of phonograph recordings.

These are steps in an endeavor that we feel is the most exciting thing in the future, and one in which the radio, television, motion picture and phonograph record industries can all play important parts. There is no doubt that the time has come when all great media of mass communication must accept their responsibilities to the public and start disseminating information and entertainment that will not only better our people, but also reflect a truer picture of America to the rest of the world, and thereby contribute to greater international understanding and amity.

We have every reason to view the future with confidence, and we know you do too.

JUNE
1947

RECORDS AND

Combine to Rin

NEW ORLEANS

"MAKE mine music" is the melody which sounds a note of success in the operation of the J & M Music Shop, New Orleans. From a tiny record shop six years ago, the organization has expanded to a large three-story building in the Crescent City's famous French Quarter, where the customers may buy musical records, albums, and electrical appliances in a modern, attractively decorated showroom.

Adding electrical goods to the music line has been a smart merchandising policy on the part of Joseph Mancuso and C. V. Matassa, owners of the store. Thus, music and electrical appliances again combine, with success, to make the cash register sing a profitable jingle.

Outstanding among the unique features of the J & M Music Shop is the complete commercial recording studio. In a sound-proof room and auditioning chamber adjacent to the sales room, facilities are available for making master records, transcriptions for one-minute radio stations announcements, or full blown instrumental orchestrations.

Since opening day in June, when the enlarged and remodeled J & M Music Shop was presented to the public, this recording studio has been a busy place. Vocalists, small orchestras, both Negro and white, and a variety of miscellaneous transcripts have been recorded here for reproduction and auditioning in New York and other musical entertainment centers. George McQueen, a native of New Orleans, and author of "A Fool in Love," "A Sky Full of Moon and an Armful of You," and other recordings, has used the commercial recording equipment at the J & M Music Shop for putting his compositions on master records for duplication by record manufacturers.

All this exploitation of music stems from the fact that the importance of the musical influences has not been

forgotten in the periodic advances from small record sales to the merchandising of radios and other electrical goods. This is the sound basis on which the J & M Music Shop does business.

Mr. Mancuso knows his music, and the line of records, popular and classical, albums, sheet music, and miscellaneous supplies required for operation of phonographs, now retailed by him, is the largest and most complete in the South. "If you can't get it from J & M, you can't find it anywhere" is the homely but true slogan which the store has proved time after time.

The record department occupies the entire right hand side of the store. It is brightly lighted with the latest designed indirect illumination, and presents an inviting appearance from the entrance door and from the sidewalk outside as well. Racks of sheet music are prominently displayed in front, then come counters for the exhibition of record albums, and behind that the showcase for miscellaneous supplies, and the ceiling high shelves of records, appropriately cataloged for ease of sale.

On the left hand side of the shop, and toward the corner where four large display windows offer an attractive view of the goods from the exterior, is the electrical appliance department. Radios hold the center floor display, with heavier merchandise such as refrigerators, ironers, washing machines and pedestal fans

At left, a picturesque three-story building in the heart of the colorful New Orleans French Quarter houses the J & M Music Shop.



HOME APPLIANCES

Sales For...

MUSIC SHOP

in the front window position. Behind the radios and on the window shelves are smaller devices, such as toasters, kitchen electrical apparatus, table lamps, portable radios and phonographs.

The building now occupied by the J & M Music Shop has 48 foot frontage on North Rampart Street and 136 foot depth. It is typical Spanish architecture with a graceful wrought iron lacework balcony adorning the second floor. The second and third floors will soon be served with an elevator, and will be used for storage of larger electrical appliances when increased shipments from manufacturers overflow display space on the ground floor.

The sales floor is 40 feet deep, and behind this in order, are the office of the company, the radio service department, a passageway leading to a storeroom and service department for music boxes and unloading dock for the company's three pick-up trucks, and the commercial recording studio.

Servicing radios and music boxes, of which the company has 65, installed in various eating and entertainment places throughout Orleans parish (county), is an important and profitable part of the J & M Music Shop business. Without adequate servicing facilities, Mr. Mancuso believes his radio and electrical equipment sales would slump considerably, so when he can sell 24-hour service

along with high quality merchandise, he has an unbeatable combination.

A total of seven employes handle floor sales. Including three drivers for the company's city service trucks, there are five more persons on the payroll in the radio and music box service departments.

Which brings up the question of selling electrical goods and being unable to make delivery. Factory production difficulties are delaying volume sales at the J & M Music Shop as they are in similar retail outlets throughout the country, yet Mr. Mancuso's policy continues to be the acceptance of orders for future delivery, if the customer so desires.

Down payments are set aside, not used for store operating expenses, and refunds do not threaten day to

day store maintenance. Again, in this respect, music makes the profits for the store, and carries the bulk of the overhead, so that electrical sales represent immediate cash turnover, providing delivery can be secured.

From the early days when Mr. Mancuso started business as a small shop selling musical recordings and renting out music boxes to public entertainment spots, to the present establishment, offering a complete line of records as well as the leading electrical appliances, the theme of the business, of making sweet music, has never been overlooked when the searchlight of prudent business enterprise has been turned on day to day selling practices. Today, with profits made from record sales, the company has branched out into the electrical goods business, and added a dependable electrical service department to back up home appliance sales. The combination of music blended with shrewd expansion into kindred lines of endeavor has produced a sweet lyric of profits for the J & M Music Shop.



At right, this interior view shows how the J & M owners added radios and appliances, left, to their music line for a profitable combination of the two groups.

1. AMPLE POWER AT CONSTANT SPEED

2. SUPERIOR IDLER ARRANGEMENT

3. LOW RUMBLE LEVEL

MX Rim Drive Constant Speed
Electric Phonograph Motor

4. ANTI-FRICTION BEARING
CONSTRUCTION

5. NO EXTERNAL MOVING PARTS

Smooth Power FEATURES

FOR SMOOTH PERFORMANCE

You'll gain highly pleased customers when you equip your phonographs with *Smooth Power* MX Motors. That's because of finer performance given by:

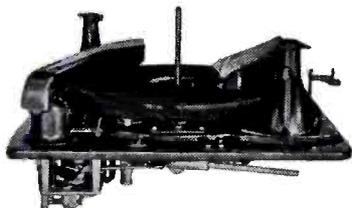
1. AMPLE POWER AT CONSTANT SPEED . . . eliminates instantaneous speed variations.
2. SUPERIOR IDLER ARRANGEMENT . . . permits idler pulley to move smoothly and quietly in any horizontal direction with no vertical wobble.
3. LOW RUMBLE LEVEL . . . obtained by scientific noise elimination, accurate balancing and adequate cushioning.
4. ANTI-FRICTION BEARING CONSTRUCTION . . . precision-cast bearing brackets maintain accurate centering of shaft in bearing and rotor in field.
5. NO EXTERNAL MOVING PARTS . . . internal fan provides adequate cooling, simplifies shipping and installation.

Plan now to give your customers that smoother, finer performance that's a "natural" with *Smooth Power* Motors.

Send for details on the complete *Smooth Power* line of phonomotors, recorders and combination record-changer recorders. They'll make friends for your products.



GI-RM4 Rim Drive, Heavy Duty
Electric Recording Motor



GI-RC130 Combination Record-
Changer Recorder



GI-R90 Dual Speed, Home
Recording and Phonograph
Assembly

Decca's Gold Record Goes to Louis Jordan



Dave Kapp, vice president in charge of recording for Decca Records, recently presented Louis Jordan with Decca's famous "Gold Record." The presentation, on the stage of New York's Paramount Theater, symbolized Jordan's membership in Decca's exclusive "One Million Club." Members of the club are Decca artists whose recordings have sold over a million copies of any single records.

When Louis Jordan's recording of "Choo Choo Ch'Boogie" for Decca went over the million mark in sales, he joined Bing Crosby, the Andrews Sisters, the Mills Brothers, Ella Fitzgerald, the Ink Spots, Carmen Cavallero and Dick Haymes in Decca's exclusive club.

Recoton Rep Makes Disc Survey

Jack Karns, national sales representative of Recoton Co., New York, maker of Recoton phonedrums, has returned from a survey of distributors and dealers across the country. Mr. Karns reports dealers commenting favorably on record business with indications pointing to increased sales for at least the next five years.

Mr. Karns' survey showed that accessories sales should also benefit by the increased record buying trend. Mr. Karns had the opportunity to check the operation of Recoton's Needle Vendor among dealers in every part of the country.

Perlman Records Album of Folk Songs for Stinson

Stinson Record Co. of New York, N. Y., will have in the music racks of the nation a new three ten-inch record album, entitled Yiddish Theatre Music, sung by Max Perlman, South American favorite of the Yiddish stage. In it Perlman offers five folk and humorous songs that have retained their appeal by frequent delivery in the Yiddish theatre in all nations. He recorded it exclusively for Stinson with orchestral accompaniment, in Argentina.

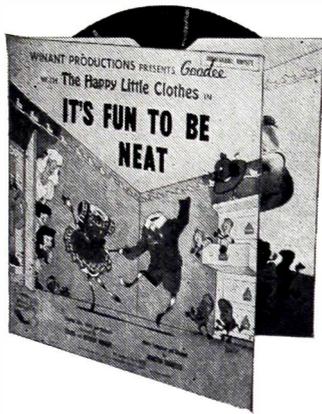
Presenting a strong appeal to fanciers of Yiddish and foreign recordings, the new album includes "Mein Shtetele Fun Amol," "Es Vilt Zich Foren," "Oy, Me dagascar!" "Lomir Zich Beiten" and "Efscher Hot Ir Finf Cent?"—the latter in two parts. The album (No. 611) lists for \$3.00.

THE GENERAL INDUSTRIES CO.

DEPT. MT

ELYRIA, OHIO

2 New and DIFFERENT Children's Phonograph Albums

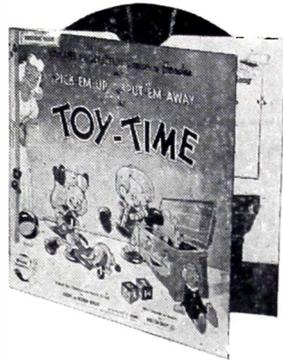


IT'S FUN TO BE NEAT

Everyone's happy when gay little wearables dance in celebration of their owner's neatness. "Reel" square dance rhythm that will keep your feet tapping. *Ten-inch — Two Sides.*

Pick 'em Up and Put 'em Away
at
TOYTIME

A host of playland friends, plus the jolly Chic-a-Lick Song make putting-away-toy-time a merry moment. *Ten-inch — Two Sides.*



A large cast of radio's favorites plus a fourteen piece orchestra.

Packaged in colorful booklike folders on which the characters are depicted and the lyrics printed.

In Unbreakable Vinylite

to retail at **\$1.49 ea.** plus 5c Fed. tax

IT'S FUN TO EAT

*Three Ten-inch Records
Six Sides*

In Unbreakable Vinylite

to retail at **\$4.65** tax incl.

Fun before and at mealtime with Doc Clock for breakfast, Hap-pity Yappity Appetite for lunch, and Sip Sip Supper for Supper.

In Shellac — \$3.65 — tax incl.

WINANT PRODUCTIONS, INC.
300 WEST 43rd STREET
New York 18, N. Y.

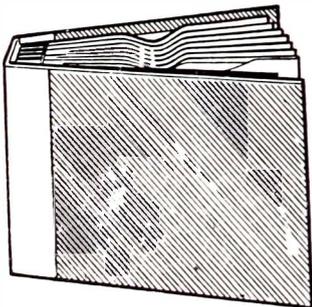
Here's your Source of

SUPPLY

FOR PHONOGRAPH RECORD ALBUMS

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

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



ALBUM CORPORATION OF AMERICA

239 ST. MARKS AVENUE

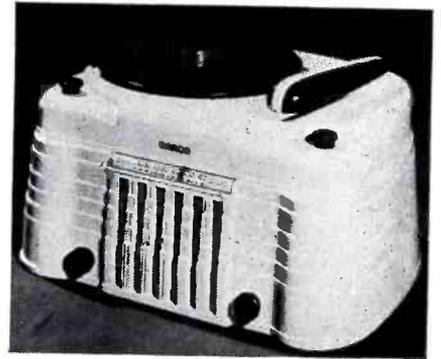
BROOKLYN 17, NEW YORK

. . . NEW RECORDS

GAROD "Companion"

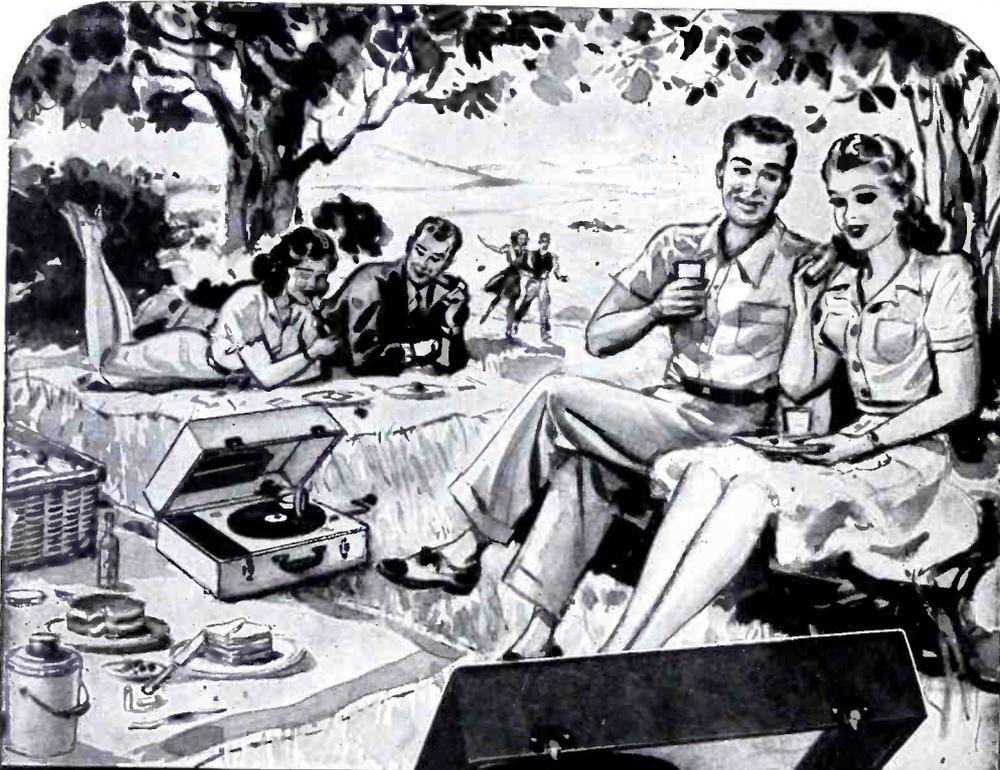
Garod Radio Corp. strikes a new design note in its new "Companion" radio-phonograph available in ivory, walnut or pastel colored plastic. The super-heterodyne circuit utilizes 5 multi-purpose tubes for high fidelity broadcast reception, and widest tonal range for 10 or 12-inch recordings. For AC operation on 105-125 volts, 60 cycles, the combination instrument utilizes a self-

starting motor, crystal pick-up built-in loop antenna, phono switch, volume control and tuning control. Broadcast band is 540 to 1650 kilocycles. Featherweight tone arm assures protection of the finest recordings. Dimensions: 14½ inches wide, 7¼ inches high, 11½ inches deep. Garod Radio Corporation, 70 Washington Street, Brooklyn 1, N. Y. When writing manufacturer, please



Garod "Companion"

mention RADIO & APPLIANCE JOURNAL, June, 1947.

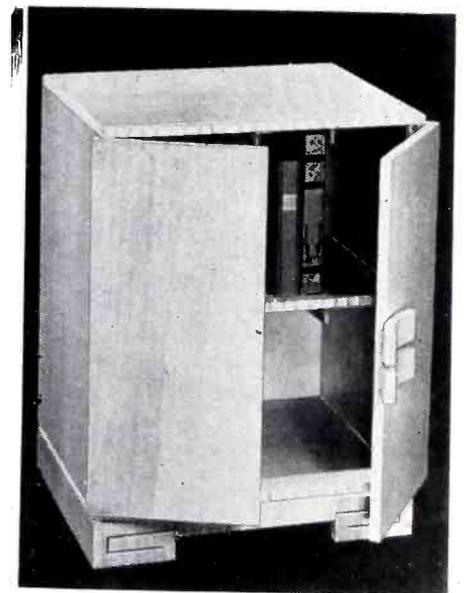


● Have fun with a "Play-A-Tune" phonograph on an outing or in the home. Geib quality products have been on the market since 1899.

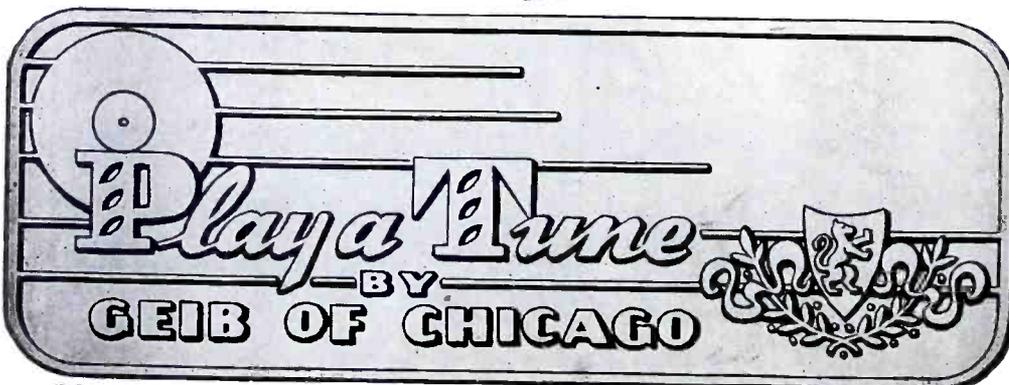


Chinese Modern Record Cabinet

Furniture Specialties Co., Commercial Trust Bldg., Philadelphia 2, Pa., now producing a new line of Record Cabinets designed to hold the largest size combination Radio Record Players with all new selling features. Model 500 Chinese modern Record Cabinet measures 32 inches in height, 24 inches width, and the depth is 18 inches. Entire cabinet mahogany or walnut veneer—concealed full length piano hinge on doors—invisible partitions for 10 in. and 12 in. record albums—hand rubbed satin finish in mahogany, walnut, or bleached blonde—to retail approximately \$75.00. Packed one to a carton, weight 50 lbs., f.o.b. factory Philadelphia. Write for photographs and prices

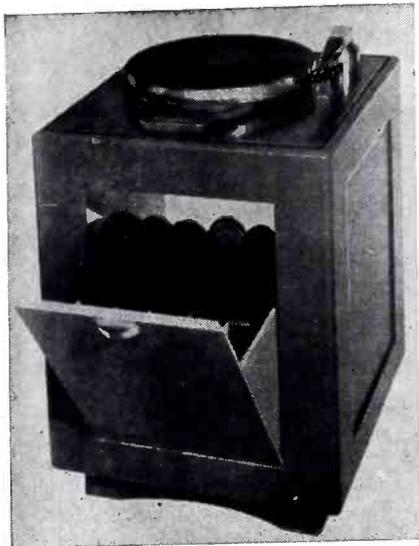


on other cabinets to retail at \$20.00 to \$75.00 now in production. Wholesale Distributors and Jobbers inquiries' invited. When writing to manufacturer, please mention RADIO & APPLIANCE JOURNAL, June, 1947.



PHONOGRAPHS . . .

REK-O-KUT Console



A new console (transcription or recording cabinet) is being shown by the Rek-O-Kut Company, 146 Grand St., New York City, manufacturers. It is sturdily built, being made specifically to mount the various Rek-O-Kut recording and transcription turntables. The cabinet has a drop front door which has self-contained pockets for holding approximately 100 sixteen-inch records. The Console is handsomely

finished in a metallic two-tone grey—dimensions 32 inches high by 24 inches wide and 28 inches deep. The entire unit can be sold separately or in conjunction with any of the regular Rek-O-Kut transcription or recording turntables. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, June, 1947.

(Continued on page 38)

ARVIN Radio-Phono Model

The Arvin combination (Model 150TC walnut) lists at \$89.95 and features a lid extending deep into the sides of the cabinet to provide easier accessibility to record changer controls. The compact cabinet requires only a space 16 and 5-8 inches deep, 14 and 7-8 inches wide and 9 and 1-2 inches high. Miniature tubes are used. The model features a choke filter for additional power output. A cam-type automatic record changer features a single button control and an eccentric spindle for positive one-record drop in its automatic operation. Plays ten 12-inch records or twelve 10-inch records and is



ruggedly constructed for home use. The combination model is the product of Noblitt-Sparks Industries, Inc., Columbus, Ind. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, June, 1947.

Radio & Appliance JOURNAL • June, 1947

for a **STEADY** resource
stick to 

The STEELMAN POLICY insures the profitable development of your record player department, because:

1. Steelman started as makers of record players . . .
2. Steelman is still making record players . . .
3. Steelman will continue making record players!



Acoustic-angled lid directs sound waves from speaker to listener.



Model No. 200

Compact, lightweight, attractive duo-tone overnight luggage type case. 5" Alnico V heavy slug speaker. 2 Watt output . . . AND! improved tone quality attained through reflection of sound by lid placed at an acoustically designed angle (see sketch).

Retails for **\$2995**



Model No. 303

A phonograph with that PLUS value! 3 tube amplifier with POWER TRANSFORMER! 5" Alnico V heavy slug speaker and continuously variable tone control. 5 Watt output with wide, undistorted frequency response. Compact—yet plays 12" record with lid closed! Cased in beautiful duo-tone leatherette.

Retails for **\$3995**



USE
this coupon
TODAY!

Made by America's oldest manufacturer—devoted exclusively to the creation of electric phonographs.

STEELMAN
RADIO CORPORATION

742 East Tremont Avenue, Bronx 57, N. Y.

STEELMAN RADIO CORPORATION J-6
742 East Tremont Ave., Bronx 57, N. Y.

I am interested in the complete Steelman line; please send me descriptive literature.

Store..... (please print).....

Address.....

City..... Zone..... State.....

My regular jobber is.....

PROFITS and PROFITS!

Build Additional Business

with

DUOSONIC

2-Tube Phonograph
Model - K2



Retails
for
only **\$19.95**

Sold Previously at \$29.95

LIBERAL DEALER DISCOUNTS

— FEATURING —

- Lightweight - Only 6½ lbs. - Small in size - 12½ by 10½ by 5½.
- 5" Alnico "V" Speaker - Fine Tone - Ample Volume.
- Plays 10 and 12" Records - Rubber Conditioned Quiet AC Motor.
- Leatherette Cover - Mandarin Red - Pig Grain Brown - Royal Blue.

Write!

Phone!

Wire!

DUOSONIC

700 ELTON AVE.

BRONX 55, N. Y.

MELrose 5-8525

AMERICA'S FOREMOST PRODUCERS OF

JEWISH RECORDS

FEATURING THESE HEADLINERS

Menasha Skulnik Leo Fuchs Molly Picon
 Moishe Oysher Michael Rosenberg Bagelmen Sisters
 Chaim Towber Menasha Oppenheim Max Wilner Joe Buloff
 Die Roumainishe Kappelle Abe Ellstein Orch. Sam Medoff Orch.
 Cantor Ysaak Gladstone Cantor Leibele Waldman Cantor Maurice Ganchoff
 Cantor Samuel Malavsky and Family

OUTSTANDING ITALIAN RECORDS

New Sensational Italian Singer: NINO D'AURELIO

No. B-503—Soli Tra La Gente

Hanno Rapito La Luna

No. B-504—Prigioniero Lontano

Acquarello Napoletano

The Velvet-Voiced Italian Baritone: BRUNO

No. B-505—Valzer D'Amor

Comm'e Bella 'A Stagione

No. B-506—Mama

Bionda Nun Chiangere

Catalogue Sent on Request • Dealers and Distributors—Write, Wire or Phone

BANNER RECORDS, INC.

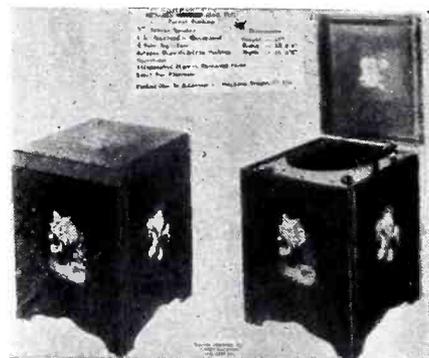
Dept. R, 1674 Broadway, New York 19, N. Y.

Circle 7-8273

NEW PRODUCTS

(Continued from page 37)

SMALL FRY Juke Box



The Small Fry Juke Box, manufactured and distributed by Ben-Her Industries, Inc., 11 West 42nd St., New York, N. Y., is now being offered to dealers, department stores and chains. It features a two-tube amplifier, plywood case with a plastic front. An electric light is incorporated on the inside that illuminates the plastic insert. The body of the phonograph is blue and has a red top and can be used as a stool. It is decorated with decals, operates on AC current only and has a five-inch speaker. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, June, 1947.

CONTINENTAL "Sky-Weight"



Continental Electronics, Ltd., Brooklyn 22, N. Y., has announced production of its new Model 82 Radio-phonograph combination, "Sky-Weight" line. The model contains five tubes, built-in antenna, radio-phonograph selector, and plays ten and twelve-inch records. It measures five and one-half by eleven and one-half by 15 and one-half inches and weighs less than 12 pounds. When writing to manufacturer, please mention RADIO & APPLIANCE JOURNAL, June, 1947.

