

# RADIO & APPLIANCE JOURNAL

April  
1947

MERCHANDISING • RADIO • APPLIANCES • FM and TELEVISION • RECORDS • PHONOGRAPHS • SERVICING

*Spring Housecleaning Issue*



1916 *The Oldest complete Dealer Magazine* 1947  
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as featured in *Esquire* and *Popular Science*

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# RADIO & APPLIANCE JOURNAL

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## NEXT MONTH

Next month your RADIO & APPLIANCE JOURNAL will be devoted to full-scale preview of the Radio Parts and Electronic Equipment Show to be held in Chicago the week of May 11th. This preview will include a complete listing of all exhibitors and personnel, plus several articles on the Show by outstanding members of the Industry. And, of course, there will be a complete roster of things to do and see while in Chicago. If you have any question about the Radio Parts Show or if we can be of any service to you in connection with the show don't hesitate to call on our editors. Meanwhile, be sure that you reserve your copy of the May Parts Show Issue of RADIO & APPLIANCE JOURNAL.

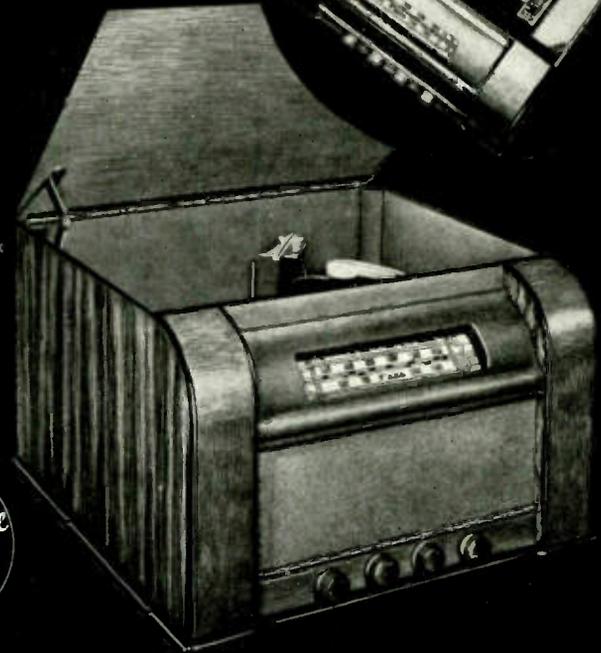
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**MODEL 602**

New Superheterodyne AC Table Model Radio Phonograph Combination with Automatic Record Changer in a Cabinet of Beautiful Mahogany Veneers.



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AC-DC Superheterodyne in beautiful gem-like "Fada-lucent" cabinet. Five Tubes plus Rectifier Tube.



FADA 5-tubes—plus-rectifier-tube models are equipped with the new FADA "Sensitive-Tone" ...assuring greater sensitivity and clearer reception.



**MODEL P82**

Tri-power portable Superheterodyne with Hi-Gain tuned RF stage in rich two-tone simulated leather covered wood cabinet. 5 tubes plus rectifier tube.

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*Famous Since Broadcasting Began!*

**FADA RADIO AND ELECTRIC COMPANY, INC., LONG ISLAND CITY, N. Y.**

## BUSINESS IN BRIEF

### Radio Parts Show Registration High

Advance registration for the Radio Parts Show, to be held at Hotel Stevens in Chicago during the week of May 11th, indicated as your RADIO & APPLIANCE JOURNAL went to press to one of the most successful shows ever held. At press time total advance registrations stood at 2,054, with 885 member-exhibitors, 39 guest exhibitors, 489 NEDA members, 274 non-NEDA distributors, and 367 representatives.

Badges already have been mailed to these registrants, who have been cautioned to bring the badge with them when they come to Chicago, to avoid waiting in line.

Principal speaker for the keynote dinner, to be held on May 12th, will be Bill Cunningham, well-known syndicated sports writer and radio commentator.

### FM, TV Set Production Up

Production of both FM-AM radio receivers and television sets in January rose sharply over all monthly records in 1946 as the industry's total output continued to maintain the high production rate reached in the last quarter, according to the Radio Manufacturers Asso. FM-AM sets manufactured in January totalled 51,318 as compared with 40,903 in December, while television receivers numbered 5,437 against the 3,561 produced in December. The report also showed that production of console models was up about three per cent, while table model production dropped 13 per cent under December.

### E. J. Kelly to Emerson

Edward J. Kelly was appointed works manager of Emerson Radio and Phonographic Corporation, according to an announcement by Benjamin Abrams, president. Mr. Kelly comes to Emerson Radio after serving as vice president of the North American Phillips Co. Prior to that he was affiliated with Radio Corporation of America for 25 years.

### N. Y. Video Antenna Problem in Negotiation

Negotiations now are under way between P.T.A. Apartment House and Tenant Commission and the New York City Realty Board to help solve the television antenna problems in apartment houses in the metropolitan area.

According to Ernest A. Marx, chairman of the Subcommittee of Apartment House and Tenant Installation of the P.T.A., much progress is being made in this direction. He says that thousands of receivers have been satisfactorily installed in the metropolitan area and now are operating with excellent results.

Mr. Marx is also general manager of the Television Receiver division of Du Mont Laboratories.

### RMA Authorizes FM Survey

In a recent session in Chicago, the RMA board of directors authorized President R. C. Cosgrove to appoint a special committee to canvass RMA set and transmitter manufacturers, prepare a factual report on FM production, both current and through 1947, and confer with the FM Association on FM production problems.

Larry F. Hardy, vice president of the Philco Corp., Philadelphia, was appointed chairman of the special committee. Other members: Ben Abrams, president of Emerson Radio & Phonograph Corp., New York; H. C. Bonfig, vice president of Zenith Radio Corp., Chicago; E. A. Nicholas, president of Farnsworth Television & Radio Corp., Fort Wayne, Ind., and S. P. Taylor, chairman of the RMA Transmitter Div. and sales manager of Western Electric Co. Mr. Cosgrove will be an ex-officio member of the committee.

### OTC Predicts High Production for 1947

A qualified optimism regarding the continued economic good health of the United States during the coming year marks a special report on "The Production Outlook for 1947," released by Major General Philip B. Fleming, Administrator of the Office of Temporary Controls, and John C. Houston, Jr., Commissioner of Civilian Production.

If present tendencies continue, the report says, the value of gross national production should reach a total of \$202 billion during 1947, ten billion more than last year.

Major household appliances of all kinds, with the exception of refrigerators and sewing machines, were produced and delivered in greater quantity during the last half of 1946 than in any previous comparable period. This record was set despite strikes in manufacturing plants, facilities of fabricators and suppliers, and in steel, copper, coal, rubber and plastics.

This year's production outlook for refrigerators and sewing machines is particularly favorable and other electrical appliances should be in line. It is doubtful, however, in the light of steel, copper and plastics shortages, that production will satisfy 1947 demand.

Leading production increases are expected to be in mechanical refrigerators and electric irons. Production of the former probably will surpass pre-war rate of 309,000 per month, while electric irons should be delivered at the rate of 750,000 a month, doubling pre-war figures.

### Medco Now Telesonic Corp.

The Medco Corp. of 5 West 45th St., New York City, is now the Telesonic Corp. of America, it has been announced by Henry Shein, president. The firm specializes in the manufacture of new lines of Telesonic radio receivers. B. A. Goldstein is sales manager.

## Survey Sees 20 Video Makers By Year's End

A recent survey by Martin Codel's Television Digest among radio manufacturers indicates that at least 22 companies will be producing television receivers before the end of this year. In addition to RCA, DuMont, U. S. Television and Viewtone, who currently are on the market with sets, the following companies will be releasing receivers in the next 10 months: Philco, Admiral, Andrea, Belmont, Crosley, Emerson, Fada, Farnsworth, Federal, Garod, General Electric Co., Motorola, Packard-Bell, Sentinel, Sparks-Withington, Stewart-Warner, Stromberg-Carlson and Westinghouse. New companies also are planning video sets.

Estimates on production vary on number of sets in use in coming months from 500,000 by the end of the year to between 2,000,000 and 2,300,00 during the next three years.

## Emerson Cuts Prices

Basing its action on assumptions which are regarded by some manufacturers today as tying the cart before the horse, the Emerson Radio and Phonograph Corp. has announced a price cut from \$49.95 to \$39.95 in one of its most popular portable radio divisions. According to Benjamin Abrams, Emerson president, his company's expectations in reducing the price are that, by thus further widening the consumer market and immediately stepping up production to a point where suppliers of raw materials and components will be warranted in quoting lower bids as a result of manufacturing and overhead economies on their own volume, it will be possible to maintain the new low figure.

## England Making FM Strides

England, which did not start experimenting with FM broadcasting until the close of the Japanese war, is now building a 25-kilowatt station in London and is planning 40 more to cover all Britain, Sir Noel Ashbridge, deputy director general of the British Broadcasting Corporation, declared in a short wave broadcast to the WGY Science Forum, as part of General Electric's 25th anniversary of broadcasting.

## Government Ownership Top Radio Bugaboo

The fear of increasing government regulation and eventual government ownership is radio's most serious public relations problem, and "over-commercialism" is the most serious popular misconception that the radio industry must combat.

These two points were highlights of a talk by Jos. W. Hicks, public relations counsel and president of the Jos. W. Hicks Organization, Chicago, introducing the panel discussion of the public relations section of the Annual Radio Conference of the University of Oklahoma, Feb. 28th.

Mr. Hicks explained that his conclusions were based on a cross-section of answers to a questionnaire sent to 964 radio station operators throughout the country. More than 50 per cent of the answers gave "over-commercialism" as the most serious misconception in the public mind, he said.

## Vacuum Cleaner Sales Gain

Holding to a 3,000,000-a-year rate established in the final quarter of 1946, factory sales of standard-size household vacuum cleaners in January totalled 258,892. This was 109 per cent greater than the January, 1946, sales of 123,918, and was the fourth highest month in the industry's history, according to figures announced by C. G. Frantz, secretary-treasurer of the Vacuum Cleaner Manufacturers' Asso. January sales were topped slightly in the last three months of 1946, the highest being 265,364 in December.

## Washer Sales Up

Factory sales of household washers in January were second highest of any month in the industry's history, totalling 240,233, compared to 247,816 in October, 1946. Sales were 26 per cent above the preceding month's 190,770, and topped those of the comparison month in 1946, when they were 116,131, by 107 per cent, according to announcement by the American Washer and Ironer Manufacturers' Association.

Ironer sales in January were 15,509, as against 15,469 in the preceding month and 3,233 in January, 1946.

## 1947 IRE Convention Held in New York City

The 1947 convention of the Institute of Radio Engineers, having as its theme "Electronics at Peace," was held in New York City, March 3-7.

More than 125 technical papers, plus lectures and demonstrations—in 24 categories—were heard during the week at sessions held at the Commodore Hotel. At nearby Grand Central Palace the exhibits of nearly 200 manufacturers attracting throngs of visitors from Monday through Thursday, March 7th.

## Court Names Ansley

Arthur C. Ansley, president of Ansley Radio Corp., of Trenton, N. J., has been appointed by the Federal court as operating trustee in the company's "Chapter X" reorganization. Said Mr. Ansley:

"The reorganization was made necessary because of a heavy and unbalanced inventory. The company has been operating profitably and its net worth is greater than at any previous time. The business will be continued as before under my direction and there will be no change in policy or management. Above all, the quality of Ansley products will be maintained. Deliveries on the Ansley AF-FM console combinations are being made and production is increasing. First samples of the Ansley DynaTone electronic piano will be shipped soon. I am confident that all obligations can be paid in full by operators over a short period and that the company will be in a stronger position than ever before."

## British Industries Fair in May

The British Industries Fair will be opened in May with some four thousand exhibitors from all the Empire. The event, which has not been held since before the war, will be held in two parts. The engineering and hardware trades section will be in Birmingham, while all other fields will be held in London.

## Hallstrom Book Due April 10

Publication date of "Relax and Listen," the new book by Jack Hallstrom, general merchandise manager of RCA Records, has been set for April 10th. Retailing for \$2.50, the book is published by Rinehart & Co.

ANOTHER GREAT *New* UTILIPHONE



ELECTRONIC

*Announces the*  
**RADIO-UTILIPHONE**  
 (INTERCOM-RADIO RECEIVER)

● Increasingly vital to business and professional men are up-to-the-minute news . . . market reports, important addresses, and scores of other features made available instantly by radio. Now Electronic combines all these advantages with the convenience of an intercom system in a single top-quality instrument—the Radio-Utiliphone. It unites a powerful Electronic 6-tube superheterodyne radio, with the famous high-amplification Utiliphone Intercom System. It's handsome . . . it's easy to use . . . it's easy to install . . . it's something new, *essential* and exclusive to make volume sales for Utiliphone distributors and dealers. Write for full information on the Radio-Utiliphone (Model 76 RU) . . . and regular Utiliphone Intercom Systems, 5-station (Model 73S4) and 2-station (Model 2660).

ELECTRONIC LABORATORIES, INC., INDIANAPOLIS, INDIANA



Master station (at top) and sub-station (above), housed in handsome walnut veneer cabinets, add distinction to any surroundings. List price for these 2 units, \$89.50. Additional sub-stations, \$15.00 each, list. (Prices slightly higher Denver and West.)



Ease and convenience of Radio-Utiliphone give complete satisfaction on intercall service. Accommodates up to 4 sub-stations. Operated as radio receiver, provides powerful and high-fidelity broadcast-band reception.



Guest.....

# EDITORIAL



ROBERT M. OLIVER

RADIO & APPLIANCE JOURNAL this month presents the first in a series of guests editorials by prominent men in its field, speaking frankly on subjects of vital interest to the Industry. This month's guest editorialist is Robert M. Oliver, vice president in charge of sales, Proctor Electric Co., Philadelphia, Pa., who gives a penetrating analysis of conditions in the electric appliance business.

## *The Iron's Still Hot*

ELECTRIC irons are already in abundant supply. Dealers are cancelling orders; requesting distributors to ship nothing without specific authorization. Price cutting is prevalent on unprotected lines. Dumping is common.

This is not surprising. Latest statistics reveal more than nine million units were manufactured last year. This compares with 5½ million in 1941, the peak pre-war year. Unfortunately, much of this unprecedented production was comprised of heretofore unknown, oftentimes cheap and inferior, merchandise. Nor was distribution even or regulated. Opportunism was too often the controlling factor in moving production.

Results have been flooded markets, overloaded dealer shelves and that which is perhaps the worst of the mal-effects, a psychological reaction on the part of the consumer of plentiful supply, hence no need for immediate purchase. This has been exaggerated by the "spot" promotions of various manufacturers, loading distributors and dealers with merchandise for which there is little or no backlog of consumer demand.

Thus, the outlook for electric irons in 1947, while good, requires a supply of old-fashioned common sense to properly interpret and plan for intelligent action. Sales volume this year should easily reach another eight or nine million units. But, unlike last year, the bulk of consumer purchases will be familiar brands, known quality, well advertised features. Dealers, distributors and manufacturers who get the business will be those whose greatest stress is on merchandising rather than merchandise.

Smart analysts have opinioned that a third of those now engaged in the iron business will be out of business within the next two years. My opinion is that for many the end will come even sooner. This means that dealers, wholesalers, too, who have been going along for the buggy ride, had better watch their p's and q's and know when to get off the buggy.

The fundamentals of *product* (known quality, known manufacturer, earned consumer preference and demand), *policy* (sound, selective, honest and fair), *promotion* (long range advertising and selling, aimed not at today's quick business but at tomorrow's demand) are no easy road to success but they are the sure road and those who have failed to follow them will find that the going is pretty rough.

To wholesale distributors and retailers my advice is the same: Don't try to cover the waterfront. Handle a limited number of *good* lines. Lay a track. Take full advantage of the manufacturer's national advertising and promotion. Work like hell. Remember that the function of distribution is *selling*, not purchasing. That means wholesaler and retailer, as well as the manufacturer, must advertise, display, demonstrate and sell ahead.

For those who do these things the 1947 outlook is bright. For those who don't, the honeymoon is over.

APRIL  
1947



This ~~CROSLEY~~ campaign

*strikes twice*

In the same place! . . .



**28,745,450 national advertising messages hit the bull's-eye!** The pocketbook of the mass radio market . . . that's the target! And Crosley's full-color, full-page advertising hits it right where the greenbacks are with a campaign that hits the news stands in May. Featuring two favorite models—the Crosley Rondo and the Crosley PorTABLE—this campaign is a complete package including . . .

**NEWSPAPER ADS**

Tie-in newspaper ads are ready in mat form so dealers can tie-in locally over their own signatures. They're easy to use . . . and ready to order NOW!

**FOLDERS—DISPLAYS**

Point-of-sale material . . . smart, hard-selling folders and eye-catching displays . . . round out this high-voltage program.

*a radio in every room  
a radio for every purpose*

*strike once*

WITH THE

~~CROSLEY~~ **PorTABLE**



A NEW *stay-at-home . . . go and roam* **RADIO THRILL**

Here's a smartly styled model that's equally at home indoors or out. It performs like a star on AC or DC . . . "belongs" on end tables in most any room. But it's also a rugged traveler, with a powerful, long-lasting battery pack for outdoor excursions. A sure seller for the coming vacation season.

*strike twice*

WITH THE

~~CROSLEY~~ **RONDO**



**SMART AND NEW FROM EVERY VIEW**

This proud little beauty is at home atop the smartest end-tables. Has same appearance, front and back . . . lovely contours from every angle. Gives amazing small-set performance on AC or DC; has Continuous Tone Control. It's destined to be a favorite, a big-seller everywhere.

**A BIG PROFIT PROMOTION TIMED FOR SUMMER SALES**

Refrigerators • Home Freezers • Kitchen Sinks and Cabinets • Ranges • Laundry Equipment • Radios • Radio-Phonographs • FM • Television • Short Wave Radar • Home of WLW, "The Nation's Station"

**CROSLEY**

CROSLEY Division—The Aviation Corporation, Cincinnati 25, Ohio



# NEW

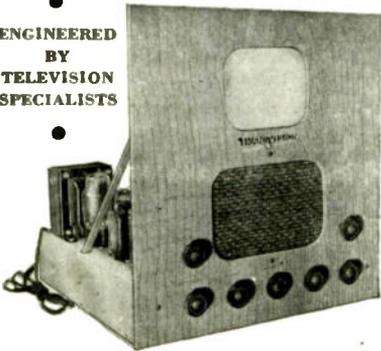
Thousands of  
Satisfied  
Users!

## 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

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.

### DEALERS! JOBBER!

#### CASH IN ON THIS KIT!

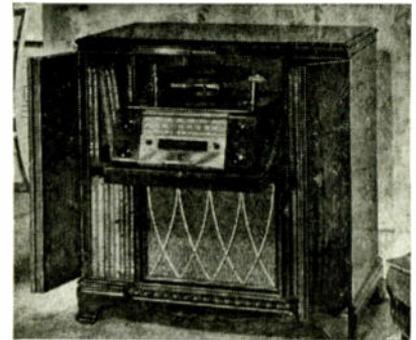
Dealers, this KIT is ideal for making your own Custom-Built Television Receiver.

SEE YOUR LOCAL DISTRIBUTOR  
For full information write to:

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

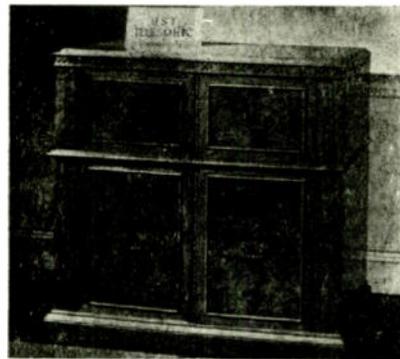
### RCA Victor FM-Combo

RCA Victor's new Crestwood Series of Victrolas AM-FM-pronograph consoles, now in production at the RCA Victor plant at Indianapolis, differ from earlier models of radio consoles in that the decorative upper panel opens outward, forming a bed onto which the all-in-line phonograph control unit glides out. Other features of this model 612V3 include a Silent Sapphire tone arm.



