

RADIO & APPLIANCE JOURNAL

January-
February
1947

THE INDUSTRY'S OLDEST COMPLETE DEALER MAGAZINE



★ 30,000 AUDITED CIRCULATION

HOLD IT! WATCH THE BIRDIE!



Sure! We're taking your *sales picture* . . . and here's our angle: It'll pay you to keep your eye on that eagle NOW. Dollars will come harder tomorrow when you're the seller in a buyers' market. One way to keep those dollars flowing in is to carry a line of radios and radio-phonos that fits your picture because it fits your customers' picture. That makes sense, doesn't it? All right . . . keep an eye on that birdie while you check the sales appeal of a few models in the Crosley line of radios and radio-phonos . . .

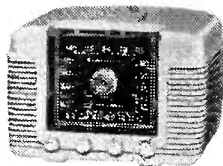
EXCLUSIVE FLOATING JEWEL* TONE SYSTEM

The Floating Jewel* glides silently on the sides of the sound grooves . . . hushes annoying needle hiss, scratch and chatter . . . with a touch so light that records last up to ten times longer, sound amazingly life-like. Permanent . . . foolproof.



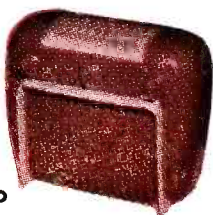
*PATENTED

CRUISAIR



PorTABLE

RONDO

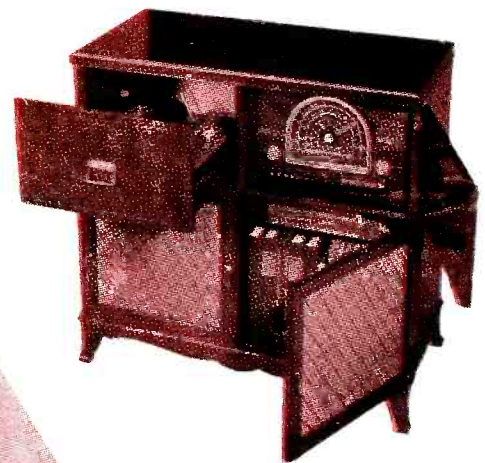


COMPLETE SELECTION OF TABLE RADIOS

From the petite, curvaceous Rondo with all-round gem-like beauty, to the handsome PorTABLE that's at home indoors or out, you'll find the Crosley line of table radios and radio-phonos meets the needs of your most discriminating buyer. Available in a wide choice of colorful plastic or richly finished wood cabinets, featuring powerful, trouble-free circuits that deliver lifelike, mellow tone. You'd have to look far to find models with as much buy appeal to keep the dollars rolling in.

THE CROSLEY DEBUTANTE

Has electronic advancements and features formerly found only in the largest consoles, in an attractive, space-saving cabinet that occupies no more room than a dining room chair. Ideal for smaller homes, apartments and summer dwellings, the Debutante woos buyers . . . with such outstanding features as the Floating Jewel* Tone System, Crosley FM, Continuous Tone Control and a lightning fast, jam-proof Automatic Record Changer. The powerful circuit is engineered to electronic perfection.



THE CROSLEY CARROLLTON

Finest of the fine Crosley radios and radio-phonos . . . and typical of Crosley engineering excellence. The Floating Jewel* Tone System, Crosley FM (Frequency Modulation) and exclusive Master Tone Control (64 different tonal combinations for radio or records) make this superb instrument a favorite of those who love fine music. Luxurious cabinetry of hand rubbed mahogany or walnut puts beauty on a par with performance . . . completes a distinctively styled model that complements the most gracious home.

*PATENTED

NOW YOU TAKE OUR PICTURE



In taking your picture with the Crosley radio and radio-phonograph line grouped around you, we've given you a pretty clear picture of that line itself.

Take that picture. Think it over.

Consider some of the exclusive Crosley features and advantages we've mentioned. Look ahead to competitive days tomorrow when its going to take more sales punch to punch those cash register keys. Keep your eye on that birdie!

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

CROSLEY

DIVISION—THE AVIATION CORPORATION

CINCINNATI, OHIO



BUSINESS IN BRIEF

More Slot Machine Sales

The era of coin-operated business is in sight according to the Consolidated Grocers Corporation, which recently predicted three billion dollar annual sales for vending machines during the next ten years. Already coin-operated vending machines for frozen foods are being devised and eventually completely automatic grocery supermarkets and service stations will be operating, according to the vending machine promoters.

Ford Leads the Way

As one after another automobile manufacturer announced that increased production costs were forcing him to boost new car prices, Ford came out with an important announcement. It was cutting prices, not increasing them. Even though it had a heavy back-log of unfilled orders — customers willing to take cars at the manufacturer's price. The price cuts were relatively small—\$15 to \$30 on various models—but they were important. These cuts could well mean a halt to the upward spiral of car prices. Now Ford has come out with another announcement. It is going to build another "flivver"—or a model comparable. General Motors' big boss—Charles E. Wilson—has announced that he never expected to see another \$600 Chevrolet in his lifetime. But Ford, wondering if the Detroit automotive barons weren't rapidly pricing themselves out of the mass market, announced that some time this year it will build a 1948 model that will be cheaper, lighter, and entirely new in design.

Recession in Reader Interest?

The Eastman Research Organization last month reported "quite unmistakable evidence of a reading slump on the part of business men . . . significant more because it seems to be so universal than because of its severity." The reason: a growing apathy and sense of frustration on the part of businessmen which Eastman calls "reconversion blues."

15 Million Sets in '46

The output of sets produced by the radio industry during 1946 has been estimated at 15,000,000 by R. C. Cosgrove, president, Radio Manufacturers' Association. That should mean the total dollar volume of business at retail will approximate 400 million dollars. Mr. Cosgrove points out that the bulk of this volume was turned out under severe government controls, which were in effect 10 of the 12 months. Mr. Cosgrove looks for even greater production in 1947, but sees a different breakdown in model productions. He foresees a falling off of table models, while both automobile radios and consoles are due to expand.

Government Brake On Business Activity

For the first time in 17 years, the Government is taking more cash money away from business and individuals than it is paying to them. These withdrawals of cash from the income stream are expected to increase during the next six months. A survey by the United States News shows that the flow of cash dollars in and out of the U. S. Treasury reveals that government spending no longer is a support to business. The dollar flow—the cash budget—has more influence on business activity than regular financial operations of the Government, reported in the President's formal budget. The flow of dollars through the Treasury is a direct measure of the Government's contribution to, or withdrawal from, the spending power of the country. Right now the Treasury is operating to reduce spending power rather than to increase it, and this is significant to all business operations. Cash-dollar dealings by the Treasury show, in the first place, that the government has stopped contributing to pressures for rising prices. And they further indicate that the Treasury influence is going to be on the side of a downturn in prices and in business activity if private spending, by individuals and business firms, declines in the period that is immediately ahead.

Cleaner Year

Although all-time production records were set in the production of washers and cleaners in 1946, the American Washer and Ironer Manufacturers Association president, C. G. Frantz, thinks that 1947 production of the two items will run at least 50 per cent higher. An unofficial report on 1946 production placed production of vacuum cleaners at 2,300,000, washers at 2,100,000, and ironers at 175,000.

Home Goods Sales High in 1946

Home furnishing sales lead in the total retail sales increases in 1946, according to a year-end estimate made by the United States Chamber of Commerce. Retail home goods sales increased 65 per cent in 1946 compared with an increase of 58 per cent for durables and 19 per cent for non-durables during the same period. Retail sales of home furnishings totaled \$4,800,000,000 in 1946 out of retailers' total sales of 96 billion.

Ask Relaxing of Trade Barriers

A. D. Keller, chairman of Radio Manufacturers Association committee, has asked that foreign trade barriers be withdrawn or reduced to "the point where our manufacturers will have a fair opportunity to compete." The plea was made recently in a brief filed with the United States committee for Reciprocity Information in anticipation of reciprocal trade agreement negotiations to be undertaken by the state department soon.

More Farm Electricity

In a move to consolidate the various government power and water control projects throughout the country, Representative Rankin of Mississippi has introduced a bill to create nine distinct authorities similar to the Tennessee Valley Authority to take over all dam projects. If enacted the bill would wrap up in one package all of the piece-meal projects and lead to opening vast rural areas to electrical power and resulting electric appliance sales to farmers.

Not "Just Like Old Times"

An unprecedented number of buyers thronged the home furnishings market in Chicago the first of January, filling the marts in pre-war style, but they weren't buying in the expected rush. Buyers complained of the jump in prices which ranged from 5 to 25 per cent for merchandise which they claimed showed little or no change or added features from pre-war models. Most observers felt that the buyers' attitude reflected the changing consumer mood, of looking before buying. This trend to a buyers' market is backed with stronger inventories and a trend toward consumer resistance to accepting high priced, low quality goods.