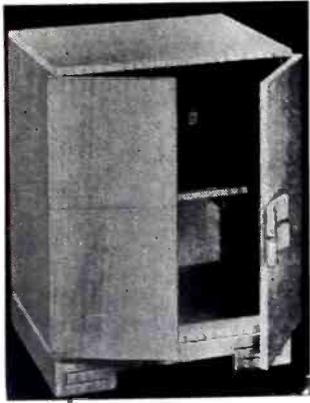
A COMPLETE LINE of

De Luxe RECORD CABINETS

PRICED RIGHT

to retail at
\$20 to \$75

Beautifully Styled
Sturdy Construction
Georgous Furniture Finish
Walnut - Mahogany - Blonde



No. 500—Chinese Modern, Size 24" wide, 18" deep, 32" high. Entire cabinet mahogany or walnut veneers. Concealed full length piano hinge. Hand Rubbed—satin finish—mahogany, walnut or blonde. One (1) to a carton, f.o.b. factory, Phila., Pa.



No. 600—Regency Model, 24" wide, 18" deep, 32" high. Made of Hardwoods & Hardwood Veneers. Holds 264 records in either 10" or 12" albums. Walnut or mahogany satin finish. One to a carton, f.o.b. factory, Phila., Pa.

Important!

All tops on our record cabinets are 24" x 18"—large enough to hold the largest combination radio-record players on the market.

See our display booth 71, Exhibition Hall, N.A.M.M. Show, Palmer House, Chicago, June 1-5.

Write for Complete Catalog

Wholesale Distributors and Jobbers Inquiries Invited
FURNITURE SPECIALTIES CO.

310 Commercial Trust Bldg., Philadelphia 2, Pa.

IGOR STRAVINSKY

conducting his

DUMBARTON OAKS CONCERTO

the first of the new

KEYNOTE MANUSCRIPT SERIES

for catalog

and list of distributors write

KEYNOTE RECORDINGS, INC.

522 Fifth Ave., New York

SEE "the LAST WORD in CHILDREN'S ENTERTAINMENT"

(WOMEN'S HOME COMPANION)

BOOTH 74 AT THE MUSIC SHOW Palmer House, Chicago MERRY-GO-SOUND PHONOGRAPH

There is a big "Children's Market" — and it can be yours with Merry-Go-Sound phonographs and records. The high fidelity electrically amplified phonograph plays 7", 10" and 12" records with concert hall clarity. The Carousel and Calliope set the circus scene. The turntable is the Carousel. The Calliope holds the speaker, tone arm and the single control. It is a red, gold and blue unit, scratch-proof and washable, made of steel and plastic. The unbreakable Vinylite records are in special albums, each a complete educational story with sound effects: Rumpelstiltskin, Mother Goose, Aesop's Fables, etc. Stock Merry-Go-Sound—the dominant line in quality, in performance, in preference.



- ACOUSTIC MODEL - - - - A
- PORTABLE MODEL - - - - P-1
- ELECTRONIC MODEL - - - - C

MERRY - GO - SOUND
CHILDREN'S
UNBREAKABLE RECORDS

**PORTELEC PORTABLE
TRANSCRIPTION PLAYERS
and P. A. SYSTEMS**

PROFESSIONAL TYPE RECORDER and PLAYBACK INSTRUMENT . . . FINE QUALITY . . . PRECISION MADE . . . LARGE VARIETY FOR EVERY PURPOSE . . .

TONE PRODUCTS CORP. OF AMERICA

351 Fourth Avenue

New York 10, N. Y.

FM and TELEVISION

(Continued from page 21)

RCA Victor Introduces Video Sets in Washington

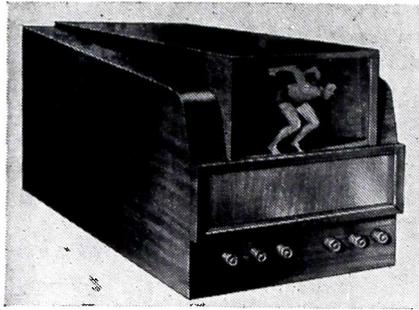
Coincidental with the televising of the opening major league baseball game of 1947, RCA Victor introduced its television receivers to Washington, D. C., the week of April 14 with a promotional program even more elaborate than that employed in other cities during the "T" (for television) Weeks.

Approximately 50 retailers in and around Washington have been granted franchises to handle RCA Victor television receivers by Southern Wholesalers, Inc., RCA Victor distributors in that territory. These retailers sponsored the television broadcast of the opening game, at which President Truman threw out the first ball.

Gen. Electronics In New Home

Construction of General Electronics, Inc., new two-story building has recently been completed at Paterson, N. J. The site of the new structure adjoins the company's original plant on Hazel Street of that city.

Telesonic Offers "Ambassador" Model Television Receiver



Telesonic Corp. of America, 5 West 45th Street, New York, N. Y., is hitting production stride on its new "Ambassador" model 63IT-19 Cinema-Vision receiver, according to company officials. The receiver, which has a screen of almost 30 inches, lists for \$275. It features push-button channel selectors and a new simplified RF/IF amplifying system. This table-size model is made under the Schein patent and comes with a highly-polished cabinet.

Philadelphia Newspaper Transmitted by Facsimile

An important step in the development of facsimile transmission took place early in May in Philadelphia, when the Evening Bulletin for the first time in the history of the world sent over the local radio full size newspaper pages.

The front page, illustrations and all, were reproduced by Alden Facsimile in eight minutes. The transmission was over the air by special permission of the F.C.C. from FM frequency modulation station WPEN-FM and the radio receiver and recorder were in the window of Gimbel Bros. department store.

In this window were chairside recorders in a living room setting from which emerged programs on paper four inches wide, a recommended standard of the Radio Manufacturers Association.

Among the programs transmitted were those of the type that the radio listener feels he has to have his ear glued to his radio at an exact time to get information important to him. Such programs are produce reports to farmers and weather information. These programs can be sent by facsimile and received automatically in his absence. Because facsimile programs can be automatically selected and operate twenty-four hours of the day, lengthy programs such as condensed novels, pattern layouts and other information can be sent at night.

The Alden facsimile recorder is operating directly from a commercial FM receiver. The recorder is connected in the same circuit as the speaker so that a flick of the switch changes from receiving the regular radio program to facsimile.

Milton Alden of the Alden Products Company, Brockton, Mass., maker of the equipment, announced a new development in which the radio receiver will automatically operate either the speaker or the facsimile reporter whenever the broadcasting station changes its program from speech or music to facsimile.

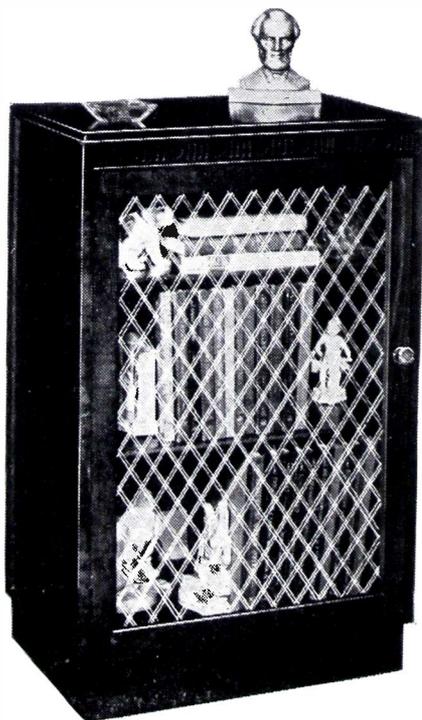
The facsimile reproduction is made possible by Alflex paper, an electro-sensitive paper that changes from white to black, or rotogravure color if desired, when an electric current passes through it.

At the broadcasting station an electric eye follows pictures or printing, changing the transmitter signal as the copy moves past the electric eye, and at the recorder this changing current changes the color of the paper at the recorder as the electric eye sees it at the transmitter.

Be Sure to See . . .

THE NEW MORTON COMBINETTE

AT THE NAMM SHOW
SPACE 89 — PALMER HOUSE, CHICAGO



16" DEEP, 24" WIDE, 40" HIGH

THE SECTIONAL RECORD ALBUM CASE

functionally designed in Walnut or Mahogany veneer to fit in anywhere with the utmost in utility. The COMBINETTE is fine furniture at its best.

**NATIONALLY
ADVERTISED**

Ask our representative about our Limited-Exclusive Advertising and Sales plan.

R. P. MORTON CO.
666 LAKE SHORE DR.
CHICAGO 11, ILL.

PARTS AND SERVICING

A SECTION OF RADIO & APPLIANCE JOURNAL

quest

EDITORIAL

This penetrating analysis of the outlook in the electronic industry was prepared exclusively for RADIO & APPLIANCE JOURNAL by Jerome J. Kahn, president of Standard Transformer Co., Chicago, Ill.



J. J. KAHN

Let's Stop Talking Depression

IS the electronic industry, in common with the rest of the national economy, talking itself into a depression? From endless forecasts, advance tips and irresponsible gossip, we hear that the "bust" of "boom-bust" is just around the corner.

Don't misunderstand me—I don't say it *can't* happen. I merely say that there is no legitimate *reason* for it to happen—unless we scare and whine ourselves into an economic recession like the hypochondriac who worries himself into a sickbed.

But let's look at conditions realistically. We have just emerged from a war that completely upset all our previous concepts of production, distribution, competition—our very way of living. The war affected our economy much as some medicinal drugs affect our bodies—we have been running an economic temperature, our production heart has been pounding, or head spinning—we have been working under pressure unparalleled in our history.

And now the war is over. True, nothing ever returns to its original state. We have been on an upward spiral, and in the electronic industry at least we now find ourselves on a considerably higher plane than before the war. The industry has grown tremendously during the past decade. Countless firms have moved from their modest prewar plants to huge modern establishments employing many times their original personnel. This is not in itself a manifestation of an artificial boom. In most cases it is simply industrial expansion in the finest tradition of free American enterprise. The industry is producing to meet current markets several times greater than prewar markets. This is also healthy growth. If any of us is producing unrealistically, or pricing himself over or under the market, he will fall by the wayside under the same economic laws that have always governed.

We hear for example that certain (always unidentified) "leaders" of the industry are heading for the cyclone cellar, that they are preparing for dark days. We hear rumors of "price wars" and dumping of inventories. But we need not be alarmed—we can recognize them for the squeaking and chirping of marginal operators, who bear the same relationship to our industrial team as the knot-hole vigilantes and Monday morning quarterbacks bear to a championship football eleven.

The public, now as never before, knows exactly what it wants. And the public will buy from *some* of us at least—those of us who adhere to the policy of giving an honest dollar's worth for an honest dollar. If any of us pursues the will-o-the-wisp of quick profits for mediocre merchandise he will wind up in the morass.

This industry, in which a few short yesterdays ago Dave Sarnoff was an obscure key-pounder, Lee deForest was a Western Electric clerk and Bill Halligan was hammering a reporter's typewriter, knows full well that the same sound values, the same enterprise and common sense that founded the field of electronics will bring it through any threat of future economic depression. Provided . . . that we don't talk ourselves into one.

1947
JUNE

Chicago Radio Parts Trade Show Report

OVER nine thousand persons connected with the radio parts industry attended the annual Radio Parts and Electronic Equipment Trade Show in Chicago last month to establish a new attendance record. The Show, which drew 160 exhibitors, was held at the Stevens and overflowed to the Blackstone, Palmer House, and Congress hotels.

In addition to the record turnout of manufacturers, jobbers, representatives, and dealers, nearly 10,000 visitors thronged the Show on Open House Day on Friday, May 16th.

Every type of radio component and accessory was on display at the Stevens, while radio receivers were exhibited at other hotels. The show, which was more colorful and elaborate than any in recent years, has grown to the point where it now is considered a million-dollar exhibition.

No officers of the association were elected and the slate headed by President Jack Berman of Sure Bros. Co., Chicago, will continue throughout the coming year. Elections were held, however, by the National Elec-

tronic Distributors Assn., and The Representatives of Radio Parts Manufacturers.

Although there was considerable talk by set manufacturers and parts distributors of being loaded with unbalanced inventories, most of the firms represented reported plans to stimulate activity.

Aaron Lippman Heads NEDA

At the NEDA Day observance, Aaron Lippman, The Aaron Lippman Co. of Newark, N. J., was elected president to succeed William O. Schoning of Chicago. Other new officers included Louis Hatry, Hartford, Conn., first vice president; Guy Payne, Portland, Ore., second vice president; Louis B. Calamaras, Chicago, re-elected executive secretary; Leales Hale, Monroe, La., secretary, and Arthur Stallman, Ithica, N. Y., treasurer.

The association also elected 24 directors, representing each of the 24 chapters over the country, to formulate policy and carry it out in their chapters. These replaced nine directors who served last year. Mr. Lippman announced that the membership had increased from 359 last year to 410 this year and suggested that distributors wishing to affiliate might do well to do so through their local directors within the next 90 days before an initiation fee policy takes effect.

Leslie Devoe Heads "The Reps"

Leslie M. Devoe, Indianapolis, was elected president of The Representatives of Radio Parts Manufacturers at the association's annual meeting held during the Radio Parts Trade Show. Mr. Devoe had served as acting president a good part of last year due to the illness of President Fred R. Ellinger of Chicago.

Other new officers include Henry W. Burwell, Atlanta, Ga., vice president; William E. McFadden, Columbus, Ohio, re-elected secretary. Mr. Ellinger will head the board of governors, including Irving Aaron, Milwaukee; Dan R. Bittan, New York; S. K. Macdonald, Philadelphia; and Perry Saftler, New York.

The meeting was attended by 160 "Reps" from all sections of the country.

APPLIANCE DEALERS



LOW PRICES
FAST DELIVERY

We are in a position to supply you with everything you need in the electrical and radio fields. We can supply many hard-to-get products, such as Plugs, Switches, Sockets, Elements, etc.

FREE—Send for our complete catalog showing Electrical Wiring Devices, Portable Electric Stoves, Fluorescent Equipment, etc.

TRUTONE PRODUCTS CO.
Dept. AB
303 West 42nd Street
New York 18, N.Y.

Minimum Space for
Multiple Sales

Self-Serve
AERIAL
DISPLAY

Free!

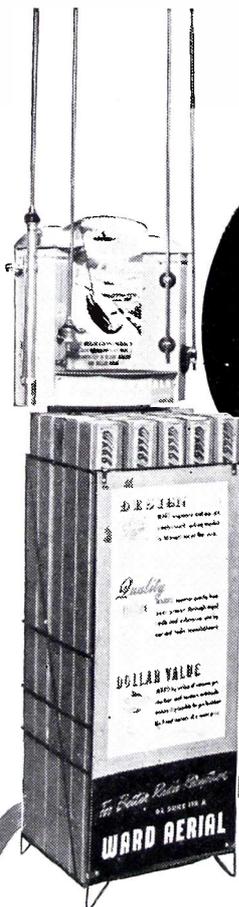
Model FD-5 Floor rack and display board is free—you pay only for the 29 aerials it contains.

Place this colorful new sales-builder in a traffic spot and watch it sell! Requiring only an investment of a 15-inch square of floor space, and very few dollars, this new self-serve floor display stores a complete stock of 25 fast-selling Ward Aerials. The handsome display board holds four more. Display is completely assembled, ready for instant use. List price of all 29 aerials, only \$166.75. Order your FD-5 display immediately.

THE WARD PRODUCTS CORPORATION
1523 E. 45th ST., CLEVELAND 3, OHIO

WARD

Aerials



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

Analyzing A Vital Problem

BY L. B. CALAMARAS

Executive Secretary

National Electronic Distributors Assn.

TIME and again during conversation and discussion about Cash Discounts, sales managers have been known to remark that they are unfamiliar with the terms of their company, and, in many cases, are free to admit that they have no authority in the discussion or determination of Cash Discounts. This is a result of putting the determination of these policies in the hands of the credit department.

Companies which adopt and pursue such a practice ignore, or overlook the fact that Cash Discount terms with the distributor never has been and cannot now be considered a simple financial matter. Cash Discount terms are a definite factor in the Merchandising Economics of the distributor's business.

For a year or more now, we have known that in every industry where there is a manufacturer-distributor relationship the manufacturer has given considerable attention to the idea of reducing Cash Discounts.

In attempting to determine the economical practicality of this, we have reviewed the historical background of Cash Discount terms and discovered that, while Cash Discounts have long been an established economic factor in business, manufacturers have invariably been tempted to eliminate or modify their terms during times *when money is plentiful and collections well secured.*

It is a matter of record, also, that during normal times and particularly during "tough sledding," the manufacturer employs the Cash Discount as a very useful trade practice and readily realizes its value as a merchandising factor. It is an obvious conclusion that any effort to limit or abolish Cash Discounts is an action contrary to normal accepted and established business and economic patterns.

This trade practice of using a Cash Discount is one of long standing, and as such has become a part of our economic balance. Any attempt to abol-



ish it will unquestionably disturb this balance.

Since any such economic disturbance severely effects the field of distribution, the distributor is vitally interested in any factors that lead to such result. It has long been the belief of distributors that Cash Discounts should be a merchandising decision, and, as such, a subject for consideration by the sales department. Since it obviously affects the efficiency of distribution and in every way stimulates or depresses the enthusiasm and competitive strength of a distributor, it is logically a Sales Factor.

A supplier who reduces his Cash Discount, places the distributor in a position where he must face a reduction in profit. The distributor must either reduce his discount to the dealer and place himself at a severe price disadvantage with his competitors or absorb the difference and seriously impair his profit structure.

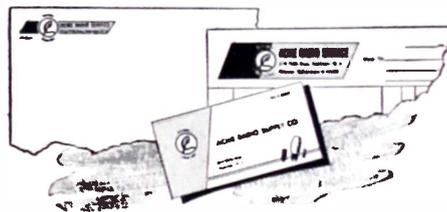
The success of any business depends always on the stability and preservation of fundamental economic concepts. In the field of distribution, the Cash Discount is a marketing factor of primary consideration. It is an element of distribution strength, and any industry which attempts to modify its application immediately and directly threatens to undermine the very foundation of distribution.

Let us hope that the men who determine Cash Discount policy will realize that *today's unwise profits can reap an unprofitable harvest in the future.*



BUILT FOR SERVICE

These Silent Salesmen Mean Business



It pays to advertise. You can get your name across at low cost by putting to work these attractively designed, two-color letterheads, bill forms, and business cards, with your name and address imprinted on each. Costing you less than local print jobs, they give you the added advantage of a tie-in with the famous "Big C" seal that helps you sell more Cunningham tubes.

Cunningham tubes are *built for service.* Service is your business—and what your customers want. **FOR INCREASED SERVICE BUSINESS, SEE YOUR CUNNINGHAM DISTRIBUTOR.**

For more sales—TURN THE PAGE →

Cunningham Electron Tubes

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

Thousands of
Satisfied
Users!

TRANSVISION

**TELEVISION
KIT . . . A High Quality
TELEVISION RECEIVER**

ready for Easy, Rapid Assembly

Features the Brilliant
LECTROVISION Picture Tube!

ENGINEERED
BY
TELEVISION
SPECIALISTS



Easy-to-Assemble: No knowledge of television required. COMPLETE easy-to-follow INSTRUCTION SHEET gives you all the knowledge you need. This Kit INCLUDES SOUND, all component parts, and the following:—

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

Operates on 110V.; 50-60 cycles A.C. Price: complete with ALL tubes, \$159.50 (fair traded)

IMMEDIATE DELIVERY!

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

**CABINET for
TRANSVISION
Television Kit**



Made of selected grain wood, with beautiful hand-rubbed walnut finish. Labeled knobs. Overall size: 17 1/4" deep; 19 1/4" wide; 15 3/8" high.

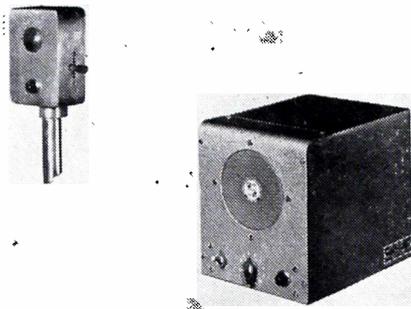
Price \$29.95

DEALERS! Cash in on this Kit! Ideal for making your own Custom-Built Television Receiver. See your local distributor, or for further information write to:

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

Parts on

DORMITZER Amplifier



An amplifier system for hotel, restaurant and cafeteria installation has been introduced by the Dormitzer Electric and Mfg. Corp. of 732 Commonwealth Ave., Boston. The amplifier and loud speaker are combined in one compact case with provision for connecting as many as four microphones which may be located at various positions convenient for the use of waiters or other personnel communicating with the kitchen. Further information can be had by writing to manufacturer. When writing to manufacturer, please mention RADIO & APPLIANCE JOURNAL, June, 1947.

PARA-FLUX Reproducers



A new line of Para-Flux Reproducers is now being manufactured by Radio-Music Corporation, East Port Chester, Conn.

These reproducers are used by manufacturers of transcription consoles, by AM-FM broadcast stations, recording studios, wired music companies and theatres and factories that utilize recordings.

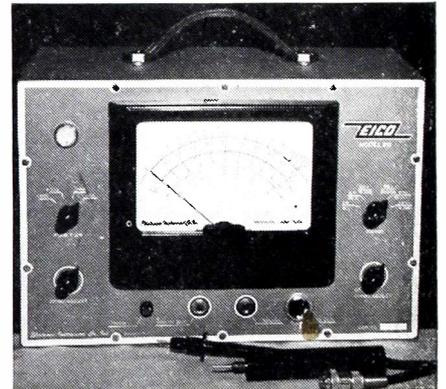
The three types of reproducers are for vertical only, lateral only and universal uses. All three types are interchangeable with the Model A-16 arm and Model EI-1 equalizer illustrated above.

A new Bulletin PR38 fully describes and illustrates Para-Flux Reproducers. Mailed upon request. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, June, 1947.

EICO Model 210

The Electronic Instrument Co., Inc., 926 Clarkson Avenue, Brooklyn 3, New York, announces the release of the Model 210 Vacuum Tube Voltmeter and Visual Signal Tracer for production.

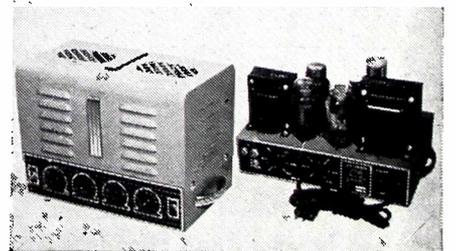
This instrument is designed with broad ranges which permit its use on amplitude modulated, frequently modulated receivers, as well as television. This instrument has a handsome, etched pale blue panel, with all markings of contrasting white, offset by colorful red trim around the DC jacks and the EICO insignia. All DC read-



ings up to 5,000 volts are made with a single specially designed high voltage test probe. A large 8 1/2 inch meter with accuracy designed for easy reading and rugged usage. All multiplier resistors are matched to 1 per cent accuracy, giving a maximum error of 2 per cent on both AC and DC voltage ranges.

This instrument is encased in a sturdy steel wrinkled gray cabinet and has a stitched deluxe luggage handle that comes down out of the way when not in use. The overall dimensions are 15 x 10 x 7 inches deep. Literature will be supplied upon request. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, June, 1947.

ELECTRONICS Co. Model AA356



Model AA356 amplifier is a compact high quality 35-watt unit, designed as a foundation for high fidelity public address and recording equipment. The power supply is 110-120 volts 60 cycles AC at 120 watts. It measures 7 by 12

Parade

by 9 inches, weighs 25 pounds, and lists for \$99.50. It is a product of Electronics Co., 1949 Coney Island Ave., Brooklyn 23, N. Y. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, June, 1947.

THERMO-GRIP Soldering Tool

The Thermo-Grip Soldering Tool, made-by Ideal Industries, Inc., 4028 Park Ave., Sycamore, Ill., has been completely redesigned. Operating on the resistance heating principle, the new unit heats 20 per cent faster; has thumb switch for close heat control, is

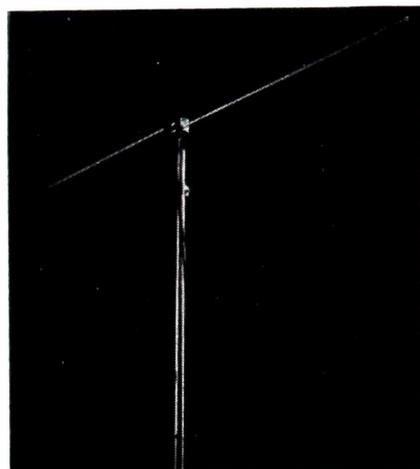


modern in design, lightweight, compact, portable and can be used for long periods of time without reheating.

Built to industrial standards, the complete unit includes a transformer or power unit and a soldering tool that operates like a pair of "pliers." The unit is rated at 1000 watts. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, June, 1947.

WESTINGHOUSE FM Antenna

A new antenna for frequency modulation radio receivers called the Westinghouse Stratovision antenna has been



announced. The new model will retail at \$9.95 and features rugged construction, a swivel-base for multi-position

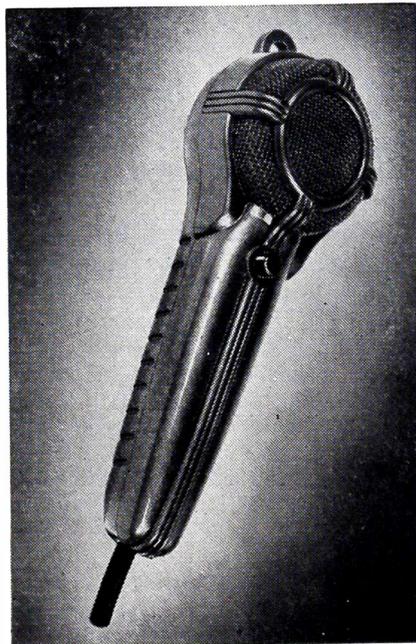
mounting and non-corrosive fixed elements requiring no adjustments.

It is a dipole model with two horizontal arms mounted mechanically to the mast to assure a low loss factor in receiving signals. Aluminum masts and elements provide all weather service. The swivel mounting bracket makes installation possible on a flat or peaked roof or on the side of a building. The new antenna was selected after 30 models of three basic FM antenna types had been field tested in a dozen localities throughout the United States.