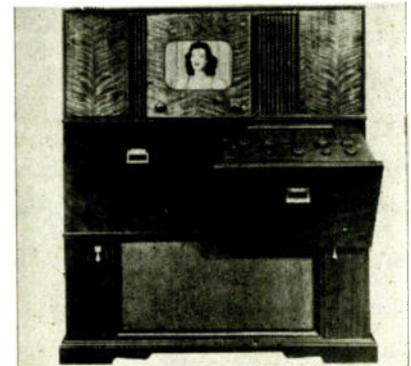
### U. S. Telesonic

United States Television Mfg. Corp. has started delivery of their direct-view Model T-502 console, which shows a six by eight-inch picture on a 10-inch diameter tube. The set includes AM, short wave, FM, and a record-changer, in addition to television, and retails at \$895, plus installation and Federal tax. Further information can be had by writing to United Television Mfg. Co., 3 West 61st Street, New York 23, N. Y.



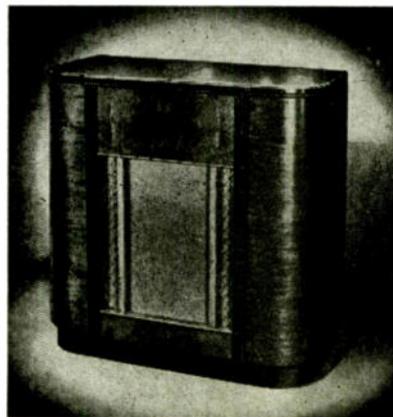
### Crosley Video Receiver

A new television receiver incorporating five exclusive features has been announced by the Crosley Division—the Aviation Corp., Cincinnati, Ohio. Top new feature is swivel mounting, which pivots over a 60-degree angle and permits viewing from either right or left as well as straight on. Other features include a continuously rotatable switch to select from two to eight video channels, flexible antenna and use of a higher I.F.



### Farnsworth Combination

The Farnsworth Television & Radio Corp., Fort Wayne, Ind., has announced production on this FM-AM phono-radio, Model GK-192. Containing nine tubes and a rectifier, the set has drift-corrected push-button electric tuning, automatic volume control, a shielded rotatable built-in antenna for AM reception, a built-in dipole antenna for FM reception, band spread tuning, beam power output, push-pull amplification and a 12-inch reverberation-insulated permanent magnet Alnico speaker.

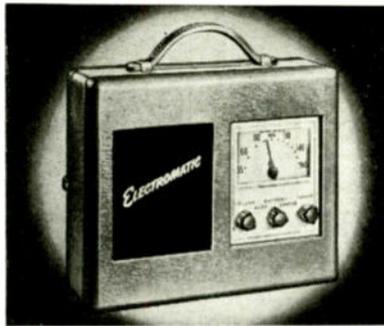


RADIO & APPLIANCE JOURNAL

# RADIOS . . .

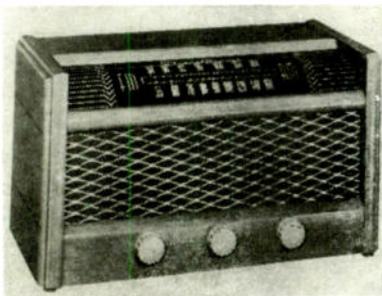
## Electromatic Portable

The Electromatic Mfg. Corp., 88 University Place, New York 3, N. Y., has announced its Rejuven-Air, a new portable radio in a smartly styled two-color leatherette carrying case, ten and one-half inches by 12 and one-half inches by four and one-half inches, and weighing about 11 pounds. It will retail at approximately \$44.



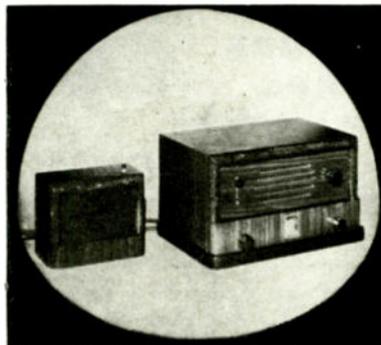
## Stewart-Warner Table Model

FM radio reception in an AC-DC set which also provides AM coverage is offered in this Stewart-Warner table model. It has seven tubes, plus selenium type dry rectifier, and built-in antenna for both AM and FM bands. Band coverage is 540-1600 kc., on AM and approved 88-108 mc., on FM.



## Electronic Laboratories Radio-Intercom

This combination radio-intercom, produced by Electronic Laboratories, Inc., is designed for the executive who likes a neat desk. Covering the standard broadcast band from 540 to 1620 kc, the Radio-Utiliphone unit is approximately 12 by nine by seven inches, while the slave unit measures about seven by four by five inches.

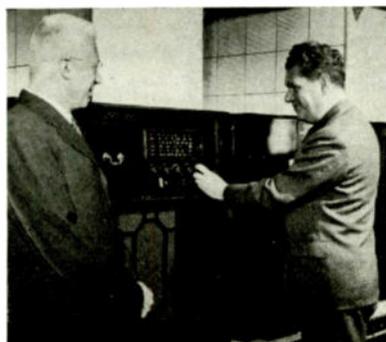


## RCA Coin-Operated Set

This coin-operated RCA radio, for use in hotel rooms and similar locations, marks the entrance of RCA into the coin-operated instrument field. Slug-proof, pick-proof, and virtually theft-proof, it incorporates many unusual features.

## G-E Musaphonic

Completely redesigned, the 1947 Musaphonic instruments now are shipped to dealers from the General Electric plant in Bridgeport, Conn. Paul L. Chamberlain, right, Receiver Division Sales Manager, and A. R. Goodwin, general superintendent, examine the first instrument, a mahogany Chippendale Model 44.



**BUILT FOR SERVICE**



## Technical Newspaper for Radio Servicemen

Like Cunningham Tubes, *Radio Service News* is right down your alley. It's published bi-monthly and keeps servicemen completely up to date on new tubes, improved testing methods, latest repair hints, and valuable technical data that can't be obtained elsewhere.

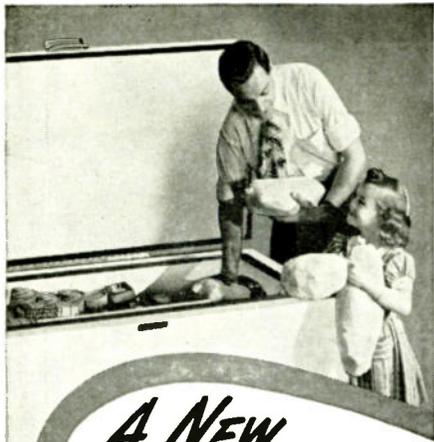


You're missing a lot if you don't read *Radio Service News* regularly, because it's geared directly to your business requirements. Like Cunningham tubes, it's *built for service*. And as an added service to you, your Cunningham Distributor keeps a supply on hand. They're free for the asking of course.

For more service — TURN THE PAGE →

**Cunningham**  
Electron Tubes

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



## A NEW FOOD THRILL

FOR THE WHOLE FAMILY

With Harder-Freez you can have all favorite foods instantly available, the year 'round! Enjoy original flavor and goodness of frozen foods. Worthwhile savings. Chest and Upright Models—12 and 18 cu. ft. Write!

FOR FOOD  
AT ITS BEST!

**HARDER-Freez**  
HOME LOCKER  
By TYLER

Tyler Fixture  
Corp., Dept.  
RA-4, Niles, Michigan.

Rush information on Harder-Freez  
Home Locker.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

### ADS LIKE THIS—

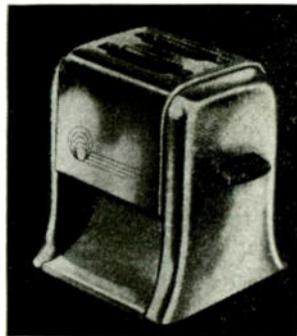
in magazines like Field and Stream, Outdoor Life, Country Gentleman, Farm Journal, Progressive Farmer, Better Homes and Gardens, Saturday Evening Post, Collier's, and Holiday—are reaching and influencing millions of prospects for Harder-Freez Home Lockers! Dealerships available. See the Tyler agent or write

**TYLER  
FIXTURE  
CORP.**  
NILES, MICHIGAN

# NEW

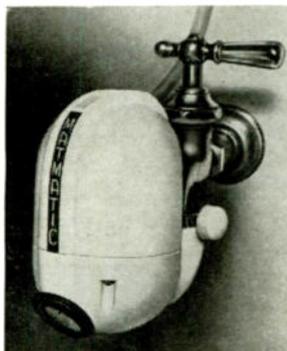
### Penn Aircraft Toaster

This automatic "pop-down" toaster was introduced by Pennsylvania Aircraft Works, Inc., of 611 N. 40th St., Philadelphia, Pa., at the recent Atlantic City Houseware show. The new principle employed in the toaster is that toast pops down instead of up and slides down chute directly onto plate.



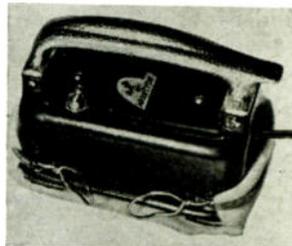
### MatMatic Faucet Heater

MatMatic Home Appliances, Division of Matam Corp., Long Island City, N. Y., has announced the introduction of a portable, instant faucet water heater. With this appliance, steaming hot or gentle warm water is available in split seconds from almost any faucet to which the unit is attached by a single screw.



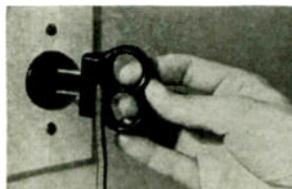
### Monitor Vibrator

This utility appliance, manufactured by Monitor Equipment Corp., of Riverdale, New York 63, N. Y., can be used on cars, furniture, floors, etc., as a waxer, polisher, simonizer, buffer and sander. It also can be used as a body massager to relieve tired muscles.



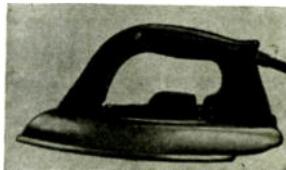
### Thyco Plug Cap

The Thyco Plug is made of plastic and differs from ordinary plugs in that it is scientifically designed to fit the fingers.



### Winsted Durabilt Iron

The Winsted Hardware Mfg. Co., maker of the Durabilt Automatic Folding Iron, announces the new conventional Automatic Iron, Model 10. Utilizing the exclusive Durabilt one-plane element and thermostat.



# RADIO

Television — FM — Records

Phonographs — Appliances

You can keep up to date with constantly changing manufacturing and merchandising conditions by reading **RADIO & APPLIANCE JOURNAL**—the Industry's oldest complete dealer magazine.

The latest facts and figures on Radio, FM, Television, Records and Phonographs, and all Appliances—plus last-minute Industry news.

Get on the bandwagon by filling out the coupon below and sending it today with your check or money order for \$3 for 12 complete issues of **RADIO & APPLIANCE JOURNAL**.

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

Enclosed find \$3 for which enter my subscription for one year.

Name \_\_\_\_\_ Position \_\_\_\_\_

Company \_\_\_\_\_

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City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

CHECK ONE:

Dealer

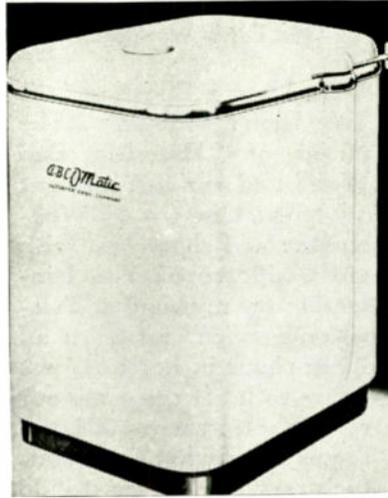
Service Dealer

Distributor

# APPLIANCES . . .

## ABC-O-Matic Washer

"Centric Agitation" is the outstanding feature of the 1947 ABC-O-MATIC Washer, manufactured by Altorfer Bros. Co. of Peoria, Ill. By its ability to handle a 50 per cent greater load and in approximately one-third the time of other washers—the machine will complete a whole week's wash of as much as 72 pounds in 30 to 40 minutes. In "Centric Agitation" the agitator is horizontal—a surging motion, inward and outward from the center in all directions—in contrast with the standard vertical rolling washing action of the typical agitator.



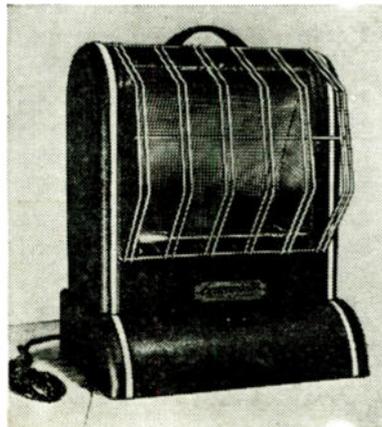
## Universal Two-Speed Washer

This new Universal washer with two speeds, one for "fluff stuff" and the other for "rough stuff", is now in production at Landers, Frary & Clark, New Britain, Conn. The two-speed washer permits controlled speed washing: low speed for fine silks, rayons, woolens and curtains; and high speed for heavy pieces such as sheets, pillow cases, shirts and overalls. An exclusive Speedselector to obtain these desired speeds is set in the control panel at base of tub.



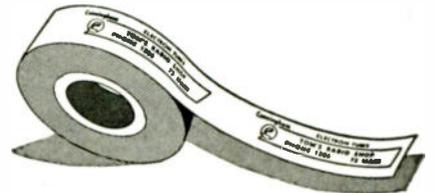
## Economaster Electric Heater

Economaster Sales, Inc., of Nashville, Tenn., has announced availability of this portable plug-in electric heater, Special Deluxe Model MX-45. Embossed highly polished chrome-plated steel reflector, diffuses heat ray and eliminates "hot spot". Natural draft behind reflector without fan—combining reflection, radiation and circulation. Large streamlined base with apron extending from the front reducing hazard of heater being tilted forward. Shipping weight approximately 11 pounds, 1320 watts AC-DC.



**BUILT FOR SERVICE**

**Imprinted Scotch Tape makes your customers stick**



Here's another Cunningham "first"—genuine, easy-to-use Scotch Tape, with your name, address and phone number imprinted in blue on orange background. Each roll contains 72 feet of 3/4"-wide tape.

Use this tape on letters, packages, tubes and repair jobs and customers will remember where to go the next time they need a repair job or Cunningham tubes, the tube of high quality. Your Cunningham Distributor will take care of the details.

For more sales—TURN THE PAGE →

**Cunningham**  
**Electron Tubes**  
 A product of  
 RADIO CORPORATION OF AMERICA  
 Harrison, N. J.

# F. M. & TELEVISION DEVELOPMENTS

## Boston Video Link Expected Soon

With the completion of radio-relay stations by the American Telephone & Telegraph Company, the addition of Boston to the already existing television network comprising New York, Philadelphia, Washington and Schenectady will come about within a few months. For the Boston service, the first microwave receiving and relay tower out of New York is located in the Haverstraw region; from there it will beam transmission across the Hudson River to New England, where several other pick-up and booster stations will complete the circuit. RCA, which operates the New York-to-Schenectady link of the present network, is cooperating in this addition. Raytheon is now operating a non-commercial New York-to-Boston microwave link on an experimental basis.

The connections which have been accomplished or are under construction include the links from New York, Philadelphia, Washington, Richmond to Charlotte; from Jacksonville, Fla., via Atlanta and Dallas to El Paso; from Buffalo to Cleveland, and from Minneapolis to Stevens Point. Present plans envisage the expansion of the El Paso link via Phoenix, Los Angeles, San Francisco to Portland and Seattle and connection of Denver with St. Louis and the Middle Western and Eastern network, including Chicago, Kansas City, Omaha, Toledo, Detroit and other cities.

## NEW DUAL WHEEL TRUCK FOR APPLIANCES



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

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

## THAT MAN AGAIN

Do I see a Ghost or is it Television? Should I be afraid of "The Big Bad Wolf" and run out and get my truck, take out my Wobulator and shoot him with my Oscilloscope? Yes, I intend to try my hand at Television service and learn all I can about it, but I am not going to let it scare me out of the electronic field, as seems to be what the manufacturers are trying to do with their wonderful product. If they are so worried about the service, why don't they build us some kind of test equipment that can service Television without spending a couple of thousand of our hard-earned "dough"? Certainly, if they can build such a device they can build it so that it will require a minimum amount of service or it is not fit for public use. Do you think, I, rich or poor, would buy a Television receiver if I heard what the service men have heard? That only Superman and the factory could repair one.

Listen, Mr. Television Manufacturer, give us a chance. Remember the story we got on the "Superhet"? We did pretty good on that. Radio service men can and will service Television. We will get the equipment. Tell us about it, not how tough it is; what do the pictures mean; how do we distinguish trouble; what do we look for? We want to learn!

**STANLEY P. CLYMER,**  
6145 LANSDOWNE AVE.  
PHILADELPHIA, PA.

## TBA Asks for Multiple Antenna Systems

Ernest A. Marx, chairman of the Subcommittee on Apartment House Antenna Installations of the Television Broadcasters Association, Inc., has dispatched an urgent letter to all manufacturers of electronic equipment, inquiring whether they have produced or are developing a multiple antenna distributing system capable of "feeding" a large number of video receivers. Recognizing the "great and insistent demand" for such systems, he declared in his letter: "This system must be able to allow any tenant to purchase any make of television receiver, regardless of input impedance, plug it in on the multiple antenna system, and receive usable signals. This means that the distributing amplifying system must carry R. F., and that any antenna system connected thereto must be so oriented that it will pick up usable signals from any of the television transmitters in the area." The engineering committee of TBA would be pleased to investigate any system submitted, he added. "If it meets with their approval, they will be pleased to indicate this to the general public and to the real estate and apartment house fraternity."

## 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.

<b>New York City</b>	<b>Chicago</b>
S. A. Show	Howard L. Quick
1123 Broadway	919 N. Mich. Ave.
MU. 3-6058	Superior 9140

# EDITOR'S MAILBAG

Gentlemen:

Your letter of the seventh is more help than I have received from any one in the matter of starting a record department. Thank you. I have operated a radio store for the sale and repair of sets and electrical appliances for ten years in this one location. Last year with all the shortages I was able to do a gross business of over \$12,000. The two weekly newspapers I use for advertising cover a territory with about 17,000 population year round and a much larger one in summer.

I am selling mostly combination radio and phonos and feel that a record department will pay me. There is no one selling records in the territory covered by the newspapers I use. I am planning to remodel within the next six months and would like to arrange space for the record department, if I can make connections. However, the distributors for Columbia records in Philadelphia ignores my repeated requests to go into the matter of records. They say they do not have sufficient stock, but they were able to set up a second account in Toms River, N. J., within the last few months. This is 16 miles from my place and would not interfere. I find that the distributors in the majority do not care what becomes of the little man. Most of my contacts have been with the Newark city slickers who don't give a hoot about us in this section.

Very truly yours,

WM. T. FLETCHER.

WM. T. FLETCHER RADIO  
BARNEGAT, N. J.

● We consider it a tribute to the job that the JOURNAL has tried to do in its quarter of a century of publication when dealers drop their thorny problems in its lap. During that time readers always have found a JOURNAL editor conversant with the problems of the industry ready to serve them. We are pleased that Mr. Fletcher found our letter helpful and regret that he has had so much trouble with the "city slickers." Our suggestion to him is that he contact the national sales manager of the record lines he wishes

to stock and lay his problem directly before them. The chances are that they will respond to his efforts to secure a franchise for his territory with more action than will the "city slicker" type of distributors with which he has had occasion to deal. Incidentally, if you have a problem that you think we might be able to help you with, feel free to write us. Maybe we can be of aid to you, as Mr. Fletcher claims we were to him.—Ed.