Small Business Prospered in War

Small businesses that managed to survive the war, fared better financially than big companies, a Federal Reserve Board report indicates. By the end of 1945 small and medium-sized concerns were "probably in a more liquid position than they had ever been in the history of the country," it was pointed out. The study, which was written by Albert R. Koch and Eleanor J. Stockwell of the Federal Reserve staff, covers the financial condition of 2,708 corporations and unincorporated firms from 1940 through 1945. The small and middle-sized firms showed a "relatively greater increase in sales, profits and assets" than the larger companies, said the report.

Steel Output High in 1946

At the year's end, the nation's steel mills reported production of 65,800,000 net tons of steel in 1946. That amount of ingots and steel for castings exceeded the output of any year prior to 1940 and spoke well for the productive capacity of the industry in spite of six major strikes. Steel shortages still exist, however, and if 1947 witnesses another series of major strikes, the shortages will be prolonged. However, steel men predict that if the industry is free of crippling strikes, enough steel can be turned out to restore within a few months the balance between supply and demand for steel.

Congress Investigates Co-op Tax Status

The House Ways and Means committee will probably start hearings in the next few months to determine whether American cooperatives should continue to escape payment of most, if not all, federal income taxes. The cooperatives have been immune to such taxation for the past thirty years because of their unique non-profit status in American business. However, this immunity gives them an enormous advantage over their private industry competitors who must pay high income taxes, as well as make a profit. The cooperatives have expanded to a point where they did 12 billion dollars of business in 1945 and, at their present rate of growth, may be expected to gross 25 billion dollars in 1950. Such growth will be at the expense of an increasing variety of dealers. At the present time the cooperatives are entering the appliance field and have announced that they expect to do \$45,600,000 of business in the electrical field alone in 1947. National Cooperatives, Inc., list refrigerators, washing-machines, vacuum cleaners, radios, television sets, home freezers, water heaters, clocks, irons, toasters, and all the rest.

Most of this growth is laid, by private industry spokesmen, to the accumulation of tax-free earnings. Since the cooperatives pay out the bulk of their earnings in patronage dividends in stock or other evidence of equity, practically the entire earnings of a single year can be added to capital and reserves for expansion.

Cooperatives pay property taxes, social security taxes, excise taxes, etc., but they do not pay federal income taxes on the same basis as their competitors in private industry. The co-op can escape scot-free from the tax collector if it is a farmer-owned association, complying with section 101 of the Internal Revenue code. Or it pays income tax only on that part of its profits which it pays as interest on outstanding stock.

Radio Center of Home Life?

Charles R. Denny, chairman of the Federal Communications Commission, says that America is rapidly moving into an era when radio broadcasting will play a far greater role in the nation's home life than ever before. He points out that the established services are being expanded and that new services are on the way. Entertainment, information, culture will pour into American homes on an unprecedented scale over these radio avenues. Mr. Denny forecasts that the familiar system of standard broadcasting will be doubled during the next two or three years—plus the new services to be rendered through FM reception and television.

Electrical Manufacturing Industry Expanding

The rapid expansion of the electrical manufacturing business during 1946 means the end is in sight to numerous shortages in the electrical field and also carries with it the long-range note that the market will soon belong to the consumer. Employment in the electrical machinery and home appliance industries in New York State alone, as compared to 1939, has nearly doubled to approximately 100,000. Further gains are in sight as new plants built during or after the war begin production of machinery, motors, and appliances.

OPA Violation Prosecutions to Go On

When the OPA closed its doors last fall, the violators of OPA orders could not draw a sigh of relief. President Truman announced late in December that the Office of Temporary Controls, created to carry on most of the remaining functions of the price and production control agencies, was empowered to continue civil prosecutions of violations of the OPA, and to initiate such cases. President Truman's order puts it this way: "The functions vested in the administrator (of OTC) shall be deemed to include the authority to maintain in his own name civil proceedings relating to matters heretofore under the jurisdiction of the Price Administrator (including any such proceedings now pending)."

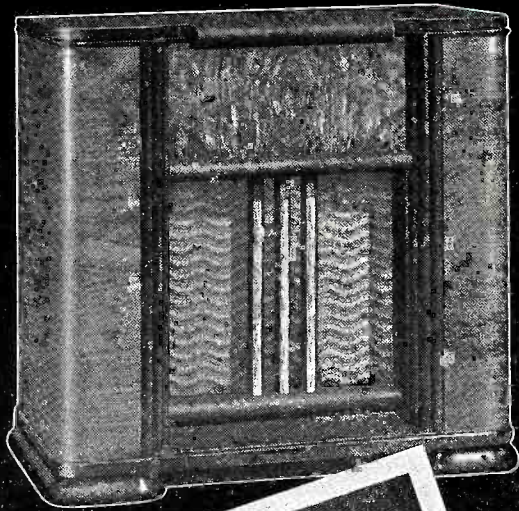
WATCH

Bendix *Radio*

FOR THE

BEST IN

...IN 1947!



NEW BRILLIANCE IN BENDIX RADIOS

Bendix will be out in front again in 1947 with style-leading, pace-setting models in every price field. New "Invisible" models . . . advanced FM . . . finer record reproduction and other big innovations will make this sparkling line more than ever the easiest to demonstrate, the fastest to sell, and the quickest way to pile up profits!

NEW POWER IN BENDIX ADVERTISING

With a powerful schedule of color advertising in top magazines in every important field . . . with consistent advertising in top newspapers . . . and with dealer helps galore — Bendix Radio advertising and promotion will be as new, exciting and profit-building as its great line. For 1947 everything about Bendix is tailormade to your dreams!



TEE OFF FOR **TOP PROFITS** IN 1947...WITH

Bendix Radio

BENDIX RADIO DIVISION OF BENDIX AVIATION CORPORATION
BALTIMORE 4, MARYLAND



RADIO & APPLIANCE JOURNAL

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Combined Issue

During the past year, paper shortages and printing difficulties have made it impossible to bring you your *Radio and Appliance Journal* on the first of each month. To start the New Year right, the Editors have combined the January and February issues in this one magazine, in order to mail the current issue each month on the first of the month. A change in our advertising deadlines effective with the March issue, will assure early mailing of future issues. For the new advertising deadlines, see page 65.

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MODEL 4604F



The Baron

**Now! A 2-Band, Table Model with Console Features
— Standard and Short Wave Reception with Interference Eliminator**

Here's the kind of price-quality feature which brings extra business into a fine radio shop. Air King precision craftsmanship enables you to present to your most appreciative customers a 2-Band, high performance radio finished in rich American walnut. The set has superb good looks and exceptional tone. When you see how brilliantly it demonstrates and remember that it offers fine radio reception on both standard and short wave, anywhere in the country, you can see its great possibilities as a stepper-up of immediate sales income.

Note this combination of Air King Features—

Interference eliminator that blocks out code telegraph. Built-in Phonograph Jack to accommodate

automatic record changer. Convenient panel control for phonograph connection. 6 Tubes (including rectifier) with Superheterodyne circuit. 7 inch Selectorloop. Alnico #5 "Tone King" speaker.

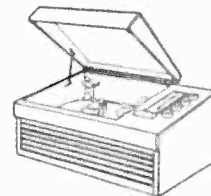
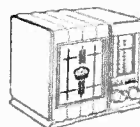
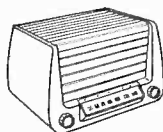
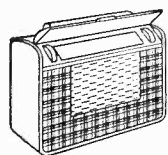
Air King Products Company, Inc.
1523-29 63rd Street, Brooklyn 19, N. Y.

The Royalty of Radio Since 1920

**AIR KING
RADIO**

Division of HYTRON RADIO & ELECTRONICS CORPORATION, Brooklyn, N. Y.

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

Editorially Speaking

I HAVE just returned from a swing around the country in which I talked to a great many radio and appliance dealers. My net impression is that too many people in the industry are spending too much time worrying about what's going to happen to the radio industry in 1947.

Every dealer with whom I talked was brimful of rumors about "the industry going through the wringer" just like it did two or three times in its early history. Despite the fact that all these dealers are selling all the radios and appliances they can get they are still being influenced by uninformed talk about the saturation point being reached in small radio and traffic appliances.

We would be fools if we refused to face facts. The facts, then are these. In a few key market areas throughout the country where, in order to maintain a competitive position, manufacturers have directed a large part of their production, there has been a temporary lull in the demand for small radios and traffic appliances, but this is only a fact in isolated instances and is practically confined to a few centers such as New York, Chicago and one or two others.

A further fact is that the radio and small appliance industry can look forward to one of the best years in its history once production gets flowing and dealers stop worrying about what might happen and get to work making things happen.

I have just looked over some statistics which cover the number of families in every county in the United States comparatively with the number of radio families and, judging by these statistics, there are still millions of families in need and want of radios.

Another interesting fact is contained in the same statistics which show that a large percentage of urban and rural homes in this country are not even wired for electricity which means a tremendous market for table appliances once R.E.A. and similar programs get going.

In addition, the Department of Commerce has just sent out figures which show that approximately 85 per cent of this country's homes are prospects for radio and phonograph combinations.