Further information on the Stratovision antenna may be secured from the Westinghouse Electric Corp., P. O. Box 868, Pittsburgh 30, Pa. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, June, 1947.

TURNER Model 15D-NC Mike

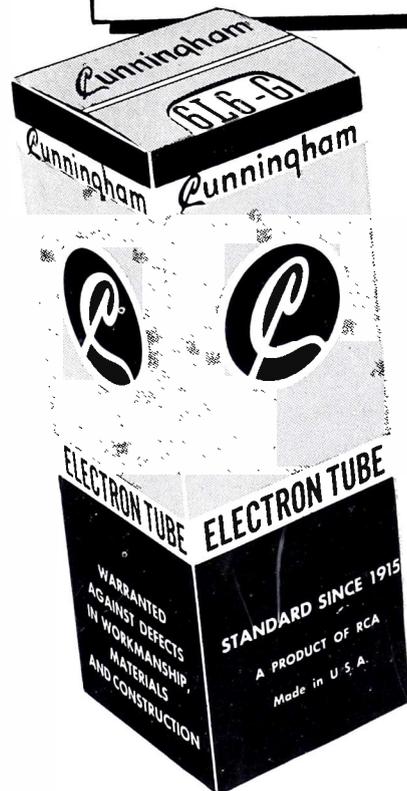
A new hand microphone with special performance characteristics has been introduced by The Turner Co., Cedar Rapids, Iowa. This unit is designed for use in factories, machine shops, rail-



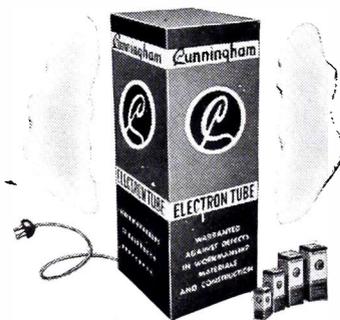
road yards, aircraft, and other places where background noise prevents intelligible communications with standard equipment.

The Model 15D-NC is a hand held dynamic microphone. It is housed in a tough, lightweight alloy case finished in gunmetal enamel. When not in use, the unit may be hung on a hook. If desired, a "push-to-talk" thumb switch is built into the handle for on-off operation or relay work. The Turner 15D-NC is available in 50, 200, 500 ohms or high impedance. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, June, 1947.

BUILT FOR SERVICE



Put "Big C" to Work in your window



This giant, illuminated Cunningham tube carton is ready to do a big job for you in selling more "Big C" tubes. It stands 18 inches high and is 6½ inches square. A 40-watt lamp brightly lights up the translucent cutouts in the sides, and makes it an eye-catching window or counter display.

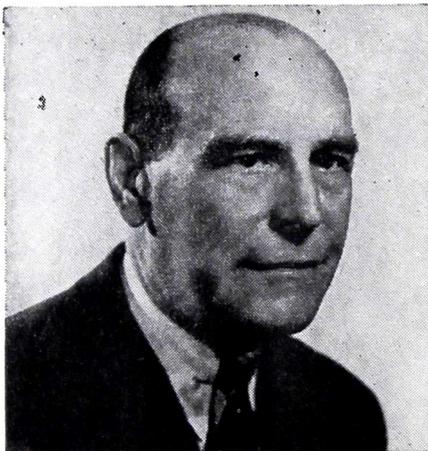
This unique display is built for reliable service like Cunningham tubes. **GET ONE NOW FROM YOUR CUNNINGHAM DISTRIBUTOR.**

For expert guidance—TURN THE PAGE →

Cunningham
Electron Tubes

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

Named RCA European Manager



VICE ADMIRAL W. A. GLASSFORD

Appointment of Vice Admiral William A. Glassford, U.S.N. (Ret), as European manager for activities of the Radio Corporation of America in the United Kingdom and on the Continent of Europe, has been announced by Brigadier General David Sarnoff, president of RCA, following a meeting of the Board of Directors. His headquarters will be at 43 Berkeley Square, London.

Emerson's Many-Purpose Set Gaining Popularity

Emerson Radio & Phonograph Corporation's new Many-Purpose Radio Model 1003 has been designed for specific application in hotels, hospitals and institutions. This model embodies loud speaker as well as personal ear receiver reception, to permit private listening when radio speech or music might prove uncomfortable to others in the same or adjacent room.

Peerless Enlarges Plant

Peerless Radio Distributors, of 71 Murray St., New York City, has announced that it has increased the warehousing and shipping facilities at its Jamaica branch. This branch, located at 92-32 Merrick Road, Jamaica, has been expanded considerably.

Max D. Fine and Charles Shankman have indicated that approximately 10,000 feet of space has been added to accommodate its enormously increased export and domestic business.

Hoffman Sets with Coin Device

Hoffman Radio Corp., Los Angeles, is now providing some of its output of the B-309 table model with a coin operated device for use in hotels, motels, public places and other rental units.

The device may be locked. It is tamper proof, allows continuous or intermittent playing, includes a rejection slot for slugs and defective coins and takes four coins at a time.

RCA Exhibition Hall Opened to Public

The nation's newest and most unusual entertainment exposition—The RCA Exhibition Hall—opened its doors to the public at 11:00 a.m., Wednesday, May 14, according to Frank M. Folsom, Executive Vice President of the Radio Corporation of America, in charge of the RCA Victor Division.

A wonderland of modern electronics in the heart of New York's Radio City, the RCA Exhibition Hall at 36 W. 49th St., is open daily to the visiting public. The spacious two-story showplace is the result of almost two years' planning of a hall to house a complete display of modern scientific developments in the field of communications. The various exhibits tell the story of radio broadcasting, television, recording, world-wide communications, radiomarine and other electronic equipment.

Galvin Mfg. Corp. Now "Motorola, Inc."

At a stockholders' meeting held in Chicago recently, the corporate name of the Galvin Manufacturing Corp., Chicago, makers of Motorola Home and Car Radios and Motorola Car Heaters, was officially changed to Motorola Inc., to be effective May 15th. This change of name will also be made on the stock listing of the New York Stock Exchange as well as in the articles of incorporation of the company.

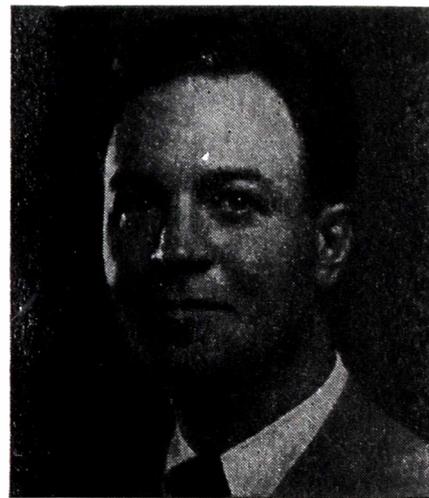
Tele-Tone Head Says Price Cuts Encourage Depression

Price reductions by scattered retailers in the United States are only aggravating the danger of recession and depression which is threatening American business today, declared S. W. Gross, president of Tele-tone Radio Corp., at a sales conference held by the company at their West 51st Street plant. He asserted that finance and industry must find its solution in producing goods "priced right" at the outset instead of subjecting the public to the discouraging process of repeated slashes of overpriced merchandise.

Spasmodic marking down of high or overpriced items is seriously undermining the public's confidence and is encouraging stiff consumer resistance and the postponement of purchasing," Mr. Gross stated. He also said this reluctance to buy was even beginning to affect still scarce commodities.

"Such a 'hold-out' attitude on the part of the public tends to feed on itself, and continues to operate even when prices hit rock bottom," he declared, "and therein lies one of the greatest perils to our present business structure, for it leads straight to business failure and general economic collapse."

J. J. Clune Appointed Air King Merchandise Manager



David H. Cogan, President of Air King Products Co., Inc., Brooklyn, N. Y., Division of Hytron Radio & Electronics Corp., manufacturers of radio and electronic apparatus, announced the appointment of J. J. Clune as Merchandise Manager of Air King Radios.

Mr. Clune is well known in the radio industry. He was formerly associated with the National Union Radio Corporation of Newark, New Jersey for seventeen years in various capacities having directed the firms sales during the past few years.

Zenith Producing New Model

The "lazy man's radio" has started rolling off the assembly lines at Zenith Radio Corporation's plant, when H. C. Bonfig, vice president, announced that his company had started manufacture of its new chairside radio line, first shown at the National Furniture Mart in January.

First of the chairside to come off the lines was a bleached mahogany combination that adds a touch of the modern to home furnishings and makes possible complete radio and record listening pleasure in the comfort of an easy chair. This unit has the same chassis as the company's 12HO line of console combinations.

HotPoint President Succeeds GE V. P. for Pacific District

Ray W. Turnbull, president of Hotpoint, Inc., Chicago, Ill., has been appointed General Electric's commercial vice president for the Pacific District with headquarters in San Francisco, to succeed Raymond M. Alvord, according to an announcement by Charles E. Wilson, president of the General Electric Co. Mr. Alvord will relinquish his post to Mr. Turnbull Sept. 1st and will retire at his request after 43 years of distinguished service on Sept. 30th.

Personnel Changes

A. John Bodenmuller has been appointed general sales manager of Traubee Products Inc., of 924 Bergen St., Brooklyn, makers of Time-Saver pressure cookers and waterless cookware, it has been announced by Jacques Traubee, president.

Formerly assistant sales manager for refrigeration units in the national distribution department of Servel, Inc., Evansville, Ind., Bodenmuller has also been assistant sales manager on the merchandising division of the Westinghouse Electric Co. in Mansfield, Ohio.

* * *

William A. MacDonough, assistant sales manager for General Mills' Home Appliance Department, has been promoted to sales manager, it is announced by R. E. Imhoff, mechanical division vice president and manager.

* * *

Appointment of five new plant managers in the engineering products department of the RCA Victor Division, Radio Corporation of America, is announced by A. L. Malcarney, general plant manager of the department.

The new plant managers are Marvin G. Whitney, Broadcast and Industrial Electronics Manufacturing; Clarrell R. Rigby, Communications and Aviation Radio Manufacturing; Donald K. Sieburg, Manufacturing of 16mm Motion Picture Equipment, Theatre Equipment and Test and Measuring Equipment; Albert C. Lindquist, Government Equipment Manufacturing; and Thomas J. Reed, Parts Fabrication.

* * *

Zenith Radio Corp. completely separated its sales promotion and advertising activities with the appointments, announced by H. C. Bonfig, vice president, of David H. Grigsby as manager, sales promotion department, and William E. Macke as manager, advertising department. Both men, Bonfig said, have been with Zenith for a number of years, and both have long backgrounds in advertising and sales promotion.

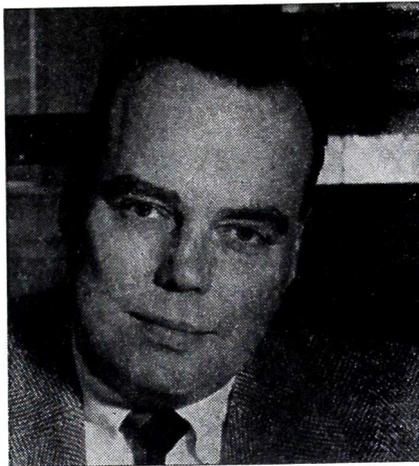
* * *

Philip G. Caldwell has been appointed manager of sales of the General Electric transmitter division in Syracuse, N. Y., it has been announced by C. A. Priest, division manager. In this capacity Mr. Caldwell will have responsibility for sale of all of the products of the division. Mr. Caldwell formerly was sales manager of television equipment for the division.

* * *

Carl V. Hansen, Jr., has been elected Vice-President and Treasurer of the St. Louis Microphone Company, Inc., 2726-28 Brentwood Blvd., St. Louis 17, Missouri. Mr. Hansen attended Washington and St. Louis Universities, and has had 16 years experience in accounting and personnel work.

Edward Taylor Appointed To New Post by Hotpoint



Edward R. Taylor has been appointed merchandising manager, Hotpoint Inc., Chicago, L. C. Treadwell, vice president in charge of marketing, has announced. Taylor comes to Hotpoint from Zenith Radio Co.

In his newly-created position, Taylor will direct all of the company's advertising, sales promotion, sales planning, sales training and kitchen planning activities.

Roffman Resigns From Traubee to Open Agency

The resignation of Richard H. Roffman for the past year public relations and advertising director of Traubee Products Inc., of 924 Bergen St., Brooklyn, N. Y., has been announced effective on June 1st.

After a brief vacation, Roffman plans to open his own public relations, promotion and advertising counselling service office for manufacturers and others in business. His offices temporarily will be located at 540 West 122nd St., New York 27, N. Y.

Jacques Traubee, president of Traubee products disclosed that Mr. Roffman will retain his association with the company on a public relations and advertising basis in an advisory capacity.

New Quarters for Premier Vacuum Cleaner Division

Announcement has been made by Premier vacuum division, General Electric Co., of expansion plans entailing new and larger headquarters offices in Cleveland for its sales and advertising departments.

Formerly located in the factory offices of the main vacuum cleaner plant at 1734 Ivanhoe Road, Cleveland, J. B. Buckley, division manager; P. W. Conrad, sales manager; E. A. Hamala, advertising and sales promotion manager, and their staffs have moved to the Tower Press Building, 1900 Superior Avenue, Cleveland 14, Ohio.

HOWARD W. SAMS SAYS...

(Well-known publisher of radio service data)

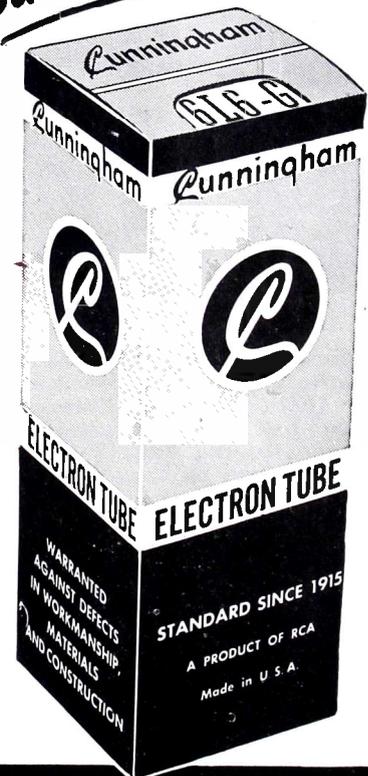
Radio Servicing is Big Business



"No one would own a radio if there were no competent men to keep it in working order. This means that both the public and the radio industry depend on you. To win public confidence and to make radio servicing the kind of *big business* it should be, you must be *sales-minded*."

"The first important job is to sell radio servicing to the public as a real profession. You can do this best by banding together in local groups made up of competent, qualified servicemen, with established high standards for service performance and business ethics. Build prestige for your group and profession through local advertising. Live up to the group efforts by keeping a businesslike, attractive shop, by staying abreast of latest methods, by using quality materials only. Radio servicing is *big business*—being a businessman pays off in radio servicing."

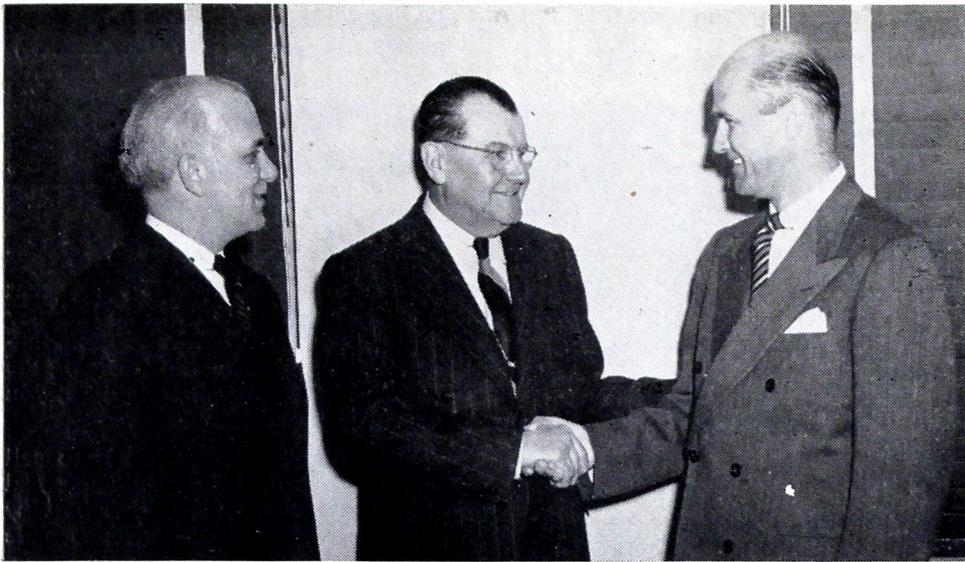
Built for Service



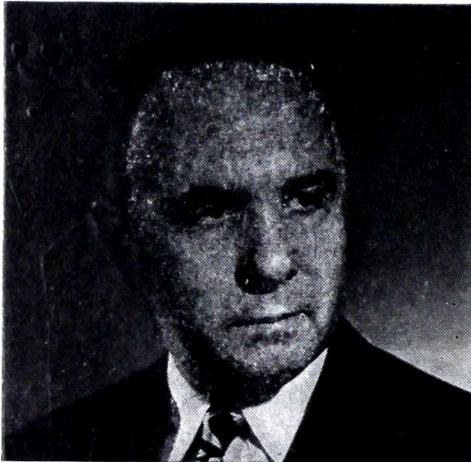
Cunningham
Electron Tubes

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

PICTURING



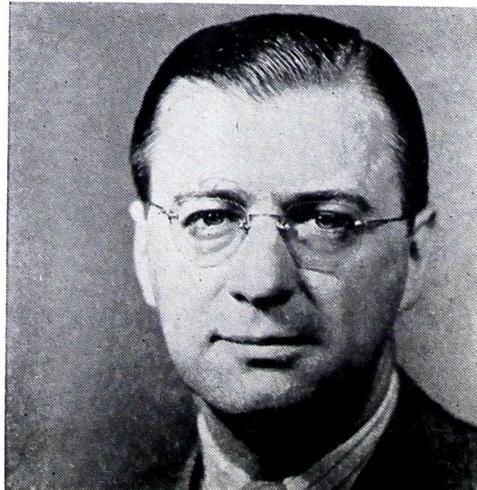
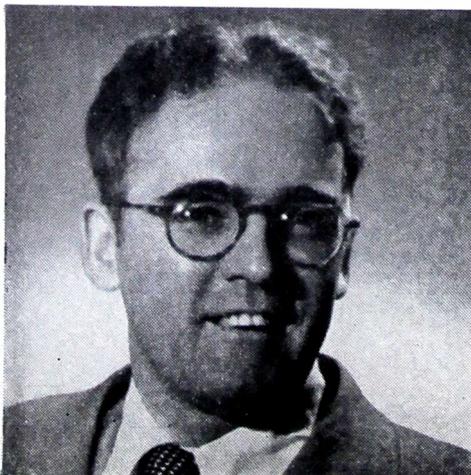
PHILCO PROMOTES OTTER.—The promotion of John M. Otter to general sales manager of Philco Corp. has been announced by Thomas A. Kennally, vice president in charge of sales. Mr. Otter, above right, is shown here being congratulated by Mr. Kennally and Fred Ogilby, who succeeds him as sales manager of the radio division. Mr. Otter has been a member of the Philco organization since 1926.



The appointment of Joe Marty, Jr., as manager of the Parts & Accessory division of Admiral Corp. has been announced. In his new position, he will also act as assistant to Richard A. Graver, Admiral's vice president in charge of radio. For the past year, Mr. Marty has functioned as a field engineer for Admiral.

Below, Frank Walsh, account executive who handles advertising for the Hallicrafters Co., Chicago, has been appointed vice president of Burton Browne Adv., Chicago. He will continue to handle the Hallicrafters account, according to the announcement, and will assist Burton Browne, president.

Below, the appointment of V. A. Kamin as merchandise manager for the Home Radio Division has been announced by W. H. Stellner, vice president of Galvin Mfg. Corp. He will be responsible for the development of Motorola's home radio and television merchandise in all phases of engineering design, styling and material cost.



IN THE INDUSTRY



A RADIO & APPLIANCE JOURNAL
FEATURE



DALE JOBBERS HEAR SYLVANIA OFFICIAL.—The above picture was made when Raymond Andrews, merchandising manager of Sylvania Electric Products' Radio Tube division, spoke to a sales meeting of Dale Distributing Co. in New York recently. Front row, left to right: Larry Vogel, Sig Gordon, Gerry Brandwin, Milton Saper; Second row: Nick Savage, Paul Smith, Harvey Appelbaum, Cy

Joseph; Third row: William Haberman, Al Land, Charlie Fox; and standing: Rene Jacobs, vice president of Dale Distributing Co.; Raymond W. Andrews, Sylvania merchandising manager; Sam McDonald, Sylvania Radio Tube sales dept.; Warren Pringle, manager New Jersey branch, Dale Distributing Co.; R. A. Penfield and R. E. Lamar, advertising dept., Sylvania.



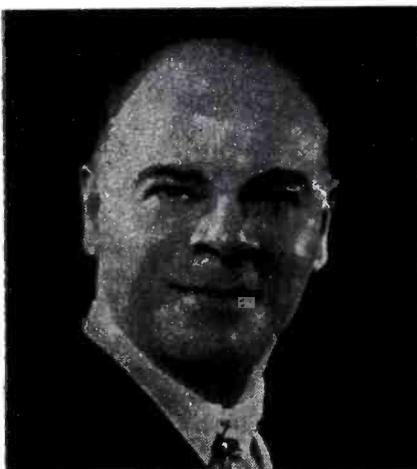
At left, appointment of Joseph P. Flynn as north central regional manager of the Crosley Division—Avco Mfg. Corp., has been announced by S. D. Mahan, general sales manager. He will make headquarters in Milwaukee and cover Wisconsin, Minnesota, North and South Dakota and parts of Michigan and Illinois.



At right, the appointment of James F. Doran as district manager for metropolitan New York, New York State and New Jersey, has been announced by Roberts & Mander Corp., Hatboro, Pa., makers of Quality Appliances. He has been Quality Sales representative for New Jersey for over 15 years.

Below, Jay Gardiner has been appointed vice president and general sales manager of the newly-formed Olympic Appliances, Inc., exclusive distributors of Olympic radios and phonographs for the metropolitan New York area.

ADVANCED BY RCA VICTOR.—The advancement of the three RCA Victor officials, below, has been announced by Frank M. Folsom, executive vice president of RCA in charge of the RCA Victor Division. John G. Wilson, left, has been appointed vice president and general manager; Fred D. Wilson, center, has been appointed operating vice president; and Joseph H. McConnell, right, has been named vice president in charge of Law and Finance.



DISTRIBUTOR NEWS

CUBAN DISTRIBUTORS PAY VISIT TO EMERSON PLANT



Emerson Radio's Cuban distributors, the Bared Brothers, visited the plant in New York City recently, to arrange for the largest shipment of radios ever to be sent to Cuba by air express. Standing left to right: Anuar Bared,

head of Hermanos Bared in Havana; Max Abrams, secretary-treasurer of Emerson Radio and Phonograph Corp.; Luis Bared, New York representative of Hermanos Bared, and Joseph Kattan, Emerson Radio export manager.

Harvey C. Corn New Head Of Amarillo Appliance Firm

Harvey H. Corn is the new president of Consolidated Appliances, Inc., and The Cosmopolitan, Amarillo, Tex., following his purchase of a substantial interest in the two concerns.

Consolidated Appliances is distributor of Farnsworth products in the Texas Panhandle territory. The Cosmopolitan, one of Amarillo's leading retail furniture and appliance stores, carries Farnsworth radios and phonograph-radios exclusively. Mr. Corn, a native of Texas, has been associated for some time with the radio and appliance field in the Amarillo area. During World War II he served as a colonel in the Army Air Forces.

Associated Stores, Inc. Sales Show Large Jump

Sales figures for the fiscal year ending March 31, 1947, released by H. A. Brennan, vice president of Associated Stores, Inc., Tampa, Fla., show a total of \$2,229,234.56, as compared with \$880,697.09 for the previous year.

In commenting on the increase, believed to be considerably above the national average, Brennan said his firm had made considerable strides in improvement of management personnel throughout their seven stores and has continued to dominate in newspaper advertising in the cities where Associated Stores are located.

GE Appliances, Inc., Moves

General Electric Appliances, Inc. of Los Angeles, moved to its new branch headquarters at 150 West Jefferson Street, Los Angeles 7, as of April 14.

According to Manager Stephen B. Maher, service at the new address will be complete in all phases of operation and will include management, parts, service, accounting and warehousing.

Garod Names Astro S.R.L. As Argentine Distributors

Garod International Corporation has announced the appointment of ASTRO S. R. L. as exclusive distributors of Garod radio and television products in Argentina, according to an announcement from Ernest Nigaglioni, export manager.

Named Stewart-Warner Jobber

Appointment of the Andrews Distributing Co. of South Bend, Ind., as exclusive distributor of Stewart-Warner radios in 18 counties of northern Indiana and southern Michigan was announced here by Floyd D. Masters, sales manager for the Radio Division of Stewart-Warner Corporation.

Admiral Names Western Rep.

W. C. Johnson, general sales manager, Admiral Corp., has announced the appointment of the E. H. Krohn and Company as distributors for all Admiral products in the Phoenix, Arizona, El Paso, Texas and Albuquerque, New Mexico territories.

Personnel Changes

Albert Millet, who resigned recently from the promotion department of The Billboard, has just been named advertising manager of Continental Records, New York, taking over all sales promotion and advertising functions from Ralph Berson, public relations director, who will devote his entire attention now to publicity and exploitation.