Gentlemen:

In the November issue of RADIO & APPLIANCE JOURNAL you show a photograph of the 1925 meeting of the radio manufacturers held at Atlantic City, and you say "this is the first meeting of the RMA." I have a picture taken in 1924 showing most of the old timers, and I think this was the first RMA meeting. I would be glad to loan you this picture if you would like to see it.

The writer has been selling radio apparatus since 1914 and at that time sold the Wm. J. Murdock Co., Chelsea, Mass., products. I had 12 so-called jobbers to visit in the whole United States. Later I was vice-president of Acme Apparatus Co., Cambridge, Mass., joining that company in 1919. I now have a sales agency covering New York and New England, called Kaebler & Mack. I also organized the Marion Electrical Instrument Co., Manchester, N. H., and am now vice president of that concern.

I am in your 1925 picture in the November issue, 14th from the left.

Sincerely yours,

P. W. MACK.

1270 BROADWAY,  
NEW YORK, N. Y.

● It's good hearing from one of the real veterans of the industry who can talk authoritatively of the "good old days." We'd certainly like to see that 1924 picture of which Mr. Mack writes and maybe we can settle the question of just when the first RMA meeting was held.—Ed.

**BUILT FOR  
SERVICE**



**Lighted Indoor Sign  
Helps Sell More Tubes**



Here's another Cunningham special—an illuminated parchment sign in four colors that will add more sell and attractiveness to your store interior. It's double-faced to provide maximum indoor display, and it lets your customers know you use the tubes *built for service*.

Get one of these signs from your Cunningham Distributor today. It's an inexpensive way of tying in with "big C" and building customer confidence.

For expert guidance—TURN THE PAGE ➔

**Cunningham  
Electron Tubes**

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

*Destination . . .*

# CHICAGO!

Thousands of Copies of the  
**RADIO & APPLIANCE JOURNAL**  
for the

## **1947 RADIO PARTS SHOW**

. . . To be distributed from our booth at The Stevens  
. . . in addition to the regular 30,000 audited circulation

### *Featuring!*

- DIRECTORY OF EXHIBITORS
- PERSONNEL ROSTERS
- MERCHANDISE TO BE EXHIBITED
- SPECIALLY WRITTEN ARTICLES  
BY TOP MEN OF THE INDUSTRY

**IMPORTANT NOTE:** Because the May "Parts Show" issue will be an extra large one, all advertising insertion orders **MUST** be in the house on or before the 5th day of April. . . . All advertising copy must be in the house on or before April 10th. . . . The issue will be in the mails two weeks before the Parts Show opens on May 11th.

## **RADIO & APPLIANCE JOURNAL**

The Industry's Oldest Complete Dealer Magazine

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

1270 SIXTH AVENUE

NEW YORK 20, N. Y.

# RADIO QUESTION BOX

In the last issue of the JOURNAL it was pointed out that one of the major factors causing an RCA Model VHR-307 to be "dead" with a burned out 12K7 microphone pre-amplifier was an intermittent short in the voltage divider, and that this short was detectable almost always if it were looked for with the set turned on. This month's mail brought the practical, helpful reminder from the Pohl Radio Service Company, Wauwatessa, Wis., that damage to the 12K7 is also often caused by shorted or gassy output tubes passing very heavy plate current. The Editors of the JOURNAL are glad to acknowledge the usefulness of this hint and to pass it on to our readers, checking of these output tubes before attending to the voltage divider is therefore suggested.

**Question:** What's the story on the selenium rectifiers replacing the tube rectifiers in radio receivers? Many of the "boys" seem to think that selenium will soon be the standard way of rectifying AC, and many of them have found that their customers complain that their new portables have only four tubes, when five tubes are better!

**Answer:** Although several national receiver manufacturers have already incorporated the selenium rectifier in their portable and automobile sets, the degree to which this practice will become prevalent is still almost anybody's guess. Whatever that outcome may be, the matter of customers' complaints does present a real merchandising problem to the radio serviceman-dealer. Several manufacturers, among them Sylvania, Federal, and Radio Receptor, have issued good literature to pave the way to educating the public in the value of selenium rectifiers. Our suggestion is that when the serviceman is confronted with customer complaint in this matter, he should take an impartial, objective attitude, explaining the advantages of this new device and, at the same time, showing that a set with the conventional tube rectifier is by no means outmoded. Much good material to help the serviceman in this educating task as well as in his normal technical job is available from

the companies named above and in Rider's Volume XV.

**Question:** I am comparatively new to the radio servicing business and that is why my request may be a little off the "beaten track." My other business experience has proved to me that every job connected with selling, as such, is carried out better when one is familiar with the best selling techniques peculiar to that trade. Could you let me know where I can find some kind of collection of such selling methods for the radio serviceman?

**Answer:** You have certainly put your finger on a most important, and seldom recognized, factor in the radio servicing trade—one that, time and again, the JOURNAL has underscored with its monthly articles on merchandising, store modernization, and so on. In the absence of any such compilation which you seek, we suggest your looking over the back issues of the JOURNAL and other good trade magazines, to make your own collection. We also suggest that you write to the service managers and/or sales managers of the leading receiver manufacturers for material they may have, and that you subscribe to their house organs, which will come free to you. Lastly, we should like to call your attention to a summation of "pointers" for radio servicing in your customers' homes, made by the Sylvania News in November, 1946:

1. Be neat, business-like, friendly.
2. Ask for newspaper to put under your work.
3. Wind aerial around antenna spool.
4. Fix scratches and broken knobs.
5. Give the set a thorough cleaning.
6. Explain parts replaced, repairs made.
7. Inquire if other appliances need repairing.
8. Clean up the mess you've made.

In recognizing that bringing Mrs. Housewife's receiver back to good operating condition is only half your job—that the other half is personal salesmanship—shows that you have already made good strides to success in radio servicing.

## JOHN RIDER SAYS...

### Keep Pace With Progress



"New broadcasting services, such as FM and TV, tend to change well-established engineering practices, selling methods, and programming techniques. Advancements of this sort have the same effect on servicing procedures. Antiquated systems and obsolete test equipment no longer suffice.

"Still, there is hesitancy on the part of many servicemen to invest in modern equipment capable of handling anything that comes along in the way of a receiver. The tendency is to try to get by with equipment on hand.

"This is being penny-wise and pound-foolish. If it does nothing else, modern equipment speeds up your work . . . enables you to take on more jobs. And, of course, it pays off in top receiver performance for your customers.

"In short . . . if you want to stay out front, give first consideration to your working tools."

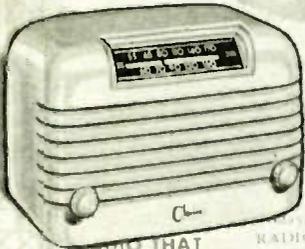
*Built for Service*



**Cunningham**  
Electron Tubes

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

# ON THE BEAM



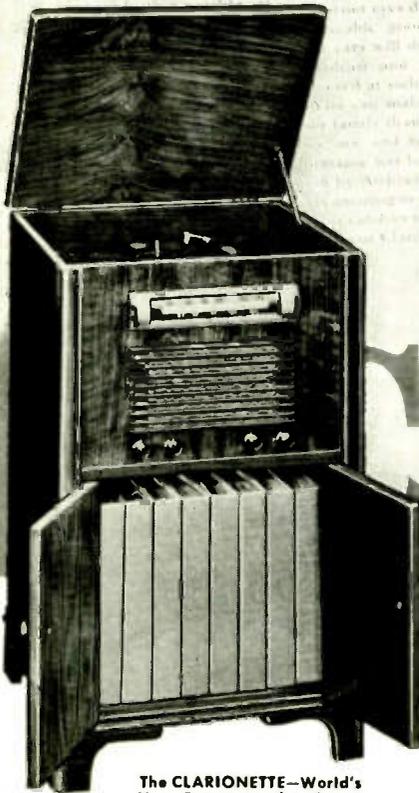
The **MANHATTAN** — Table model. Beautifully styled. Competitively priced.



**3-WAY PORTABLE**—AC, DC, battery. Many exclusive features.



The **SYMPHONETTE** — Table combination. 275% more power.



The **CLARIONETTE**—World's Most Compact radio-phonograph console combination.



Four models of a distinguished line . . . leaders in their price class . . . backed by consistent national advertising . . . entrenching Clarion Dealers against the coming buyers' market. The sensational success of the CLARIONETTE is being duplicated by the Symphonette table combination, the 3-Way portable and the Manhattan table model, a strictly competitive value. Each is "beamed" to reach today's most active consumer market. Write for booklet "Sound Selling Steps."

**WARWICK MANUFACTURING CORPORATION**  
4640 West Harrison, Chicago 44, Illinois

*Calls the World to your Door*

# Clarion

## RADIO

AMERICA'S FIRST  
AUDIBEL RATED

Mr. Dealer:

## GET OUT YOUR MOP — —

*It's*

# HOUSECLEANING

*Time*

APRIL, 1947

APRIL is "housecleaning" time and the handwriting visible on the dingy walls of the nation's radio and appliance stores screams out that it's high time dealers got out their mops and began an overdue housecleaning job right in their own stores. That indictment was written by irate housewives of the nation whose sparks of resentment against sloppy retailers smoldered beneath the surface during war years, but now are crackling forth in an angry flame.

According to a nation-wide survey, the women shoppers—who push 85 per cent of all dollars across retail counters—are expressing themselves in very specific terms about the housecleaning and face-lifting job retailers must undertake soon, if they expect to soothe ruffled feelings and build the goodwill and acceptance that spell more sales.

The survey, made by the First Annual Store Modernization show to be held in New York July 7th at Grand Central Palace, encompassed 29 large and small cities in every section of the country and represented a trading area population of 12,500,000. The survey sought to determine what factors women shoppers regard as synonymous with a "modern store" and which of these elements were lacking in their respective communities. The results, tabulated by John H. W. Evans, show director—with the assistance of women editors—indicated a unanimity of opinion among women shoppers about the steps dealers must take if they're to hold their customers in face of increased competition.

Shoppers insist, for example, that

### HOUSECLEANING TEST

You should be able to answer "YES" for your store to at least seven of the following ten qualifications for a "modern store."

Qualification	Yes	No
Attractive interior displays		
Spacious aisles		
Modern lighting		
Courteous sales help		
Redecorate periodically		
Rapid charge system		
Elevator or escalator service		
Adequate comfort facilities		
Attractive window displays		

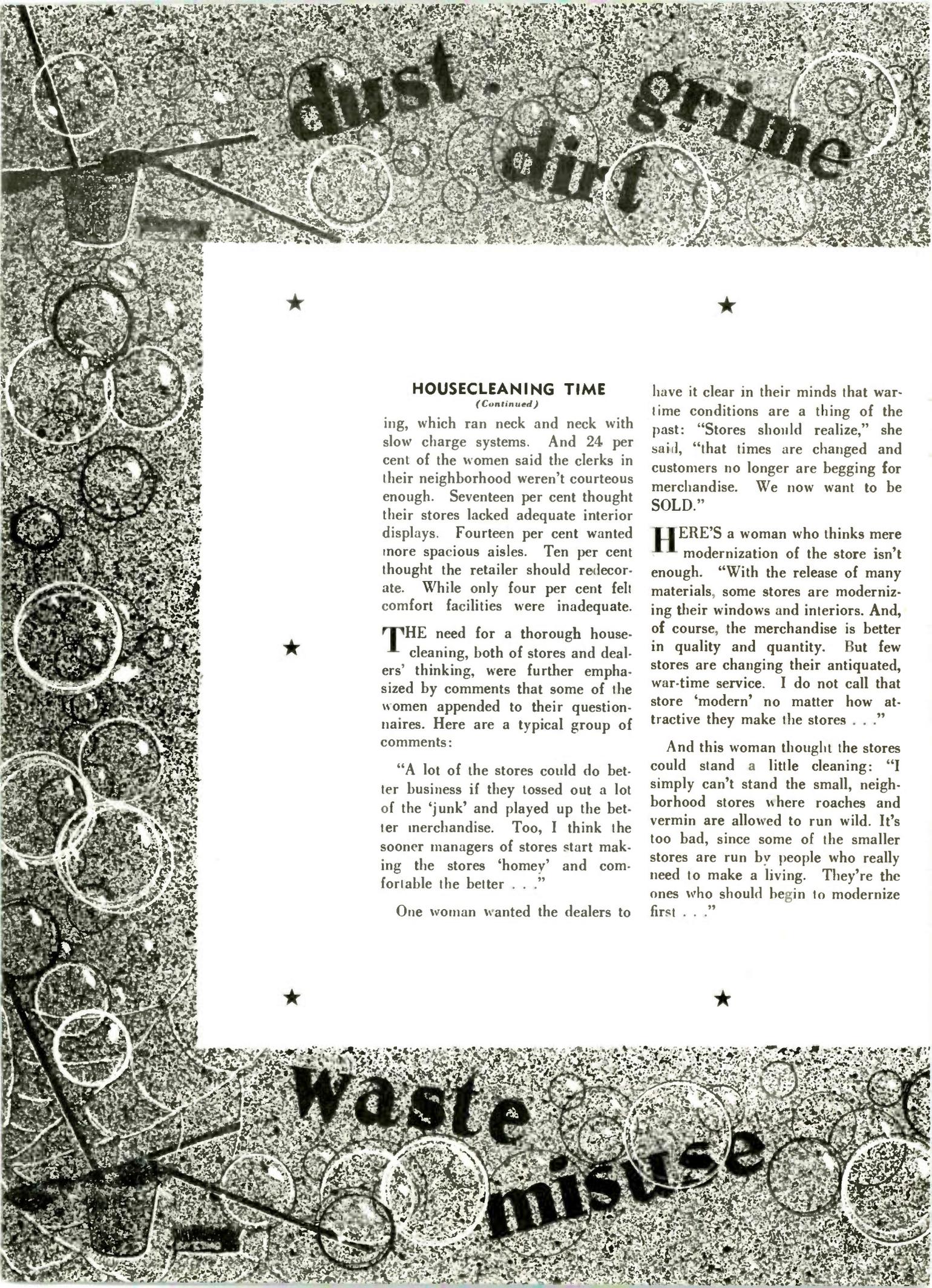
If you answer six or less in the affirmative, then you'd better read this article—then get busy with your mop!

untrained sales clerks must be replaced by people who don't regard the buyer as a nuisance. They want better lighting in retail stores, more attractive displays, more elevators and escalators, faster charge account service, better comfort facilities.

Number one symbol for "modern store," cited by 72 per cent of those questioned, was better interior display. Better lighting ranked second, with 48 per cent of the vote. Next came periodic redecoration, 44 per cent; wide aisles, 38 per cent; rapid charge system, 17 per cent; elevator and escalator service, 14 per cent; adequate comfort facilities, 14 per cent; attractive window displays, 10 per cent.

Most lacking in their local stores, the women listed first elevator and escalator service. Next, they charged their retailers with inadequate light-

*(Please turn the page)*



dust  
dirt  
grime

★

## HOUSECLEANING TIME

(Continued)

ing, which ran neck and neck with slow charge systems. And 24 per cent of the women said the clerks in their neighborhood weren't courteous enough. Seventeen per cent thought their stores lacked adequate interior displays. Fourteen per cent wanted more spacious aisles. Ten per cent thought the retailer should redecorate. While only four per cent felt comfort facilities were inadequate.

★

**T**HE need for a thorough housecleaning, both of stores and dealers' thinking, were further emphasized by comments that some of the women appended to their questionnaires. Here are a typical group of comments:

"A lot of the stores could do better business if they tossed out a lot of the 'junk' and played up the better merchandise. Too, I think the sooner managers of stores start making the stores 'homey' and comfortable the better . . ."

One woman wanted the dealers to

★

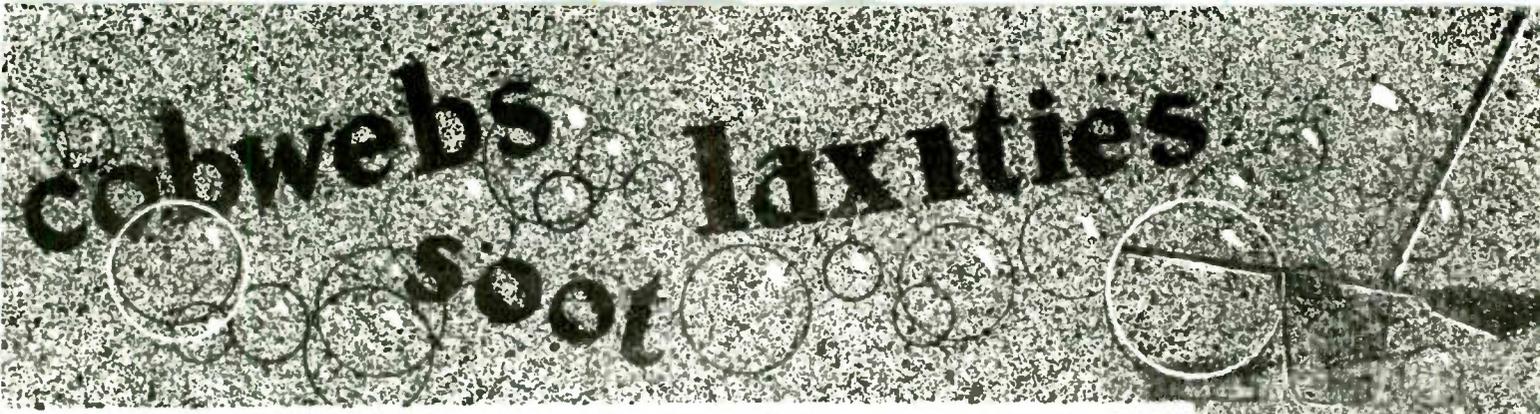
have it clear in their minds that war-time conditions are a thing of the past: "Stores should realize," she said, "that times are changed and customers no longer are begging for merchandise. We now want to be **SOLD.**"

**H**ERE'S a woman who thinks mere modernization of the store isn't enough. "With the release of many materials, some stores are modernizing their windows and interiors. And, of course, the merchandise is better in quality and quantity. But few stores are changing their antiquated, war-time service. I do not call that store 'modern' no matter how attractive they make the stores . . ."

And this woman thought the stores could stand a little cleaning: "I simply can't stand the small, neighborhood stores where roaches and vermin are allowed to run wild. It's too bad, since some of the smaller stores are run by people who really need to make a living. They're the ones who should begin to modernize first . . ."

★

waste  
misuse



And as far as this woman is concerned, a lot of retailers are wasting their time on window displays: "In our section—it seems the opinion of most store owners that the more they put on display in a window, the more attractive it is . . . instead it is an eyesore . . ."

**S**OME of the women aren't too impressed by the sales personnel's devotion to duty. "Trained sales girls who seem interested in their job and the things they sell," said one, "are one of the biggest assets of any store."