The point I am making is that there will be a lot of business done by dealers in the radio and appliance field during 1947 but, it will not be done by dealers who spend their time worrying about rumors instead of making sales. It will not be done by dealers who are so fearful of the "buyer's market" that they forget we have always had a "buyer's market" in this industry, except during the war years, and always will have. The prospects are there, the business is there and people have the money, all that any dealer has to do is to decide that honest aggressive selling has, and will, solve any competitive problem that may arise during 1947.

Mal Parks

*Glorifies records...
Enriches radio*

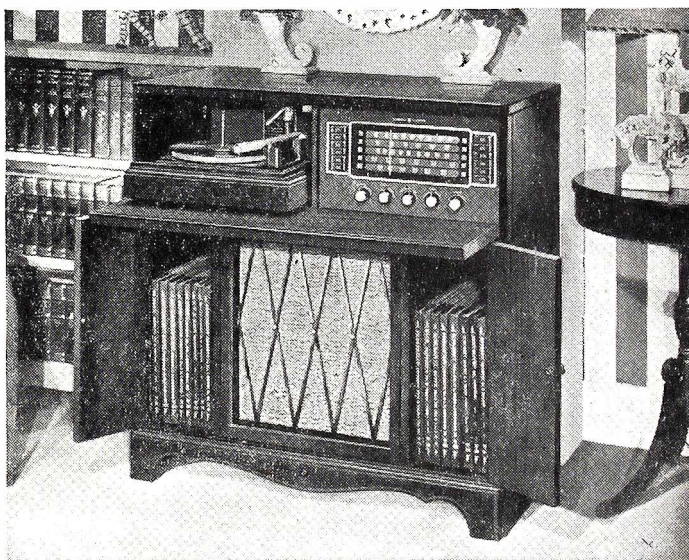
PLUS ALL THE MAGIC OF GENERAL ELECTRIC **FM**

Competitive demonstration proves Model 417
out-performs any known comparable set.

Never before has the radio trade seen or heard an FM Radio like this superb Model 417. Into it has gone all the scientific research of G-E engineers—the experience of the organization that built the first FM commercial receivers for Major Armstrong, the discoverer of FM. Tests in the field have demonstrated better all around performance than any known comparable set. Its FM reception (genuine Armstrong FM) measures up to the highest standards. AM and short-wave are greatly improved. With the G-E Electronic Reproducer, record reproduction is the finest you have ever heard. The cabinet is outstanding in craftsmanship. For full details see your G-E Radio Distributor, or write Electronics Department, General Electric Co., Bridgeport, Conn.



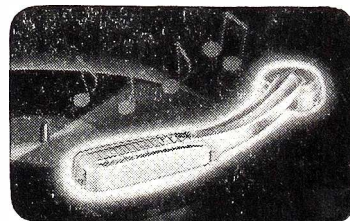
KAY KYSER, professor of the
"College of Music Knowledge"
heard each Wednesday over NBC.



SUPERB GENERAL ELECTRIC FM-AM RADIO-PHONOGRAPH MODEL 417

Five Bands—AM, spread-band Short Wave and genuine Armstrong FM. 9 tubes plus rectifier. G-E Electronic Reproducer, G-E Guillotine Tuner. Oversized (12") Dynapower Speaker with G-E Alnico 5. Beautiful 18th Century-inspired mahogany cabinet. Storage space for 120 records.

SENSATIONAL G-E ELECTRONIC REPRODUCER . . . for the most beautiful record reproduction you ever heard! No needles to change. Self-protecting genuine sapphire jewelled stylus normally is unharmed by accidental dropping or sliding across the record.



THE FIRST AND GREATEST NAME IN ELECTRONICS

GENERAL  ELECTRIC

PORTABLES • TABLE MODELS • CONSOLES • FARM SETS • AUTOMATIC PHONOGRAPH COMBINATIONS • TELEVISION

JFD NEW "BIG 4" SERVICEMEN'S BASIC KIT!

A Great New TIMESAVER For Radio Servicemen
FOUR Basic Radio Service Kits in ONE Package

SPECIAL! SERVICEMEN'S COST

\$18.00 LIST PRICE \$33.35

These 4 Popular JFD Kits have everything needed for 25% of all radio service work!

1. B25A BELT KIT assortment of 25 Dial Belts in Metal Container.
2. 5C25 DIAL CABLE & CORD RACK. Contains 5 metal spools of fast-moving dial cables and cords.
3. 770 BALLAST KIT contains 5 JFD improved Air-cooled ADJUSTABLE Ballasts.
4. BP-100-MC PLUG ASSORTMENT contains 100 radio battery plugs in 25 different popular types.

Above kits include much valuable radio service data.

Write for Literature

J.F.D. MANUFACTURING CO.
 4109-4123 FORT HAMILTON PARKWAY, BROOKLYN 19, N. Y.

WANTED FOR EXPORT 10,000 Inexpensive 3-Band RADIOS 13-550 Meters 220V AC/DC Plastic or Wood Cabinets

We have a world-wide sales organization and offer our services for distribution of your products on exclusive or non-exclusive basis. We pay in New York and attend to all formalities.

Interested in:

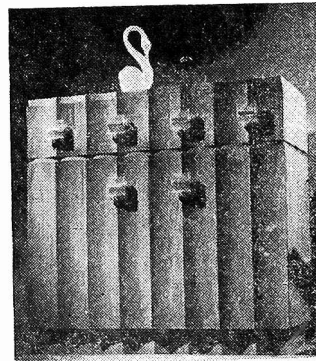
Radio Sets, Standard and Battery with Cabinets, also Chassis Phonographs — Radio Phonograph Combinations.

Electrical Household Appliances

Write Box 123

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New Radios

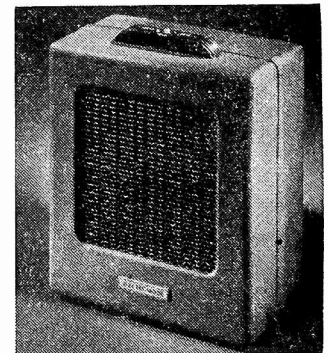


Wilcox-Gay Announces Recordio "Californian"

Characterized by its fashionable design in satin smooth, rubbed lacquer, bleached mahogany, the "Californian", this new automatic record changer and radio combination is built by the Wilcox Gay Co. of Charlotte, Mich.

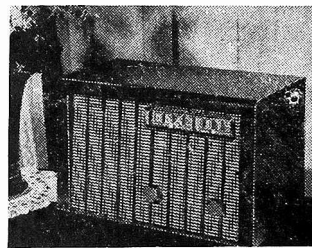
Electromode Portable Room Heater

The new 1947 model portable room heater is now in production according to officials of the Electromode Corp., 45 Crouch St., Rochester 3, New York. These heaters connect to regular 110-120 V., 60 cycle AC house lighting systems.



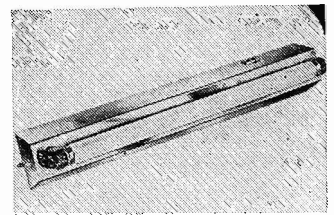
National Union "Companion" Model

National Union Radio Corp., Newark, N. J., is announcing the second of their series of five new home radio. Model 571 is a 5-tube superheterodyne, (gang condenser tuned), built-in loop antenna, automatic volume control and electro-dynamic speaker table size radio.



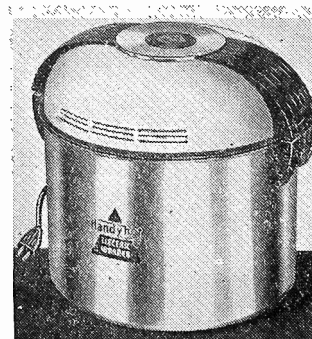
Mastercraft Wall Bracket Lamp

The new Mastercraft Wall Bracket fluorescent lamp is a highly decorative practical wall fixture that fits in with the modern design trends. It is manufactured by the Mastercraft Electric Co., 181 Bruce St., Newark 3, N. J.

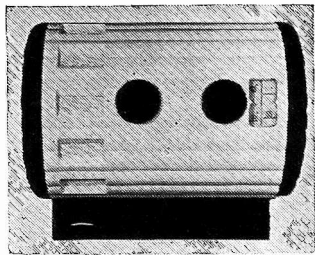


Handyhot Portable Electric Washer

One of the most graceful and attractive of the post-war washers is the new Handyhot Portable Electric with tub of enduring stainless steel. The tub washes up to 3 pounds of dry clothes in from 10 to 15 minutes. A Little Magic Wringer is designed to go with the washer and attaches easily to the tub. Both are made by the Chicago Electric Manufacturing Co., 6333 West 65th St., Chicago 38, Ill.



and Appliances

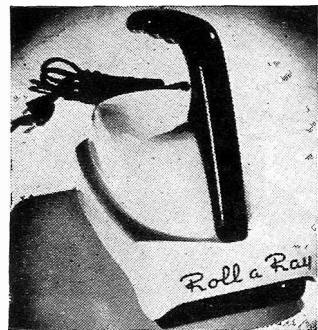
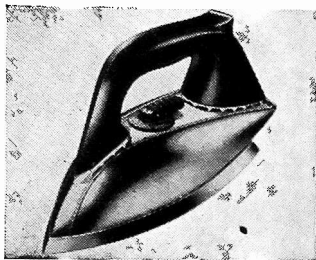


Music Master Radio

Jason Electronics Co., Inc., 1331 Halsey St., Brooklyn, N. Y., is now manufacturing this attractively different radio, the Music Master, at the company's new plant. The radio cabinet is styled in brown and white plastic.