* * *

Christine Edwards has been appointed manager of publicity for Columbia Records, Inc., it was announced by Edward Wallerstein, president of the record company. For the past year and a half Christine Edwards has been in charge of all popular record promotions and is editor of Columbia's Disc Digest. Effective as of April 7th the publicity department in New York will be merged with the advertising department to form a new department to be known as advertising and publicity under the direction of John Birge.

* * *

Wayne Varnum has resigned as publicity director of Columbia Records, Inc., to form a new firm of publicity and public relations representatives to be known as Wayne Varnum Associates. With Varnum in the new venture will be Beryl Reubens, formerly his assistant in the Columbia department and before that publicity director of Empire Airlines, and Marvin Drager, Columbia photo editor formerly from the photo desk of Associated Press. Each will have an interest in the business.

* * *

The appointment of W. C. "Dutch" Rodgers to general sales manager for Bowers Radios and Television has been announced by C. P. Bowers, president of Bowers Battery and Spark Plug, Reading, Pa.

* * *

Nat Gould has joined the staff of Peerless Radio Distributors it was announced by Charles Shankman and Max D. Fine, co-owners. Mr. Gould comes to Peerless with 25 years of experience in radio. Starting in 1922, Mr. Gould went through the pains of growing up with the industry. Beginning as a radio experimenter, he successively became an amateur and a radio set builder, when factory-built sets were still a prized rarity.

* * *

Time-Saver Pressure Cooker Price Cut by Four Dollars

A drastic reduction in the retail sales price of the Time-Saver pressure cooker, amounting to a forty per cent saving for the consumer, has been announced by the manufacturers, Traubee Products, Inc., Brooklyn, N. Y.

LATE TRADE NEWS

Existing Emerson Prices Guaranteed for Rest of '47

Emerson Radio and Phonograph distributors throughout the country have been informed that existing prices on Emerson radios were guaranteed for the remainder of the year. Benjamin Abrams, president, stated, "that although no price changes are contemplated at this time, should any downward revisions in price occur the trade is guaranteed to be rebated for the difference between old and such new prices as may be established."

The guarantee covers inventory purchased between the dates of April 15, 1947 and December 31, 1947. Emerson distributors were advised that they were expected to extend the same guarantee of price protection to all franchised Emerson dealers in their respective territories.

St. Louis Microphone Co. Moves Into New Quarters

Announcement has been made of the incorporation of The St. Louis Microphone Co. under the laws of the State of Missouri with an authorized capital of \$100,000. The company has recently moved into its new building which has just been completed, at 2726 28 Brentwood Blvd, St. Louis 17, Missouri, where a complete line of the new St. Louis Dynamic Microphones are now being manufactured. Catalogs of these new units are now available.

Progressive Marketer Team



BROWN

KUBRICK

In the May issue of Radio & Appliance Journal the identification for the pictures of the above officials of Progressive Marketers of New York City was inadvertently reversed. To preclude any possible confusion among their wives, clients or creditors, Radio & Appliance Journal takes this opportunity to point out that the gentleman in uniform on the left is Irv. Brown while the pleasant-looking young man on the right is Dave Kubrick. Progressive Marketers serves as a manufacturers' representative to makers of radio, electronic and television industry products.

ADVERTISERS INDEX

June, 1947

AIR KING PRODUCTS, INC. Agency Henry A. Loudon Adv.	1
ALBUM CORP. OF AMERICA Agency Direct	35
BANNER RECORDS, INC. Agency The Keith Co.	38
BENDIX AVIATION CORP. Agency MacManus John & Adams Inc.	10
CROSLY DIV.—AVIATION CORP. Agency Roy S. Durstine Inc.	55
DUOSONIC RADIO CORP. Agency Sternfield-Godley Inc.	38
EMERSON RADIO & PHONOGRAPH CORP. Agency Grady & Wagner Co.	14 15
FADA RADIO & ELECTRIC CO. Agency Sternfield-Godley Inc.	6, 7
FARNSWORTH TELEGRAPH & RADIO CORP. Agency N. W. Aver & Son Inc.	20
FURNITURE SPECIALTIES CO. Agency Direct	39
GAROD RADIO CORP. Agency Shoppe Wilkes, Inc.	36
GEIB, INC. Agency Direct	36
GENERAL INDUSTRIES CO. Agency Fuller & Smith & Ross	34
HANDEES CO. Agency Everett D. Biddle Adv.	25
JASON ELECTRONICS CO. Agency Metropolitan Adv. Co.	9
KEYNOTE RECORDING, INC. Agency Direct	39
MORTON CO., R. P. Agency Direct	40
NOBLITT-SPARKS INDUSTRIES, INC. Agency Sidener & Van Riper	28, 29
RADIO CORP. OF AMERICA (Instruments) Agency J. Walter Thompson	18, 19
RADIO CORP. OF AMERICA (Tubes) Agency J. Walter Thompson	43, 45 47 49
RADIO CORP. OF AMERICA (RCA-Victor Div.) Agency J. Walter Thompson	30
STEELMAN RADIO CO. Agency Ray Hirsch Co.	37
STROMBERG-CARLSON CO. Agency McCann Erickson Inc.	4
TONE PRODUCTS CORP. Agency Louis J. Amandoloro	39
TRANSVISION, INC. Agency H. J. Gold	44
TRUTONE PRODUCTS CO. Agency Moselle & Eisen	44
UNITED LOOSE LEAF CO. Agency Direct	2
WARD PRODUCTS CORP. Agency Burlan Browne Adv.	44
WESTERN AUTO SUPPLY CO. Agency Bruce B. Brewer & Co.	22
WINANT PRODUCTIONS, INC. Agency Direct	35

WELL, here we are back for a quick visit with you in between conventions. This really is the convention season. The Radio Parts Show wound up in Chicago recently and now the N.A.M.M. convention is on top of us—also in Chicago, at the Palmer House, June 2nd to 5th. . . . Then June 10th to 12th the RMA holds its annual pow-wow, again Chicago. What goes on—does Chicago have a monopoly on entertaining conventions?

Our **Irving Cooper** back from the Parts Trade Show minus his voice. He blamed it on changing weather and cooling systems, but we wouldn't be surprised if Irv didn't talk himself that way—from his whispered report on the many friends in the trade he visited with while in the Windy City. . . . All the boys are back on the job now with their sleeves rolled up for the real job that lies ahead. . . . And by the way, many thanks to Parts Show Manager **Ken Prince** and his secretary, **Miss Lazar**, for the cooperation extended us during the Show.

Publisher **Alex H. Kolbe** really enjoyed himself when Gross Distributors of New York entertained over 500 Stromberg-Carlson dealers of New York, Connecticut and New Jersey on April 27th with brunch at the Waldorf. . . . Later Alex joined Sales Manager **Cliff Hunt** and Ad Director **Stanley Manson** of Stromberg-Carlson and McCann-Erickson's **Hugh Lavery** and **Jim Boyle** as the entire group transferred to Yankee Stadium for Babe Ruth Day, as guests of **Ben Gross**, who invited the S-C dealers to join him.

Hear from the grapevine that **Herbert J. Allen**, record field manager for RCA-Victor is resigning to become sales manager of Signature Records of N.Y.C. . . . Over to Air King in Brooklyn for a lunch-time visit with Prez **Dave Cogan**, Sales Mgr. **Gene Lucas** and Ad Mgr. **Herman Marsen**. They showed us through the plant and we were impressed to see hundreds of employes busy turning out all style radios and combinations.

Journal's End

By The Staff

Up to our neck in convention activities so that we couldn't get around to all the openings and events to which we received invitations during the past month. Sorry we couldn't get down to Reading, Pa., for the Dual Celebration May 2nd to 5th of Parts Jobber **Geo. D. Barbey Co.**, marking its 30th anniversary and opening of its new building. . . . Also sorry we didn't make the **Warren-Connolly** luncheon marking the opening of this New York radio and appliance distributor firm's new showroom at 521 W. 55th St. . . .

Good neighbors from down South, **Hermanos Bared** of Havana, Cuba, in town to look over the Emerson radio plant, for which they are distributors. . . . They're seeking an appliance line to represent, so any outfit needing a wideawake jobber down Cuba way should communicate with Senor Bared at Galiano 416, Havana, Cuba.

Glad to hear that **Gene Stefens**, Permo Needle, Chicago, Gen. Sales Mgr., is back at his desk after an illness. He's full of vim and vigor and plans for a series of dealer sales helps to boost needle sales. . . . The annual fiesta of the local chapter of "The Representatives" was responsible for all the hilarity at the New Yorker Hotel May 21st. But **Bob Breuer** reports no casualties and a big evening was had by all. . . . Congrats are in order for **Jack Williams**, RCA-Victor Record Div. ad director, who's been promoted to ad mgr. for the Home Instrument Div.

Happy that phone strikes' over so we can get back to making spot calls to our many friends all over the map. With the long distance operators back at their switchboards, we'll be able to bring you inside reports of what's doing in the trade in Pittsburgh,

Atlanta, and all points west. . . . Over to Camden, N. J., for a nice visit with RCA's **Joe Elliott**, **John Wilson**, **Richard Fielding** and **Dave Finn**—they're busy shipping Television receivers and records. . . .

We sure feel honored being invited to serve on a panel of "experts" for the N.A.M.M. Chicago convention Record Clinic. The invite came from **H. E. Callaway**, vice president, Thearle Music Co., San Diego, who is in charge of the Clinic this year. . . .

Congratulations are in order for **Peter Doraine**, Banner Records V.P. and Sales Mgr., who is a very proud papa, as of May 16th. . . . due to the arrival of eight and one-half pound **Charles Lawrence Doraine**. . . . There's no truth in the rumor that I. T. & Td's baby—Federal Telephone & Radio Corp., is calling it a day. Sales Mgr. **Art Jordan** says some models have been discontinued, but tells us jobbers are being appointed and the company will launch an extensive sales promotion campaign in the late summer.

There's good news for television dealers who have been apprehensive over the apartment house antenna situation. The City Investing Co. has accepted a proposal, made by Television Broadcasters Assn., to install video antennae on 14 of its apartment houses in N. Y. and Washington.

Just a reminder for you not to forget the first postwar banquet of the RMA Industry at the Stevens grand ballroom on Thursday evening, June 12th. . . . And another reminder to our friends from out-of-town to make our office their headquarters whenever in New York. . . . Maybe we can help on places to eat and things to see. And any rate, drop in for a visit. . . . See you next month.



How to splice that split decision

IF YOU'RE at the end of your rope wondering how to match a husband's practical viewpoint of radio-phonos and radios with his wife's intuitional analysis (object: family sale!) here's something to think over. The American Magazine's famous "split decision" presents no problem at all to that greatest little splicer in the world . . . the Crosley line of radios and radio-phonos. You're asking why? Well . . .

take *HER* side

**THERE'S PERFECT HARMONY WHEN THEY CHOOSE FROM
THE CROSLLEY LINE OF RADIOS AND RADIO - PHONOS**

The soprano chimes in—"what lovely, lifelike tone . . . how nice there's no needle noise or needle to change . . . that ultra ultra styling will blend in perfectly with our other furnishings . . . why, there's a model that's "tailor made" for every room in our home . . . and a snappy PorTABLE that's at home indoors or out." You see, she instinctively selects characteristics that mean sweet music to her . . . and that means sweet business for the Crosley dealer.

or *HIS* side

Here's the bass: "The Crosley Floating Jewel† Tone System with a specially designed permanent sapphire stylus that glides on the *sides* of the sound grooves? Virtually eliminates scratch, hiss and chatter? Swell! Master Tone Control with push-button selection of 64 tonal combinations? That's for me! Crosley Distortion-free FM . . . 4 times-greater selectivity . . . plus the finest electronic engineering backed up by precision manufacturing? Yes sir, give us a Crosley!" † Patented



and that's how split
decisions are spliced—
the Crosley way!



Talk about a happy blending! The Crosley line certainly gives you a grand combination of appeals for both men and women. So when a family shopping expedition walks into a Crosley dealer's, split decisions are spliced in a hurry. Everyone's happy . . . including the dealer!

Shelvador* Refrigerators • Frostmasters
Kitchen Sinks and Cabinets • Ranges • Radios
Radio-Phonos • FM • Television • Short Wave
Home of WLW, "The Nation's Station."

CROSLLEY Division- *AVCO* Manufacturing Corporation
Cincinnati 25, Ohio



GAROD

*Sets the pace
for Value!*



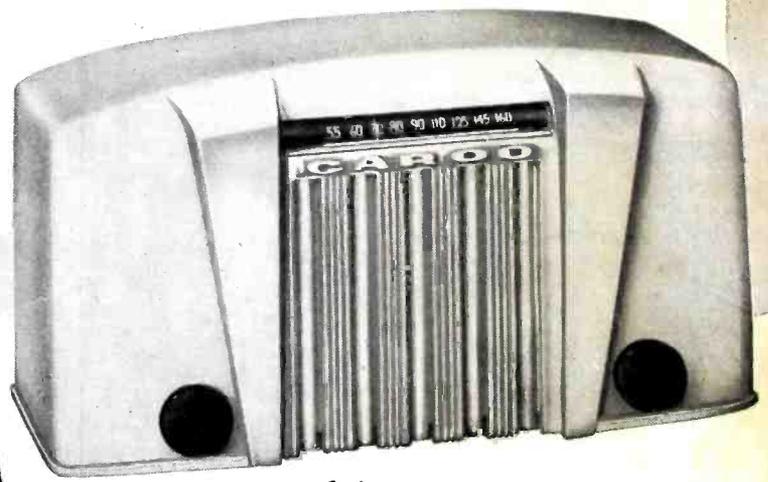
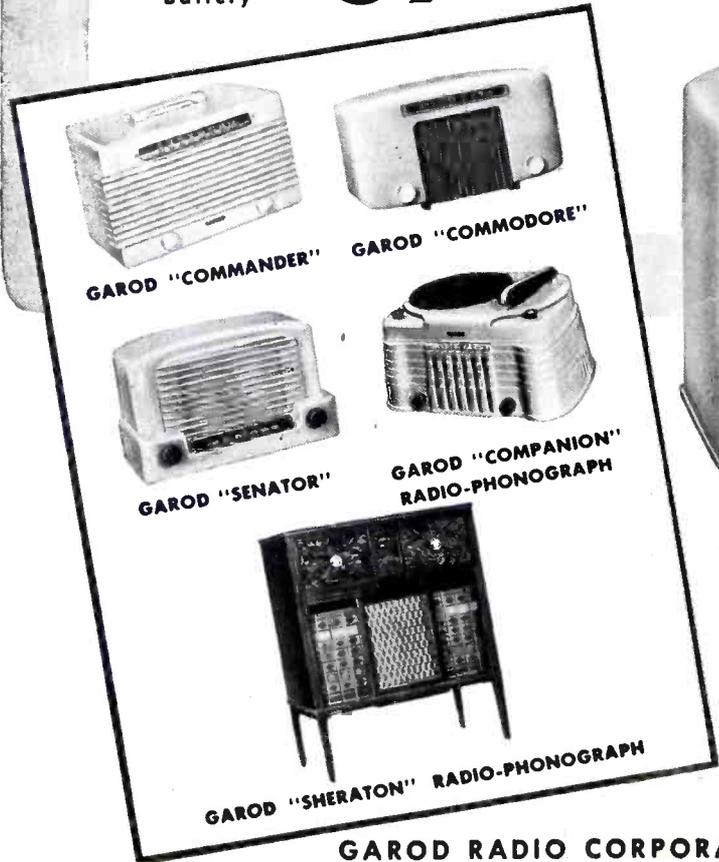
1947 is Garod's Silver Anniversary Year. Through the years we have acquired the "know-how" in engineering and construction... the "know-how" in radio merchandising and promotion. We have a radio line that will see you through all kinds of business conditions. Today, with customers asking "more for their money" Garod Radios are designed for immediate business.

*These models on display
at the Palmer House in Chicago,
June 1 to 5.*

New LUXURY PORTABLE

A new model... a better portable. Weighs less than 6½ pounds with batteries. Famous Garod electronic circuit. "Invisible" built-in antenna. Gay colorful cabinets. You'll sell them by the hundreds during the Summer vacation and travel months.

AC — DC Battery **\$39⁹⁵** List Price Less Batteries



New "ENSIGN"

Here's a Garod "leader" that beats the field for value. AC-DC model, in attractive walnut plastic cabinet. New Garod Alnico speaker for wide tonal range. In Ivory cabinet at slightly higher cost.

List Price **\$19⁹⁵**

RADIO & APPLIANCE JOURNAL

May
1947

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



In This Issue

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

THE BEST IN RADIO IS BETTER WITH A

THE REAL VOICE OF

Bendix Radio!



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

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

LISTENING LUXURY BEYOND YOUR HIGHEST HOPES!

The real voice of radio—brought to brilliant life in your own living room—thanks to the matchless tone of Bendix, the best in radio! Yours is the silken clarity of Bendix FM—new freedom from static, fading and interference. Yours, too, is magnificent reception of Standard and Short Wave Broadcasts—new vibrant life in recorded music. And, of course, the superlative cabinet artistry which makes Bendix Radio first choice of smart decorators everywhere! For all that's best in radio, ask your dealer to show you Bendix Radio.



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

Another Proof that Radio's Smartest Franchise is Bendix Radio

RADIOS, RADIO-PHONOGRAPHS, FM AND TELEVISION



Baltimore 4, Maryland

BENDIX RADIO, DIVISION OF



© 1947 BENDIX AVIATION CORPORATION

RADIO & APPLIANCE JOURNAL

MAY, 1947

Vol. 64

No. 4

Contents • May • 1947

RADIOS

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

APPLIANCES

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

RADIO PARTS SHOW SUPPLEMENT

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

RECORDS AND PHONOGRAPHS

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

Business Offices

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

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

Volume 64

Number 4

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

Radio & Appliance JOURNAL • May, 1947

ALEX H. KOLBE
Publisher

SAM JUSTICE
Managing Editor

IZ ZAM
Technical Editor

VINCE COSTELLO
Art Director

PEARL KOLBE
Circulation Manager

BETTY BORIN
Business Manager

IRVING COOPER
Eastern Advertising Manager

TED OTTOBRE
Sales Representative

THIS MONTH'S COVER



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

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



3 CHEERS FOR

Tele-tone DEALERS

Tele-Tone TAG-A-LONG

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

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



to retail at
less
batteries

29⁹⁵



to retail at
18⁹⁵

Tele-Tone IVORY **DYNA-MITE** in sparkling IVORY

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

Still available in
walnut plastic at \$17.95

Tele-Tone **SHORT-WAVE** and standard broadcast radio

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



to retail at
29⁹⁵



America's
leading
small
radio
specialists.

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

BUSINESS IN BRIEF

Preliminary Plans Completed For RMA Convention, June 10-12

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

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

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

Vacuum Cleaner Sales Up

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

Solar '46 Net Income \$141,721

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

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

Combination Radios Rise, Total Falls in February

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

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

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

Radio Tube Production Drops During February

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

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

Sylvania Has Record Year

Sylvania Electric Products, Inc., attained a peacetime record volume of business in the year ended Dec. 31, 1946, according to the company's annual report. Consolidated net sales were \$69,313,128 compared with \$125,750,512 in 1945 when approximately 80 per cent of sales represented war production. For 1941, last peacetime year, the company's sales were approximately \$20,000,000.

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

Lewis & Conger Safety Award Won by Textile Mills Co.

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

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

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

Philco '46 Net \$3,107,480

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

Heat for Cold Batteries

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

EDITOR'S MAILBAG

Gentlemen:

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

Yours very truly,
WM. H. RICHARDSON.

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

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

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

Gentlemen:

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

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

country average. With best wishes,
I am

Yours sincerely,
J. G. BRADBURN.

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

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

A Quarter-Century of Proven Quality



DeWALD A-507 "Town-and-Country"

Be Sure to See the
DEWALD "Hit Parade"

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

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

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

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

DEWALD

A FAMOUS NAME IN
RADIO
SINCE 1921

If you want
SOMETHING
BETTER

Demand

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

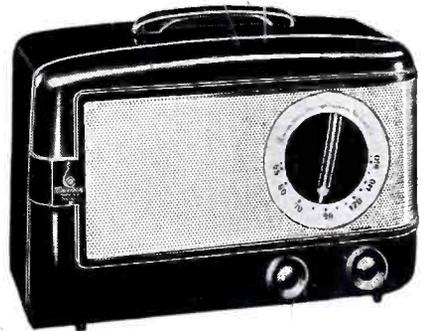
IS THE INDUSTRY'S BIGGEST SELLING LINE



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



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



*Emerson Radio Model 543. AC-DC superheterodyne. Ebony or ivory plastic cabinet. Gold colored grille. Carrying handle. **\$2495***
In Ivory \$27.95



Emerson Radio Portable Pocket Model 508. Self-contained in Tenite case. Less batteries **\$3495**



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



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

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

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

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

World's Largest Maker of Small Radio



Ready now!

TO BOOST SUMMER PROFITS



*Model 260 DeLuxe
self-charging
portable radio*



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

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

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

THE FIRST AND GREATEST NAME IN ELECTRONICS

GENERAL  ELECTRIC

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

Guest

EDITORIAL

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



JOSEPH B. ELLIOTT

The Portable Season Is Now!

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

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

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

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

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

MAY
1947

Radio & Appliance JOURNAL • May, 1947



• P O R T A

By

BOND GEDDES

Executive Vice President

Radio Manufacturers' Association

A RADIO

F O R E V E R Y

PURPOSE

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

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

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

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

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

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

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

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

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

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

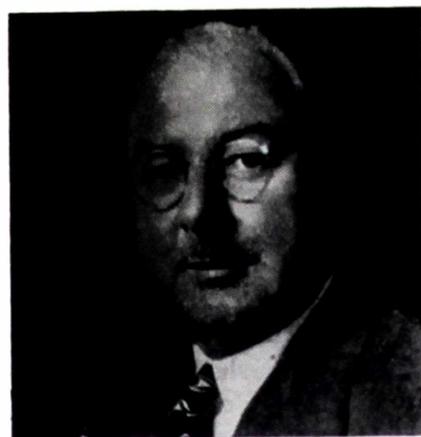
The growing market for outdoor radios was recognized by the RMA Advertising Committee when it devised plans for RMA's \$50,000 set promotion campaign. Added to the initial slogan, "A Radio for Every Room," was the phrase "A Radio for Every Purpose." The committee realized that the radio receiver today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

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

TABLES •

BOON TO SERVICE DEALERS

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

GET YOUR SHARE

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

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

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

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

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

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

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

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

Portable Radio Markets

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

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

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

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

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

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

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

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

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

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

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

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

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

F PORTABLE SALES

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

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

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

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

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

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

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

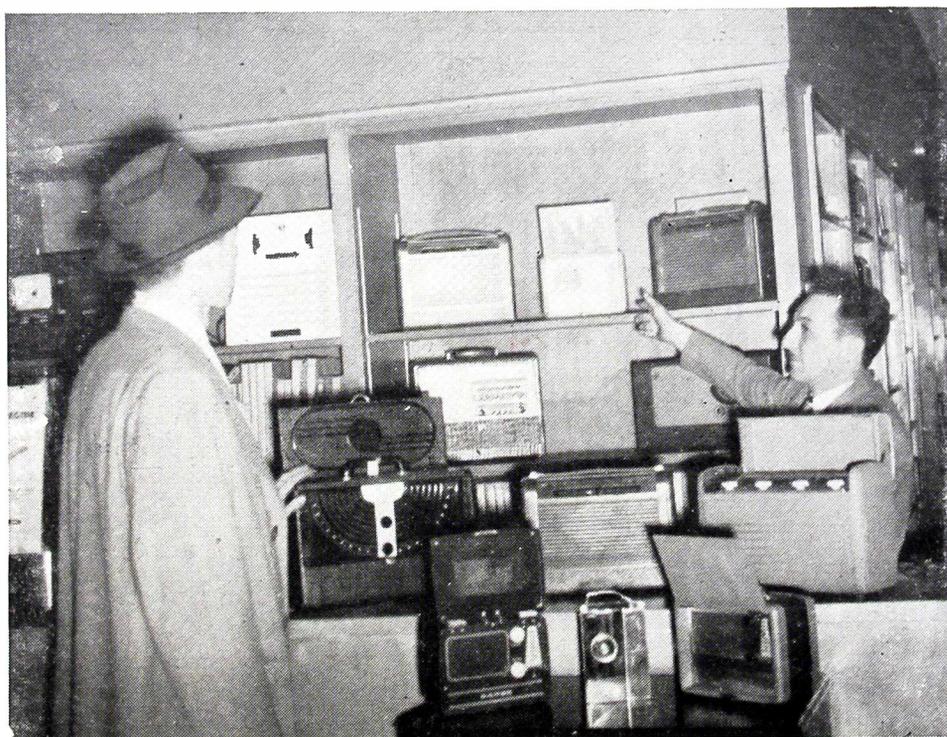
Rabson's, located on West 52nd Street, New York City, concentrates on hotel business. Because of local interference, reception in many New York hotel rooms is impossible with electrically-operated sets. That's where Rabson's cashes in. According to Sam Rabson, secretary of the firm and manager of the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