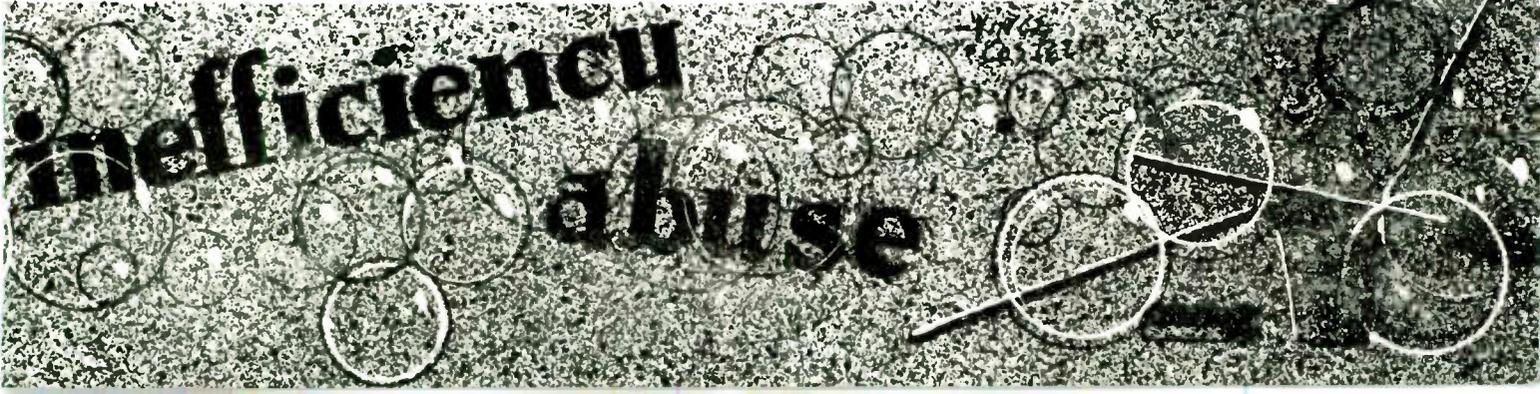
Terming the results of the survey a "blueprint for alert retailers," Mr. Evans emphasized the need for immediate planning to rectify warborn conditions in girding for intensified competition that many dealers are coming face-to-face with daily.

"Even in normal times," pointed out Mr. Evans, "there is a lag of nearly two years between the time architects and the store designers sketch plans and the time actual construc-

tion begins. With the current shortage of materials and manufacturers' heavy backlog of orders, the lag may even be longer . . . Leaders in department, chain and 34 other retail store classifications are looking to the week of July 7th as a common meeting ground for all who have a stake in the retail store of the future. They realize that in order to maintain today's level of production, employment and purchasing power, America's retailers will have to move nearly 85 billion dollars worth of merchandise across their counters—40 to 50 per cent more than 1940."



**S**O, if you want to keep the goodwill of your feminine trade, it's time to start doing something about modernizing. Meanwhile, although it may take months to modernize, it only takes moments to mop. So take the lead in your community when housecleaning gets under way—by cleaning up not only the physical aspects of your store, but merchandising methods as well.





ONLY RCA VICTOR MAKES THE VICTROLA

# “Music America

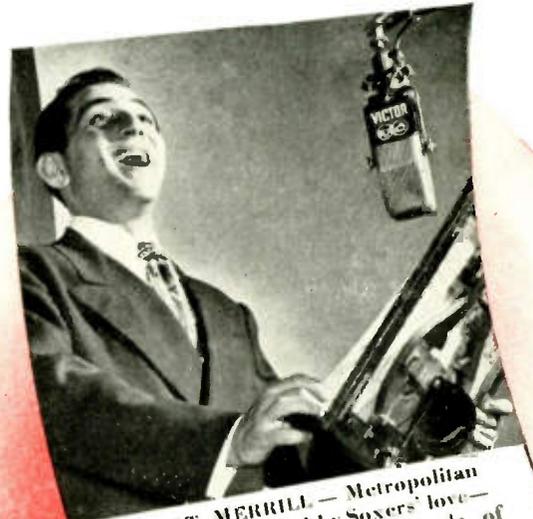
## Heard over NBC coast-to-coast... a great sales-building show!

The RCA Victor Show reaches into the homes of over 6 million listeners *every Sunday* . . . building sales for you for today—and for a year from today!

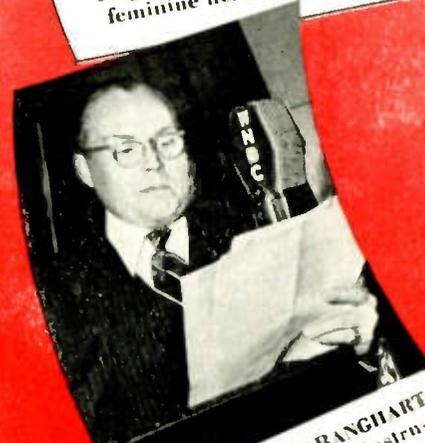
Your customers hear the glorious baritone of Robert Merrill—Roy Shield’s superb RCA Victor Orchestra—back-stage gossip of the music world by Johnnie Victor—and announcer Ken Banghart’s enthusiastic “sell” of RCA Victor Instruments and Records.

These compelling sales messages *every week*—PLUS dominant full-color advertisements regularly in *Life*, *Saturday Evening Post* and *Collier’s*—help make the demand for RCA Victor radios and radio-phonographs still greater than we can supply.

*Listen to the RCA Victor Show building sales for you! Tune in your nearest NBC station this Sunday—2 P.M., EST.*



ROBERT MERRILL—Metropolitan Opera star and Bobby Soxers’ love—sings his way into thousands of feminine hearts every week.



Announcer KEN BANGHART sells RCA Victor instruments and recordings with a warm, believable voice.



ROY SHIELD conducts the 36-piece RCA Victor Orchestra through one of the intricate, but smooth-flowing arrangements that are the trade mark of his outstanding musical skill.



JOHNNIE VICTOR—mystery sleuth of odd news items in the music world—brings interesting new tidbits each week to delight his audience.

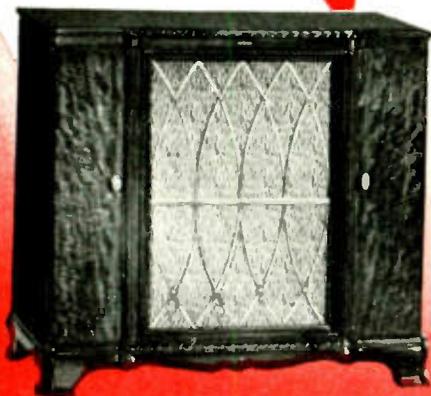
Loves Best”



Heard at its best with the  
**RCA VICTOR**  
*“Golden Throat”*

Both radio programs and records have richer, more mellow tone with the exclusive “Golden Throat” . . . the finest tone system in RCA Victor history. This exclusive 3-way system—the exact co-ordination of cabinet, speaker and audio-amplifier—is made possible only by RCA’s 27 years of experience in electronic engineering and Victor’s 48 years of leadership in sound reproduction.

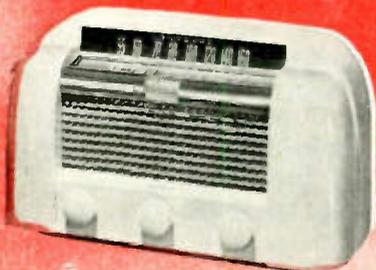
Hear the “Golden Throat” tone in any of the instruments illustrated here. Compare them with any other make in the same price range. You’ll understand why your customers are looking for . . . waiting for . . . RCA Victor radios and radio-phonographs.



**THE “CRESTWOOD” SERIES.** Superb Victrola radio-phonographs bring the “Golden Throat” to peak performance. *Life*, April 22; *Saturday Evening Post*, April 19; and *Collier’s*, April 26. carry full-color advertisements on the 612V3.



**65U RADIO-PHONOGRAPH.** The table model Victrola radio-phonograph with the “Silent Sapphire” permanent-point needle that floats like a feather on records . . . adds years to record life . . . eliminates needle chatter. Plays 10 twelve-inch, or 12 ten-inch records.



**THE MODERN 66X SERIES.** For those who want less expensive, completely modern radios. The 66X2, shown here, is smartly cased in gleaming ivory-finish plastic—others in a wide range of beautiful plastics and veneers. The “Golden Throat” makes it outstanding among table radios.



**THE “GLOBE TROTTER.”** New RCA Victor portable . . . handsome in aluminum and plastic. Open the lid and it instantly plays *anywhere!* AC, DC, or battery—ample volume even for outdoor dancing.



**RCA VICTOR**

DIVISION OF RADIO CORPORATION OF AMERICA

“Victrola”—T.M. Reg. U.S. Pat. Off.

# 'Frisco Show Draws Western Appliance Dealers

THE 62nd Western Home Goods Market, held recently at the Western Merchandise Mart in San Francisco, set a new high in buyer registrations, volume of business placed, and availability of properly priced quality merchandise. With over 6,000 registrations, the Market was attended by dealers and buyers coming from all parts of Western America and from Canada, Alaska, Latin America, islands of the Pacific, Australia, China and France.

Frank K. Runyan, president of the Western Merchandise Mart, in reviewing the market week which ended on February 8th stated: "Throughout the Market it was demonstrated that retail store buyers, reflecting the demands of their customers, are seeking quality lines of highly styled merchandise . . . and this higher type of merchandise is very definitely back in the market."

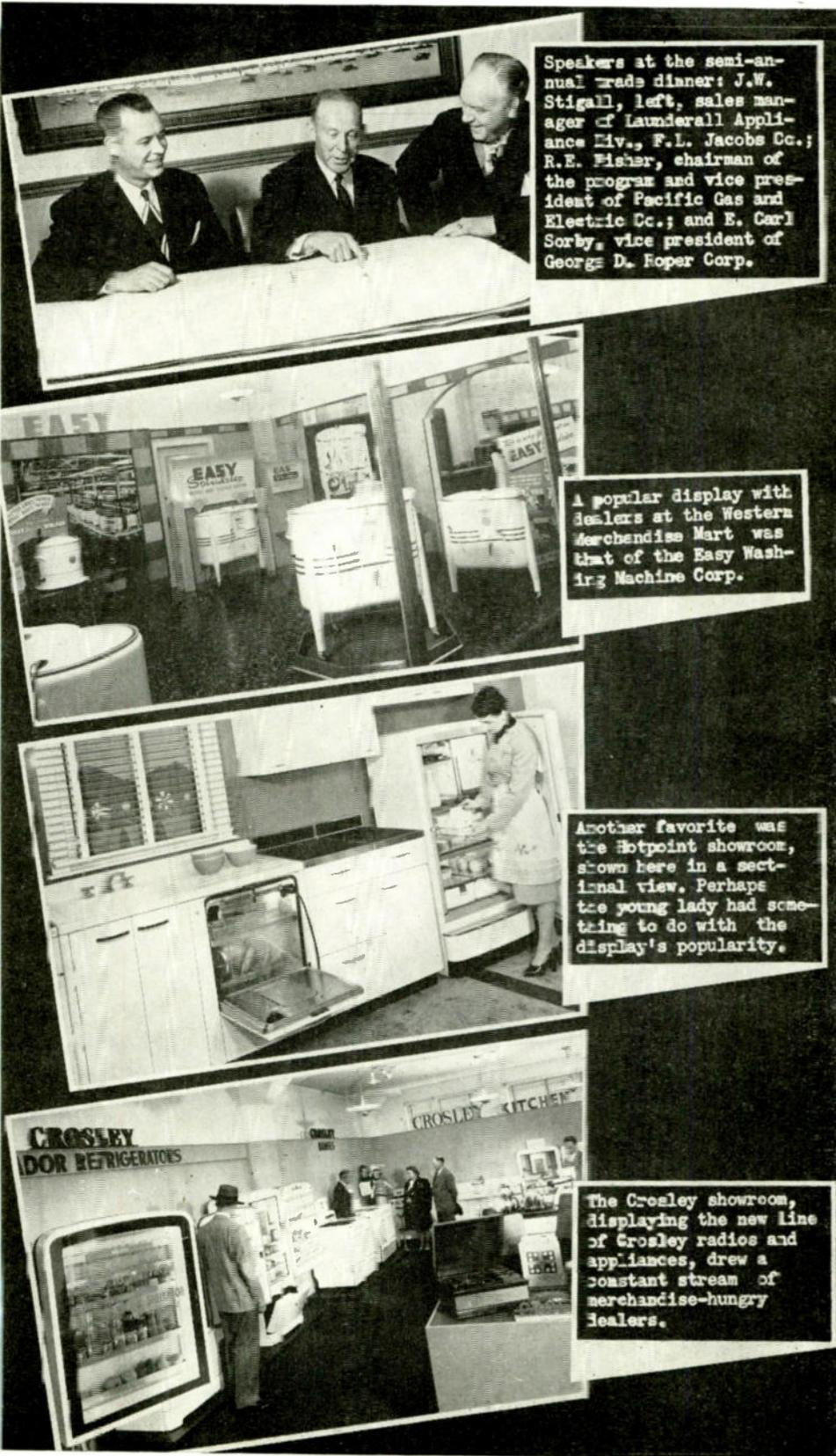
The fourth floor of the Mart was devoted to radios and appliances and indicated that practically everything in that field is now back on the market with the exception of electric waffle irons. Western-made radios, gas stoves, grills, commercial freezers and refrigerators added to the appliances shown at Eastern markets.

The 25th semi-annual Western Radio and Appliance Trade dinner, held in the Mart Club on Wednesday night, was attended by a capacity audience of one thousand members of the trade. Chairman for the evening was R. E. Fisher of San Francisco, vice president in charge of Public Relations and Sales of the Pacific Gas and Electric Co. Guest speakers were J. W. Stigall of Detroit, Mich., sales manager of the Launderall Appliance Division of the F. L. Jacobs Co.; and E. Carl Sorby of Rockford, Ill., vice president of the Geo. D. Roper Corp.

In his talk, "Today, Tomorrow and Appliances," Mr. Stigall reviewed the effects of the war on appliance manufacturers, wholesalers and retailers, and concluded that there was one detrimental element from the war period . . . the lack of or need for selling knowledge.

Mr. Sorby stressed the importance of scanning sales, advertising and operational costs, of analyzing profits, and finding out whether services or products were profit making.

RADIO & APPLIANCE JOURNAL



Speakers at the semi-annual trade dinner: J.W. Stigall, left, sales manager of Launderall Appliance Div., F.L. Jacobs Co.; R.E. Fisher, chairman of the program and vice president of Pacific Gas and Electric Co.; and E. Carl Sorby, vice president of George D. Roper Corp.

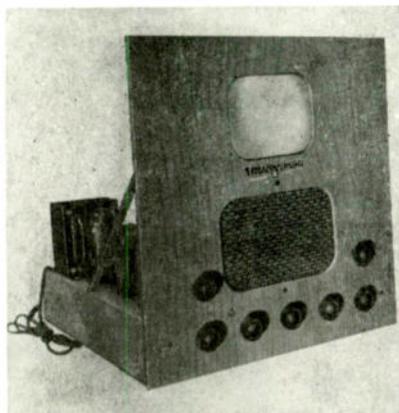
A popular display with dealers at the Western Merchandise Mart was that of the Easy Washing Machine Corp.

Another favorite was the Hotpoint showroom, shown here in a sectional view. Perhaps the young lady had something to do with the display's popularity.

The Crosley showroom, displaying the new line of Crosley radios and appliances, drew a constant stream of merchandise-hungry dealers.

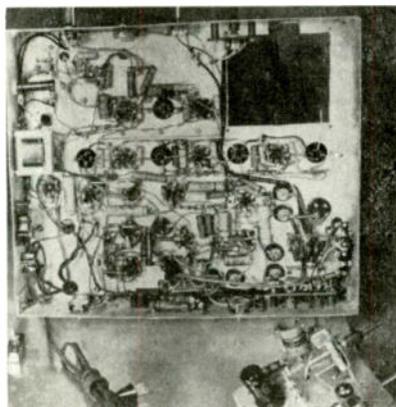
# THE TELEVISION KIT..

*A profit maker for you now*

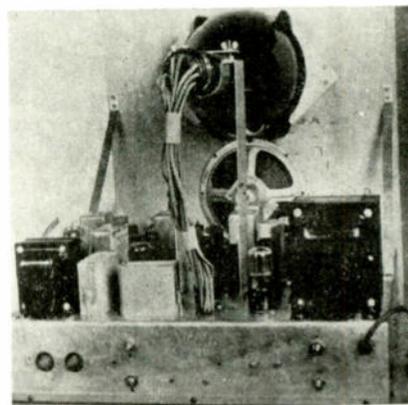


**FRONT VIEW**

Herbert Suesholtz, general manager of Transvision Television, Inc., reveals the money-making potentialities in the television kit market. Shown here are three views of the assembled Transvision Television Kit.



**INTERIOR VIEW**



**REAR VIEW**

**D**EALERS who have failed to cash in on television—either through inability to get sets or who have been frightened off by current price quotations for quality receivers—may find an untapped field in the video kit market.

To determine just what the television kit field has to offer the dealer from a merchandising standpoint, **RADIO & APPLIANCE JOURNAL** sent a reporter to question one of the best-informed men in this field—Herbert Suesholtz, general manager of Transvision Television, Inc., New Rochelle, N. Y.

The market for television kits—how big? Is it necessary to have skilled technicians to assemble them? How do the kits compare in price with brand name video sets? Should the dealer assemble them himself and market them as ready-to-operate video sets or should he sell them as kits for the purchaser to assemble? And what is the profit potential? These were some of the questions our reporter tossed at Mr. Suesholtz. And here are his illuminating answers:

The market—he says—is unlimited. The video kit is new and there is no problem of previous saturation of customer demand. Also, there's an unfilled demand for television receivers created by the current shortage of standard sets. So the dealer who stocks television kits will find himself with a fertile market. What's more, Mr. Suesholtz says video kits

are coming off the assembly lines of several manufacturers in such a volume as to leave no problem of supply.

Next, to the assembly of sets—is a skilled technician required? No, says Mr. Suesholtz, drawing on the experience of hundreds of non-technical people who have successfully assembled video kits by following the step-by-step instructions provided with each kit. If you should run into a thorny assembly problem, your distributor's servicing department will be able to step in and take over.

How do they compare in price with brand sets? Mr. Suesholtz says that the completely assembled set can retail for approximately 75 per cent of what the customer will have to pay for a quality standard receiver.

Then—should the dealer assemble the sets or sell them as unassembled kits? Although he may advertise a few unassembled sets to attract the mechanically-minded, his real market lies in assembling the kits and in selling them as ready-to-operate sets. By investing 12 to 15 hours of his time or that of a serviceman—

the dealer can sell the set for a profit not normally realized in less than three days of usual servicing.

Here, Mr. Suesholtz stressed an idea which he says has proved the most valuable of all to those who want to build a lucrative business on wiring the television kit—that of installing the custom-built television set in a handsome cabinet. This, he pointed out, is a lucrative market which the factory-built video set can never fill, since television receivers do not lend themselves readily to inclusion in inexpensive cabinets which appeal to the style-conscious housewife who would rather forego the benefits of television than upset the decor of her living room. Mr. Suesholtz said that rough estimates indicate that one out of three women object to the present factory-built video cabinet. He suggested that by catering to the taste of this market, the kit builder can charge a handsome margin over the factory-built set price and build up a select permanent business.

The experience gained in putting the kit together should prove valuable to the service dealer in familiarizing him with those sound and sight circuits peculiar to video receivers. "And instead of paying out several hundred dollars attending a servicing school," Mr. Suesholtz pointed out, "the dealer will gain the same insight and experience, plus a generous profit."

*(Continued on page 48)*

**PORTABLE RADIO CUT  
20% BY EMERSON**

Abrams Explains Reduction  
From \$49.95 to \$39.95 Was  
Made to Widen Demand

**FIGHT IS SEEN FOR MARKET**

Price Given as 25% Be-

**Emerson Radio  
Cuts Price \$10  
On New Model**

Move Is Called Step Toward  
Effecting Lower Levels  
on Parts for Receivers

Emerson Radio & Phonograph  
announced yesterday a price

**Emerson Radio  
Model Cut 20 PC**

Highlighting the intense competi-  
tion in the radio field, Emerson  
Radio & Phonograph Corp. yester-  
day announced a 25 per cent cut  
for what was described as "one  
of the most popular" portable ra-

**HEADLINES EVERYWHERE PROCLAIM**

**Emerson**  
**TO WIDEN THE**



## Progressive Policy in the Emerson Radio Tradition

It's NEWS when a leading manufacturer cuts the price on rapid selling products when demand is greater than supply.