Handyhot Streamlined Iron

A companion appliance to the well-known Handyhot Portable Washer, the Handyhot Automatic iron, model 1501-H, is now in steadily mounting production at Chicago Electric Manufacturing Co., 6333 West 65th St., Chicago 38.

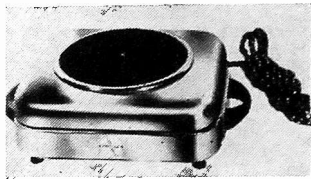


Roll-A-Ray Therapeutic Appliance

This appliance, designed by the O. A. Sutton Corp., Beacon Bldg., Wichita, Kans., utilizes two of nature's most commonly used aids, heat and massage. The attractively styled plastic case houses an infra-red lamp, rubber massage rollers are removable.

Appliance Industries' Steadi-Glo Electric Stove

The gleaming, mirror-like chrome finish of this table top stove made by Appliance Industries of America, Chicago, will prove a joy to the most particular hostess.



Clarion's New Portable

This lightweight, superheterodyne portable radio, named the "Holiday", is covered in sport style luggage fabric, with plastic grill and recessed control knobs. It operates on AC, DC, or batteries. This Clarion model is manufactured by the Warwick Manufacturing Corp., 4640 West Harrison St., Chicago 44, Ill.



THE WORLD'S SMALLEST PORTABLE PHONOGRAPH



MADE BY
THORENS
OF SWITZERLAND

THORENS #55

Made by Thorens of Switzerland, makers of the finest musical instruments and sound-recording equipment used throughout the world. Plays all your favorite 10 in. and 12 in. records with a fine, melodious tone quality. You carry it like a camera—weighs about 4 lbs. Size 11"x4 3/4"x2". This phonograph is so new that we have been unable to provide enough to supply the demand—it is extremely popular—"the life of the party" wherever it goes.

REXON

••• INC. •••
GENERAL
DISTRIBUTORS

295-5th AVE., NEW YORK 16, N. Y.

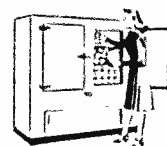


DEALERS ARE CASHING IN ON THIS UNIVERSAL DEMAND!

The universal desire for good food, and the savings in time and money in the zero-temperature preservation of foods, mean a steady, lasting market for Harder-Freez Home Lockers. Tyler national advertising in such magazines as Post, Collier's, Field and Stream, Outdoor Life, Country Gentleman, Farm Journal, Better Homes & Gardens, and others, further stimulates this demand.

Tyler Harder-Freez offers many outstanding advantages. Large capacity—up to 18 cubic feet. Chest and Upright Models. Appealing design. Low price. Experienced manufacturer. Dealerships available.

Tie up with Tyler—for profits in the fast-moving zero-temperature food refrigeration field. Write today!



Upright Model

TYLER

HARDER-FREEZ HOME LOCKER

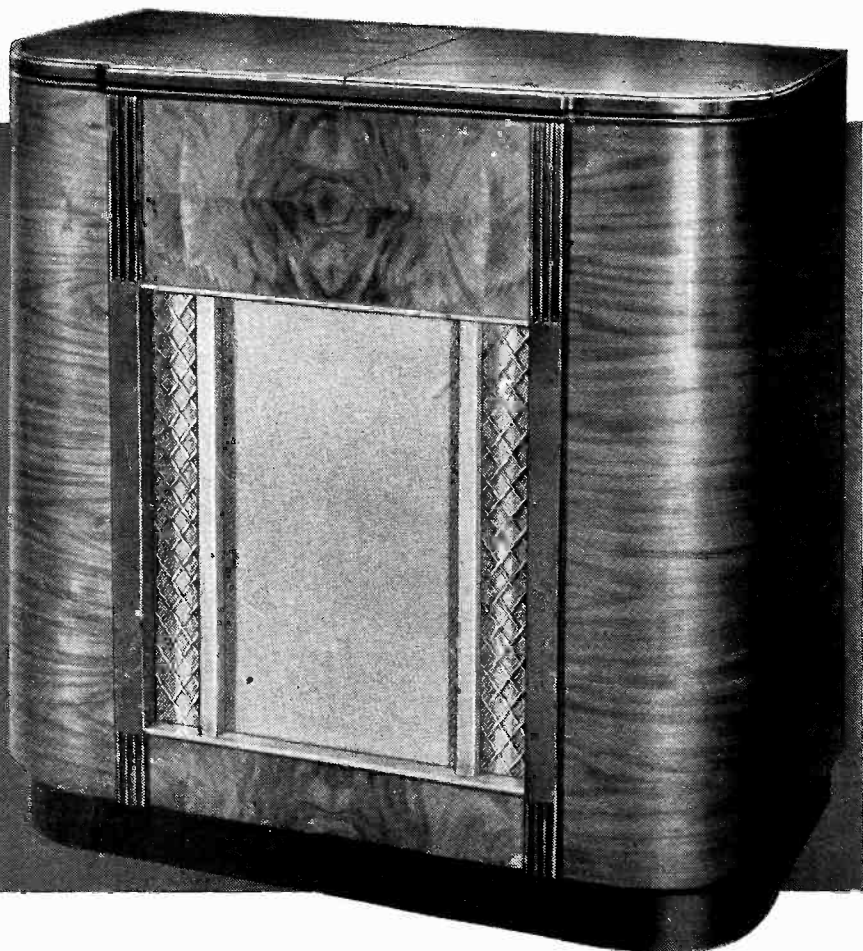
Tyler Fixture Corp., Dept. HR-10
Livonia, Michigan

Rush data on Tyler Harder-Freez Home Locker line and dealership agreement.

NAME _____
ADDRESS _____



*better salesmen
turn to*
FARNSWORTH
*when
demonstrating*
FM



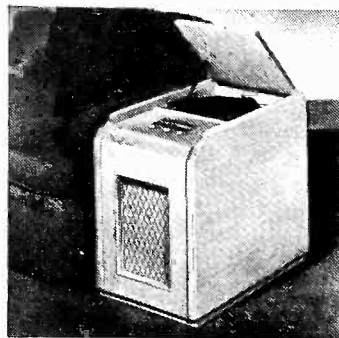
IT'S PROFITABLE to demonstrate the advantages of FM listening on a Farnsworth.

For Farnsworth makes the most of FM in every sense. And the quiet beauty and sturdy construction of Farnsworth cabinets complement the superlative Farnsworth tone... increase desire for ownership in prospects' minds. These, along with Farnsworth's expert engineering, make it easier to close more sales!

A new favorite is the Farnsworth EK-102, illustrated above. Its strikingly designed cabinet embodies advanced principles of construction, employing the finest of furniture woods and veneers, and is available in regular or blonde mahogany finished to a beautiful piano lustre. AM and FM reception. DeLuxe 3-point suspension automatic record changer gently handles 12 ten-inch or 10 twelve-inch records.

EK-102 is another powerful example of the saleabil-

ity of Farnsworth's "streamlined" line... a line that provides dealers a clean, fast-moving operation—proper margins, fair trading and adequate "elbow room." It's no wonder that Farnsworth dealers consider their franchise a valuable asset. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.



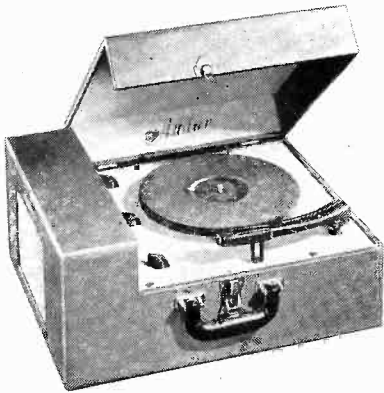
Growing more and more popular is Farnsworth's chair-side combination, No. EK-264. Its convenience is enhanced by a roomy built-in record storage cabinet. In walnut or blonde Prima Vera.

Farnsworth

Television • Radio • Phonograph-Radio

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

New Radios and Appliances

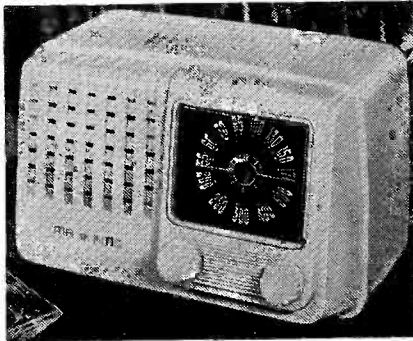


Audar Postwar Portable

Audar, Inc., of Argos, Ind., has announced the production of its first post-war, portable radio-phonograph combination. The model, PR-6, plays 10 and 12 inch records and is equipped with a crystal pick-up. Its portable case is enclosed in brown leatherette with cream trim. The radio receiver covers the broadcast band from 550 to 1600 kilocycles.