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

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

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

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



1947 -- PREVIEW OF PORTABLE

RADIO & APPLIANCES



ADMIRAL

Model 6P32-6E1
6 Tubes, AC/DC
\$59.95



AUTOMATIC

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



ELECTROMATIC

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



PARKSWORTH
Model GP-350
AC/DC



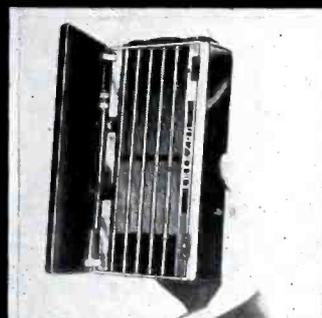
AIR KING

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



BENDIX

"Flightweight"
3-band AC/DC



EMERSON

"Pocket" Model 508
3-way AC/DC



GENERAL ELECTRIC

Model 260, 6 Tubes
Eastern Price \$139.50



ARVIN

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



CROSLLEY

"For-Table" Model 56FA
3-way AC/DC



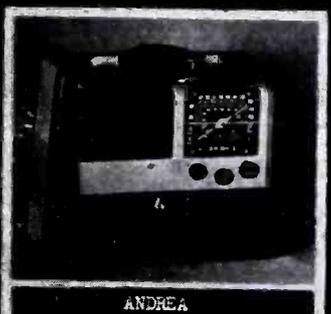
FADA

"Personal" Model F80
AC/DC
Price Not Yet Set



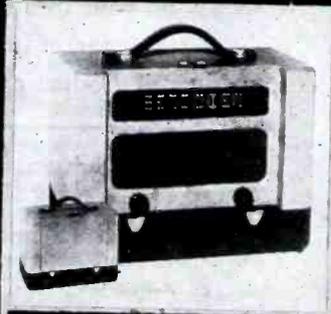
HOFFMAN

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



ANDREA

Model P-163
5 Tubes, 3-way
\$29.50



DeWALD

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



GARCO

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

TABLE RADIOS -- 1947

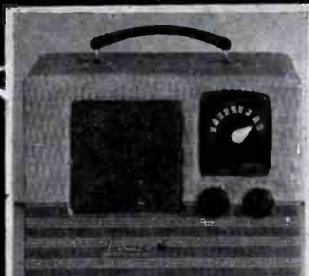
ERNAL, May, 1947



JOHN MECK
Model 5D7/WL18
3-way AC/DC
\$39.75



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



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



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



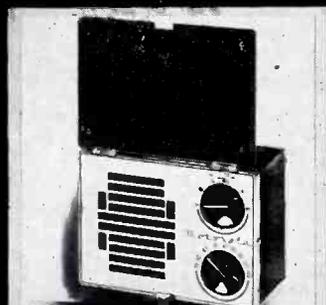
PHILCO
Model 350
5 Min. Tubes, AC/DC
\$54.95 Battery \$4.85



SENTINEL
"Treasure Chest" Model
AC/DC 6 Tubes



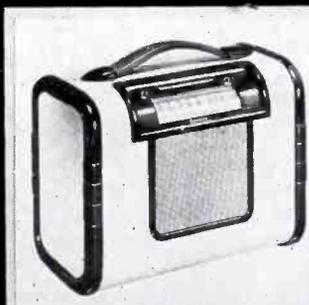
TELE-TONE
Model 145
3-way AC/DC



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



PILOT
Model T-570
AC/DC



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



WESTINGHOUSE
Model H-147
4 Tubes, AC/DC



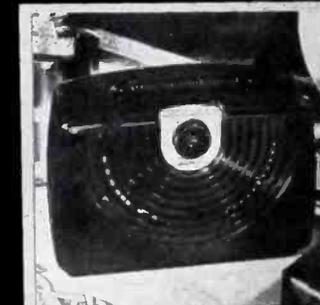
NATIONAL UNION
"Commuter" Model G-513
3-way AC/DC
Zone 1-\$49.50 Zone 2-\$51.95



RCA VICTOR
"Globe Trotter" Model 66BX
5 Tubes, 3-way
\$59.95



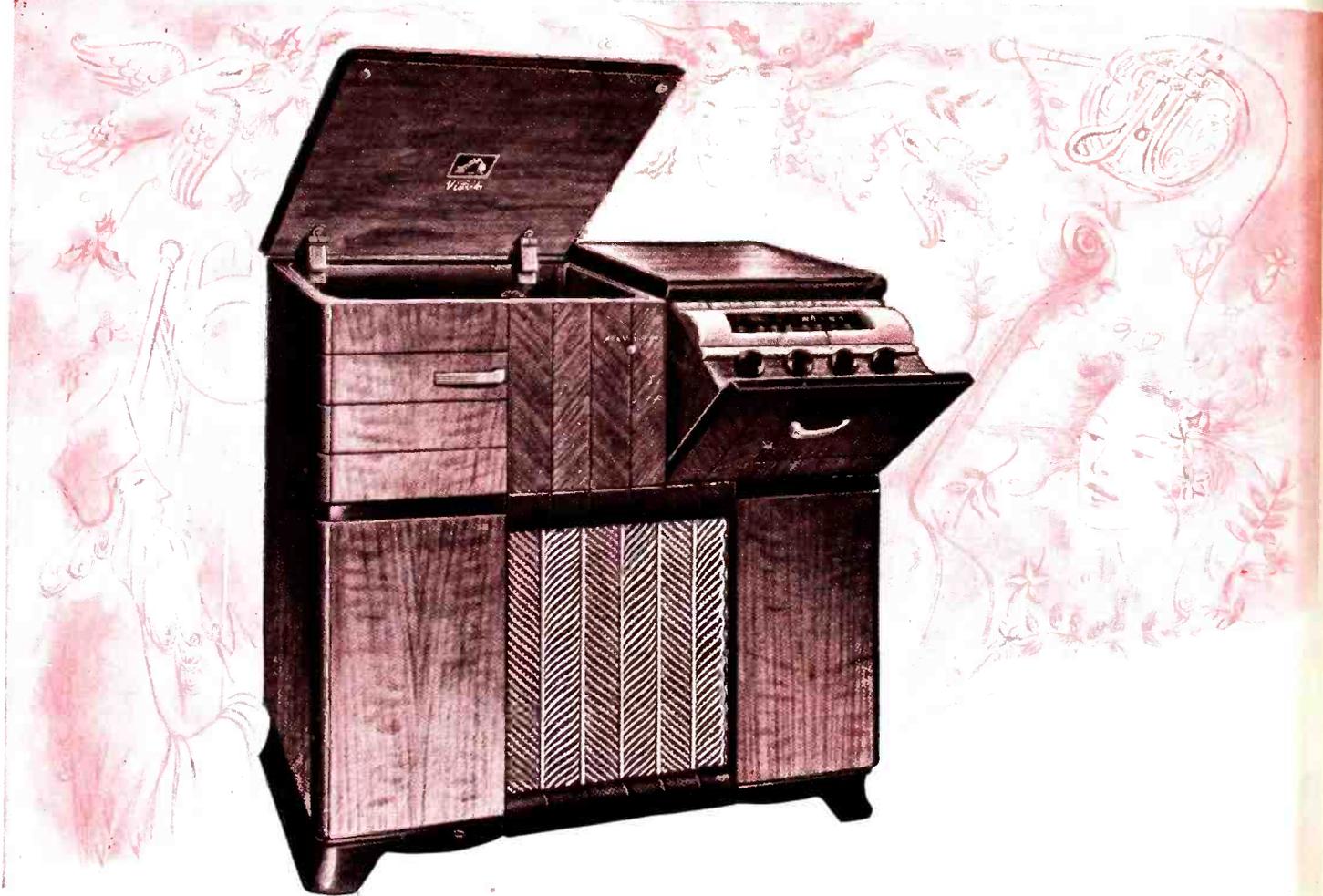
STEWART-WARNER
Model 9007
6 Tubes, 3-way
\$54.00 less batteries



ZENITH
"Holiday" Model 5G003
3-way AC/DC
\$39.95 less batteries

Profits are sure with RCA VICTOR

ONLY RCA VICTOR MAKES THE VICTROLA



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

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

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

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



"Golden Throat"

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

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

.today and tomorrow

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

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

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

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

The pick of the Portables

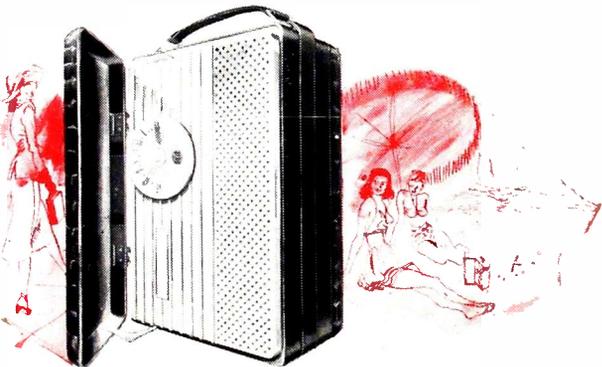
THE "GLOBE TROTTER," THE "PERSONAL" and THE "ESCORT"

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

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



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



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

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



"Victrola"—T. M. Reg. U. S. Pat. Off.



RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA

THE NEW "LAMCO" RADIO

Opportunity:

*A Few Choice Territories
Open to*

SALES

- REPRESENTATIVES
- DISTRIBUTORS



WHO CAN SELL THESE QUALITY RADIOS
5 tubes, unbreakable mottle plastic cabinets in assorted colors
ALSO—COMPLETE MACHINE SHOP FACILITIES

METAL STAMPINGS

RADIO CHASSIS
DIAL POINTERS
BRACKETS
CONDENSER DIAL DRUMS

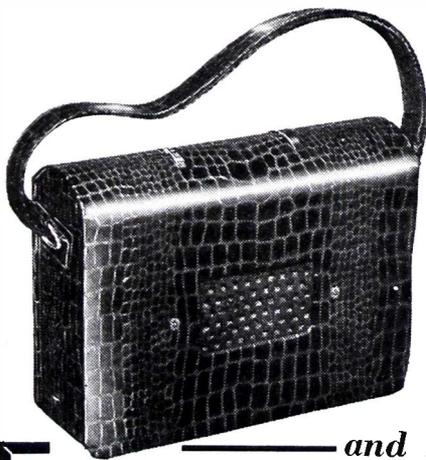
Write Us Today

LA MAGNA MFG. COMPANY Inc.
51 CLINTON PLACE, EAST RUTHERFORD, NEW JERSEY

Emerson Announces Price Reduction for 1947 Models

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

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



**"PORTY"
PACKS
SALES
POWER**

and here's why!

PORTY No. 601

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

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

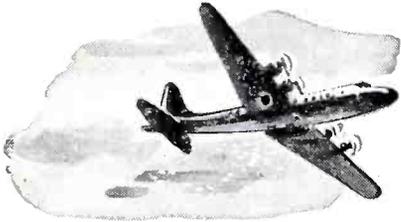
MUSICAL MERCHANDISE

**BAND INSTRUMENTS
RECORDS - PHONOGRAPHS**

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

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

IN PLANES ...



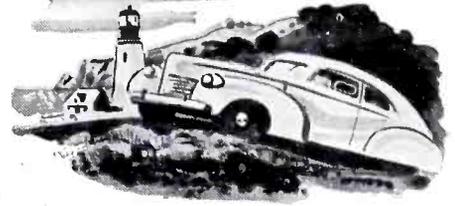
The Wavemagnet Makes It Work

IN TRAINS ...

The Wavemagnet Makes It Work

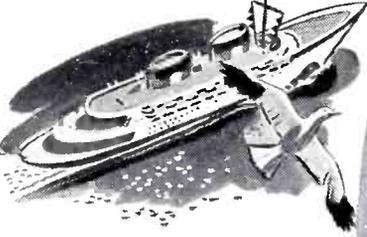


IN AUTOMOBILES ...



The Wavemagnet Makes It Work

ON SHIPS ...



The Wavemagnet Makes It Work

IN THE ARCTIC ...



The Wave Rod Makes It Work

**Zenith Portables
won't play
under water...**

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

**ZENITHS PLAY
WHERE MANY FAIL!**

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

IN THE TROPICS ...



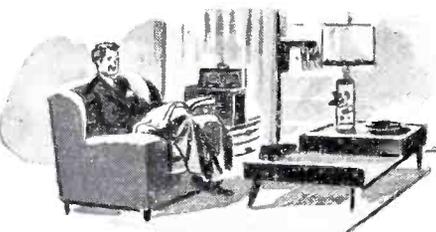
Specially Treated For High Humidity

IN CAMP ...



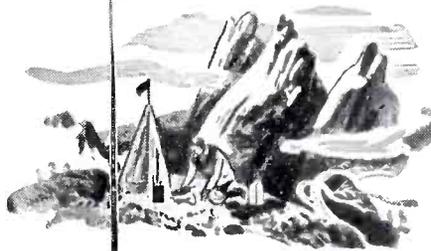
Where You Have No Electricity

IN YOUR HOME ...



Works On AC, DC Or Batteries

IN THE MOUNTAINS ...



The Wave Rod Makes It Work

IN TRAILERS ...



The Wavemagnet Makes It Work

**TRANS-OCEANIC
PORTABLE**

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



UNIVERSAL PORTABLE

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



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

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

ZENITH RADIO CORPORATION • CHICAGO 39, ILL.

DURABILT

Now Presents

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

STYLED FOR
SPEED

•
EFFORTLESS
IRONING

•
PRECISION
CONTROL

•
HIGHER
POWER



RETAIL PRICE

\$10⁹⁵

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

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

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

DURABILT

Automatic Iron Model 10

WINSTED HARDWARE MANUFACTURING CO.
WINSTED, CONN.

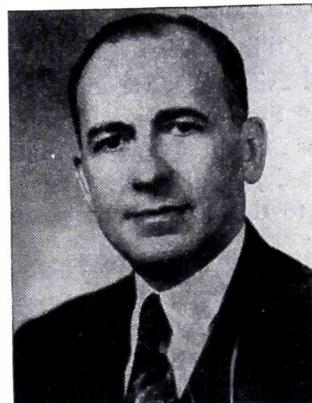
APPLIANCES

A SECTION OF RADIO & APPLIANCE JOURNAL

Guest.....

EDITORIAL

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



W. F. LINVILLE

Automatic Ironers: A Virgin Field

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

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

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

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

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

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

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

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

MAY
1947

SIGNPOSTS TO

• • • for appliance dealers

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

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

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

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

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

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

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

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

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

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



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

its are made up of credit facts and not money.

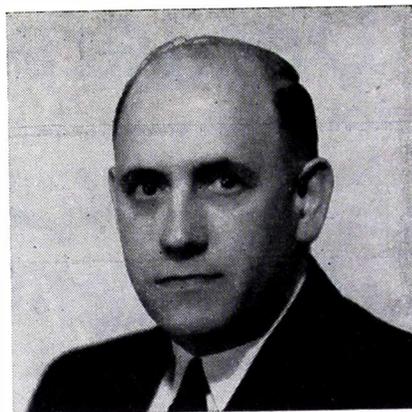
While this article has to do primarily with credit, there are a few things that have such a direct bearing on credit that it seems advisable to mention them.

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

SUCCESS

By **EMMETT L. CARTER**

**Credit Manager
Arnold Wholesale Corp.**



EMMETT L. CARTER

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Dealers' Choice!

Economaster

ELECTRIC HEATERS

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



INTERESTED DISTRIBUTORS WRITE.

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

Traubee Installs Apprentice Plan

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

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

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

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

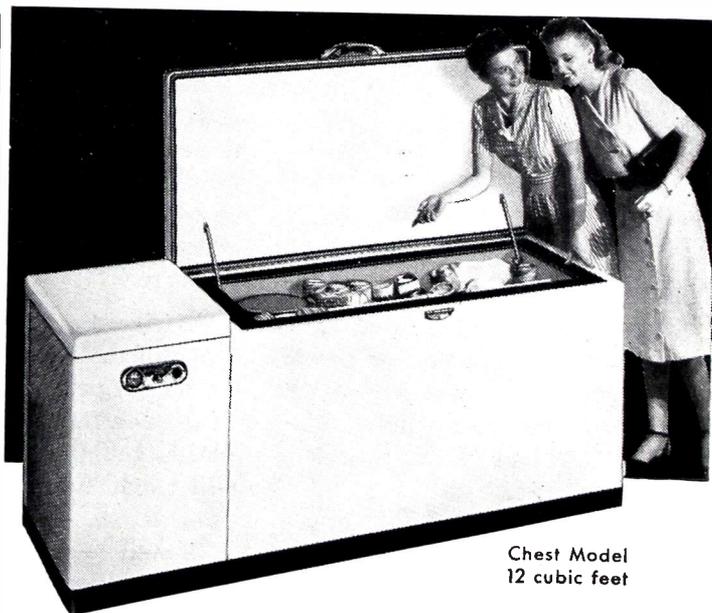
REPAIRMEN ELECTRIC APPLIANCES

Money Saving Prices—Immediate Delivery

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

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

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



Chest Model
12 cubic feet

CASH IN ON HARDER-FREEZ

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



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

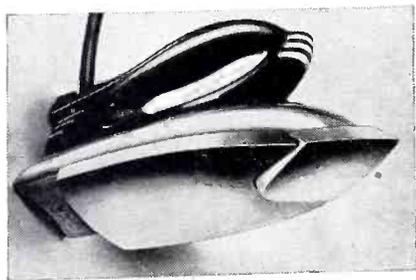
TYLER FIXTURE CORP., Dept. RA-5
Niles, Michigan
Rush dealer information on HARDER-FREEZ.

NAME _____
ADDRESS _____

NEW APPLIANCES . .

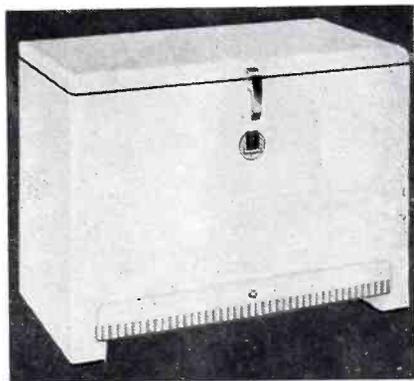
YALE & TOWNE Tip Toe Iron

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



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

HOTPOINT Home Freezer



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

PENN AIRCRAFT Hot Plate

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



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

TIME-SAVER A "SWEETHEART" TO STAGE STARS



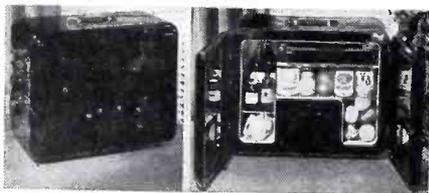
SWEETHEART GIFT — That the Time-Saver Pressure Cooker is a "sweetheart" of a gift is the theme of a promotion campaign being put into effect by Traubee Products, Inc., of 924 Bergen St., Brooklyn 16, N. Y. Highlighting the theme of the campaign, which will see counter cards and other display material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

NEW APPLIANCES

(Continued)

FREEZ-PAK Refrigerator

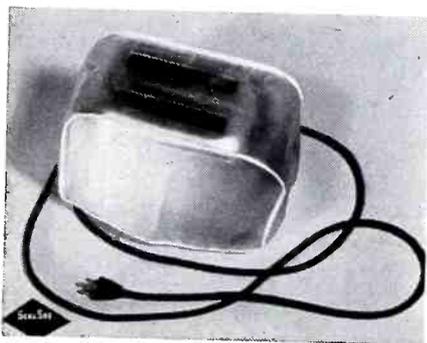
The Freez-Pak is a 2½-cubic-foot portable electric refrigerator designed for use in home bars, hotel rooms, offices, resort cottages, nurseries and other places demanding refrigeration. It will reach the major appliance market in May, according to Danese and Jewel, Inc., international sales representatives,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



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

SEAL-SAC Cover

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



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

UNIVERSAL PRESSURE COOKER DEMONSTRATION



ALL VEGETABLES IN ONE POT—

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

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

G-E Electric Range

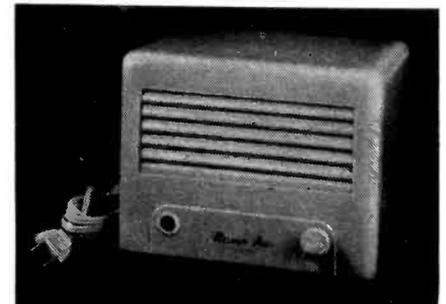


A built-in six-quart pressure cooker, a high-power boiler unit and improved surface units combine to make the top model of the General Electric's new line of "Speed Cooking" electric super-speed range, known as the Stratoliner, even faster and more versatile than ever. The Stratoliner, one of the four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

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

REFRESH-AIR Ozonizer

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



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

1947
RADIO PARTS
and
ELECTRONIC
EQUIPMENT
SHOW

●
Special Section

PAGES 27 TO 50, INCLUSIVE

●
Chicago

Hotel Stevens

Week of May 11-16

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



QUICK—RELIABLE—PORTABLE!

the new Solar Model CBB Capacitor Analyzer

Check these features:

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

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

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

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

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

Ⓢ 2571

SOLAR CAPACITORS
"Quality Above All"



Guest.....

EDITORIAL



By **KENNETH C. PRINCE**

General Manager

Radio Parts & Electronic Equipment Show

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

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

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

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

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

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

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

**MAY
1947**

1947 Radio Parts and

★ ★ ★ ★ ★ ★ ★ ★ Hotel Stevens, Chicago



J. A. BERMAN, President

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

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

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

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

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

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

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

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

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

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

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

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

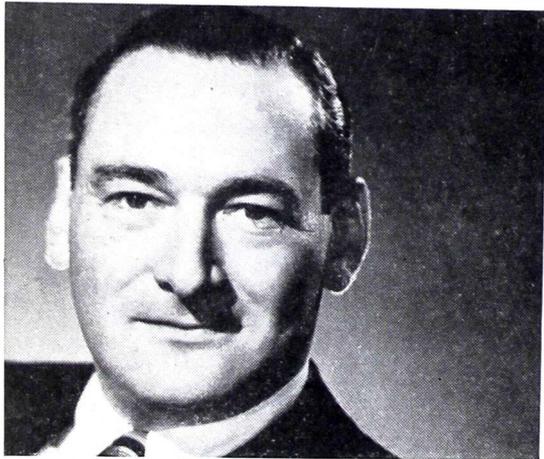
Distributors and manufacturers want the opportunity to sit down and talk with each other. Manufacturers are interested in distributor inventory problems. Distributors are interested in the manufacturers' new production plans.

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

The manufacturers' and distributors' trade associations will be given



ARLES GOLEMPAUL, Vice President



J. J. KAHN, Secretary

SAM PONCHER, Treasurer



Electronic Equipment Show

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

OFFICIAL PROGRAM

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

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

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

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

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

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

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

Complete NEDA Program on Page 42

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

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

Golf Tourney Planned

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



W. O. SCHONING, Director



W. W. JABLON, Director



R. J. SHERWOOD, Director

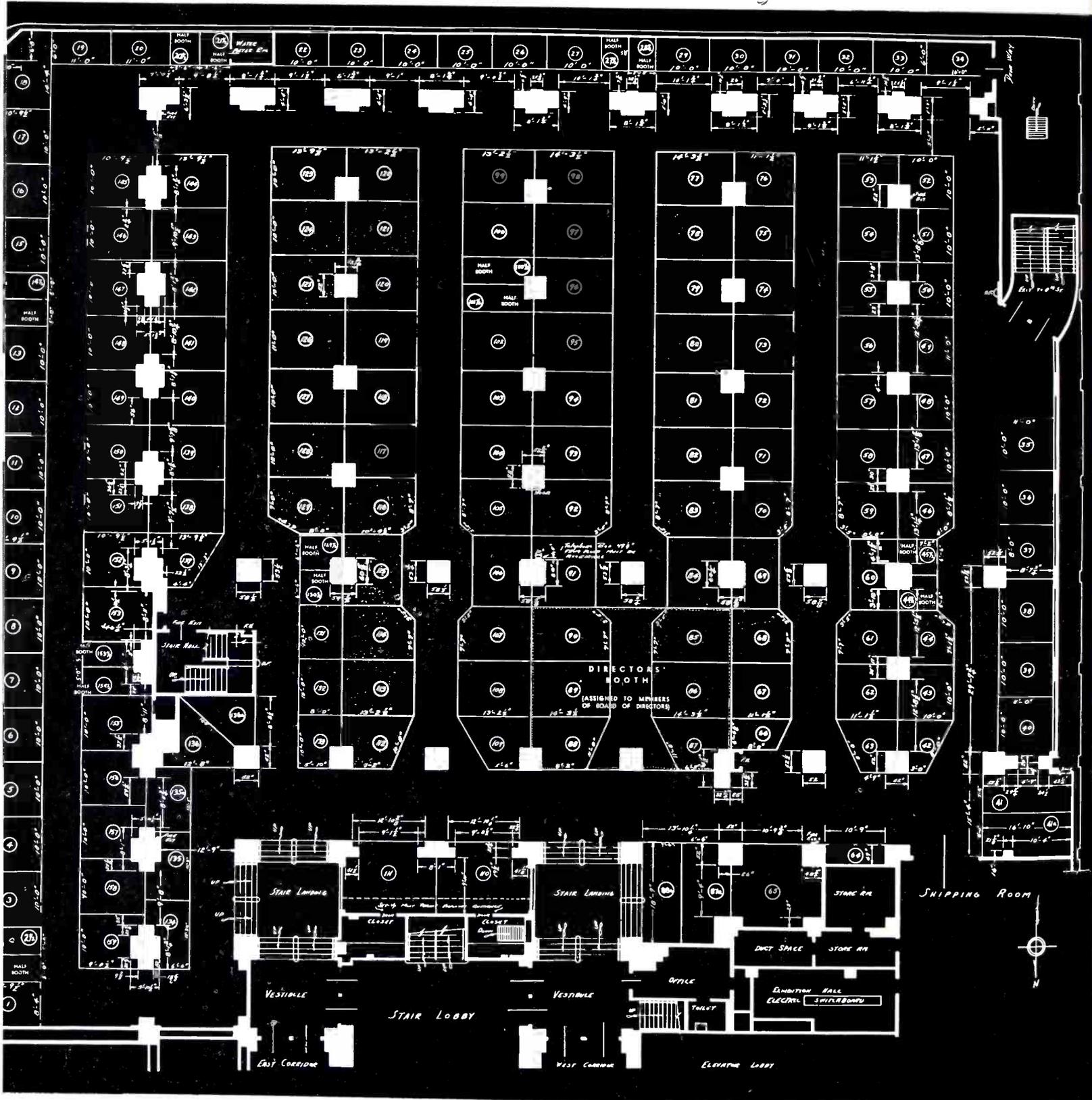
R. C. SPRAGUE, Director



FLOOR PLAN

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

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



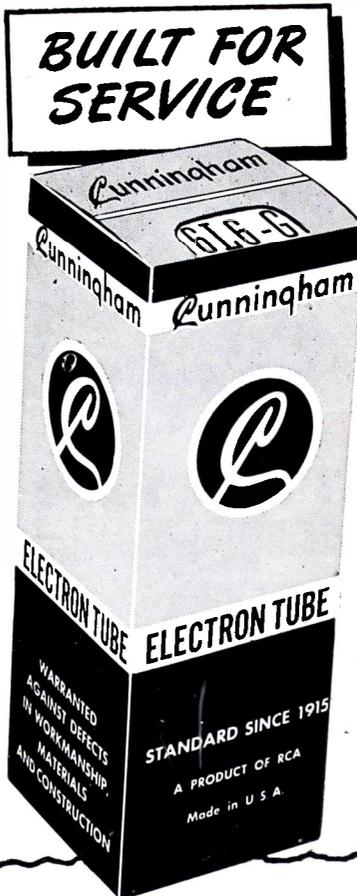
DIRECTORY of EXHIBITORS

Official Listing of MERCHANDISE DISPLAYED AND PERSONNEL IN ATTENDANCE

1947 RADIO PARTS and ELECTRONIC EQUIPMENT SHOW

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

(Continued on next page)



Now all you want to know about Miniatures

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

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

For more service — TURN THE PAGE →

Cunningham
Electron Tubes

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

Thousands of
Satisfied
Users!