But IT IS NOT NEWS that this has ALWAYS been the POLICY of Emerson Radio — to buy more — produce more—sell more—cut overhead costs all along the line.

Today the demand for Emerson Radio, in all categories, is the greatest in our history. Factory production is at an all-time peak. Feature for fea-

ture, every Emerson Radio represents the greatest market value. But Emerson Radio is looking ahead.

The models shown here are typical "VALUE" examples in a new 1947 line which conforms with the mass production and lowest-possible-price policy of this company.

By thus widening the market for QUALITY merchandise—by larger material purchases—and through progressive local and national promotion—the economics work to the advantage of our distributors and dealers and the buying public.

*Lead with the Leader in '47*

Call Your Emerson Radio Distributor Now

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

# POLICY OF Radio

## MARKET WITH GREATER VALUES



3-Way Portable Model 536

6 Tubes and Rectifier  
3-Gang Condenser

Super Power Output 5  
TIMES greater socket power.

Resonance Mounted Alnico 5  
Permanent Magnet Dynamic  
Speaker.

Unheard-of Performance and  
TONE.

Definitely the greatest Portable value in the entire industry, giving Emerson Radio dealers a sensational quality and price leader to spearhead spring and summer business at Substantial Profit.

It was a BARGAIN at \$49.95

*It's a Sensation at*

**\$39<sup>95</sup>**

*Less Batteries*

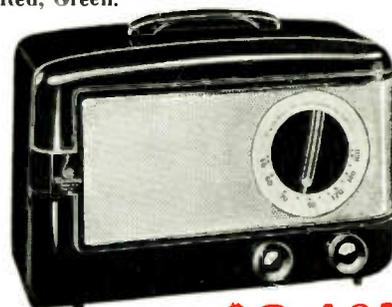


World's Smallest AC-DC Superheterodyne

Model 540. A handful of POWER, TONE and STYLE. In Walnut, Ivory, Red, Green.

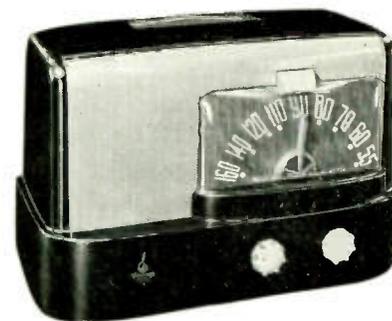
**\$19<sup>95</sup>**

*In Walnut Finish*



Model 543. AC-DC Superheterodyne with all new 1947 features.

**\$24<sup>95</sup>**



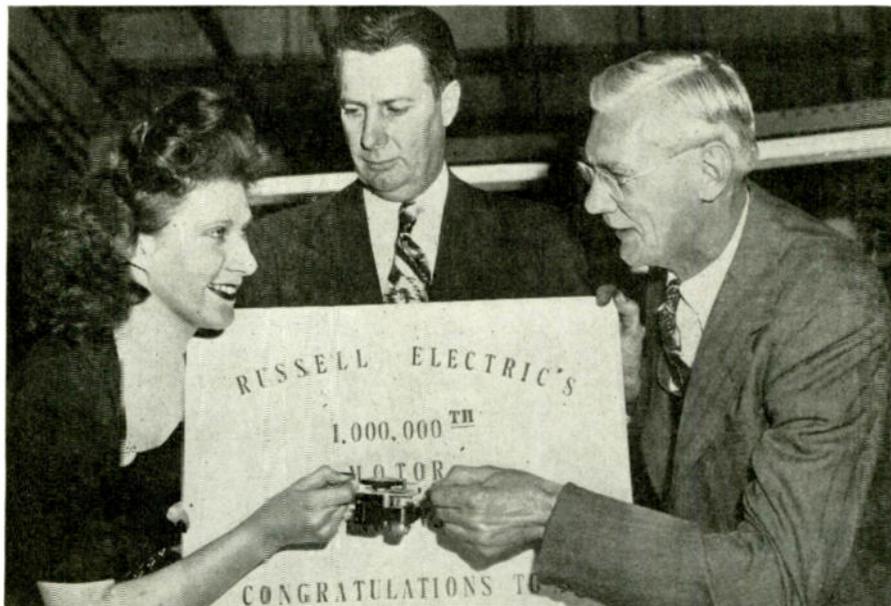
"Moderne" Model 511. AC-DC Superheterodyne. New style and performance leader. Available in Ivory and Ebony combination.

**\$29<sup>95</sup>**

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

*World's Largest Maker of Small Radio*

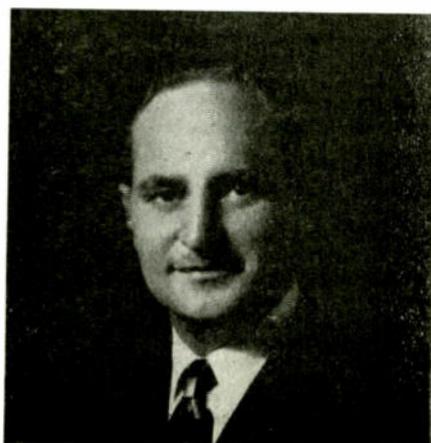
# PICTURING PEOPLE



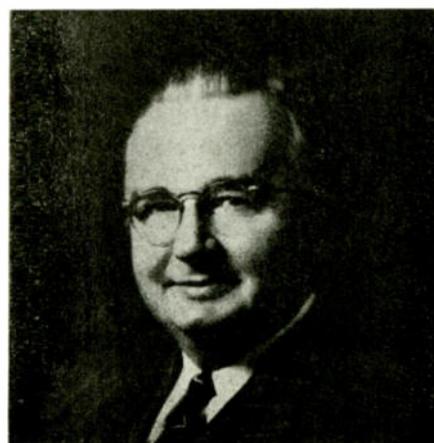
At left, Earle Ballentine, vice president of Russell Electric Co., Chicago division of Raytheon Mfg. Co., appears duly impressed on being presented the one millionth 1/20 h.p. motor made by Russell Electric since V-J Day. During the war the company manufactured DC motors almost exclusively, necessitating a complete plant retooling. The pleased couple presenting the motor are Esther Fisher, left, and Joe Novta, plant foreman.



Thurlo F. Johnson, right, has been appointed sales manager of the central region for Norge division, Borg-Warner Corp., and L. B. Cash, left, formerly his assistant, has been elevated to Johnson's former position of national service manager. The moves resulted from the resignation of J. H. Frohlich, formerly central sales manager, who now is sales manager of the appliances department for the Sampson Co., Chicago Norge distributor. Johnson joined Borg-Warner in 1933 in the manufacturing division, while Cash has had long experience in the national service department.



These two officials of Olympic Radio & Television, Inc., have both been elevated to vice presidencies. Morris Sobin, left, has been appointed vice president and treasurer. Before joining Olympic in 1942 Mr. Sobin was engaged in the practice of his profession as a certified public accountant in New York State. J. F. Crossin, right, director of sales, also has been appointed vice president. He has been active in the home appliance field for 20 years and prior to joining Olympic was on the executive staff of the Crosley Corp.



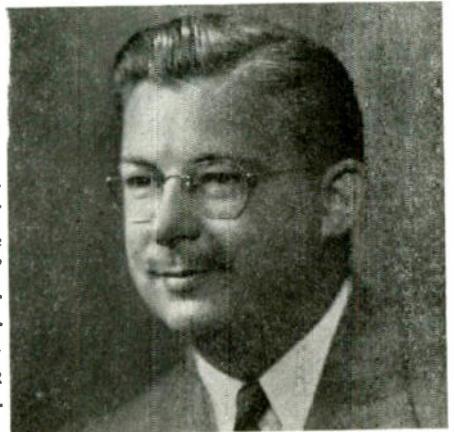


Daniel E. Noble, above, general manager of the Communications and Electronics division of Motorola, has been named vice president in charge of that division. He joined Motorola in 1940 as director of research.

At right, President B. Abrams of Emerson Radio & Phonograph Corp., right, receives a plaque from assistant factory foreman Gordon Shannon as the New York company paused to mark the occasion of the seventh million radio set rolling off its assembly lines.



At left, John Mills, general sales manager of Fele-tone, right, draws a broad mile from Ray Shannon, master of ceremonies of the Tele-tone "Scramby-Amby" audience-participation radio program, as he presents him the first Fele-tone Dynamite model.



Paul H. Eckstein, above, has been named assistant general sales manager of Pressed Steel Car Company's Domestic Appliances division—makers of Presteline major appliances. He has been identified with the industry in key positions for the past 20 years.



Eugene B. Lucas, left, has been appointed sales manager of Air King radios. He will head sales through the company's nationwide distributor set-up. Prior to his advancement, Mr. Lucas was advertising and sales promotion manager.

Victor R. Lindemann, right, has been appointed southwestern regional sales manager for the Crosley division—Aviation Corp. He was Crosley district sales manager from 1939 until 1941 when he entered the Air Corps. Prior to joining Crosley, he was sales manager of Lonergan Mfg. Co., Albion, Mich.





Traubee Products finds ty-ins with celebrities using their cookers pay off. At left, Mrs. Fred Allen seems to be enjoying the bewilderment of her noted husband as he puzzles over directions for operating pressure cooker.

by  
**JACQUES  
TRAUBEE**

**T**HE wide-awake dealer, sales-minded and conscious of consumer trends and tastes, has a real opportunity to cash in on the boom market in pressure cookers during 1947. More pressure cookers will be sold during this year than in any other previous year in the history of this industry. To reap the optimum harvest, proper coordination between manufacturer, wholesaler and dealer is vital.

Pressure cookers were first introduced in this country, in a primitive form, immediately after the Civil War. According to reliable authorities, they were used somewhat earlier in Europe and were a development of basic principles of heating and food preparation, first discerned by French physicists in the 16th century.

At present, there are approximately 3,000,000 pressure cookers in use in this country. There is little doubt in my mind that a ready market exists for an equal number. This demand needs but proper handling to make possible the banner year for the intelligent dealer.

Pressure cookers are growing and will continue to grow in importance in the kitchens of America because they adequately fill a real need.

## **BOOM IN PRESSURE**

*—and how to*

There has been a tendency to place the emphasis on the pressure cooker as a gift item, or as just another "kitchen gadget," thereby minimizing the utilitarian aspects of pressure cooking. Today, the pressure cooker is rapidly becoming as basic a kitchen utensil as the coffee pot or even the stove itself.

Though there had been a constantly accelerating interest in this phase of food preparation in recent years, a tremendous impetus was imparted to the pressure cooker industry, as a result of factors arising out of World War II. In the interest of speed of food preparation, retention of vitamins and minerals, and fuel saving, various branches of the armed forces turned to pressure cooking. This meant, of course, that many more people became acquainted with the techniques involved.

Due to the acknowledgement and acceptance of this form of cooking by the armed forces, home economics departments in schools and colleges began giving attention to pressure

cooking as never before. Newlyweds, housewives and new homemakers also swelled the demand. Hotels, restaurants, schools, hospitals and other institutions approved of the advantages offered by pressure cookers, and have added to the demand, with the result that we now have a market potential unprecedented in the pressure cooker industry.

Of course, my optimism is based on the consideration that the possibility of safe pressure cooking has never been as great as it is now. There have always been those who talked much of the alleged dangers inherent in pressure cookers and pressure cooking. No matter how specific and clear the instructions were in this regard, some folks were careless with the result that some cookers did backfire, due chiefly to a neglect or disregard of these instructions.

Some measure of blame for the loss of market opportunities rests with manufacturers, who place stress

on building up consumer acceptance through advertising and promotion that pointed up the attractive features of pressure cooking, but failed to do a good job on safety features.

The fact is that some of the leading manufacturers of this item didn't employ enough simple ingenuity to make the pressure cookers completely safe, without loss of facile operation at the same time. The so-called safety features have been introduced and all too casually referred to, with very little being done to make the pressure cooker a completely safe instrument from the positive side of the story, until very recently.

I am proud that our time-saver line of pressure cookers are pioneering in this respect. I sincerely feel that with other manufacturers following our example of developing pressure cookers engineered for safety, consumer fears in this regard, can be dispelled and this phase of consumer resistance pretty much wiped out.

In recent months, the Research

In the third instance, we have a completely new pressure gauge, scientifically calibrated to eliminate any possibility of inaccuracy. A simple turn of the pressure cap sets the gauge precisely for desired pressure.

In the fourth place, two additional steam vents provide extra safety by helping the escape of pressure in the event that the main channel becomes clogged.

Finally, upon the completion of the cooking cycle, in order to release all pressure, all that has to be done is to insert a knife or similar implement in the opening of the knob situated there for that purpose. You lift up the knob and place it in a vertical position; instantaneously, all pressure is released.

My frank advice to dealers is: Determine after careful inspection, testing if possible, what lines have the latest safety features, reducing the possibility of accidents, excessive servicing and returns due to mechanical or other shortcomings.

The dealer should familiarize himself with the practical operation of pressure cookers; also, make certain that his sales people are fully informed as to the operation, safety features, care and upkeep of the pressure cooker.

called upon, to give a good workman-like demonstration.

A good way to sell pressure cookers is to prominently display the better lines, giving them window and



Jacques Traubee, dynamic young president of Traubee Products, Inc., is a modern version of Horatio Alger. Herewith he explains why he thinks there will be a boom in pressure cookers, plus how to cash in on it.

counter space, possibly tying in with food photographs.

There is no question but that the harvest is there to be reaped and that the pressure cooker business should reach an all-time high during 1947. Wide-awake radio and appliance retailers can have their substantial share of this business, if they utilize all the data available to them to make the public understand that:

1. There is a place in all food preparation plans for pressure cookers which no other utensil can fill.
2. The best type of newly developed cookers are completely safe and do not lose in ease of operations thereby.

# COOKERS

*sell them*

and Engineering Staff at our main Brooklyn plant perfected a series of improvements to overcome these shortcomings in pressure cooker construction. We halted production, retooling completely, to produce a pressure cooker embodying five distinctive new safety features.

In the first place, we now have what we call a floating gasket. It will not fall into the food. It will always seat itself properly because it is interlocked with a newly developed floating design arrangement.

In the second place, the 1947 Time-Saver pressure cooker has a safety plug which cannot blow out at a given pressure, and does not melt at a given point. Whenever pressure exceeds safety limits, the excess pressure simply seeps out in an orderly manner, retaining the proper pressure for safe cooking.

Adrienne Ames, former movie actress and now a radio women's commentator, goes behind the scenes in the Traubee Brooklyn plant and appears fascinated by a pressure test being applied to a new pressure cooker.



# NEW RECORDS



MISS REGINA HASSOCK ALIAS MARIE CARROLL

## Dealers Hail Merger To Record Met Works

The recent merger by Columbia Records and the Metropolitan Opera to record operatic works has been heartily endorsed by dealers, not only because of the ambition on the part of Columbia, but also because RCA was pushed into action to produce what the public has been seeking for years. Columbia signed a long-term contract with the Metropolitan Opera Association on February 18th which provides for the recording of complete operas directly from the stage of the Metropolitan Opera House.

This is the first time in the history of the opera in this country that the public will have the opportunity to secure recordings of operas which duplicate the actual performances given by the Metropolitan Opera Co. The agreement, signed by Edward Johnson, general manager of the Metropolitan Opera Asso., and Edward Wallerstein, president of the Columbia Recording Corp., stipulates that Columbia will have the exclusive right in this long-term contract to record performances by the Metropolitan Opera Co. Columbia will issue two entire operas each year. In addition, all recordings of operatic excerpts will be made in special sessions at the Metropolitan Opera House.

## Herold "Carousel"

Herold Mfg. Co., Inc., 1 Romney Place, Scarsdale, N. Y., has announced a line of electrically-operated phonographs to be marketed under the trade name, "Kidditrola." The "Carousel" model, shown here, is colorfully decorated with a carousel design and is finished in several color combinations—pink and blue, silver and blue, and gold and red.



Simple and fool-proof in operation, the "Carousel" has a light-weight acoustic tone arm, needle cup, on-off switch, six-foot rubber line cord and contains two needles. List price is \$18.95.

## Aero Ups Bezazian

Paul D. Bezazian, treasurer of the Aero Needle Co., Chicago, since its organization, has been elected general manager of the firm. The company manufactures a complete line of Aeropoint long life needles for home phonographs and the coin-operated phonograph field.

## DOUBLE-BARRELED PROMOTION FOR REGINA HASSOCK

Two new promotional slants cue the advertising campaign for Daval's Regina Record Hassock for 1947. They are three letters and a girl . . . RCA and Marie Carroll.

Al Landes, head of the Daval Mfg. Co., New York, N. Y., has announced a tie-up with RCA Victor's distributor's factory branches in Chicago, Kansas City, and Detroit to distribute the Regina Hassock Record Holder. Miss Carroll, popular girl singer, has been chosen as "Miss Regina Hassock" of 1947 and will be featured throughout the year in the Daval advertising. She formerly was the vocalist with the orchestra of Bob Strong and Bob Chester. She now is in New York and will take part in the Daval advertising while here.

At left she has stopped in at the Dynamic Electronics store, 65th St. and Broadway, New York, to see the Hassock record holders on display. The gentleman smiling at Miss Carroll is Jack Winer, president of Dynamic, exclusive representative for the Hassock Record holders.

However, RCA Victor distributors who handle the Regina Hassock will number in excess of 50.

## RCA Resumes Dealer Training

Resumption of RCA Victor's Dealer Training Programs, after an interlude of six years, has gotten under way with a seminar in New York on March 10th. This was and is being followed by regional meetings in Atlanta, Cleveland, Chicago, Dallas and San Francisco. Picking up where the pre-war program left off, the 1947 program, known as the "How School," will employ novel presentation techniques to drive home to personnel of distributor organizations a wide range of subjects, including market analysis, inventory, merchandising, self-selection, related selling, and the relationship of RCA Victor's 1947 national advertising and dealer aid program to sales and merchandising.

# AND PHONOGRAPHS

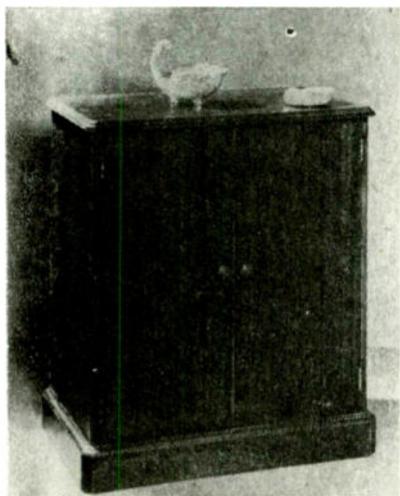
## Stewart-Warner "Consolette"

Shown at right is the 1947 version of the most popular radio-phonograph combination in the Stewart-Warner line. Originally designed as a table model, it has been given four easily-added accessory legs, making it ideal for chairside or other use without impairing its portability. The "Consolette" comes in two styles, Model 61TR46, with a wheat-straw finish wood cabinet, and Model 61TR56, with walnut wood cabinet, and both have complementing patterned grille-cloth. The set is straight AC, affording maximum tonal range for both radio reception and record playing, has five tubes plus rectifier, and has a standard record changer. Its low-friction alloy permanent needle is good for 5,000 playings.



## Malone Record Album Cabinet

Malone Products Corp., 1451 Broadway, New York 18, N. Y., has announced production of Model 600



Record album cabinet. This fine furniture piece is 32 and one-half inches in height and the top measures 27 and one-half inches by 16 and one-quarter inches. This cabinet, which has two ample record shelves, comes in solid mahogany and mahogany veneers and retails from \$50 to \$60.

APRIL, 1947

## Majestic Names York

Shelby York, formerly sales manager of ARA Records, has been named sales manager of Majestic Records.

His new duties will be under the direction of A. J. Lindholm, general sales manager, at the company's general offices in Elgin, Ill.