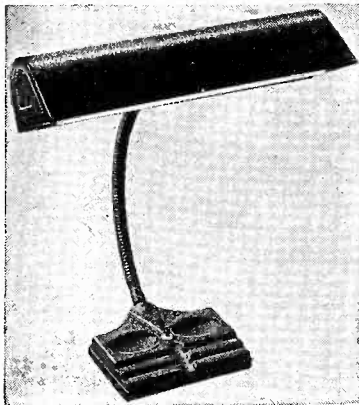
Airking Regent

Airking Products Company, Inc., 1523-39 Sixty-third Street, Brooklyn 19, N. Y., is introducing this new model, "the Regent," model 4706. The Regent is a six tube super-heterodyne set (including rectifier). It operates on either AC or DC current and is available in ivory or walnut plastic cases.



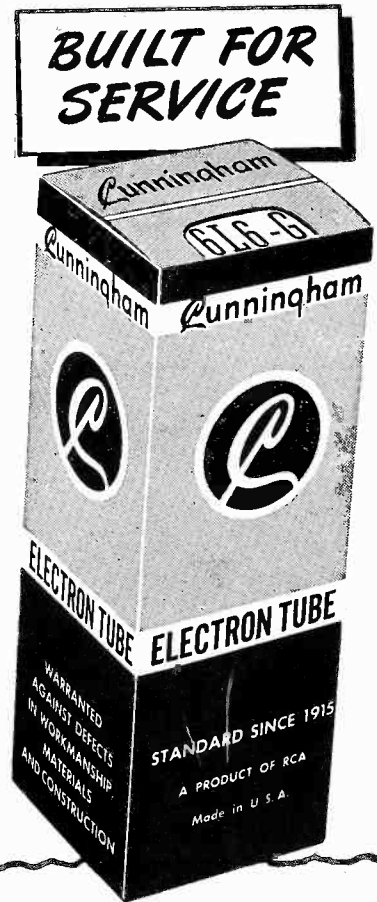
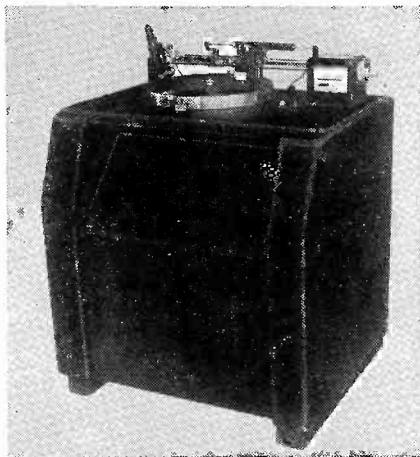
"New Era" Gooseneck Fluorescent Desk-and-Bench Lamp

The leading feature of this new improved lamp is that it operates on AC-DC, 110 volts, all cycles. It uses standard 14 watt fluorescent bulbs. The lamp can be instantly set to any desired position, as the "goose-neck" is highly flexible. Additional information will be supplied by Progressive Marketers, 1666 Park Place, Brooklyn 33, N. Y.



Fairchild Studio Recorder

The Fairchild Camera and Instrument Corp. of Jamaica, New York, now offers a new Unit No. 523 studio recorder in a heavy wooden-construction cabinet. The drive, direct through worm and gear at 33-1/3 r.p.m. speed, guarantees absolute timing.



Cunningham Electron Tubes

What will solve your tube problems?

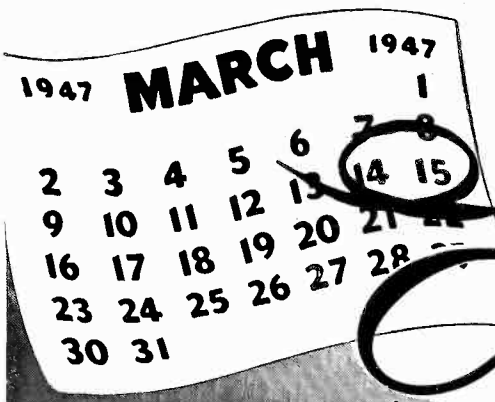
The right kind of technical data at your finger tips is one answer to your tube problems . . . and a sure way to speed up all of your servicing work. Watch this space for important announcements of new technical aids Cunningham will have for you.

The other answer to your tube problems is big "C". Because Cunningham tubes are *built for service* . . . give your customers dependable, quality performance year after year.

For more service—TURN THE PAGE ➔

Cunningham Electron Tubes

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



COMING FROM

Admiral

THE GREATEST PARADE
OF FEATURES IN
RADIO HISTORY!

Hold everything . . . for the greatest line-up of radios, radio-phonographs with automatic changers, and portables in Admiral history. Pictured here is only the *beginning* of this impressive parade of selling features . . . led by a sensational new record pick-up *that will completely revolutionize your conception of fidelity* in record reproduction. You'll see sample models on display . . . get the whole exciting story . . . from your Admiral distributor early in March. ADMIRAL CORPORATION, Chicago 47, Ill.

NEW
precision
tone-arm
set-down

Brilliant
new cabinet
styling

New finger-tip
record rejector

NEW
free-wheeling
tone arm

NEW
3-WAY
RECORD SELECTOR

NEW
Electric
cycle starter

NEW
RADAR
RF STAGES

High fidelity
at low
volume

SENSATIONAL
NEW
PICK-UP
CARTRIDGE

ADMIRAL PRODUCTION
hits new peak!

Production of current model Admiral radios, radio-phonograph combinations with the famous "childproof" automatic record changer, and portable radios are now at an all-time high . . . and should continue so without interruption. An even greater output is anticipated when production lines are converted to new 1947 models. Check your Admiral distributor for deliveries now.

Newly
developed
FM

New automatic
phonograph
Shut-off



READERS WRITE

Gentlemen:

Your publication has come to my attention and I find it quite interesting. I would appreciate receiving copies regularly.

Very truly yours,

**Vincent P. Thomas,
Mechanical Engineer.**

**Federal Telephone and
Radio Corp.,
200 Mt. Pleasant Ave.,
Newark 4, N. J.**

** * * We print Mr. Thomas' letter in the hope that it will clarify in our readers' minds the publishing philosophy on which your entire Radio and Appliance Journal is based. There is a growing and unfortunate tendency among many trade papers in this field to try and be all things to all men with the result that they are of interest to no one. Staking its future on the premise that our readers are literate, intelligent men of business, we have found that bringing them down to earth and common sense editorial material interests merchants, engineers such as Mr. Thomas, company executives and others. We rely on the fact that to do one thing well is the surest road to success and that is why we are indeed happy to welcome Mr. Thomas to our growing list of interested subscribers.*

Gentlemen:

I wish to take this opportunity to express my heartfelt thanks for the excellent write-up of our store in your October issue of Radio and Appliance Journal.

It was indeed one of the finest expressed articles which I have had the honor of reading. It was doubly so, because I personally feel that your magazine, in my opinion, is the leading publication pertaining to radios and appliances.

Very Sincerely yours,

Herman Krosney.

**Albany Appliances,
25 N. Albany Ave.,
Atlantic City, N. J.**

** * * It is nice to know that Mr. Krosney regards your Radio and Appliance Journal so highly. We must confess, however, that we were very proud to have had the privilege of*

being the first trade publication in the field to carry the story on Mr. Krosney's success. (Page 40, October, 1946.) There is a direct relation between Mr. Krosney's confidence in Radio and Appliance Journal and our printing his story. It is only natural that leading merchants such as Mr. Krosney would want the story of their accomplishments to appear in what we hope you will agree is the industry's leading trade publication. As the business magazine for the industry's businessmen, your Radio and Appliance Journal will bring you only business material which will be of valid help to you. In the months to come we will continue to bring you on-the-spot articles about other leading dealers throughout the country and we will bring them to you exclusively because, we are happy to say, most of these dealers feel, as Mr. Krosney does, that your Radio and Appliance Journal is, in Mr. Krosney's words, "the leading publication pertaining to radios and appliances."

Gentlemen:

We have a request from one of our customers for an Avery-Fischer radio combination. Can you inform us who makes this particular radio or if it is custom built?

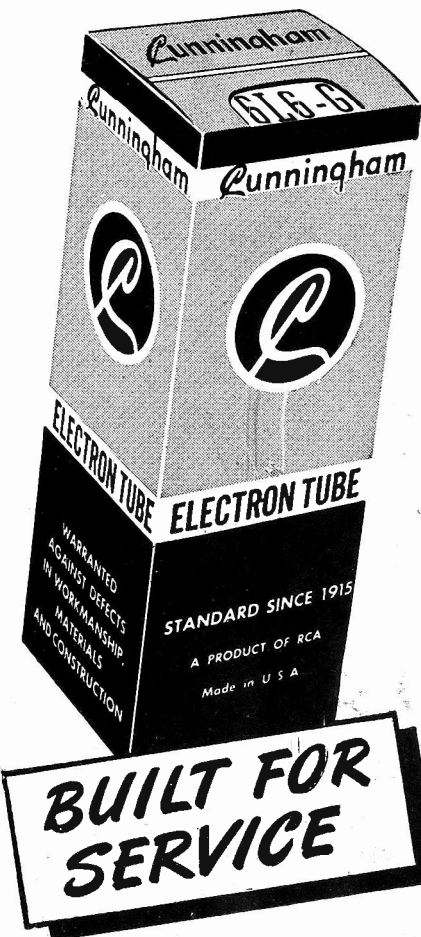
Any information you have on this radio will be greatly appreciated, I'm sure.