TRANSVISION

**TELEVISION
KIT . . . A High Quality
TELEVISION RECEIVER**

ready for Easy, Rapid Assembly

Features the Brilliant
LECTROVISION Picture Tube!

ENGINEERED
BY
TELEVISION
SPECIALISTS



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

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

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

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

\$159.50 (fair traded)

IMMEDIATE DELIVERY!

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

AT THE SHOW!

Transvision Products will be
on exhibit at the

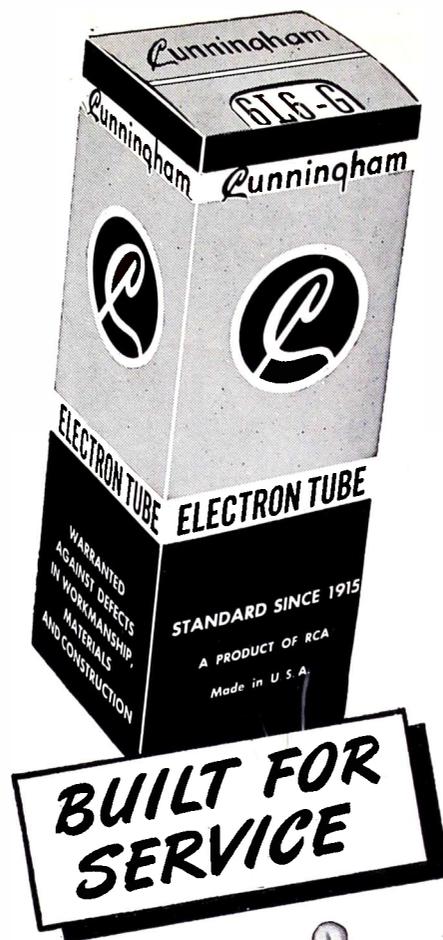
CONGRESS HOTEL
Chicago, May 11-16

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

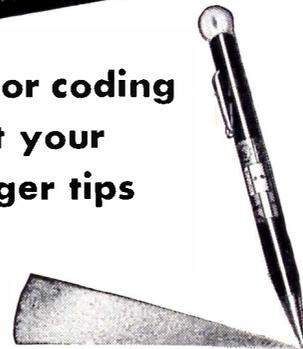
DIRECTORY
(Continued)

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

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



Resistor coding at your finger tips



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

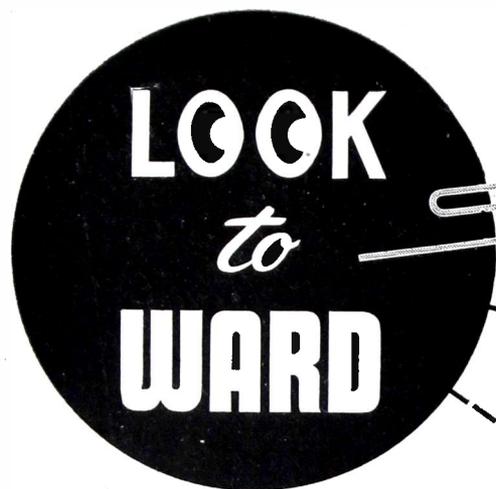
You'll want this pencil, because it's built for service. Your customers want Cunningham tubes for the same reason. And your Cunningham Distributor wants to help in building your business.

For more sales—TURN THE PAGE ➔

Cunningham

Electron Tubes

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



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



WARD

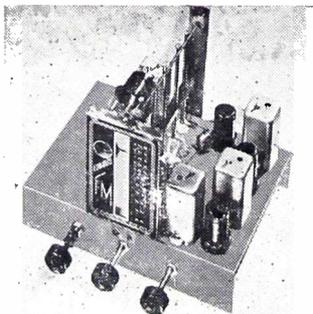
THE WARD PRODUCTS CORPORATION
1523 EAST 45th STREET, CLEVELAND 3, OHIO

Aerials

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

EDWARD'S FM TUNER

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



\$52.50

Complete with tubes

Dealers and Jobbers, write in for full particulars to:

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

(Continued)

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

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

CHICAGO



SHUR
ALL TUNING FACTORS SEELY AND SIMPLY ADJUSTABLE

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

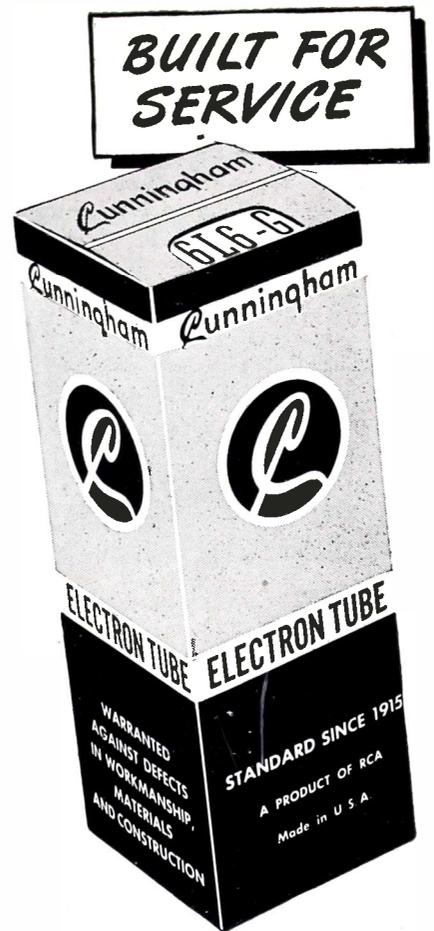
THE 300 OHM SPACED LINE
And--Two NEW Antennas:--
The DELUXE INTERCEPTOR
The SHUR "Jiffy" ANTENNA

SHUR-

ANTENNA-MOUNT, INC.

EASTERN DIVISION SEA CLIFF, NEW YORK

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



**Built to Lead More
Customers Your Way**



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

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

For expert guidance—TURN THE PAGE →

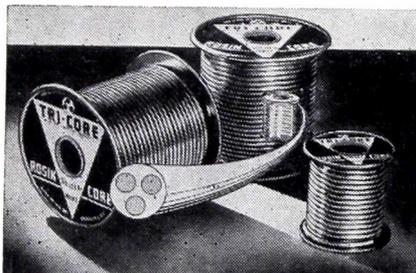
Cunningham

Electron Tubes

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

ALPHA Tri-Core Solder

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



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

When at the Radio Parts Trade Show at the Hotel Stevens

SEE:

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

of

**WOLFE RADIO
DISTRIBUTING CO.**

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

Selling to Wholesalers Only

Leaders in the Parts Jobbing Industry Since 1920

**WOLFE RADIO
DISTRIBUTING CO.**

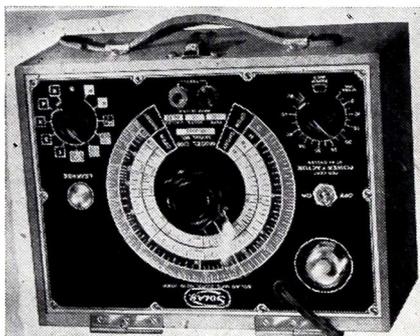
**34 West 17th Street
New York 11, N. Y.**

Parts on

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

SOLAR Capacitor Analyzer

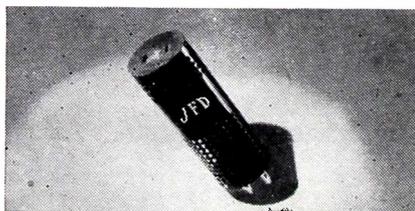
A new, small light-weight capacitor analyzer designed for the radio and electrical service industry has been put in production by Solar Mfg. Corp., 285 Madison Ave., New York 17. Designated as Solar Model CBB, the instrument is an up-to-the-minute version of Model CB with improved components for use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



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

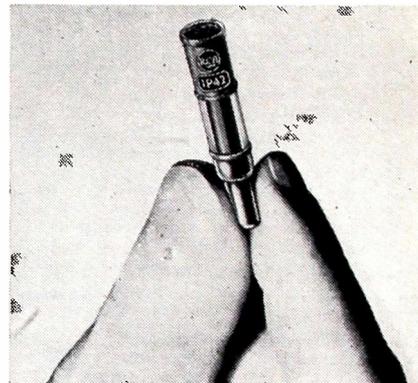
JFD Resistor Ballast

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



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

RCA Phototube



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

G-E Miniature Tubes

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

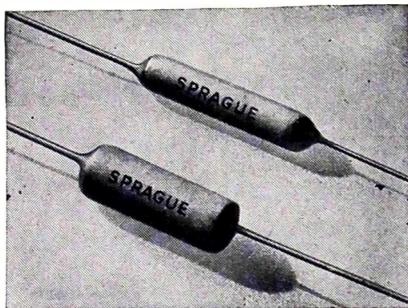


with one-sixth the weight. General Electric is producing thousands of the smaller type at its Tube Division plants. For further information write G-E Electronics Dept., Thompson Rd., Syracuse, N. Y. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, May, 1947.

Parade

SPRAGUE Miniature Capacitors

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



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

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

ICA Interference Suppressor



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

Radio & Appliance JOURNAL • May, 1947

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

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

FEDERAL Twisted Dual Cable



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

JOHN RIDER SAYS...

Ideas Make Money

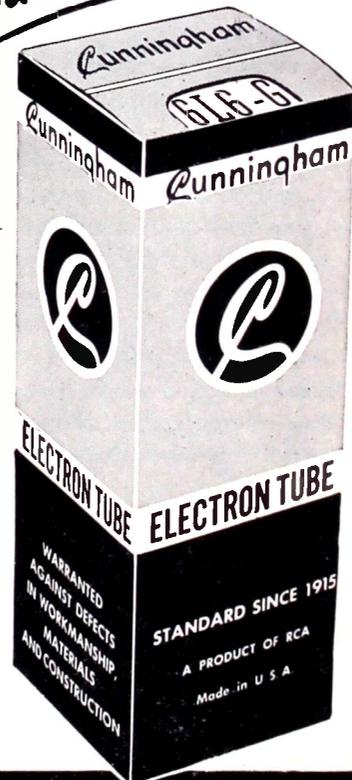


"Some serviceman was first with the idea of having a number of table model radios on hand to leave with his customers when the big sets had to go to the shop for repair. That was smart, because none of his customers were deprived of radio entertainment in the interim.

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

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

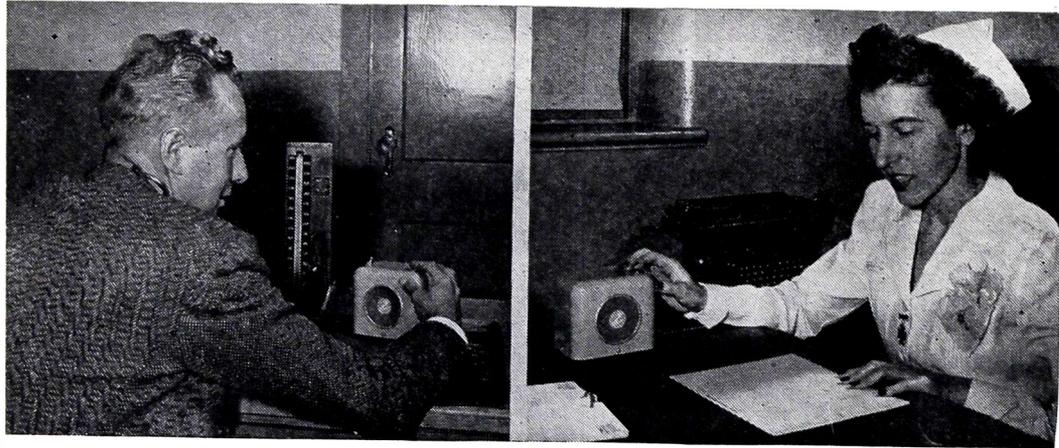
Built for Service



Cunningham
Electron Tubes

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

LOW-PRICED INTERCOMS



DOCTOR TO NURSE: Send in the next patient.

By

WALTER E. PEEK

Vice President

Electronic Laboratories, Inc.

Indianapolis, Ind.

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

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

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

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

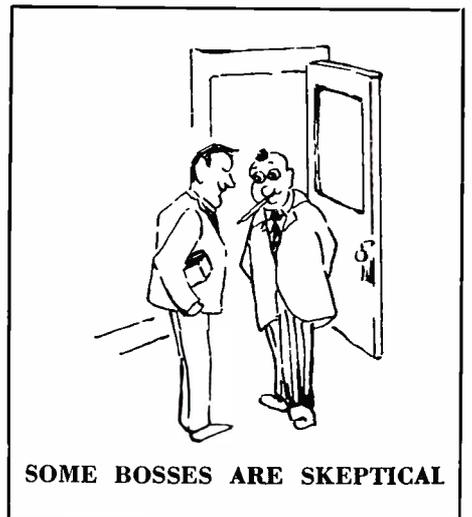
Reasons for the rather limited sale of office intercommunication systems are rather obvious when a careful

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

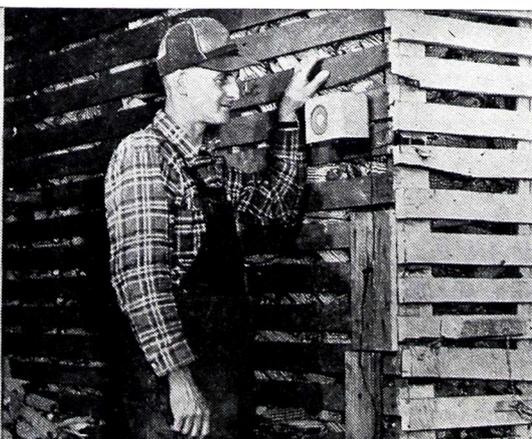
Whether we investigate Hennepin Avenue in Minneapolis, Canal Street in New Orleans, or Main Street in Cupcake, Nevada, the answer is always the same. Here are offices of doctors, dentists, lawyers, insurance salesmen, income tax accountants, and the gamut of professions and small and big businesses where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

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

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



WIFE TO HUSBAND: Calling all hungry farmhands!

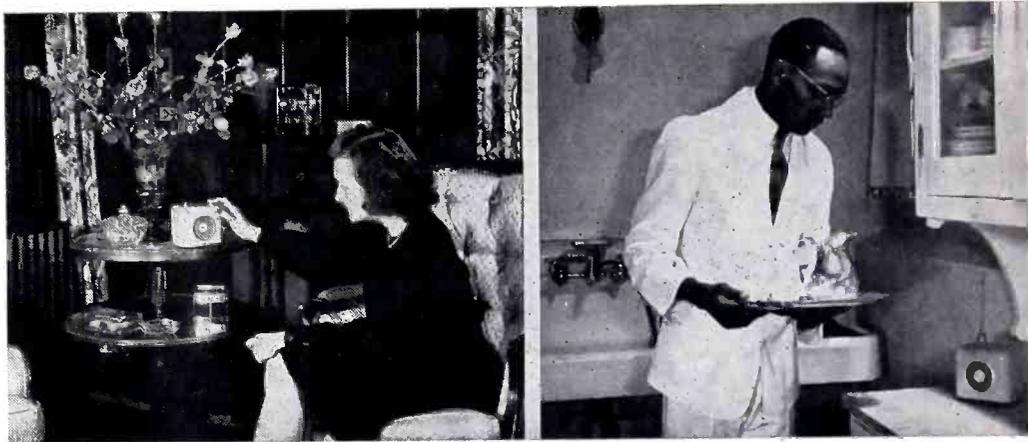


How Are Sales Made

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

BRING NEW BUSINESS

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



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

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

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

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

Little Ones Sell Big Ones

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

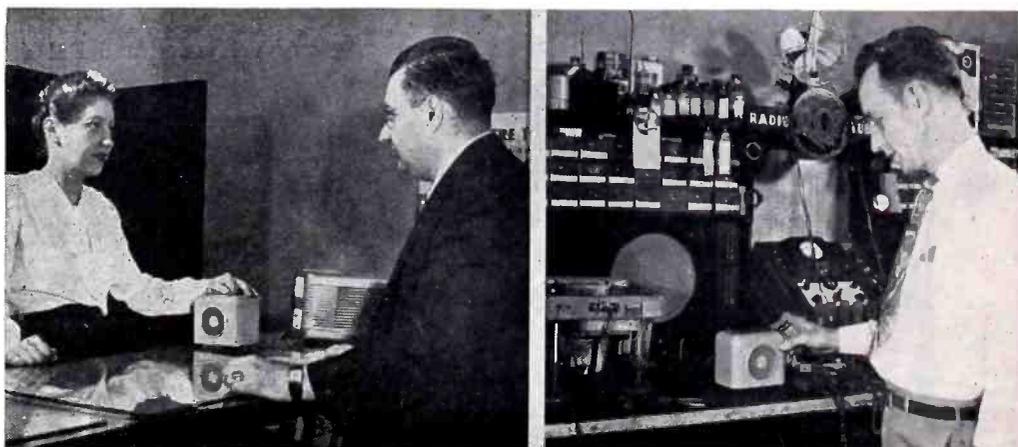
Intercoms are now being offered combining the system with a radio receiver so that through one purchase the executive may have the convenience of intercommunication and the necessity of up-to-date radio news and market reports. The increase in purchasing price of a combination instrument is actually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

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



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

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



NEDA Day to be Epic Observance

NEDA SECRETARY

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

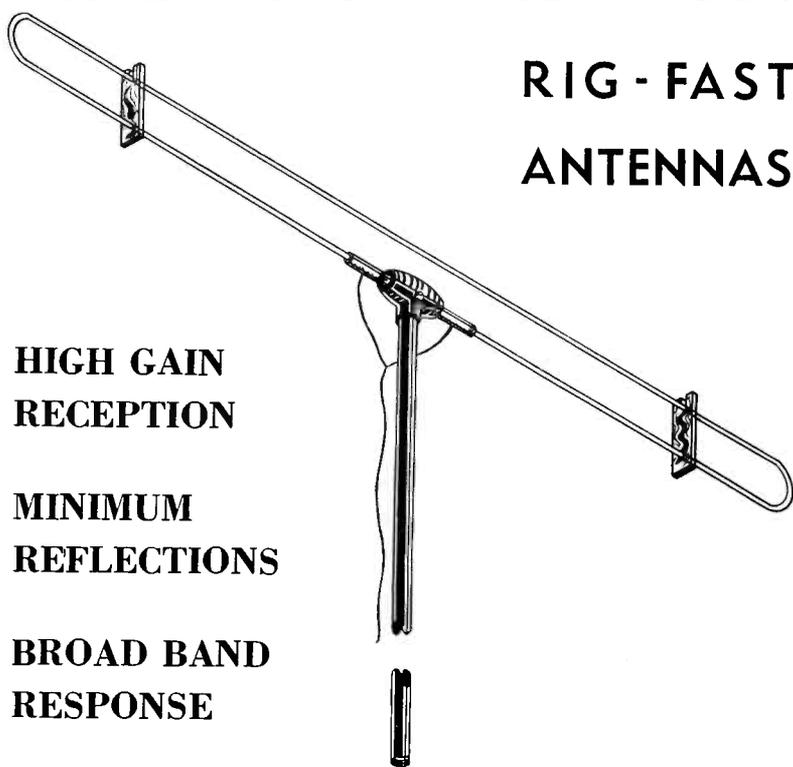
will mark the first time that NEDA distributors will be accorded recognition as members of a trade association.

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



LOUIS B. CALAMARAS

Easily Sold ***Easily Installed***



RIG - FAST ANTENNAS

- HIGH GAIN RECEPTION
- MINIMUM REFLECTIONS
- BROAD BAND RESPONSE

for TELEVISION and FM

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

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

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

"Installed in Minutes • Lasts for Years"

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

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

NEDA DAY PROGRAM

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

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

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

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

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

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

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

7:00—Keynote Dinner.

Over 100,000 Sales Last Year!



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



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



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

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

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

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

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

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

Limited Number of Distributorships Still Available

Wire or Phone Sales Division, Indianapolis, Riley 1551

LIST PRICE

\$29⁹⁵

Complete with
Interconnecting Wire

PRICES SLIGHTLY HIGHER, DENVER AND WEST

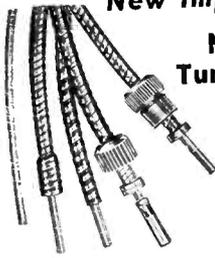
ELECTRONIC LABORATORIES, INC.

INDIANAPOLIS, INDIANA



Fills a Long-Felt Need

New Improved JFD REMOTE-O-CABLE REPLACER

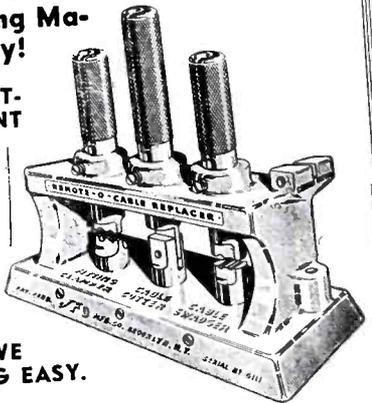


Control Shafting & Casing

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

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

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



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

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

EVERY SERVICEMAN MUST OWN ONE!

WRITE FOR LITERATURE

J.F.D. MANUFACTURING CO.
4109-4123 FORT HAMILTON PARKWAY, BROOKLYN 19, N. Y.

American Volume Control Names Two Representatives

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

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

"The Reps" Message Service

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

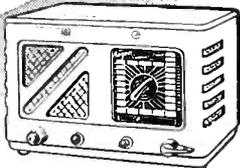
AT THE RADIO SHOW!

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

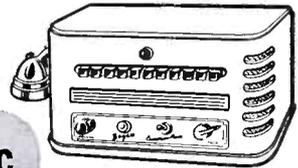
Bogen

COMMUNO-PHONES • SYSTEMS AMPLIFIERS • ACCESSORIES

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



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



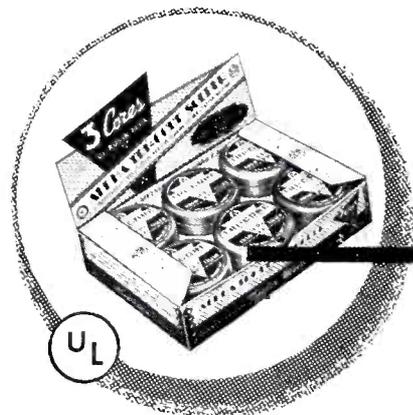
Type L Communo-phones offer exclusive features and flexibility, capable of meeting any requirement.



David Bogen CO. INC.

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

BOGEN SOUND SYSTEMS • AMPLIFIERS
COMMUNO-PHONES • ELECTRONIC EQUIPMENT



The Spotlight is on the NEW ALPHA HANDYCAN

ALPHA TRI-CORE SOLDER IN HANDYCANS

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

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

IMMEDIATE DELIVERIES

on All Distributor Items

Watch these features boost Solder Sales!