## AMERICA'S FOREMOST PRODUCERS OF JEWISH RECORDS

### FEATURING THESE HEADLINERS

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

### OUTSTANDING ITALIAN RECORDS

#### New Sensational Italian Singer: NINO D'AURELIO

No. B-503—Soli Tro La Gente Honno Rapito La Luna  
 No. B-504—Prigioniero Lantano Acquarello Napoletano

#### The Velvet-Voiced Italian Baritone: BRUNO

No. B-505—Volzer D'Amor Comm'eBello'A Stagione  
 No. B-506—Momo Bianda Nun Chingere

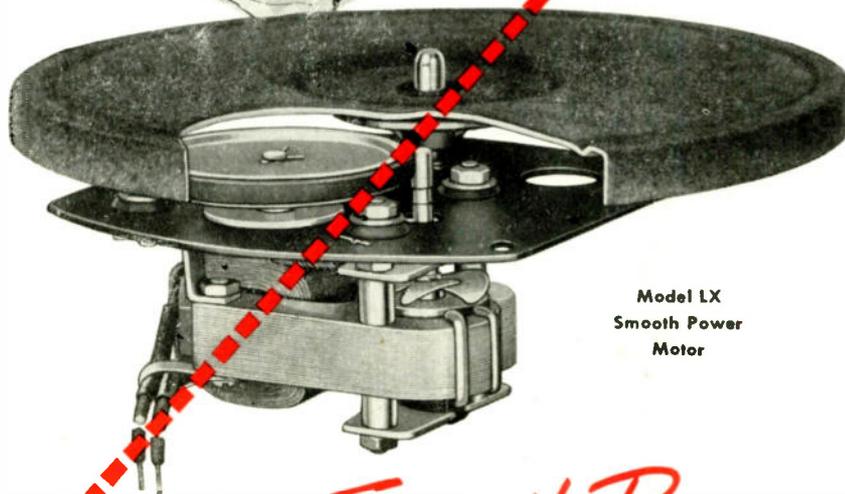
Catalogue Sent on Request • Dealers and Distributors—Write, Wire or Phone

## BANNER RECORDS, INC.

Dept. R, 1674 Broadway, New York 19, N. Y. • Circle 7-8273



**EASY  
ON THE  
EAR**



Model LX  
Smooth Power  
Motor

**WITH** *Smooth Power*

That's what counts with your customers! Give them faithful reproduction, free from wow and rumble, and your selling job will be easier and more profitable.

You'll get that fine performance from our complete *Smooth Power* line of phonomotors, recorders and combination record-changer recorders. They're carefully engineered and faithfully built for quick pickup, constant speed and freedom from noise and vibration. They're *easy on the ear*.

They'll make fitting companions for your own fine products.

**Sues, Young and Brown  
Open in San Francisco**

Sues, Young and Brown, Inc., distributors for M-G-M Records for California, recently opened their San Francisco location at 221 Eleventh Street. Jack E. Baker, who has been with RCA-Victor since 1939 and who has had extensive experience in the record business, has been appointed manager of the Northern California Division of the company. James Richardson, formerly western regional manager for ARA Records, has been named manager for the Southern California area.

Sues, Young and Brown, Inc., are setting up a complete record department in both San Francisco and Los Angeles where they will have displays, booths for the use of Coin Operators, and every facility necessary to give dealers good service.

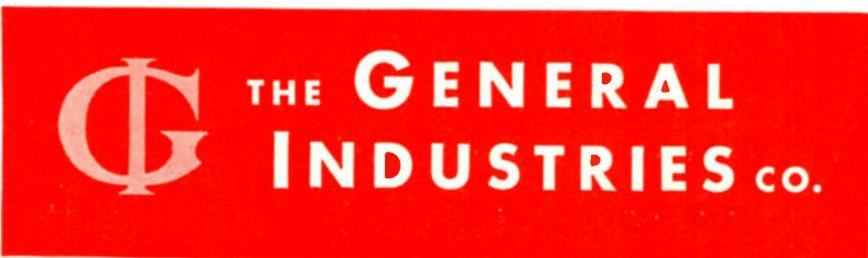
**Capitol Table Model**



Capitol's T-13 table model phonograph features wide-range amplifying system, and gives perfect reproduction whether played at minimum or full volume. Model has solid walnut panel construction, constant speed motor, has advanced audio circuit, bass boost at low volume level and an electronic pick-up designed to minimize surfaces noise.

**Kapp Speaks at Chicago U.**

Jack Kapp, president of Decca Records, was a recent speaker at the University of Chicago Law School, discussing the history and growth of the record industry. He stressed the impact of selected recordings on the minds of America's youth and outlined the tremendous potentialities the record industry possesses as a modern adjunct to education.



DEPARTMENT MT • ELYRIA, OHIO

# Phoneedle\* Sales Leaders—from coast to coast!



*Primus* \$ 2.50

Tie-in with Recoton—nationally known, nationally preferred for quality . . . featured in leading magazines . . . and effectively merchandised with displays . . . selling aids . . . valuable prizes to salespeople. And here's still another Recoton plus—to power your jewel-tipped needle sales like never before . . . a sensational new display case that gives the entire Recoton jewel-tipped line a terrific lift. "A tremendous success!" say dealers across the nation. Ask your wholesaler for all the details of the Recoton campaign.



STEEL NEEDLES BY RECOTON. Trust Recoton to bring you the finest in steel needles! These precision-turned needles, made in Switzerland, maintain the same high standards of quality and performance that have made Recoton the standard among the world's finest phoneedles.

\*Reg. U. S. Pat. Off.

# RECOTON\*

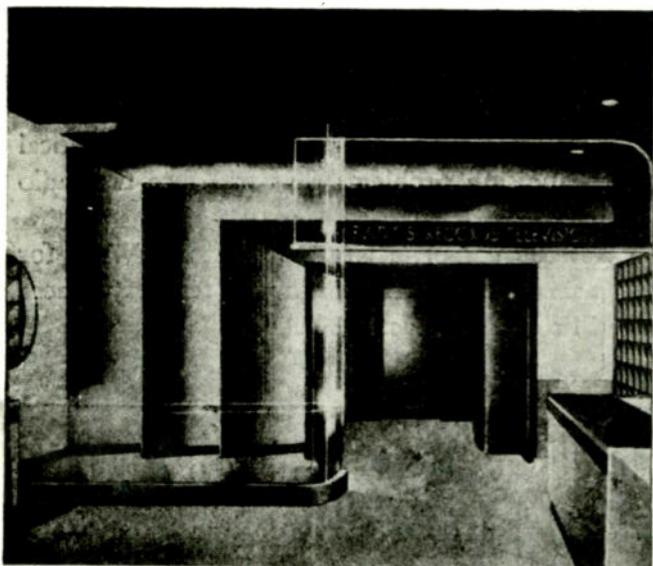
*Always faithful*

... 3RD EVER PROFITABLE

How to . . . .

# OPEN A RECORD

by J. J. WILSON



Architect's vision of the ultra-modern record department. Sharply defined sections, with lavish use of plate glass, offer inducements to pleasant browsing and record sales.

**T**HE prospective record dealer, particularly the G. I. who contemplates entering the record business, finds himself asking numerous questions. How much will it take? How much space? Where?

Questions such as how much money will it take and how much space cannot be answered intelligently in a discussion as general as this. The cost of the initial investment which will include fixtures and opening inventory and the space required is dependent entirely on the potential of the shopping area in which the prospective dealer proposes to locate. Obviously, a new dealer opening in a metropolitan area where competitive dealers are firmly established with sizeable stores, large inventories and experienced sales personnel will require a sizeable capital, a high rent location and a large inventory to compete successfully. There is, however, a great opportunity for new dealers to open in areas not thoroughly now covered by active record accounts. The sale of phonographs is not being limited to any one buying group or any one geographical area and small rural communities will soon be crying for

record accounts to serve their needs. The neighborhood record dealer, too, is succeeding in large municipalities all over the country. A neighborhood record store location is deserving of a very serious consideration by the prospective dealer.

The prospective dealer should consult with the wholesale record distributors covering the area in which he proposes to operate. Areas available to new dealers will thus be determined and distributor knowledge of the local markets will be of vast assistance to the new dealer.

The new dealer faces the problem of what record lines and how many? There are well over a hundred record labels available in the nation today. Obviously, no dealer can profitably handle all of them. The prospective dealer therefore must very carefully investigate the potentialities of his own market and determine what lines he can afford to carry. Few dealers, if any, can profitably carry a dozen or more record lines. Duplicity of stock and the failure of certain lines to sell will offset the profits that accrue from the well-promoted, nationally advertised labels.

The ten questions most frequently asked Columbia salesmen by prospective record dealers follow together with brief answers:

**Q.** What investment is necessary to enter the record business?

**A.** The actual amount of money is entirely dependent upon the prospective dealer's location and would be determined by his market potentiality. The capital needed would probably not be less than \$7,500 for the smallest account, including the investment necessary in fixtures, opening inventory, etc.

**Q.** How much space is needed?

**A.** Space, like capital, would be governed by the location and potential of the new business. Obviously a new dealer locating in the downtown area of a large city with a very sizeable inventory would require more space than a dealer who opened his store in a small, rural community.

**Q.** How many turnovers should a dealer receive annually?

**A.** From four to six turnovers, once the business is thoroughly established. At the beginning of a new record business this will be impossible since an initial inventory of reasonable size is a prerequisite to success in the record business.

**Q.** Can an exclusive record business, i.e., a business that offers nothing but records for sale function profitably?

**A.** Absolutely. There are many such exclusive record stores in the country now, a large number of them having been in the business for years.

**Q.** Can a dealer operate a record business profitably in a town of less than 5,000 population?

**A.** Yes! Phonograph owners are not restricted to any one group or to any one area. Small town operations with inventory and promotion expenditures proportionate to market potential are entirely feasible.

RADIO & APPLIANCE JOURNAL

# STORE

## Sales Training Manager Columbia Record Corp.

Q. What about obsolescence in popular records? How does the dealer avoid it?

A. There is no greater obsolescence in records than in many other products. There is no new line annually requiring feverish liquidation of the old. However, there can be obsolescence in any business and obsolescence is better avoided than cured. A mathematically governed inventory control system available from Columbia distributors will give efficient control and is simple to install. To cover occasional obsolescence, most major manufacturers offer a semi-annual return privilege, which permits up to 5% of dealer purchases.

Q. Does the new dealer need specialized sales help in his record department?

A. If the new dealer has diversified lines such as radio, refrigeration service, etc., then specialist sales help is absolutely essential. The only time specially trained sales help is not required is in a one-man store where sales are limited to records. Columbia will offer a continuing training program for such dealer personnel in the immediate future.

Q. Why, when a dealer enters the record business, can't he buy a few records, say \$50 worth, and build his inventory as his business grows?

A. Because such a dealer's business will not grow from such beginnings. Record buyers want to select items they personally enjoy. Individual musical tastes are widely diversified. Without a balanced inventory many potentially good customers will be alienated at the start.

Q. Are booths absolutely necessary?

A. Definitely, yes. Customers cannot audition records in competition

**A good idea is use of islands and wall shelves devoted to separate classifications. Then record buyers can make a choice with ease.**

APRIL, 1947



Record albums on easy-to-reach wall shelves topped by paintings of noted artists. Note use of record cabinet in center.

with each other without creating bedlam. The music demonstrated must be heard by the customer in comfort and with relative freedom from distracting outside influences.

Q. Many distributors ask for a large spread of so-called classical records in the initial dealer orders. Why isn't it possible for me to open with a very limited amount of classical records or none at all?

A. The record business' founda-

tion is built on so-called classical music. There is no fear of obsolescence. The unit sale and the resultant profit is greater in classical records. Beethoven's Fifth Symphony, for example, sold many years ago, is selling now and will be selling many years hence. To build a complete and profitable record business it is necessary to build a classical record volume.



## Audio Head Forecasts Record Disc Output

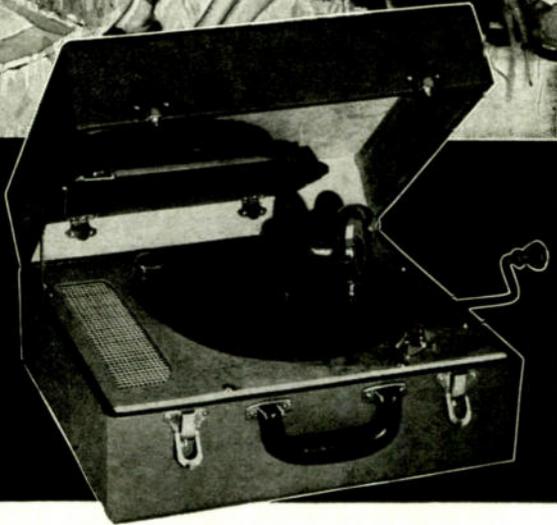
Although 1946 witnessed the manufacture of more than 300,000,000 phonograph records, plus countless thousands of other types of transcribed recordings, 1947 promises even greater record production, in the opinion of William C. Speed, president of Audio Devices, Inc., New York City, one of the leading producers of the master discs on

which the original sound for phonograph records is recorded.

In addition to foreseeing an unprecedented output in phonograph records and electrical transcriptions, the Audio official also explained that there was still another type of recording disc that is sure to be in even greater demand this year. This type is the disc which may be cut and played back immediately or later, without further processing.



● 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.



## Mel-O-Tone Kiddie Console



Model 950, Mel-O-Tone Kiddie Console, is something new in the kiddie phonograph field. In addition to being a musical toy, it also becomes a beautiful piece of furniture for the nursery. Model 950 stands 29 inches high and is 13 and three-quarter inches wide by the same depth. One of the features of the console is a built-in record storage space. This unit is equipped with on-off switch, U.L. approved line cord and is decorated with appropriate decalcomanias. It plays both 10 and 12-inch records. List price is \$24.99 and additional information can be had by writing to Edgar J. Horn, 673 Broadway, New York 12, N. Y.

## Named Horizon Distributor

Melody Record Supply Co., 314 West 52nd Street, New York City, has been appointed exclusive distributor for Horizon Records Co., according to an announcement by Morty Kline, Melody president. Horizon has produced a new vinylite album, "Beethoven for Young People," which is designed to introduce children to Beethoven in a manner they will be able to appreciate and enjoy. Melody also has been named distributor for the new Fala album, the set-to-music story of the famous pet of FDR.

Arthur E. Okeroyd has been appointed New England representative for Aeropoint phonograph needles, according to an announcement by E. Ralph Haines, sales manager.

RADIO & APPLIANCE JOURNAL

**New "Orthosonic" Line Shown by Electronic Laboratories**

Recorded music has been given a "lift" in the form of a built-in elevator, operated electrically, by Electronic Laboratories, Inc., of Indianapolis, Ind., who recently showed their new "Orthosonic" line to the trade in New York City.

Incorporated only in the Chairside combination model, shown here, the "lift" provides easy access to the record player by simply pressing a button. As the largest of the new models offered by Electronic, the Chairside is expected to retail at \$350. President William W. Garstang says that each of the "Orthosonic" models is keyed around a special amplifier-speaker system permitting dual adjustment of high and low notes in reception to suit the individual listener.

Shown also was a small console combination designed for the small apartment where space is limited, and to sell for approximately \$300. Others included four smaller table models with six-tube superheterodyne circuits, featuring special decorative motifs.

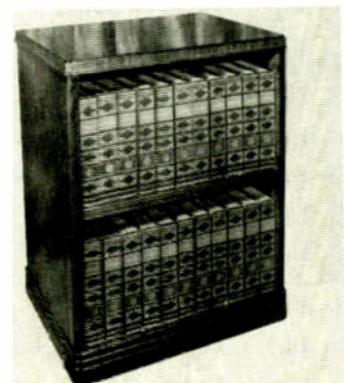


**EASY LISTENING**—The pretty miss pictured here appears to be enjoying music with a "lift" as provided by the new Chairside Model recently put on the market by Electronic Laboratories, Inc. The "lift" innovation, accomplished by an electrically-operated built-in elevator, is one of the features of the firm's new "Orthosonic" line, recently shown to the trade. Inset is one of the new table models, especially designed for kitchen use and finished in porcelain white. All of the table models sell for \$46.

**ECKENROTH ANNOUNCES NEW MODEL**

Eckenroth Co., 32-50 Ross Street, Brooklyn, N. Y., has announced production of its Musagrano Deluxe Record Cabinet model. This model hold 22 albums, 264 records

Musagrano Record Cabinet

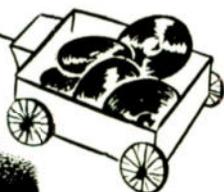


and is finished in luxurious walnut and mahogany with spacious top that will accommodate any size table model radio-phonograph combination. Dimensions are 31 by 18 by 23 and one-half inches. Price list to the dealer is \$19.95. made to retail for about \$39.50.

APRIL, 1947

**thank  
your  
stars**

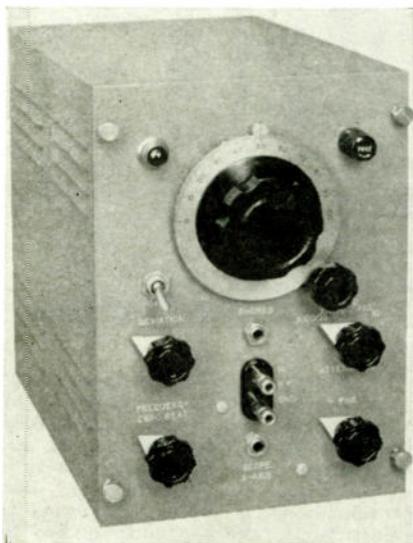
... for record sales day in, day out — throughout the year. GALA's bright stars spark a consistent volume of profitable sales. Hitch your wagon to these stars now!



**GALA**  
**RECORD CORPORATION**  
Empire State Building - New York 1, N. Y.

## Harvey Signal Generator

An addition to Harvey Radio Laboratories equipment for laboratory and test departments is the 204 TS Low Frequency Visual Alignment Signal Generator. Used in conjunction with an oscilloscope, it is invaluable for precision visual alignment of intermediate frequency and tuned coupled circuits in the range of 20 kc to 500 kc. A linear sweep deviation adjustable from 0 to 70 kc peak to peak is incorporated in the instrument. The 204 TS Visual Alignment Signal Generator is 10 and thirteen-sixteenths inches high, seven and one-half inches wide, and 11 and fifteen-sixteenths inches deep. Operation is from 110 volts, 50-60



cycles AC. The generator is manufactured by Harvey Radio Laboratories, Inc., 447 Concord Avenue, Cambridge 38, Mass.

## Volume Control Guide

It's easy to select just the right replacement volume control of any given brand for any other standard brand, by means of the Clarostat Volume Control Cross-Index Guide. Consisting of a set of cards printed on both sides with the complete cross-index of corresponding type numbers of four leading volume control manufacturers, arranged in numerical order, the dealer or serviceman can instantly pick out his favorite brand

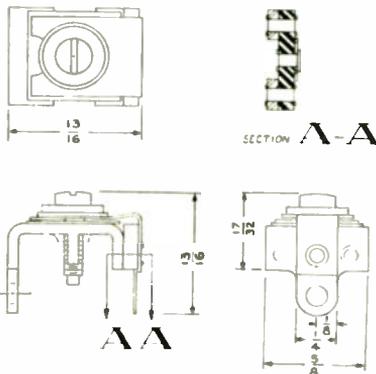
type for any other brand type. The Volume Control Cross-Index Guide may be had free of charge from any



Clarostat distributor or by writing Clarostat Mfg. Co., Inc., 130 Clinton St., Brooklyn 2, N. Y.

## Lear Mico Trimmer Condensers

Five new Mica trimmer condensers having a combined capacitance range from five to 370 mmfd. to meet all normal coil requirements for radio and electronic use now are being manufactured by Lear, Inc., Grand Rapids, Mich. The Lear units are designed to fill the need for antenna, R.F., and oscillator trimmers, and for universal use as an efficient neutralizing or balancing condenser.