Yours very truly,

**Providence Auto Supply Co.
A. L. Savitsky, president.
205 West Market St.
Scranton, Pa.**

** * * We thought you'd be interested in Mr. Savitsky's letter because it illustrates a little known function of your Radio and Appliance Journal. We have averaged up the requests for help and information which we have received during the past three months and it runs well over 100 per day. This is a matter of intense personal satisfaction to every member of your staff because we are here to serve you and whenever you have a problem that you feel our thirty years' background and experience in this industry can help you solve, please don't hesitate to call on us at any time.*

Cunningham Electron Tubes



What will Sell your Service?

The most profitable service shop is the busiest one. That's why it's so important to pay special attention to building up a large clientele. And this can be done only by *selling* your biggest stock-in-trade . . . *dependable* service work. Watch this space every month for the ideas which Cunningham has developed to help you build your business.

And remember, too, that your personal prestige for dependability is enhanced when you replace worn-out tubes with Cunningham's. Cunningham tubes are *built for service*.

For more sales—TURN THE PAGE →

Cunningham Electron Tubes

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

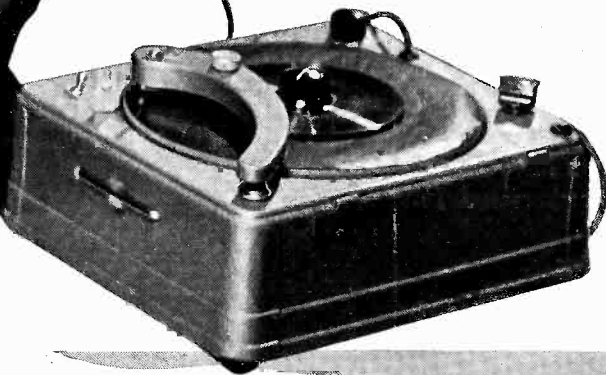
**AMERICA'S NO. 1
POSTWAR WONDER**



Magnetic Recorder-Reproducer Makes "Voice Letters" on Paper!

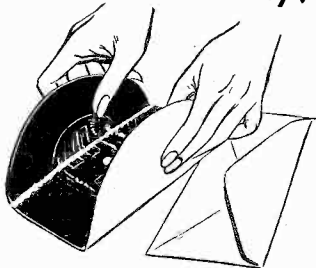
Yes, here's America's first postwar wonder—magnetic recording!
The new MAIL-A-VOICE* makes "voice letters" on paper!

Recordings can be folded, mailed and replayed—now the human voice can be "recorded, sealed and delivered"!
MAIL-A-VOICE recordings can be "erased", used over . . . or filed for permanent record. The sound of the human voice opens new possibilities for business and personal correspondence. Think of how intimate, how emphatic, how warm letters can be! Each recording costs only a few cents . . . holds a full 3 minutes.

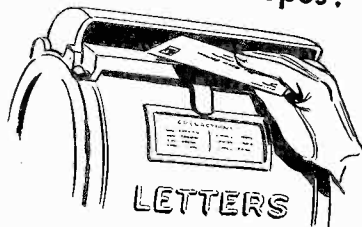


*Write today for descriptive literature and
name of nearest distributor*

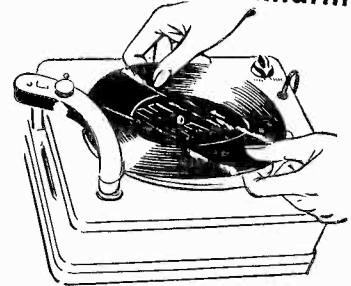
They fold easily!



**They mail in
standard envelopes!**



They play back unharmed!



BRUSH *Mail-A-Voice** **"THE LETTER WITH A PERSONALITY"**

A Product of The Brush Development Co.

3405 Perkins Ave. Cleveland 14, Ohio

*Trade Mark

FM and Television Developments

Video Sets Excise-Exempt

Television receivers, as such, are not subject to the Federal 10% excise tax law, although radio and electronic compounds incorporated in video sets do come under the tax. This decision of the Bureau of Internal Revenue was handed down to RCA Victor Division and transmitted to the industry by the Radio Manufacturers Association.

The Treasury ruling singles out the following radio and electronic components of video receivers as taxable: Receiver chassis, phono mechanisms, speakers, chassis knobs, receiver tubes, audio amplifiers, and power supply units. Non-sound receivers excluding these components are exempt from the excise tax.

First Commercial Model Color Television Receiver

Bendix Radio Division of Bendix Aviation Corp. demonstrated its color video set, now in limited production, in New York this month. The console, having a 12-inch picture tube, received colored movies and live broadcasts from CBS's color transmitter, W2XCS, in the Chrysler Tower. Engineering vice-president Charles Marcus said that "the increased effectiveness of full-color broadcasts is certain to hold the widest appeal for the public." As to price, general manager W. P. Hilliard said "the widespread appeal of full-color television will automatically adjust prices to a popular level by creating manufacturing economies through mass production." First showing of Bendix video and new radio sets will take place at the winter market scheduled for the American Furniture Mart, Chicago, January 6th to 18th.

CBS Asks for Color Video Permission

The Columbia Broadcasting Company last month requested the FCC to grant it authority to telecast color television programs. President Frank Stanton revealed that CBS had already spent two million dollars in color television and that, should the Commission deny, modify or delay the petition, it could not spend more.

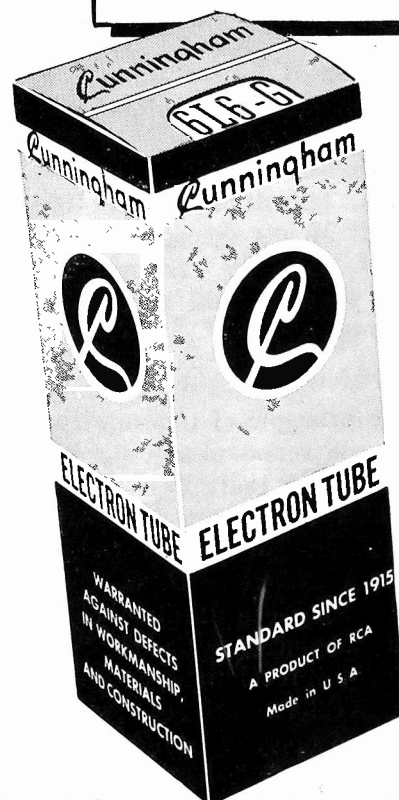
BBC Confirms Zenith On 50 MC FM Band

Findings of Zenith Radio Corporation that FM can render a superior service, particularly in rural areas, if located in the 45-50 megacycle band rather than in the 100 MC band to which it has been ordered by FCC, were confirmed by a series of tests conducted in England by the British Broadcasting Company. Presented to the Commission late in 1943, Zenith's findings were based on exhaustive tests conducted by Zenith between Milwaukee, Wisconsin, and Deerfield, Ill., and by the FCC between New York City and Andalusia, Pa. Zenith engineering vice-president G. E. Gustafson said both these tests showed that at distances beyond the optical horizontal signal strength in the 100 MC band dropped off much more rapidly than in the 50 MC band; that at distances of 70 miles there were long periods in which the 100 MC signal was completely absent; and that while on the 50 MC band FM could give a good service at ranges of 75 to 100 miles, range on the 100 MC band was so restricted that a 100 MC station could cover only about 40% of the area that could be served by a 50 MC station of like power and antenna height. In spite of these findings, supported by many authorities such as Major E. H. Armstrong, inventor of FM, the Commission stood by its decision to move FM to the 100 MC region, and denied Zenith's petition that the 50 MC band also be retained for FM.

Video Installation Forum

In its desire to "make a contribution to the over-all knowledge of television technique," Viewtone Television & Radio Corp. conducted a series of six weekly lectures on video receiver and antenna installation and maintenance. Begun on November 7th, the seminars were open to dealers and servicemen only and were held at the company's plant in Brooklyn, N. Y. Dealers, servicemen, engineers and Viewtone technicians with wide practical experience in the field contributed the information and instruction, which was augmented by actual demonstrations.

BUILT FOR SERVICE



Cunningham
Electron Tubes

What will Boost your Sales?

Cunningham is going to help you in every phase of your business, to aid you in boosting 1947 profits. Among other things, you'll get the best in sales promotion material throughout the year... designed to bring in business and move your stock faster. You'll see the first promotional eye-catcher in this space next month. Watch for it.