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

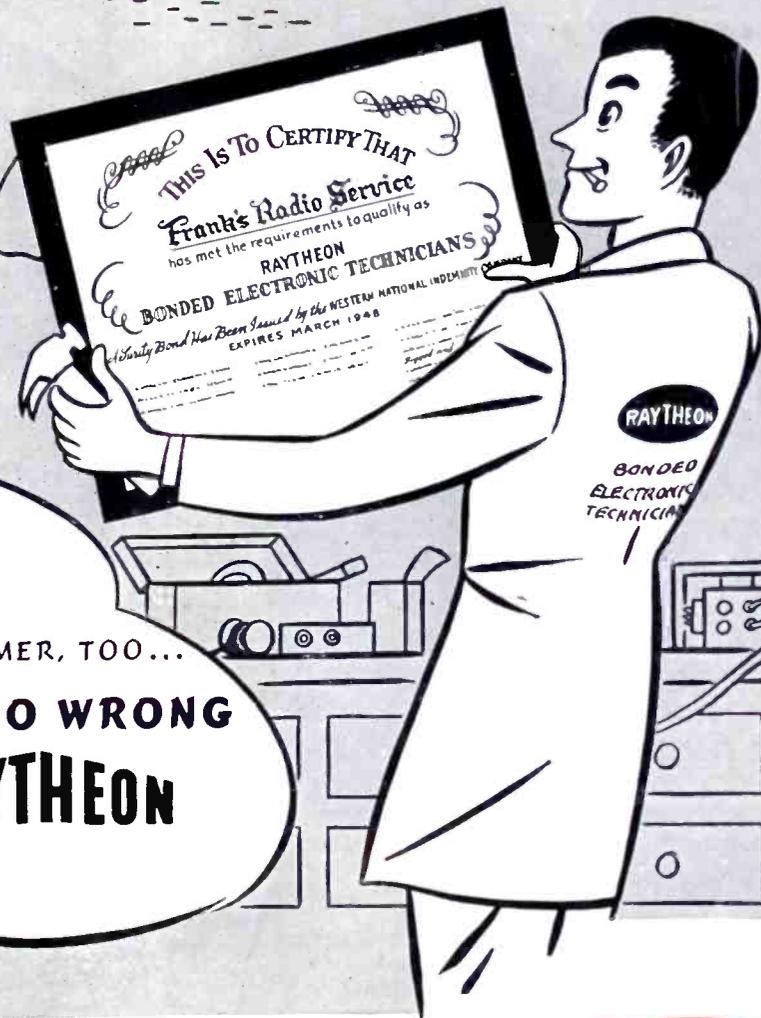
Also available in:

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



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

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



IT'S GOOD FOR YOU
 AND THE CUSTOMER, TOO...
**YOU CAN'T GO WRONG
 WITH RAYTHEON**

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

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



Excellence in Electronics

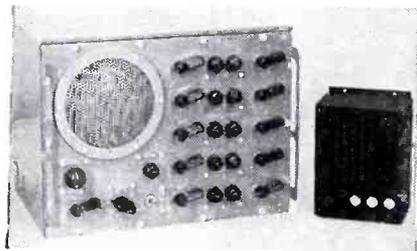
- RADIO RECEIVING TUBES
- SPECIAL PURPOSE TUBES
- TRANSMITTING TUBES
- HEARING AID TUBES

YOUR PROFIT TODAY

DRASTIC CUT IN DEALERS COST

DELUXE 2-WAY INTERCOM

WITH CONTROL-LIGHT SYSTEM



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

16-WATT OUTPUT

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

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

LIST PRICE

Master Unit \$145.

Size: 15"x-11½"x11½", net wt. 54 lbs.

Sub-Station \$13.50

Size: 6¾"x5½"x3¾", net wt. 3½ lbs.

YOUR COST TODAY

MASTER \$56.—SUB-STATION \$10.

In Lots of 3 Units:

MASTER \$51.—SUB-STATION \$9.40

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

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

Place your order now with:

Components Supply Co.
168 Washington Street
New York 6, N. Y.

COrtlandt 7-9627-8-9

**Kubrick and Brown Form
Progressive Marketers.**



KUBRICK

BROWN

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

ic and Television Industry products.

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



THE NAME OF GROWING IMPORTANCE IN SOUND EQUIPMENT

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

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

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

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

Compare Masco values with those of ANY other line.

MASCO

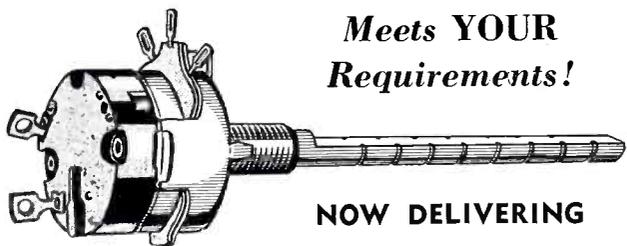
MARK SIMPSON MANUFACTURING CO., Inc.
32-28 49th Street, Long Island City 3, N.Y.

SOUND SYSTEMS and Accessories

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

JOBBERS! . . . This New Deluxe Line of REPLACEMENT VOLUME CONTROLS

Meets YOUR Requirements!



NOW DELIVERING

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

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

Standard discounts to Jobbers—Write for literature!

AMERICAN VOLUME CONTROL CORPORATION
115 Liberty Street - New York 6, N. Y.



the *Service* line

of **CORDS and CORD SETS**
specified by top manufacturers of

LAMPS

RADIOS

IRONS

FANS

PORTABLE TOOLS

VACUUM CLEANERS

REFRIGERATORS

RANGES

WASHERS

HEATERS

MIXERS

You Are Cordially Invited
To Visit Our Exhibit

BOOTH 48

HOTEL STEVENS, CHICAGO
May 11th to 16th

CORNISH WIRE CO., INC.

15 Park Row • New York City, 7



Follow The Leader to
BIGGER SALES
BETTER PROFITS
with the RMS 1947 line of
PHONO & RADIO CABINETS

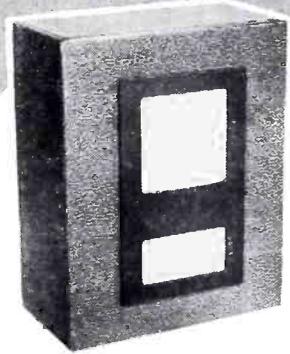
at the
RADIO TRADE SHOW
look for our
EXHIBIT ROOMS in the
CONGRESS HOTEL



PORTABLE AUTOMATIC CHANGER & AMPLIFIER CASES sturdily constructed, leatherette covered. Several sizes to fit all record changers.



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

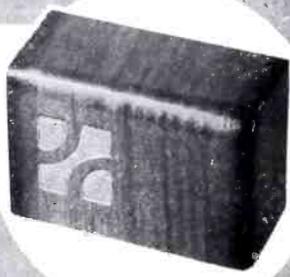


OUR NEW CATALOG just off the press!

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

We invite inquiries from WHOLESALE DISTRIBUTORS AND JOBBERS ONLY.

REPLACEMENT RADIO CABINETS available in blank as well as exact duplicates for all popular makes of radios.



WEBSTER RECORD CHANGER BASES, fit exactly without cutting. Available for use with or without amplifier and speaker.

RADIO MERCHANDISE SALES, INC

550 WESTCHESTER AVENUE

NEW YORK 55, N. Y.

SPOT CASH...!

FOR SURPLUS STOCK RADIOS

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

NO QUANTITY TOO LARGE OR TOO SMALL

Financial Reference:
HARVARD TRUST CO.
Cambridge, Mass.

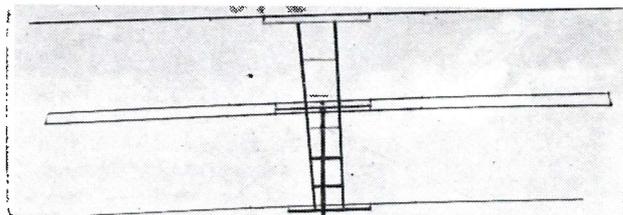
MANUFACTURERS NAME WILL BE WITHHELD
UPON REQUEST FROM ALL PROMOTIONAL
ADVERTISING. — WRITE, WIRE OR PHONE.

FREDERICK P. ALTSCHUL

271 DARTMOUTH ST. BOSTON 16, MASS.
Phone Kenmore 8929

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

ELINCOR ANTENNAS



Elincor 400EA

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

• Prices slightly higher in the far west.

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

ELINCOR ANTENNAS

Are Manufactured by

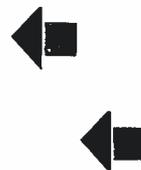
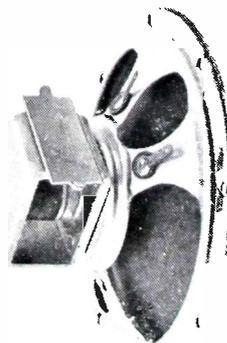
ELECTRONIC INDICATOR CORP.

35-44 61st Street

Woodside, L. I., N. Y.

Dependability

Performance



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

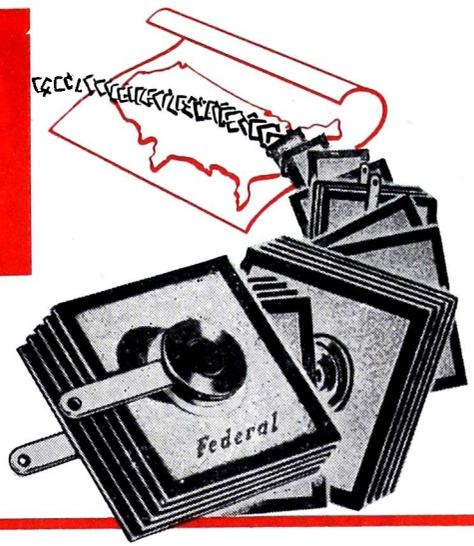


United Speakers

INCORPORATED

3120 EAST PICO BOULEVARD • LOS ANGELES 23, CALIF.

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



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

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

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

- ALABAMA**
Mobile—Radio Labs
- ARIZONA**
Phoenix—Southwest Wholesale Radio & Appliance Co.
- ARKANSAS**
Ft. Smith—Wise Radio Supply
- CALIFORNIA**
Long Beach—Fred S. Dean Co.
Los Angeles—U. S. Grant Supply Co.
Radio Equipment Distributors
Radio Products Sales Co.
Radio Specialties Company
United Radio Supply Co.
Sacramento—Sacramento Electric Supply
San Diego—Electronic Distributors Radio Parts Co.
San Francisco—Leo J. Meyberg Co., Inc.
Schuyler-Wilson Co.
Zack-Radio Supply Co.
Santa Ana—Radio & Television Equipment Co.
- COLORADO**
Denver—Inter-State Radio & Supply Co.
Radio Products Sales Co.
- CONNECTICUT**
Bridgeport—R. G. Scell & Co.
Hartford—R. G. Scell & Co.
New Britain—United Radio Supply
- DELAWARE**
Wilmington—Radio Electric Service Co. of Pennsylvania
- DISTRICT OF COLUMBIA**
Washington—Capitol Radio Wholesalers
Emerson Radio of Washington
- FLORIDA**
Miami—Herman Radio Supply Co.
Thurow Distributors, Inc.
Jacksonville—Thurow Distributors, Inc.
Orlando—Thurow Distributors, Inc.
St. Petersburg—Welch Radio Supply
Tallahassee—Thurow Distributors, Inc.
Tampa—Thurow Distributors, Inc.
W. Palm Beach—Goddard Distributors
Thurow Distributors, Inc.
- GEORGIA**
Atlanta—Concord Radio Corp.
Augusta—Prestwood Electronics Co.
- IDAHO**
Boise—Craddock's Radio Supply
- ILLINOIS**
Chicago—Allied Radio Corporation
The Lukko Sales Corp.
Walker-Jimieson, Inc.
- INDIANA**
Anderson—Seybert's Radio Supply Co.
Evansville—Wesco Radio Parts
Indianapolis—Kiefer-Stewart Co.
Radio Distributing Company
Rodefield Co.
Van Sickle Radio Supply Co.
Muncie—Standard Radio Parts
South Bend—Colfax Co., Inc.
Terre Haute—Terre Haute Radio
- KANSAS**
Wichita—Radio Supply Company
- KENTUCKY**
Louisville—P. I. Burks & Co.
Universal Radio Supply Co.
Owensboro—General Electronic Supply
- LOUISIANA**
New Orleans—Radio Parts, Inc.
Shuler Supply Co.
Southern Radio Supply Co.
Walther Bros. Company
- MAINE**
Auburn—Radio Supply Co., Inc.
Bangor—Radio Service Laboratory of New Hampshire & Maine
Portland—Radio Service Laboratory of New Hampshire & Maine
- MARYLAND**
Baltimore—Kann-Ellert Electronics, Inc.
Wholesale Radio Parts Co., Inc.
Cumberland—Radio Wholesaler
- MASSACHUSETTS**
Boston—De Mambro Radio Supply Co.
Louis M. Herman Company
Hub Cycle and Radio Co., Inc.
Radio Shack Corporation
Cambridge—Electrical Supply Corp.
The Eastern Company
Fall River—Flint Radio Co.
Roxbury—Gerber Radio Supply Co.
Worcester—De Mambro Radio Supply Co.
- MICHIGAN**
Detroit—Ingram Distributing Co.
Grand Rapids—Milton Bursma
- MINNESOTA**
Minneapolis—Lew Bonn Co.
- MISSOURI**
Kansas City—Potter Radio Company
St. Louis—Radonics
- NEBRASKA**
Omaha—General Appliance Co.
- NEW HAMPSHIRE**
Manchester—De Mambro Radio Supply Co.
Radio Service Laboratory
- NEW JERSEY**
Camden—General Radio Supply Co.
Radio Electric Service Co. of Pennsylvania
Newark—T. A. O'Loughlin & Co.
Variety Electric Company
Perth Amboy—Bennett's Radio Supplies
Phillipsburg—Carl B. Williams
- NEW MEXICO**
Albuquerque—Radio Equipment Co.
- NEW YORK**
Albany—Hudson Valley Asbestos Corp.
E. E. Taylor Co.
Binghamton—Broome Distributing Co.
Federal Radio Supply
Morris Distributing Co., Inc.
Buffalo—Genesee Radio & Parts Co.
Radio Equipment Corp.
Standard Electronics Co.
Elmira—Fred C. Harrison Co.
Le Valley-McLeod-Kincaid Co.
Glens Falls—Ray Distributing Co.
Hempstead—Standard Parts Corp.
New York—Bronx—Slate and Company
Brooklyn—Penray Distributing Co.
Electronic Equipment Company, Inc.
Green Radio Distributors
Hornbeam Distributing Co.
- MANHATTAN**—H. L. Dalis, Inc.
Federated Purchaser Inc.
Harvey Radio Company, Inc.
Milo Radio & Electronics Corp.
Newark Electric Co., Inc.
Radio Wire Television Inc.
Radionic Equipment Co.
Stan-Burn Radio & Electronics Co.
Terminal Radio Corporation
Queens—Peerless Radio Distributors
- ROCHESTER**—Hunter Electronics
Masline Radio & Electronic Equipment Co.
Rochester Radio Supply Co.
- SCHENECTADY**—M. Schwartz & Son
Syracuse—Broome Distributing Co.
W. E. Eerndt
Morris Distributing Co.
Syracuse Radio Supply Co.
- TROY**—Trojan Radio Co., Inc.
- UTICA**—Beacon Electronics, Inc.
Electronic Lab's & Supply Co.
Vaeth Electric Co.
- WHITE PLAINS**—Sound Products Co.
Westchester Electronics Supply Co.
- NORTH CAROLINA**
Charlotte—Radiotronic Distributors, Inc.
Raleigh—Supreme Radio Suppliers
- OHIO**
Akron—Brighton Sporting Goods Corp.
Cincinnati—Herrlinger Distributing Co.
Holub & Hogg
Cleveland—Goldhammer, Inc.
Columbus—Hughes-Peters, Inc.
Thompson Radio Supplies
Dayton—Hughes-Peters, Inc.
Standard Radio & Electronics Products Co.
Toledo—Lifetime Sound Equipment Co.
Warren Radio Company
- OKLAHOMA**
Lawton—Reynolds Radio Supply
- OREGON**
Portland—Lou Johnson Company
Tracy & Company, Inc.
- PENNSYLVANIA**
Allentown—Radio Electric Service Co. of Pennsylvania
Ardmore—O. K. Griffith Radio
Erie—Warren Radio Company
Harrisburg—Radio Distributing Co.
Lancaster—Geo. D. Barbey Co.
Mt. Carmel—Big Boys Auto Parts Co.
- PHILADELPHIA**—Almo Radio Co.
Emerson Radio of Pennsylvania
Electronic Research Laboratories
Radio Electric Service Co. of Pennsylvania
- PITTSBURGH**—Cameradio Co.
Tydings Company
- READING**—Geo. D. Barbey Co.
- SCRANTON**—Fred P. Pursell
- SUNBURY**—Big Boys Auto Parts Co.
- WILKES-BARRE**—General Radio & Electronic Co.
- YORK**—J. R. S. Distributors
- RHODE ISLAND**
Providence—Wm. Dandreta & Co.
De Mambro Radio Supply Co. (Branch)
W. H. Edwards Co.
- SOUTH DAKOTA**
Rapid City—Giraud Supply Co., Inc.
- TENNESSEE**
Memphis—Bluff City Distributor Co.
Nashville—Currey's, 109 16th Ave.
- TEXAS**
Dallas—Crabtree's Wholesale Radio
Huey & Philip Hardware Co.
Wilkinson Brothers
Ft. Worth—Fort Worth Radio Supply Co.
Houston—Sterling Radio Products Co.
San Antonio—Mission Radio, Inc.
- UTAH**
Salt Lake City—S. R. Ross
- VERMONT**
Burlington—Vermont Hardware Co.
Rutland—Rutland Radio Center
- VIRGINIA**
Norfolk—Radio Parts Distributing Co.
Radio Supply Company
Roanoke—Leonard Electronic Supply
Staunton—Southern Electric Co.
- WASHINGTON**
Seattle—Seattle Radio Supply, Inc.
Herb E. Zobrist Co.
Yakima—Lay & Nord
- WISCONSIN**
Milwaukee—Radio Parts Co., Inc.
- OUTSIDE THE UNITED STATES**
HAWAII
Hilo—Photo Radio Products, Ltd.
Honolulu—Radio Wholesale & Supply Co.

GET THESE FREE SALES HELPS



SELF-SERVICE COUNTER DISPLAY

Holds 12 individually boxed units.



SERVICE MANUALS

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

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

Federal Telephone and Radio Corporation

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



100 Kingsland Road,
Clifton, New Jersey

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

SYLVANIA NEWS

RADIO RETAILER EDITION

MAY

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

1947

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

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

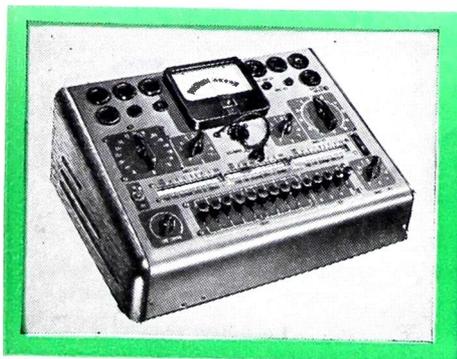
The same high standard of manufacture that has always distinguished Sylvania Radio Tubes

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

COUNTER TUBE TESTER

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

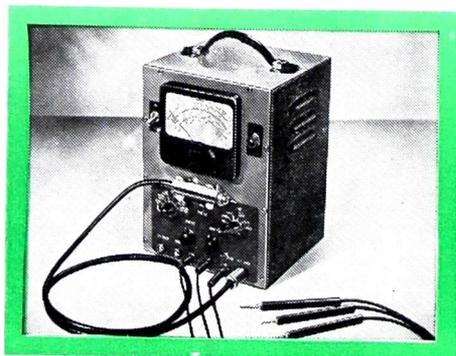
The Sylvania Counter Tester Model 139 is styled as carefully as it is engineered. Its smart two-tone green panel, with its white dial markings, is in harmony with the surroundings of the most progressive radio store. Compact, Portable Tube Tester Model 140 also available.



POLY (MULTI-PURPOSE) METER

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

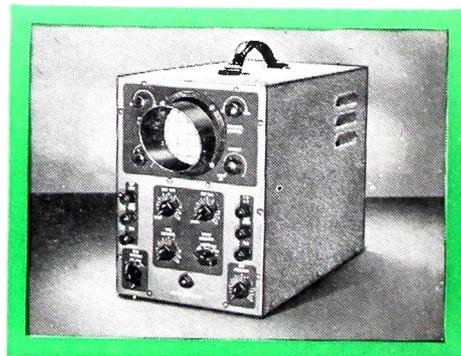
Instrument is compactly built, attractively styled, includes all essential accessories.



OSCILLOSCOPE, TYPE 131

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

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



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

SYLVANIA ELECTRIC

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

RECORDS AND PHONOGRAPHS

A SECTION OF RADIO & APPLIANCE JOURNAL

Characters From Winant Productions' Kiddie Album Filmed by Television



Event May Open New Market In Child Training Records

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

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

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

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

Columbia Recording Now Columbia Records, Inc.

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

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

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

New Super Disc Policy Inaugurates Jobbers

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

Sapphire Record Co. To Enter Kiddie Field

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

Duotone Offers Display

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

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

Aero Names Conlon

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

NOW IS THE

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

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

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

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

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

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

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

Now is the time to revise stock control methods.

Now is the time to renew and modernize merchandising techniques.

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

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

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

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

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



TIME!

By

JAMES W. MURRAY

Vice President

In Charge of RCA Victor

Record Activities



JAMES W. MURRAY

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

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

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

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

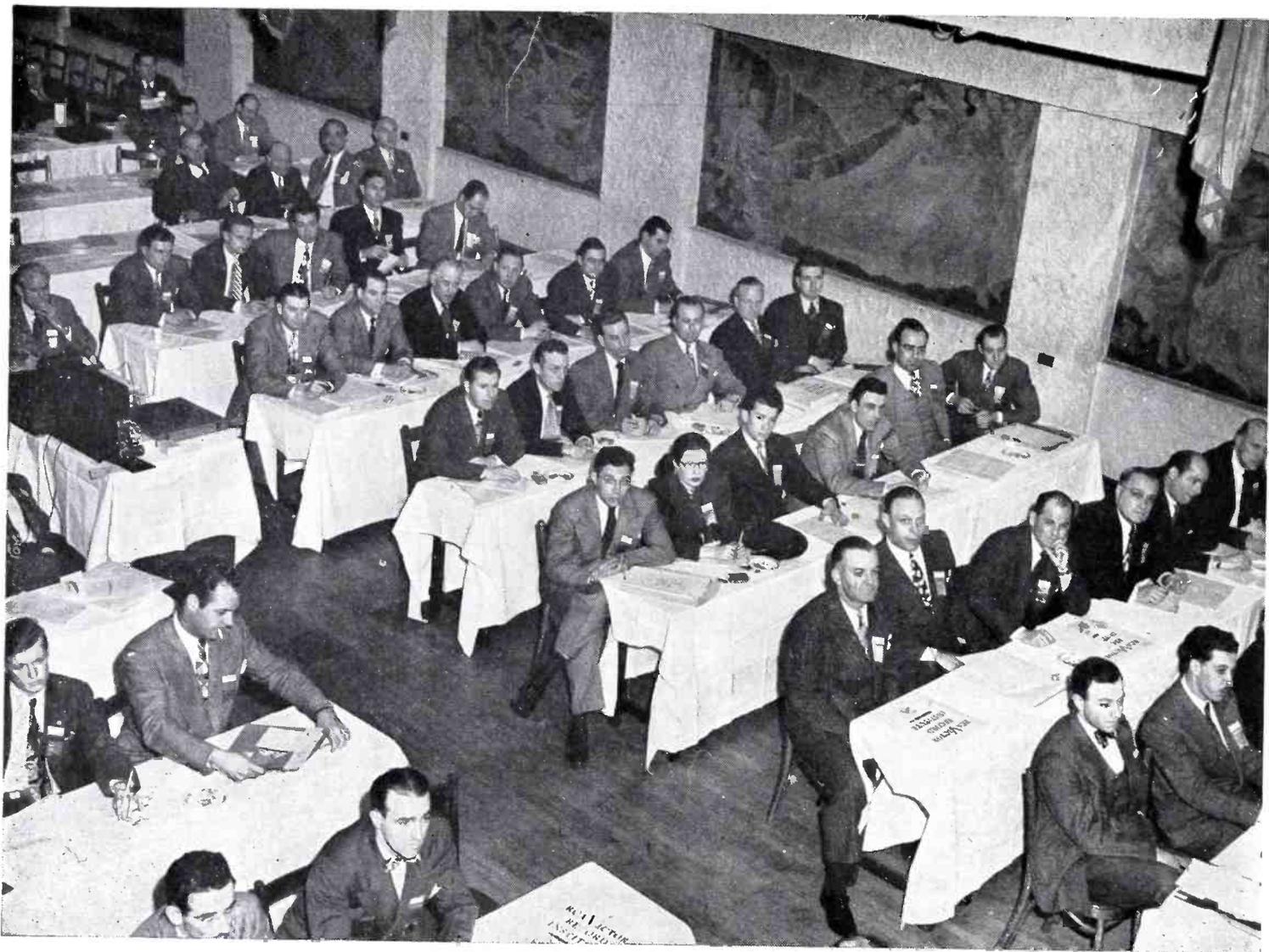
The second phase of the Dealer Institute program concerned itself with HOW TO BUY. We first introduced our HOW TO BUY program in July of 1946. It has had an opportunity since that time to be tested the only way it is really possible to test such a program—in the stores of dealers who have employed it.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

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

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

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

(Please turn page)



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

(Continued from page 53)
 only by going back to fundamentals can dealers make the most of the buyer's market. Records today are in competition with other luxury goods. The easier the dealer makes it for his customers to buy merchandise, the more he will sell.

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

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

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

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

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

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



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

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

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

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

MONITOR COMBINATION RADIO-PHONOGRAPH

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



TOP-TEN* RECORDS

Distributed by

MONITOR

The Most Distinguished Family of Home Appliances

*Trade Mark Audience Records, Inc.



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

NEW RECORDS

RCA Releases New Mat Book

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

Black & White Recording Display



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

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

MEL-O-TONE Kiddie Phonograph

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



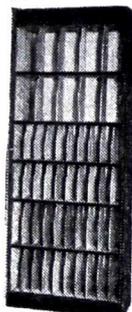
List price \$11.95. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, May, 1947.

3 STEPS TO EASIER SELLING

Bitter

SELF-SERVICE ALBUM RACK #120

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



Bitter

RECORD ALBUM RACK #100*

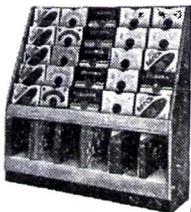
Attractive, Compact, Roomy! Holds about 500 10" — 500 12" records plus 75 albums. 2'10 1/2" long — 7'2" high — 15" deep. Ideal for use individually or as a unit of department. Facings are Walnut finished birch with recessed ebonized maple base.