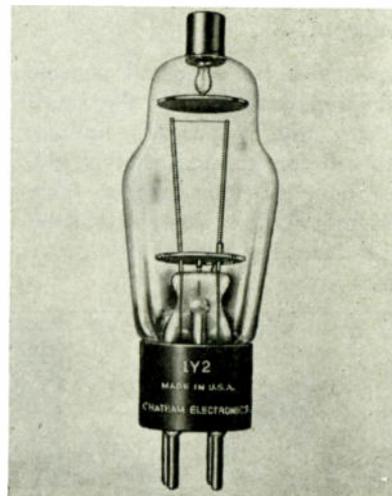
Screw adjustment for the Lear trimmers is very smooth and remains permanently set. The units are stable and impervious to most weather conditions. High-grade India ruby mica is used, which is not generally affected by variations in

# Parts on

humidity and altitude. The Lear trimmers have a minimum Q at 1000 kc. of 200. Leakage resistance is better than 2000 meg. ohms, with test voltage of 300 dc. Carefully installed, these mica capacitors will retain good characteristics.

The engineering drawing of the condenser—read counter-clockwise—shows dimensions for top, side, and end of the unit, with a cross sectional view. "AA", indicating the component structure.

## Chatham Rectifier



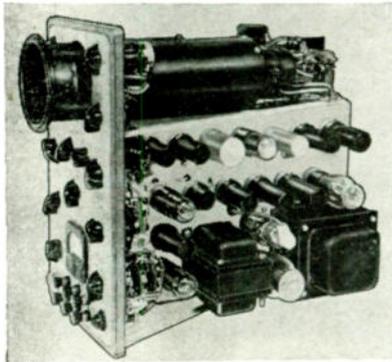
The Chatham 112 is a high voltage rectifier designed for anode supply on direct view or projection type television tubes. Peak inverse voltage rating is 50 KV. Filament voltage is not critical—may fluctuate between 1.0 and 1.65 volts. Filament is amply rugged for 60 cycle operation and requires low filament power making it equally adaptable to an RF filament supply. Inter-electrode capacitance and absence of back emission prevents undue loading of the oscillatory circuit in RF applications. The 1Y2 particularly recommends itself on the basis of adaptability to low cost circuit design. Two tubes deliver 50 KV DC in a voltage doubler circuit or 25 KV DC singly. The tube is a product of Chatham Electronics, 475 Washington Street, Newark 2, N. J.

RADIO & APPLIANCE JOURNAL

# Parade . . .

## RCA Cathode-Ray Oscilloscope

A new portable three-inch oscilloscope is now being produced by the RCA Engineering Products Department in Camden, N. J. The new 'scope's frequency range and high gain characteristics permit close examination of high speed transients and pulsed voltages for test analysis. This new general purpose 'scope, RCA Type WO-79A, makes possible the accurate measurement and display of frequency components up to six megacycles in transient and pulsed voltages of the order of one micro-second.

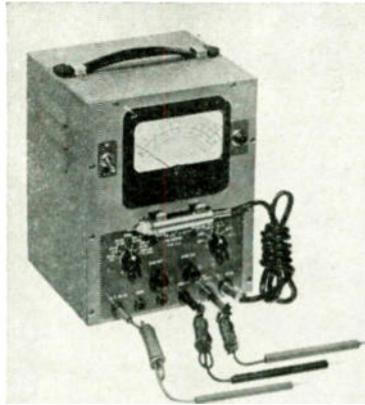


The major electrical components of Type WO-79A include calibrated horizontal and vertical input attenuators, high-gain horizontal and vertical amplifiers, a synchronizing amplifier, a time-base oscillator and sweep generator, and intensifying amplifier, low voltage and high voltage power supplies, and a three-inch high-contrast cathode-ray oscilloscope.

The centering controls on the oscilloscope permit expansion of a waveform under test over a distance which is twice the diameter of the screen, without causing visible distortion. This makes it possible to center any portion of a complex wave on the screen for analysis. The voltage amplitude of a signal can be determined by means of a calibrated voltmeter which is built into the front panel of the instrument.

APRIL, 1947

## Sylvania Polymer



The Sylvania Type 134 Polymer is a combination instrument for effective trouble-shooting and checking of electronic circuits. It embodies all the features of a sensitive and accurate vacuum tube voltmeter and also provides a wide range of measurement of resistance and current. Accessory equipment provided with each instrument includes unusually compact plug-in vacuum type probe and flexible shielded transmission line for use at frequencies up to 300 mc.

## Pyramid "Twist-Mount" Capacitors

The latest addition to the Pyramid family is the "Twist-Mount" electrolytic capacitor — an ultra-compact, high quality, metal-sealed, easy-to-mount unit. The "Twist-Mount" type is a DC dry electrolytic capacitor in grounded aluminum containers with lug terminals and mount-



ing ears. The unit has excellent electrical characteristics, legible terminal coding, and each unit is supplied with metal and bakelite mounting plates. These modest-priced units, individually packaged, are manufactured by Pyramid Electric Co., Jersey City 6, N. J.

## LAND-C-AIR SALES INC.

*Sales Representatives*

14-16 Pearl Street • New York 4, N. Y.

Bowling Green 9-9238

### TERRITORY

New York, Eastern Pennsylvania, Delaware, Maryland,  
District of Columbia, Virginia, New Jersey, New England.

Upon request we will furnish to manufacturers seeking distribution in this territory detailed information about our company.

*Nichols* ~ *Sargent* ~ *Hustis*

# What to do **IF MRS. SMITH'S**

WAFFLE IRONS STILL ARE IN SHORT SUPPLY SO CHANCES ARE DEALERS WILL HAVE THEM COMING INTO THEIR SERVICE DEPARTMENTS FOR SOME TIME. THE ACCOMPANYING PICTORIAL REPAIR GUIDE, MADE BY LANDERS, FRARY & CLARK, SHOWS WHAT TO DO WHEN MRS. SMITH'S UNIVERSAL IRON ACTS UP.



1. First, check for circuit and wattage, then for ground. Next, check heat indicator adjustment. If still no circuit, lift top of iron, thus, and remove front cover screw.



2. Next, take a strong wire and remove the indicator strip.



3. Now, remove cover with backward motion so as to release cover projection from under hinge shield screw.



4. Back to the screw driver and remove top cover screw so that you can remove top unit cover.



5. The next step is to remove the hinge shield.



6. And now remove the base.

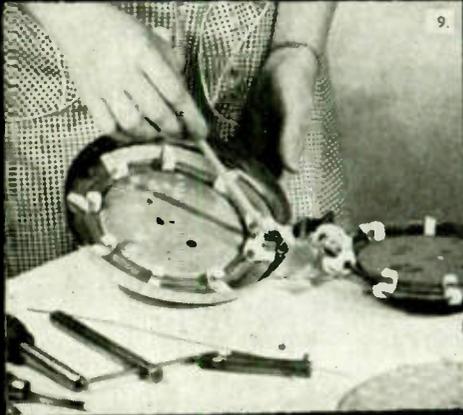
# WAFFLE IRON QUILTS



7. You're now ready to remove the bottom unit cover.



8. It is necessary to proceed to this point if replacement of the grids is required. When changing, bimetal strip should be transferred to new top grid.



9. Now, check the lead wire and unit coils for burn-out or loose connections.



10. Replace lead wires or unit coils as found necessary—plus any broken bushings.



11. Now, reassemble and test. When assembling, slip projection under hinge shields screw and drive cover forward with protected end of mallet.



12. To adjust heat indicator, pull red strip forward, if slow. But if fast, push red strip back inward, using screw driver or other available tool.

## Warwick Jobbers Meet in New York

Accepting the advent of the buyer's market as a stern but healthful remedy for inflationary trends. John Holmes, president of the Warwick Mfg. Corp., makers of Clarion radios, painted an optimistic picture to the company's distributors at a meeting at the Waldorf-Astoria Hotel, March 4th. The New York meeting was one of a series to be staged by the company and its distributors throughout the United States.

"The buyer's market which everyone has been talking about is here," President Holmes declared. "In our opinion, this fact does not point to a business recession. It is a return to the normalcy of competition for which we have been preparing for many months. With the application of tried and proved merchandising practices, it can mean permanent, long-term prosperity for all of us."

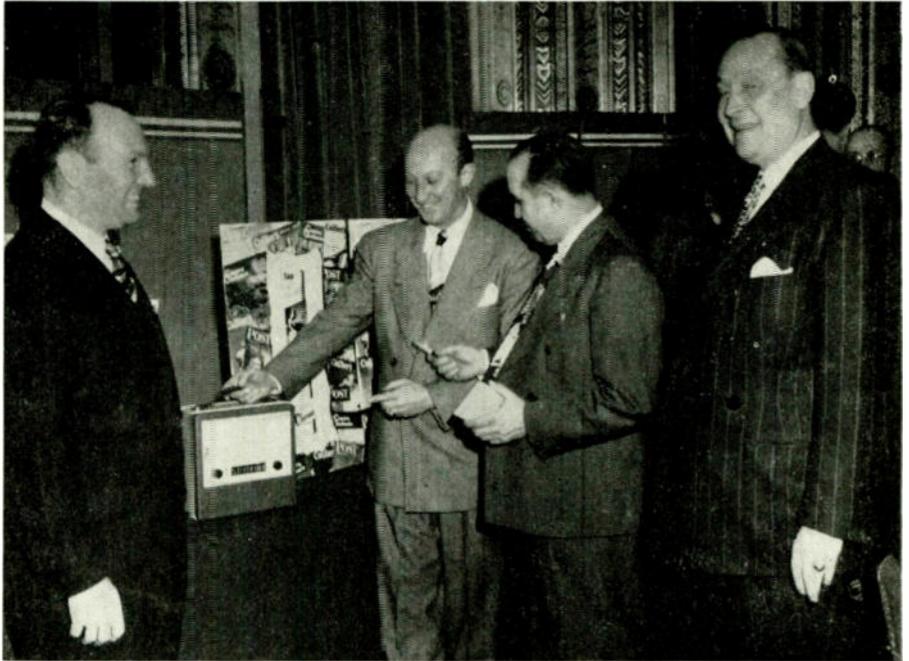
Other factory executives who took an active part in the program were George G. Brittan, vice president of the Warwick Manufacturing Corp., Reau Kemp, general sales manager, and John E. Newman, eastern sales manager. Earl E. Sproul, president of Agency Sales Corporation, Clarion advertising counselors, outlined the company's advertising and publicity program for the coming year. The meeting, attended by about 75 distributors, concluded with a banquet and informal entertainment in the evening.

Other sectional Clarion Distributor meetings scheduled will take place in Atlanta, Dallas and San Francisco. A meeting was held in Chicago February 27th for distributors in that area.

### Joralemon Forms Firm

L. C. Joralemon, for many years a field representative for Weston Electrical Instrument Corp., Newark, N. J., has formed the firm of Joralemon, Craig & Co., with headquarters at 112 South 16th St., Philadelphia 2, to carry on the business. Mr. Joralemon's partner in the enterprise is D. K. Craig.

Joralemon, Craig & Co. will han-



At the Warwick distributors meeting in New York—John S. Holmes, Warwick president, left, and Reau Kemp, general sales manager, right, look on as John Newman, second from right, eastern sales manager, points out the features of the new Clarion portable to a distributor.

dle sales of Weston instruments in southern New Jersey, eastern Pennsylvania, the District of Columbia, Fairfax County, Virginia, and in Maryland, with the exception of Allegheny and Garrett Counties.

### John Ballantyne Honored

John Ballantyne, left, president of Philco Corp., Philadelphia, Pa., receives from Lt.-Col. Arnold T. Gallagher, commanding officer, Storage



and Issue Agency, a special Certificate of Appreciation from the War Department for his wartime services in directing the "research, development, engineering and production of radar and associated equipment."

### Celebrate Emerson Opening



Ben Abrams, left, president of Emerson Radio and Phonograph Corp., New York, congratulates A. Irving Witz, president of Emerson Radio of Pennsylvania, Inc., at ceremonies marking the opening of the latter's new showroom and offices in Philadelphia.

### Wanamaker to New Job

H. A. Brennan, vice president and general manager of Associated Stores, Inc., Tampa, Fla., has announced the appointment of Duane Wanamaker as advertising director for this well-known group of retail establishments, effective at once. Mr. Wanamaker is a prominent figure in the radio and appliance field.

AMERICA'S LEADING PORTABLE . . .

**Brock**  
TRADE-MARK

**ELECTRICAL & MECHANICAL  
RECORD PLAYERS**

*Sell Brock and Sell the Best*

• MORE VALUE  
FOR LESS MONEY

THE *Brock* NAME  
IS GROWING  
**BIGGER**  
ALL THE TIME



**No. 7X-10  
MECHANICAL RECORD PLAYER**

*Striking Appearance and  
Long Wear*

3-Tone luggage-type case covered  
with simulated leather.

One-piece, 24" tone column,  
scientifically tapered for maximum  
tone and volume.

**No. 7X-50  
ELECTRICALLY AM-  
PLIFIED PORTABLE**

*Striking Appearance and  
Long Wear*

3-Tone luggage-type case  
covered with water-proof  
simulated leather. Motor:  
Rim-drive, 78 R.P.M. con-  
stant, air-cooled, rubber-  
cushioned, A.C. current.



**DAVIDSON  
MANUFACTURING CO.  
EATONTON • GEORGIA**

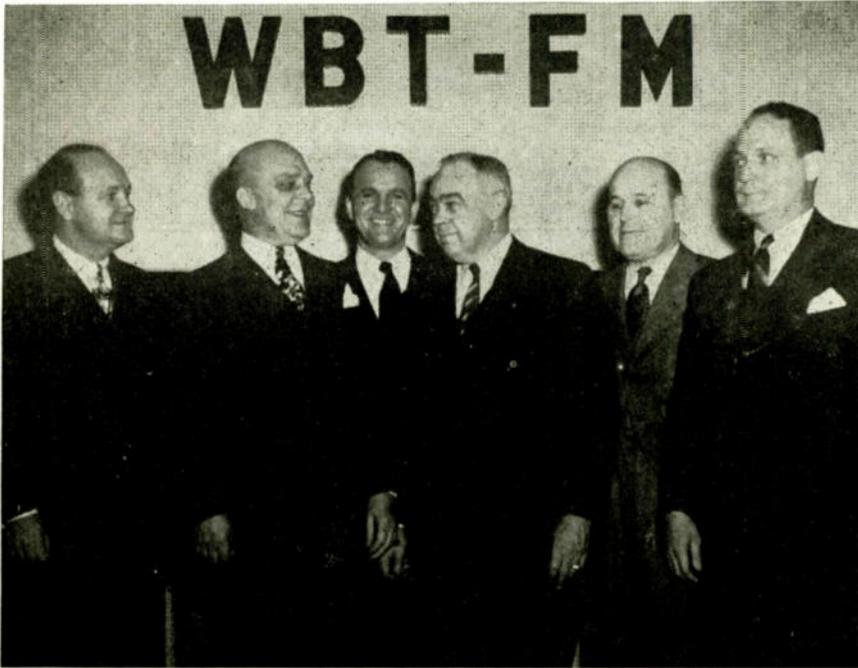
SALES OFFICE

133 CARNEGIE WAY, N. W.

ATLANTA, GA.

*"In Dollar-for-Dollar Value, Brock has no equal"*

# DISTRIBUTOR NEWS



Officers of the newly-formed Charlotte Radio and Appliance Distributors Asso., left to right: Calvin D. Mitchell, president of Southern Appliances, Inc., member steering committee; A. K. Sutton, president of A. K. Sutton, Inc., member of steering committee; J. L. Pleasants, vice president Allison-Erwin Co., vice chairman; J. P. McMillan, chairman; R. L. Chapman, president Chapman-Wilhelm Co., chairman steering committee; and Enloe McClain, president McClain Distributing Co., secretary-treasurer.

## Carolina Jobbers Form Association

Some 55 radio distributors of the Carolinas recently formed the Charlotte Radio and Appliance Distributors Association to accelerate the distribution of FM receivers in North and South Carolina.

The association was spontaneously organized at an FM luncheon given by Radio Station WBT, Charlotte, to mark the occasion of WBT-FM taking the air.

J. P. McMillan, president of Southern Radio Corp. was elected chairman of the association.

## Dooley Heads Arizona Firm



Pat Dooley has been elected president of Radio Specialties and Appliance Corp., Phoenix, Ariz. He assumed his new duties recently, succeeding Earl K. Moore. This wholesale distributor covers the state of Arizona and adjacent territory, including part of Mexico. Mr. Dooley has been active in West Coast radio parts jobbing industry since 1935.

## Maness Named by Tracy-Wells



George E. Maness, right, new sales manager of the Tracy-Wells Co., distributors of Columbus, Ohio, talks over new merchandise with Salesman Donald Sipe.

RADIO & APPLIANCE JOURNAL

## JFD Appoints Two Reps



The appointment of the R. W. Farris Co., headed by R. W. Farris, above, as sales representatives in the states of Iowa, Nebraska, Kansas and Missouri has been announced by Julius Finkel, president of the JFD Mfg. Co., Brooklyn, N. Y. Mr. Farris is senior partner in the Farris firm, and his junior partner is Zell S. Mayers. The firm's offices are located at 406 W. 34th St., Kansas City 2, Mo.

Mr. Finkel also announced the appointment of Edward E. Wineblatt, below, as factory representative covering the state of Illinois. Mr. Wineblatt will have his headquarters at the Hotel Monterey, 808 Junior Terrace, Chicago 13, Ill.



Mr. Wineblatt is the first direct factory representative to handle the JFD line of radio parts exclusively to be appointed. He has recently completed a course of factory-training at the JFD plants in Brooklyn.

## Distributor Briefs

Two personnel additions have been announced by Allied Appliance Co., 111 Berkeley St., Boston, Mass. William L. Lever has returned from the Air Corps to head up the floor covering division. He has a previous association of 12 years in the floor covering line. Another addition to the personnel is Roy Davey, who has been appointed director of promotion.

Several hundred radio and appliance dealers from the Tri-State area attended the formal opening of the new building of Superior Distributing Co., 5124 Liberty Ave., Pittsburgh, Pa., recently. Superior is the newly-formed subsidiary of the Superior Auto Accessories Co., also of Pittsburgh.

The appointment of Black & Ryan, of Phoenix, Ariz., as the Zenith Radio distributor in the State of Arizona, with the exception of Graham and Greenlee counties, was announced recently by H. C. Bonfig, vice president of Zenith Radio Corporation.

The new 7500 square foot display room of De Mambro Radio Supply, Inc., Manchester, N. H., the local branch of De Mambro Distributors, Inc., Boston Stewart-Warner radio distributor, recently was opened to the public. Ten Von Hagen is manager of the branch.

The Model 1210 Stroboscope, recently developed by Communications Measurements Laboratory, Inc., is being exclusively distributed in the Chicago area by Walker-Jimieson, Inc., wholesale distributors of radio and electronic supplies, 311 South Western Avenue, Chicago.

The Southwest Radio & Equipment Company of Oklahoma City, Okla., has been named a distributor for Duo-Therm fuel oil space heaters and water heaters to serve all Oklahoma except for ten counties in the eastern section of the state. Announcement of the appointment was made by M. F. Cotes, executive vice president of Motor Wheel Corp. and general manager of the Duo-Therm Division.

The May Co., direct Farnsworth retailer in Denver, Colo., has announced the appointment of Henry Lowen as radio buyer. Mr. Lowen will be in full charge of the radio department, including sales and service. O. S. (Scotty) Scott, formerly in charge of the radio department, will continue as head of major appliance sales and service.

Ward Leonard Electric Co., Mount Vernon, N. Y., has announced the appointment of the Southern Sales Co., 1135 Lincoln Tower, Fort Wayne 2, Ind., as their industrial representative in Indiana and western Kentucky.