Cunningham tubes are *built for service*. Assure customer satisfaction by replacing old tubes with "big C's" —their dependable performance have made them favorites for over 30 years.

For expert guidance—TURN THE PAGE →

Cunningham
Electron Tubes

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

Yankee Games by Television

Exclusive rights to televise all the home games of the Yankee baseball and football clubs have been awarded to the DuMont Television Network. The schedule of programs includes seven football and 77 home baseball games. DuMont is also working to add to this schedule 11 Yankee baseball matches played in Boston, Philadelphia and Washington. DuMont's executive vice-president Leonard F. Cramer said the game programs will be offered for sponsorship.

Television by Light

The principle of transmitting pictures and sound over a light beam instead of by radio waves was demonstrated last month by DuMont's research director Dr. T. T. Goldsmith at the Washington, D. C., meeting of the American Institute of Electrical Engineers. Called "photovision," this revolutionary system can transmit color as well as monochrome video and operates in light or darkness without static interference. The light-beam device simplifies the whole problem of short-wave relays, such as from a baseball field to a main transmitter, and will replace the coaxial cables used in inter-city relays. Dr. Goldsmith said a five-mile relay using this principle will be shown soon. FCC jurisdiction over the system is questionable because it employs neither wire nor radio.

Two Out of Five Want FM

Results of a nationwide sampling of nearly 2½ million families who subscribe to The American Magazine show that two out of every five prospective purchasers desire FM in the sets they plan to buy in 1947. This means a potential market for 976,500 radio sets. Forty-one per cent of the families polled consider FM a necessity in the receivers they will buy; 40% are not familiar with the term FM; 16% don't consider FM essential; 3% didn't answer. As to type preferences, the combination radio-phonograph led with 63% of the families in favor, with the average price envisioned as about \$200 for a console model. Sixty-seven per cent said they would buy a television set if it was marketed at a price they could afford; \$200 was again most popular cost mentioned.

FM Sets Where FM Is

To its radio distributors General Electric has recommended immediate institution of the policy of confining delivery of its FM receivers to dealers operating within those areas where satisfactory FM service is or will soon be available. Sales manager Paul L. Chamberlain asked the distributors to collaborate with their respective FM broadcasters to determine those areas. GE's Model 417 combination FM and automatic phonograph is nearing full production and will soon be available in many parts of the country. New FM models are scheduled to appear early in 1947.

DuMont Washington Station

To the Allen B. DuMont Laboratories, Inc. the FCC has issued a special temporary permit authorizing the operation of the company's Washington television station, WTTG, on commercial basis for 90 days. Now being completed are DuMont's new studios and new 5KW transmitter, for which a permanent commercial license is expected.

FM Stations Going Up

Typical of manufacturers' response to the eagerness of broadcasters to get on the FM airwaves is Federal Telephone and Radio's stepped-up production schedule. Federal is shipping an average of three FM transmitters per week (some 3 KW, some 10KW, a few up to 50 KW). Norman E. Wunderlich, FTR executive sales director, said the company expects to have at least 25 FM transmitters on the air by January 1st.

Forum to Be Televised

Radio's oldest forum, "America's Forum of the Air," will be the first to be regularly televised when DuMont stations, WTTG in Washington and WABD in New York, present the weekly forums starting shortly after the first of the year. The Forum was founded twenty years ago by Theodore Granik, a Washington attorney, and is heard via WOR and the Mutual Network. The program will be televised by the two DuMont stations every Tuesday at 9:30 from the Shoreham hotel in Washington. WABD will receive the program by A. T. & T. coaxial cable.

Video Landlord Trouble

Getting their landlords' okay to install video antennae may be quite a hurdle for apartment house dwellers, according to Ben Gross, radio editor for the N. Y. Daily News. Noting that some landlords consider television receivers as fire hazards, while others object to roof-cluttering, Gross said the end-result is that the consumer is left without his money and with a video set that can't be installed. However, much is being done to brighten the situation. Most television receiver manufacturers and dealers are adopting the policy set by Viewtone: before the sale of a video set is closed, the purchaser's home (whether private or apartment house) is checked for satisfactory reception. Thus, if the landlord balks at antenna installation, the sale is not closed and the consumer still has his money. But, since the majority of metropolitan prospects are apartment house tenants, education of landlords regarding the real facts of the value and safety of television is a necessity.

RCA Upping Video Production

The goal of 5 million dollars' worth of television home receivers for 1947 has been set by the Victor Division of RCA, according to George L. Beers, assistant director of engineering. He said that as of December 1st, the company has made 2,950 video receivers. "It is expected that the total 1946 production will be 8,000 instruments. Our 1947 schedule calls for 25,000 receivers in the first quarter, 25,000 in the second quarter, 50,000 in the third quarter, and 60,000 in the fourth quarter." These figures, Mr. Beers stressed, depend upon the availability of materials and upon economic conditions that do not affect potential demand too adversely. "At the end of 1947 our television receiver production facilities will support an annual production of 300,000 instruments."

With regard to video transmitting equipment, Mr. Beers added, RCA is now in the process of making over \$6,000,000 worth of monochrome equipment. Among the items included are: forty transmitters and antenna systems, 150 image orthicon cameras, 205 monitors, 50 film projectors and cameras, and 75 synchronizing generators.

RECORD COMMENT

Retail record dealers and disc distributors are facing a new year of fresh business problems, not the least of which is pressure salesmanship on the part of the bigger wax firms, leading to overstocked shelves. The return of pre-war discount sales and price-cutting moves as a means of speeding up stock turnover is being predicted by many retailers.

* * *

The Philadelphia distributing franchise for the MGM label has been awarded to Trilling & Montagne, which is setting up large quarters for its new record department, headed by Al Rheimer . . . Jimmy Dorsey has obtained a release from his Decca recording contract which had a year and a half to run and is being besieged now by other disceries for his signature on the dotted line . . . Majestic Records is the latest company to crack the classical record field. Its Hollywood Symphony Orchestra, conducted by Alfred Neuman, has already begun recording.

* * *

Complaints have been rolling in from retailers about record reviewers' columns appearing in newspapers praising or panning records before the discs appear at the distributors or retailers. The New York market feels that it would be much more beneficial to the industry if the reviews were run in dailies after the release of the records to the stores, which would thus eliminate customer disappointment when told that merchandise is not available yet.

* * *

The Melody Record Company of New York has been appointed exclusive distributor of the Living Language Courses, now available in Spanish and French. German, Italian and Russian courses will soon be available also. The courses, prepared by a staff of language experts, are waxed on twenty records in two albums retailing at \$29.50 for the complete course . . . A children's Record-of-the-Month club has been organized in New York State . . . Jamboree Records now has its own pressing facilities, enabling it to lower the re-

tail price of its discs from \$1 to \$.75 as of February 1.

* * *

Royalty suits against a group of small independent disceries are being prepared by Harry Fox, agent and trustee for the music publishers. Among the firms involved are DeLuxe, Crown, Coda, Trilon, Four-Star, and Keynote Records . . . Bel-Tone Records of Hollywood closed up shop and filed bankruptcy proceedings, listing \$40,000 as the extent of their liabilities . . . Marguerite Meadows, former stage and radio actress, has formed a record company in Hollywood which will be devoted exclusively to the production of children's records released under the Music Box label. It seems that for every company that folds, there is another ready and willing to enter the race.

* * *

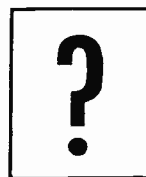
The list of promotional monthly give-away magazines printed by record companies has been enlarged by one more to be issued by Jewel Records for the disc-buying public. This one is patterned after Dave Dexter's Capitol mag . . . Due to the tremendous number of complaints by dealers that Decca records were being cut in price, the Decca Distributing Corp. announced that henceforth all Decca records will be shipped under contracts drawn pursuant to the Fair Trade Act of the State of New York, which means the price on all their merchandise is again fixed.

* * *

Keynote Records raised the retail price of its 12-inch discs from \$1 to \$1.50 as of December 15. Reuben Weinstein, secretary-treasurer of Keynote, pointed out that the price rise was due to the increase in the cost of materials and production . . . George W. Oliver was appointed head of the revamped and enlarged advertising and promotion division of Capitol Records . . . More Capitol news is the construction of a new building in Brooklyn to service the borough and Long Island. Current reports are that it will be operating in February with Lou Ferrara at the helm.

Cunningham Electron Tubes

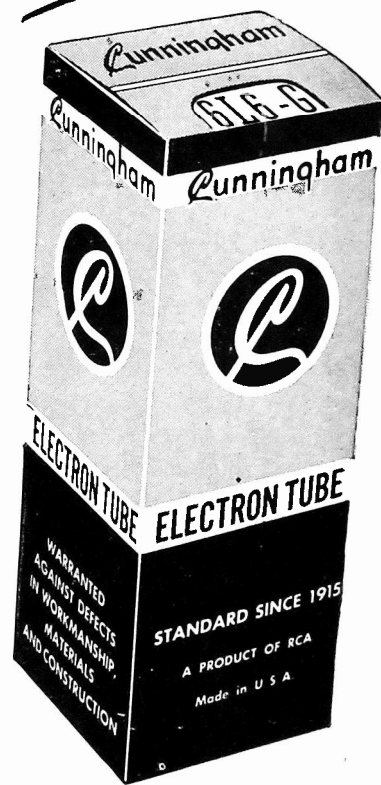
**Who will
point the way?**



Cunningham will turn over this space each month to an editorial by an eminent authority on radio servicing. He will give you the benefit of his vast experience in the technical and business end of servicing, and write on such important topics as trends in servicing, the service shop of tomorrow, where to look for new business.