*Also available as album Rack No. 110

Bitter

SELF-SERVICE RECORD RACK #115

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



Send for Literature

A. BITTER
CONSTRUCTION CO.

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

There's MONEY in PHONO NEEDLES!

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

A COMPLETE LINE

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

Walco Coin-Machine Needles
Sapphire and Precious Metal

A Needle for Every Need and
Buying Level!



New Displays and Packages.
Write for New Catalog today!

Made only by
ELECTROVOX CO., Inc.

WALCO NEEDLES

31 FULTON STREET
NEWARK 2, N. J.

PHONOGRAPHS . . .

MALONE Record Album Cabinet



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

BIBLETON'S New Releases

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

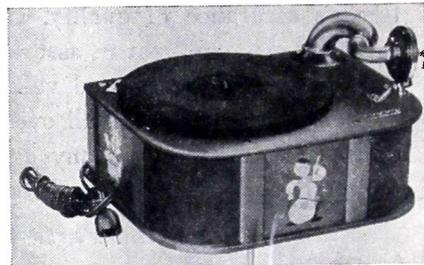
The album, "Cathedral Chimes of Gospel Hymns," consists of four 10-inch records and includes eleven well-known hymns. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, May, 1947.

HEROLD "Playmate" Kiddietrola

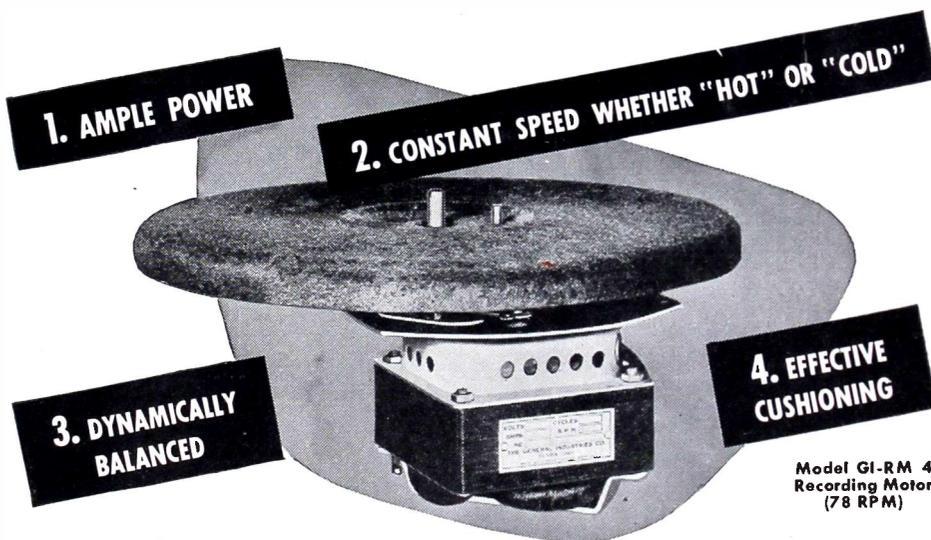
The Herold Manufacturing Co., Inc., 1 Romney Place, Scarsdale, N. Y., has just announced a line of electrically-operated phonographs to appeal spe-

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

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



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



Model GI-RM 4
Recording Motor
(78 RPM)

Smooth Power . . . AND PLENTY OF IT!

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

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

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

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

A
HOT bargain
of a
COOL million

Yes . . . that many Records!

For MANUFACTURERS
of phonograph and
phono-players . . .

PERFECT for test purposes:

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

Get in touch—promptly—with:

**STINSON
TRADING CO.**

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

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



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

**RECORDING
BLANKS
•
STYLI
•
PLAYBACK
NEEDLES**

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

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

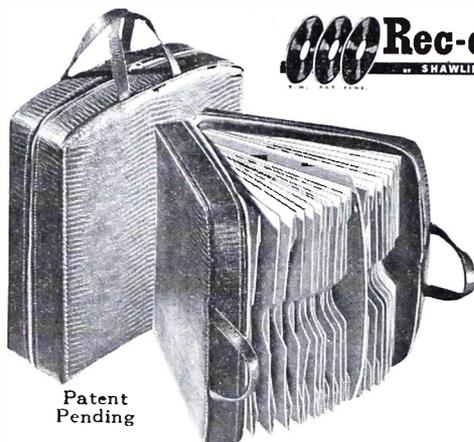
THE RECORDISC CORP.

395 BROADWAY



NEW YORK 13, N. Y.

"PIONEERS IN RECORDING ACHIEVEMENT"



Rec-carrier
BY SHAWLINE, INC. NEW YORK

Patent Pending

**RECORD CARRYING
AND STORAGE CASE**

HOLDS TWENTY-FOUR 10" OR 12" RECORDS

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

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

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

TO RETAIL AT \$9.95

Price Fixed Under Field-Crawford Act

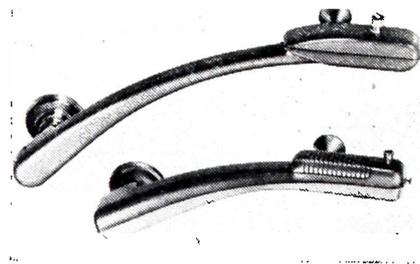
Distributed by
Decca Records, Inc.
G. E. Supply Co.

SHAWLINE, INC.

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

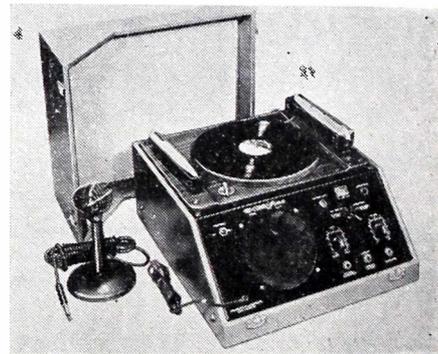
NEW PRODUCTS
(Continued from page 57)

ASTATIC Pickup Arms



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

BELL Portable Recording Unit



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

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

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

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

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

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

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

PRECISE AS A WATCH

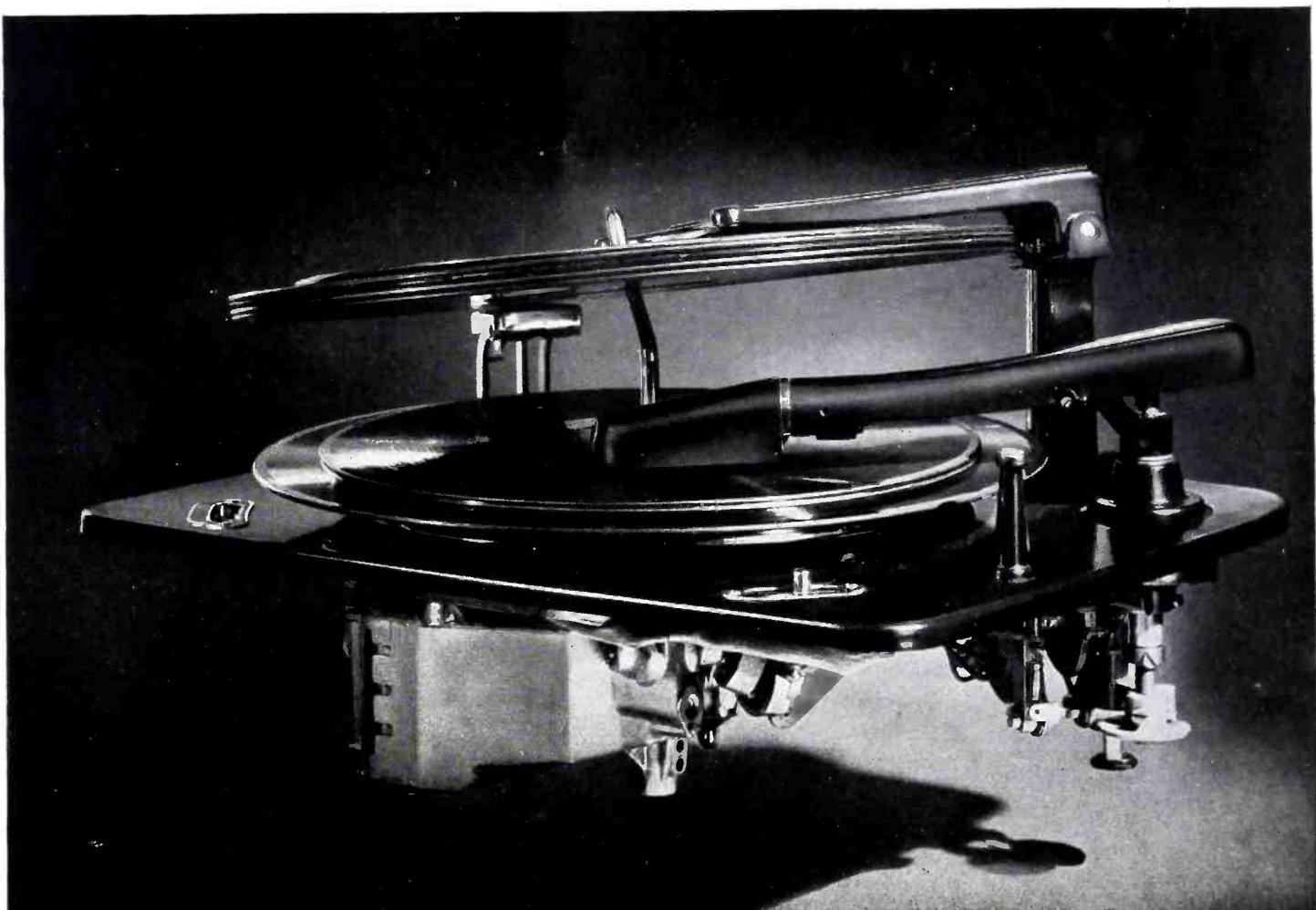
- speed-regulated, governor-controlled motor
 - completely automatic mixing
- true-tangent, jewelled-pivot pickup arm
 - exclusive non-slip spindle
 - automatic stop
- heavy fly-wheel action built into turntable
 - only one operating control necessary
 - full swivel tone arm for changing needles
- kind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

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

GARRARD

WORLD'S FINEST AUTOMATIC RECORD CHANGER

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



'47 Disc Output 400 Million

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

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

According to an article in the March

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

Servais Heads Apollo Sales

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

WALCO Needle Dispenser Announced by Electrovox



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

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

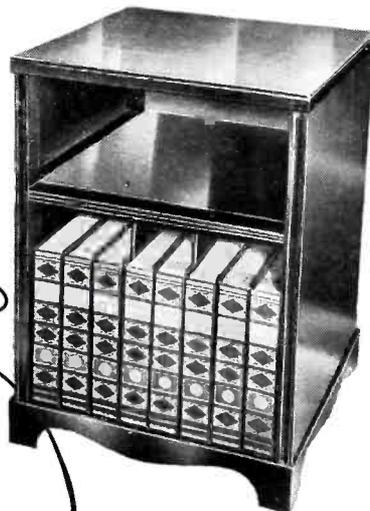
**NOT ONE — NOT TWO
BUT 3 Musagrاند RECORD CABINETS**



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

ANOTHER
MUSAGRاند
PRODUCT

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



MODEL # 30
Holds 8 albums . . . 96
records. Additional 7"
space for albums, books
or knick-knacks. 25¾ x
18¾ x 18.

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

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



JOBBERs:
Protected territory
available. Inquiries
Invited. Write to

MADE BY
CKENROTH CO.

32 ROSS ST., BROOKLYN, N. Y.

Portofonic Moves

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

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

Standard Record Album

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

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

ANOTHER

IN A FAMILY OF
10 ELECTRICAL
AND MECHANICAL
Record Players

Brock

**COMPARE . . .
COMPARISON PROVES**



No. 7X-75

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

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

Electrically Amplified **PORTABLE RECORD PLAYER**

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

SOLD through LEADING DISTRIBUTORS from COAST to COAST



No. 7X-15

DAVIDSON

Manufacturing Co.



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

SENSATIONAL OFFER!

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



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



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



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



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

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

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

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

RECOTON

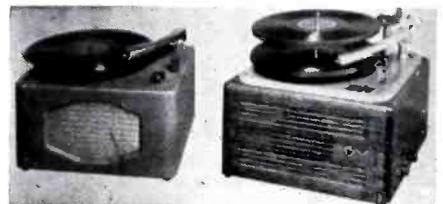
Always faithful

RECOTON CORPORATION
 251 Fourth Avenue, New York 10

Symphonic Announces New Low-Priced Phonograph Line

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

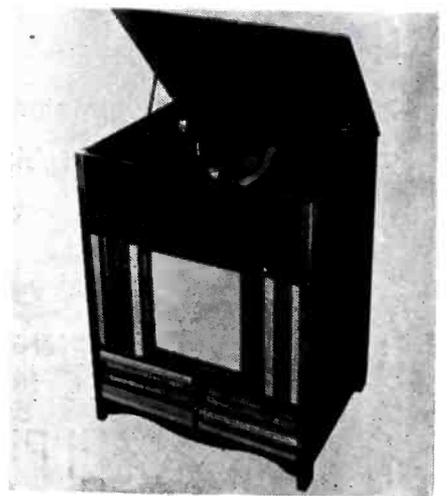
The line consists of seven record players ranging from small table models and portables to a deluxe console. Four of the newest models include the "Prep," a compact table-model in attractive simulated leather with 2 tubes and Alnico-5 Dynamic Speaker. Retailing for only \$24.50, it is designed to fill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



"PREP"

YCA3

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



"CONCERTO"

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

Radio Merchandise Sales, Inc., Expanded

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

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

Recoton Moves to New Quarters

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

United Speakers, Inc., In Rapid Production Rise

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



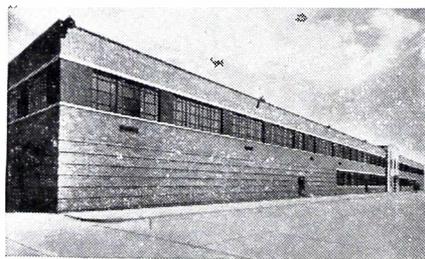
Now in full production, the plant has recently expanded the line to include 10 and 12-inch units as well as the smaller speakers with which production started.

HEDCO DISTRIBUTORS SIGNED FOR AIR KING



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

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



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

Former Motorola Employee Writes From Little America

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

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

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

(More Trade News Page 67)

FM and TELEVISION

SECTION OF RADIO & APPLIANCE JOURNAL

GE Prepares New Film on FM

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

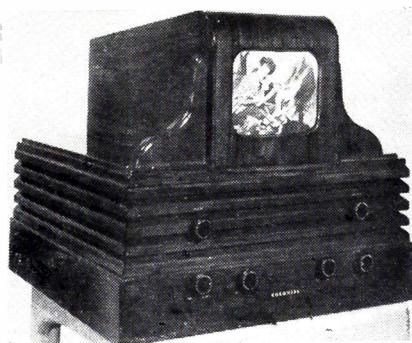
The 16 mm. two reels incorporate the most advantageous use of black and white technicolor processes as well as live action and animation. The story traces the development of radio reception and broadcasting over a generation, beginning with the home-made hobby radio of the early '20's to FM radio of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

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

Shows New Screen

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

Colonial Vision Master



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

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

Packard-Bell Tuner Adapts AM Sets to FM

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

G-E Video Model Shown

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

Television Survey Clarifies Market for Dealers

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

RCA First in L. A. Television

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

(Please turn page)

FM and TELEVISION

(Continued from page 65)

Bendix Stresses Importance Of Good FM Antenna

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

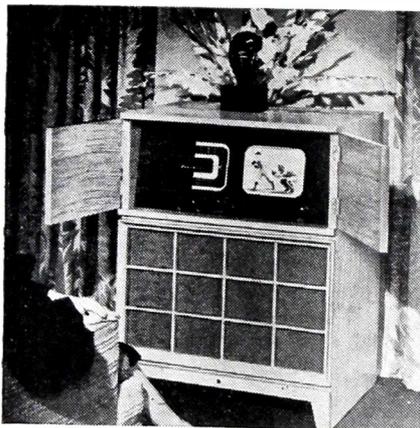
Kresge recently announced the Bendix FM dipole, whose standing wave ratio is 2 to 1 across the entire band. He recommends careful study of the FM antenna problem by every radio service-dealer looking toward the long-pull promise of FM.

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

UST Deliveries Begun

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

Stewart-Warner Videorama



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

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

FCC Sides with RCA On Color Video

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

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

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

FRANCHISES OPEN for Experienced TELEVISION SERVICEMEN

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

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

Quality Manufacturers

DEMAND

Quality Products

— TRANSVISION —

choose:

HILLBURN ELECTRONIC PRODUCTS

for their precision engineered video and sound transformers.

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

HILLBURN

ELECTRONIC PRODUCTS CO.

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

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

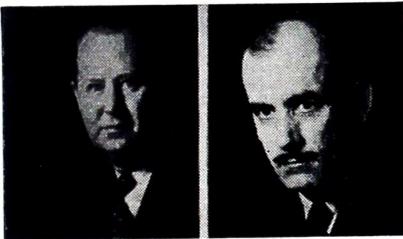
DISTRIBUTOR NEWS

Salescrest Co. Names Nerius



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

Eugene Hug, Doyt Bricker Join Arnold Wholesale Corp.



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

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

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

Terminal Corp. Appointed

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

Garod Names Two Jobbers

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

Coast Jobber on Video

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

Ohio Firm in New Store

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

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

Gellard Named by Tele-Tone



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

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

West Coast Jobber Names Ray Broughton, Carl Brizzi



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

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

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

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

PICTURING

P

F

O

P

L

F



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



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

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

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

IN THE INDUSTRY

●

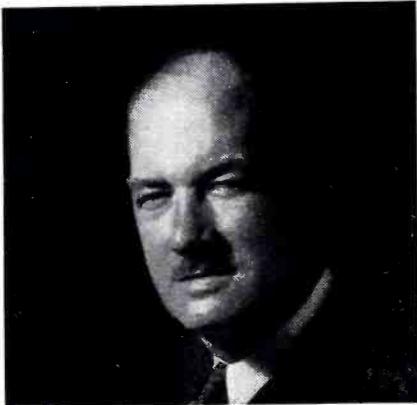




The appointment of Gerald Light, above, as assistant director of sales and advertising of Emerson Radio has been announced by P. G. Gillig, vice president in charge of sales and advertising. Mr. Light previously served as radio service manager of Emerson.



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



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

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



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

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



Cosgrove Elected to Crosley Board of Directors

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

JFD Issues New Bulletin

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

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

Fada Moves to N. J.

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

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

SALESMEN

To sell Television Receivers to dealers in:

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

Wonderful opportunity for qualified men with fast-growing manufacturer

TELEVISION RECEIVERS

Salary or Commission

Give experience and previous earnings.

Write Box 120

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

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



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

Mr. Gross pointed out that, despite increasing competitive conditions in the radio field, the national and foreign demands for Tele-tone's products have been growing larger than the facilities of their present plant at 609 West 41st St. can satisfy.

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

Chief Electronics Incorporates

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

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

Philco Ships New Radios

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

Galvin Announces First Quarter Earnings

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

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

Admiral Earnings at New Peak

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

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

New GE Plant in Operation

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

GE Host to Coast Dealers

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

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

... DEALER DOINGS ...

QUEENS DEALERS HONOR PAUL JAPPE



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

France Honors Lescarbours



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

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

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

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

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

Personnel Changes

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

* * *

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

* * *

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

* * *

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

* * *

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

* * *

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

NEWS BRIEFS

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

* * *

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

* * *

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

* * *

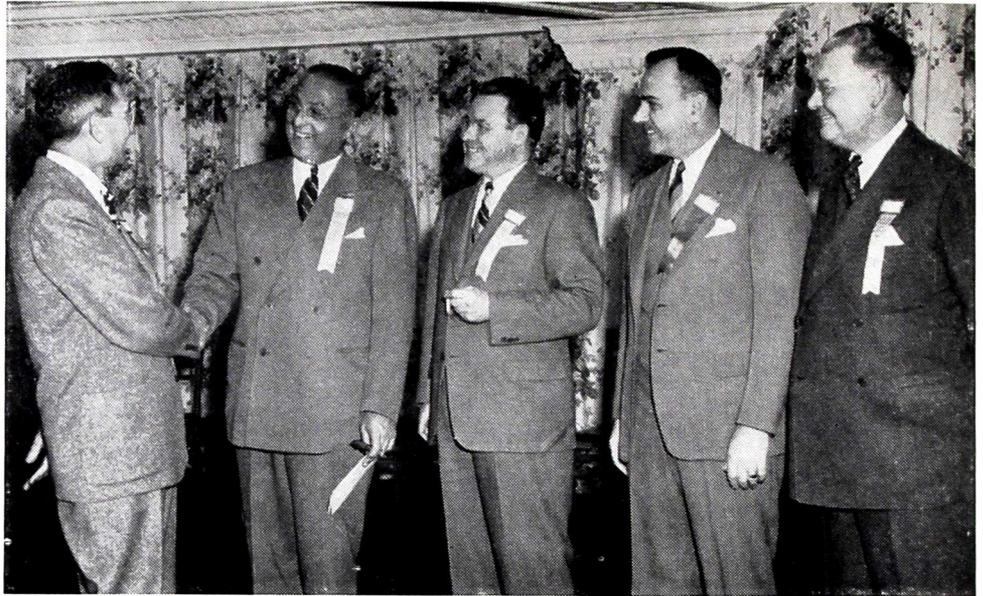
The Sangamo Electric Co., Springfield, Ill., has announced that its Canadian affiliate, the Sangamo Company Limited, Leaside, Ontario, has entered into the manufacture of Sangamo Mica and Paper Capacitors, including the new Sangamo plastic molded paper tubulars. Up to now, Sangamo Company Limited confined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

* * *

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

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

DISTRIBUTORS HONOR O. A. SUTTON



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

JFD Winner in Safety Contest



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

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

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

MacGregor Heads Zenith

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

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

General Instrument Corp. Enters Television Field

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

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

Journal's End

By The Staff

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

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

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

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

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

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

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

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

is well-known in the industry.

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

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

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

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

Great News for Jobbers

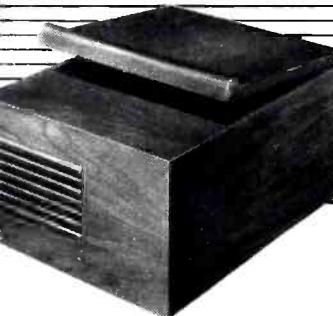
**PROMPT DELIVERY ASSURED
ON THE SENSATIONAL NEW...**



CL 525 . . . CONSOLE
Walnut throughout, supported by heavy cleats. Rich veneer. H. 37 9/16, W. 26 3/4, D. 17 1/16. Phono: H. 7, D. 16, W. 16 1/4.
CL 412 . . . CONSOLETTA—Same design, horizontal grille. H. 32 9/16, W. 18 1/4, D. 16 1/4. Phono: D. 15 1/4, W. 16 1/4, H. 6 3/4. Note: These cabinets adaptable for television.



TV 150 . . . TELEVISION CABINET
Solidly made, with fine walnut veneer finish. H. 18, W. 17 3/4, D. 17 3/4. Comes in three different tube sizes: 7", 10", 15". Weight listed is for 7" tube.



CL 145 . . . TABLE MODEL
Walnut, with 3/8" walnut top. Rich veneer finish. Solid walnut louvre grille. H. 21 3/16, W. 10 3/8, W. 16 1/4, D. 21 3/16. Phono compartment: W. 15 7/16, H. 6 3/8, D. 6 3/8.

ELLAR

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

CABINETS

**A Cabinet for Every Need and
Every Chassis . . . Styled to De-
light the Eye . . . Master Work-
manship . . . Rich Veneer Fin-
ishes . . . Packed Securely in
Air-Cushioned Cartons.**

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



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

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



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

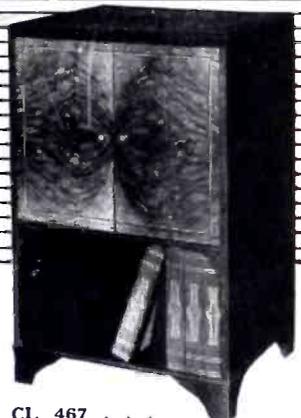
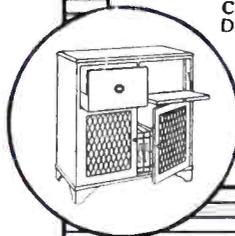
Ellar WOODCRAFT CORP.

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

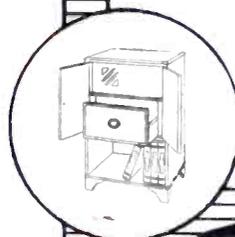
**MANUFACTURERS of
Quality Radio Cabinets**



C 740 . . . CONSOLE
De luxe console, of 3/4" walnut throughout. Walnut veneer finish, front-but panels. H. 34 1/2, W. 32 1/2, D. 16 1/2. Phono: H. 6, W. 14 3/16, D. 15 1/2. Radio: H. 9 1/2, W. 15 1/2, D. 15 1/2. Record compartment holds 10 albums.



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



RC 175 . . . RECORD CABINET
A beauty both for looks and value. Solidly made, of fine walnut veneer throughout. H. 27, W. 22 1/4, D. 16 1/2. Holds 22 12-in. albums.

Mr. Jobber:

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

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

57

1,50



MODEL A-510

The Smart
NEW
3-way Portable

AIR KING *Royal Troubador*

THE 3-WAY PORTABLE WITH TRIPLE SALES APPEAL

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

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

The Royalty of Radio Since 1920

AIR KING

RADIO Division of HYTRON RADIO & ELECTRONICS CORPORATION

SELLING FEATURES

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

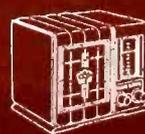
\$37⁹⁵

Retail Price (Tax Incl.) Less Batteries

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

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

The Royal Family of Radio



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