## Farnsworth Expands

Expansion of research, engineering, manufacturing and administrative facilities at the Fort Wayne headquarters plant of the Farnsworth Television & Radio Corporation has been announced by E. A. Nicholas, president. A new two-story addition has now been occupied, giving the company's expanding research and engineering activities increased laboratory facilities. This permits Farnsworth's entire research and engineering departments to be located at the Fort Wayne plant.

## Calif. Dealers Name Gloria

Joe Gloria of Advance Radio Co., San Jose, Calif., has been elected president of the Radio Dealers Association of Santa Clara County, succeeding Clyde L. Starr, who held the office for three years. Other officers elected: Harry Miller, vice president; Al Limbratis, treasurer; Richard Shattuck, secretary; Gregg Stark, sergeant-at-arms; Joe Kadelka, stock control, and Phil Rudden, advertising coordination.

## New Dealers

### Connecticut—

Hartford: State Radio & Appliance Co., Inc., opened at 706 Albany Ave.

### Florida—

Lakeland: Home Appliance Co., reopened redecorated store.

### Iowa—

Fort Madison: Iowa Home Appliance Co., opened by Herbert and Richard Gaston.

### Massachusetts—

Turners Falls: Leon A. Kohler, Inc., opened store at 75 Avenue A.

### Michigan—

Saginaw: Art Noey Home Appliance store, opened at 910 S. Washington Ave.

### Ohio—

Zanesville: Roberts Appliances, opened at 514 Main St.

### Pennsylvania—

Allentown: Town Appliance Store, opened at 1046 Hamilton St. George's Radio, Toy & Appliance Store, opened at 214½ N. Sixth St.

### Texas—

Giddings: Dippels Appliance Store, new building completed.

### Virginia—

Richmond: Westover Appliance Co., opened at 5011 Forest Hill Ave.

### Wisconsin—

Milwaukee: Henrichs Radio & Appliance, Inc., incorporated.  
Waupun: Schulz Radio & Electric Co., opened at 22 E. Main St.

### Wyoming—

Cheyenne: Chief Appliance Corp., incorporated. Reenan's Appliance Store, bought by Mr. and Mrs. R. C. Anderson, to be operated as Anderson's Home Appliances.

## Personnel Changes

Appointment of W. L. Rothenberger as manager, renewal sales in the RCA Tube Department has been announced by L. W. Teegarden, vice president in charge of the department. Mr. Rothenberger succeeds David J. Finn, newly appointed general sales manager of the RCA Victor Record Department.

Announcement of three promotions in the Equipment Sales Section of the RCA Tube Department, RCA Victor Division, Harrison, N. J., has been made by L. S. Thees, manager of equipment sales. Louis Martin, formerly supervisor of the field engineering group, has been appointed supervisor of the equipment field force. In his new capacity, Mr. Martin supervises field activities for both equipment sales and application engineering. Robert L. Kelly, formerly field engineer in the New York area, is now supervisor of application engineering service, equipment sales section. Jack M. Sadowsky, formerly a field engineer, has been named supervisor of electronic component sales, equipment sales section.

In line with its program of expansion, Pierce-Phelps, Inc., Philadelphia and Harrisburg appliance distributor, announces the appointment of Warren J. Miller as advertising manager. Jack Siegrist, who has been doing sales promotion work with Pierce-Phelps for the past year, becomes assistant advertising manager.

Lloyd Dopkins has been appointed radio sales manager of Majestic Radio & Television Corp., Elgin, Ill., it has been announced by Parker H. Erickson, vice president. For several years Mr. Dopkins has been eastern divisional manager for Majestic, covering the eastern seaboard. Well-known in the radio and appliance field, he became associated with the industry in 1923, when he joined the DeForest Radio Co. Later he was with Atwater-Kent Manufacturing Co. and more recently with Crosley Corporation and Zenith Radio Corp.

Reau Kemp, sales manager of Clarion Radio, announces that C. H. Hunter has joined the Clarion organization as divisional sales manager for the South and Southeastern territories. "Hap," as he is known to the trade, has been occupied in appliance merchandising for almost twenty years. Most recently he was district manager of the central middle west for Proctor Electric Company, and previous to that manager of the Bendix branch at St. Louis.

Charles Weisser, Emerson Radio & Phonograph Corporation sales manager, has announced the appointment of Melvin A. Prottas of New London, Conn., as a company sales representative in the New York State territory.

## THE TELEVISION KIT

(Continued from page 25)

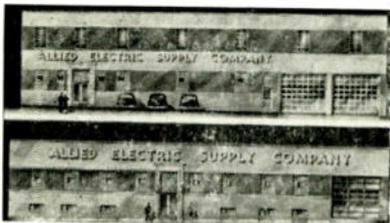
The service dealer should keep in mind that by assembling the sets himself, he will soon become recognized as a video expert in the eyes of his customers and community. This consumer confidence is apt to show itself not only in increased calls for video servicing, but also for tackling AM, FM problems, along with servicing other radio, phonograph and appliance merchandise.

The Transvision Kit provides a seven-inch square picture, is factory pre-tuned for operation in any specified television area in the United States and its equipment includes a \$30 Lectrovision picture tube, a front wood panel with hand-rubbed finish, 17 tubes beside the picture tube, a single dipole antenna and 60 feet of low-loss twin lead-in cable.

The televising of big league baseball games this summer is expected to give television a major shot in the arm. In addition to homes, there will be a demand for sets in barber shops, clubrooms, bars, ice cream parlors, business offices and other places where people gather. It is almost certain producers of quality brand video receivers won't be able to meet the demand. So the dealer who is interested in going into television, would do well to investigate the video kit field—Now.

### Allied Moves Into New Home

Shown here are two views of the new building which Allied Electric Supply Co., wholesale distributors of Pittsburgh, Pa., occupied on April



first. Allied was founded 28 years ago by A. Samuels, its current president. Allied serves 38 counties in Pennsylvania, Ohio, West Virginia and Maryland. The new building, which occupies 24,000 square feet, is located at 1201 Forbes St.

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### Notice To Our Advertisers NEW CLOSING DATES FOR ADVERTISING COPY

All Color Plates—10th of Month Preceding Publication  
All Copy to Be Set—10th of Month Preceding Publication  
Single Black Plates—15th of Month Preceding Publication

With these new deadlines the Editors hope to have each issue of the magazine reach readers on the first of the current month.

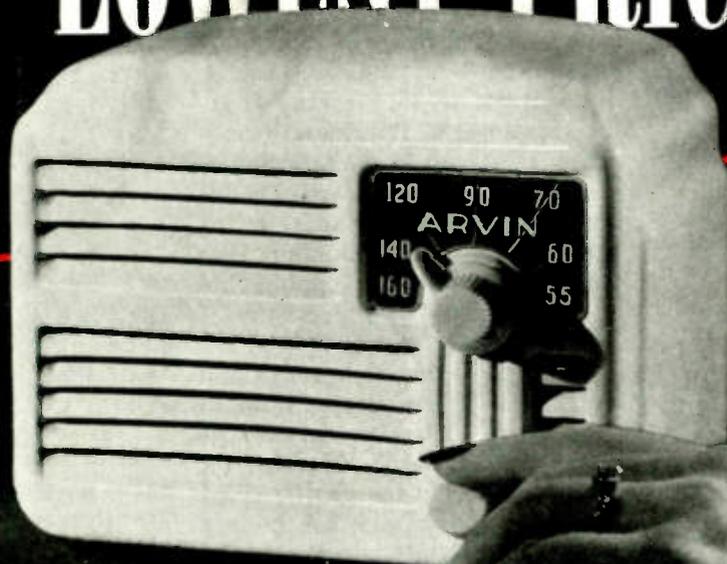
**RADIO AND APPLIANCE JOURNAL**

1270 Sixth Avenue

New York 20, N. Y.

*it's*

**LOWEST PRICED!**



**THE**

**Mighty-mite**

**ARVIN**

**\$15<sup>95</sup> RETAIL**  
**\$16.45 • ZONE 2**

Here's quality performance and beauty at the lowest price. It's the outstanding leader in small radios. You owe it to yourself to get your share of the extra store traffic, the quick sales, big volume and handsome profits the Arvin Mighty-mite brings.

Order Arvin Model 444A.



Another lovely Arvin, at a trade-pleasing low price, Model 552 AN—one of the many splendid Arvin Radio money makers.

**ARVIN**

... the name on profit-building products from

**NOBLITT-SPARKS INDUSTRIES, INC., COLUMBUS, INDIANA**

**H**ELLO again . . . Another busy month, trying to see all our good friends who were in town, plus getting out your RADIO & APPLIANCE JOURNAL. . . . Had a nice visit with Electronic Laboratories' Prez. **W. W. Garstang** and Sales Mgr. **Walter E. Peek**, in to give the Big City a first look at their new "Ortho-sonic" radios. Certainly was impressed by their "Chairside" model with its new elevator "lift" feature. Full details and pictures in the current Phonograph and Record section. Incidentally, we're looking forward to an exclusive article by Mr. Peek on inter-communication units in the May issue.

Over to Chateau Richelieu for luncheon with Espey's **Michael Ross**, who revealed that he'd resigned to take over the phonograph and supply division of Decca Distributing Co., as of March 15th. Good luck, Mike . . . Learned with surprise that good friend **Jack Beebe** left S.N.C. Mfg. Co. on the 15th and is being succeeded by **Henry Beekman** . . . A phone chat with **Harry R. Weisenberger** (Ward Products Co., Cleveland) who told us that **Roy Unger** has been made sales and advertising manager of the company. Let us know, Roy, if we can be of help.

To get on the good side of Clarion Radio's general manager, **Reau Kemp**, just invite him for a shishkabob dinner. When in our town for the premiere showing to eastern jobbers, Reau was initiated to the tasty Armenian dish by **Publisher Alex H. Kolbe** at the Golden Horn Restaurant. The recipe, incidentally, calls for choice bits of lamb broiled on a spit over charcoal, together with onions, green peppers, tomatoes and mushrooms . . . Mm-mmhht!

Did you know that **Harry Walsh** (media director, Newell-Emmett) once was one of the top appliance men for Western Electric? Years ago Harry was an ace salesman who wrung up some

# Journal's End

By The Staff

enviable records selling washing machines. . . . We got a tip that a New York manufacturer is introducing a phonograph motor some time this month that operates on both AC and DC. Watch for full details in the May Journal. . . . **Polk C. Brockman** (president, Davidson Mfg. Co., Atlanta, Ga.) dropped in with **Tom Davidson** (Davidson V.P.) to show us two mighty nice looking new models of children's portable phonographs.

Just found out how radio and appliance dealers keep fit up in New Brunswick, Canada. Sixty-one-year-old **Jacob Marcus** (J. Marcus, Ltd.) often can be spied in winter taking a five-minute swim among the ice cakes in the Bay of Fundy. Also takes 10-mile hikes and never wears a hat or overcoat. Brrr! Pardon, while we give our muffler another turn—there's a slight draught in our Radio City hothouse.

Over to Park Central Hotel for cocktail hour with **Earl L. Hadley** (ad director, Bendix Radio Division) and we got a peak at some of the high-powered national ad copy Bendix will run in coming months. Thanks, Earl, for a pleasant evening. . . . On long distance to try to pry some inside info out of Ad Director **Seymour Mintz** on Admiral's newest portable radio line. But Seymour said nothing doing yet. Sez he'll have a startling announcement to make very shortly. . . . A pleasant visit with **Gordon G. Moss**, a manufacturer's rep from Greeley, Colo., who reported business good and the Rocky Mountain jobbers with little to gripe about. . . . **Jacques Traubee**, whose recipe hobby was mentioned here last month, has printed his collection in booklet form for the gastronomic delight of gourmets. Don't miss his fine

article on "Boom in Pressure Cookers" on page 30, this issue.

**Perry Saftler** tells us the Radio Industry Special train will leave New York on Saturday, May 10th, for the Chicago Radio Parts Show. If you don't have a reservation, better call Perry pronto at REctor 2-533b. . . . Sorry we couldn't get down to Philadelphia for the Tenth Annual Merchandise Fair, March 3-6, but hear they had a great show. Thanks anyway to Supplee-Biddle Co. for their kind invitation.

Hearing a lot of favorable comment on the packaged set of FM transformers and oscillator coils put out by **Bernie Gilman** (Hillburn Electronic Products Co., NYC). Bernie tells us that he's hitting his production stride, which means full-scale production shortly. . . . A local high spot of the month was the I.R.E. convention and show. However, it was the first time in years that exhibitors put stand-ins and understudies in charge of booths, which didn't set well with many visitors who showed up primed for a visit with the top men.

Over to the attractive offices of Gross Distributing Co. for a press preview of the new Blackstone washer. A very smooth show, plus plenty of tasty food and drink, which made a hit with the press. . . . On to the local Bruno Distributing office for a showing of the new Bendix ironers and dryers—and was mighty impressed with the aggressive presentation put on by General Appliance Mgr. **Ira Schwartz** and his aides. Incidentally, Ira revealed that he's succeeded in getting Bendix washers into the laundry rooms of 20,000 metropolitan New York apartment houses. . . . See you next month.

RADIO & APPLIANCE JOURNAL



# 1947 PARADE OF VALUES

**SPEARHEAD THE WAY TO INCREASED SALES  
WITH ULTRA QUALITY RECORD PLAYERS!**

**PREP**

LIST  
**\$2450**



- 2-tube amplifier (3-tube performance)
- 5 1/2" Alnico-5 Permalloy G. E. Speaker
- Acoustically designed for fine tone
- Two-tone simulated leather cabinet

**TEEN AGER**

LIST  
**\$3250**



- 2-tube amplifier (3-tube performance)
- 5 1/2" Alnico-5 Permalloy G. E. Speaker
- Separate volume and tone control
- Portable case in two-tone leatherette. 3 colors: Brown, Blue, Maroon.

**CO-ED**

LIST  
**\$3650**



- 2-tube amplifier (3-tube performance)
- 5 1/2" Alnico-5 Permalloy G. E. Speaker
- Separate volume and tone control
- Portable case, ostrich finish leatherette

Alert dealers and distributors are profitably playing a Symphonic tune! These seven outstanding record players are bound to ring your cash registers to new musical heights! All have exceptional versatility, superb tone, functional beauty and advanced engineering features. Critics have acclaimed them . . . and you will sell them . . . because they are the most exciting values of the year!

RCA Licensed Manufacturers



LIST

**\$109.95  
CONCERTO**

**Deluxe Automatic RECORD PLAYER**

- Handsome solid mahogany custom-built cabinet with storage space for 10 and 12 inch record albums.
- 4-tube amplifier (including Selenium rectifier) with voltage doubler circuit for twice the power output.
- Full range tone control from bass to treble, with inverse feedback to assure perfect reproduction.
- 10" G. E. speaker with 6.8 oz. magnet of Alnico-5 Permalloy.
- Foolproof, two post automatic record changer with noiseless 60 cycle AC motor.
- Minimum surface noise with lightweight pickup arm and permanent needle.

List 5% Higher west of Rockies

**VARSITY**

LIST  
**\$3995**



- 3-tube amplifier (4-tube performance)
- 6 1/2" Alnico-5 Permalloy G. E. Speaker
- Separate volume and tone control
- Portable case in two-tone leatherette
- Lightweight pickup arm, permanent needle

**FRATERNITY**

LIST  
**\$6450**



- 3-tube amplifier (Super performance)
- 6 1/2" Alnico-5 Permalloy G. E. Speaker
- Separate volume and tone control
- Deluxe portable case, two-tone leatherette
- Lightweight pickup arm, permanent needle
- Gearless, foolproof automatic changer

Model  
**YCA3**

LIST  
**\$5395**



- 3-tube amplifier (4-tube performance)
- 6 1/2" Alnico-5 Permalloy G. E. Speaker
- Separate volume and tone control
- Solid mahogany, hand rubbed cabinet
- Lightweight pickup arm, permanent needle
- Gearless, foolproof automatic changer

*Symphonic Record Players Perform  
a New High in Music Pleasure!*



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

# SYLVANIA NEWS

## RADIO RETAILER EDITION

APRIL Prepared by SYLVANIA ELECTRIC PRODUCTS INC., Emporium, Pa. 1947

# NEW MODERN TUBE TESTERS ADDED TO SYLVANIA ELECTRIC'S LINE

Made by the men who've tested tubes by the million!

**LARGE METER**  
4½ inch size for high legibility. Sensitive but rugged.

**PROVISION FOR NOISE TEST**

**8-FT. LINE CORD**—extra long for extra convenience.

**LEGIBLE DIAL MARKINGS**—lines and numerals in white against green panel.

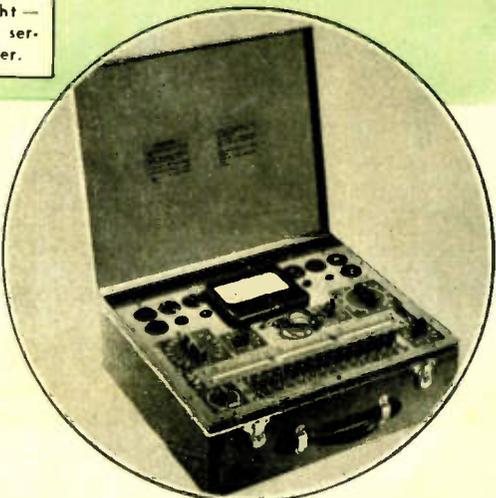
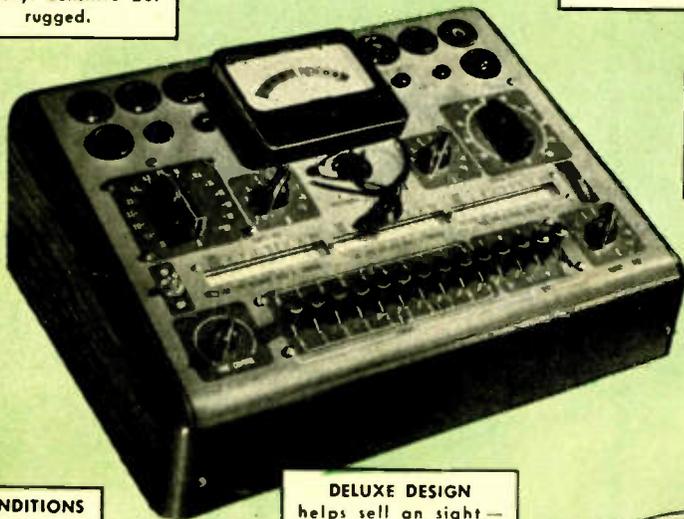
**TESTS STANDARD, LOCK-IN, ACORN TUBES.**  
Extra sockets and switches allow easy adaptation when new tube types appear.

**SHORTS TEST**  
at voltage low enough to prevent tube damage or faulty indications—high enough for full brilliancy on Shorts Indicator.

**FINGERTIP CONTROLS**  
make settings easy.

**DYNAMIC CONDITIONS**  
All tube elements tested under dynamic conditions.

**DELUXE DESIGN**  
helps sell on sight—builds prestige for serviceman or retailer.



The "know-how" gained in testing millions of tubes to Sylvania's exacting standards—in designing and building equipment for factory tests—that's the experience that went into Sylvania's new tube testers.

Designed right, styled right, priced right, these tube testers represent the finest in equipment for radio service and retail dealers. They're items you can use with pride and profit! Write Sylvania Electric Products Inc., Dept. RA, Emporium, Pa.

**COUNTER TESTER**  
Type 139 (shown above)  
5¾" x 14¼" x 14¾". Net weight 17 lbs. Steel cabinet, wooden ends. Two-tone green panel. Power supply: 105-125 volts, 50-60 cycles, 20 watts.

**PORTABLE TESTER**  
Type 140 (shown at right).  
5½" x 12" x 16¼". Net weight 17 lbs. Steel carrying case, sturdy leather handle. Other features same as Counter Type.

# SYLVANIA ELECTRIC

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