Look for these vital editorials in this space every month. And remember that "Built for Service" is more than a slogan . . . it's a fact.

Built for Service



Cunningham Electron Tubes

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



TAKE AIM BEFORE ADVERTISING

Ordinarily, you can't shoot a duck by aiming your gun in the general direction of the sky and pulling the trigger blindly, hoping wildly in the meanwhile that the bullet will hit something.

Applying this bit of common sense to its advertising and sales policies,

Advertising is not always a case of mass appeal. This Madison, Wis., store has proved the advantages of advertising particularly for the group which will read the ad, whether it be devotees of the concert stage or the teen age jive crowd.

Perssion's record, radio, and electrical appliances store has established itself as one of the best known firms in the Madison, Wis., area in less

than a year and a half. The store, located on one of the busiest streets in Wisconsin's capital city, held its grand opening in July, 1945.

Milton G. Lefco, general manager of Perssion's, credits the personalized, meet-the-customers-half-way methods of his company for much of the steady increase in the sales, particularly of records.

According to Mr. Lefco, one of the most effective ways of letting your public know you exist in the first place is to 'tie in' your advertising with a current musical event.

Motion pictures, especially the present popularity of musicals, offer good chances to use the "tie-in" technique, Mr. Lefco points out. When



Perssion's Rumpus room still has the appearance of a bomb shelter, but is providing needed space for popular recordings while scarce building materials are unavailable.

Three store fronts on one of the main streets of Madison, Wis., provide lots of window space for records, books, and appliance displays.

Warner Brothers' "Night and Day" hit Madison, Perssion's spotlighted the Cole Porter albums recorded by Allan Jones and David Rose in its window display.

Mr. Lefco also arranged with the local theater playing the movie to put up a 24 by 36-inch sign in the foyer announcing that the "Night and Day" records were available at Perssion's. In return, Perssion's carried an ad for the theater in its window.

"It was mutually beneficial that way," Mr. Lefco relates.

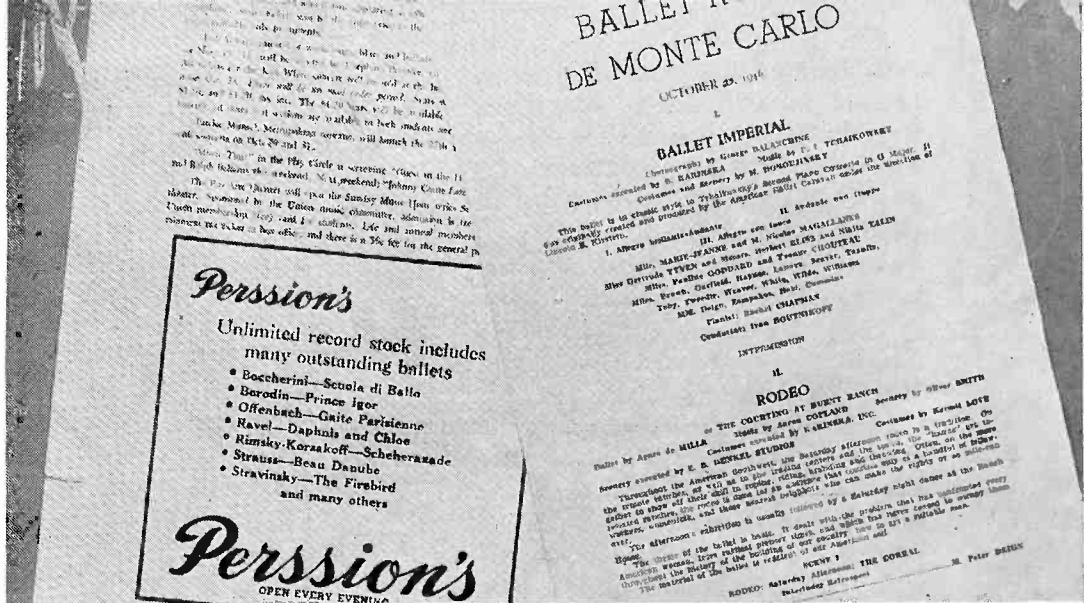
YOU SEE

Music concerts can increase the sale of classical records considerably by using a "tie in" with the music on the program. Perssion's inserts ads in the program sheets of the annual famous guest artists' concert series which attract many Madison residents as well as students of the University of Wisconsin.

"We not only try to find the right place to advertise, but we try to increase the appeal of the ads by giving concrete suggestions to the audience," Mr. Lefco relates. He cites as example an ad, listing the ballet music available at the record shop, in the program sheet for the Ballet Russe de Monte Carlo performances at the Memorial Union theater.

Civic concerts, school concerts—as long as enough people attend to justify the cost of the ads and, as long as records of the music are in stock—enable the store to reach its potential customers when they are most conscious of music.

(Please turn the page)



Advertising for the audience most likely to buy is an important feature of this Wisconsin store's merchandising policy. At the civic music concert featuring a famous ballet group, the audience is reminded that Perssion's is the place to buy recordings of outstanding ballet music.



A well-lighted open display room invites customers to linger and browse. The more records and albums on display the more opportunity to sell.

Tie-in advertising is used at every possible point. Here the appearance of a well-known singer at the local theatre is advertised along with some of his record albums.



Often, a predominantly local event aids in sales. Not long ago, Jerry Bartell, the program director of Wisconsin's state station WHA, made a two-record album on "Tingo," a child's song and story about a clown. The window display, newspaper promotion, and an evening set aside for Mr. Bartell to autograph his albums attracted much attention to Perssion's well-stocked children's department.

Besides ads in programs and the two city newspapers, Perssion's also advertises in the Cardinal, the University newspaper, in a high school newspaper, in two spot commercials a day on a local radio station, WIBA, and by special contract, in placards on the outside of some 52 busses of the Madison Bus company which are the main means of transportation throughout the city.

The bus advertisements have been particularly effective in bringing the company's name into public notice in Mr. Lefco's opinion. "And that's important for a company just starting in," he adds. Usually, they contain such short slogans as "Charge it at Perssion's" or "Open Evenings, Perssion's."

School newspaper advertisements definitely help attract the young set, Mr. Lefco thinks. These teen-agers, after all, form an important record customer group.

To meet its customers halfway, Perssion's has studied the needs of its customers and has devised services to meet these demands.

The conflict between popular and classic music in adjoining listening rooms was a familiar complaint until after recent remodeling the Rumpus room was opened downstairs for popular music only. This allows more space for the arrangement of classic and semi-classic records on the first floor and adds to its attractiveness.

The Rumpus room has three open-style listening booths with ear phones and two listening posts. Built during the shortage of first-rate materials, many substitutes in the record cases and panelings had to be used. Lumber, glass, plastic materials, and electrical supplies are still on the hard-to-get list, but as soon as they are available, the lighting and painting will be improved, and new cases will be added, Mr. Lefco plans.

"It meant a lot of headaches, but opening the Rumpus room, we think, was worth while. Business showed a considerable increase that can be credited to the spread," he comments.

Popular with the veterans is the special order card service. Any old release now out of stock will be re-ordered especially for anyone who requests it. Postal cards bearing the name of the customer, the recording artist, the company manufacturing the record, the date ordered, and the serial number is placed on file when the request is made. When the order can be filled, Perssion's notifies the customer with the card.

Songs that were popular two or three years ago are the ones many veterans ask for, Perssion's manager reports. They held back from buying records while in service, but now that they're back, they're asking for their old favorites quite often.

Staying open evening hours has also helped the record sales. Business people, whose working hours correspond with Perssion's' day hours, and students who are often busy with classes during the day find it more convenient to come in during the evening. Working hours of the regular Perssion's employees are arranged so that time put in during an evening is taken off during daytime hours according to schedule, Mr. Lefco explains.

Placing mail order advertising in the small town newspapers in the area has brought an "excellent response," he also disclosed. From the beginning of November until Christmas, Perssion's inserted such ads in five outlying newspapers to stimulate sales among rural customers. Christmas albums and songs were featured.

Post war plans for Perssion's second year in the record, radio, and electric appliances business include more spot commercials on the local radio station and even a possible sponsorship of a radio program.

Whatever the media, Manager Lefco affirms that Perssion's' advertising and sales policies will continue to be carefully aimed to anticipate and fulfill the customers' needs. Its success during the first year and a half has convinced him that it pays to serve and that it pays to advertise.

Setting a New Pace In Electric Heaters

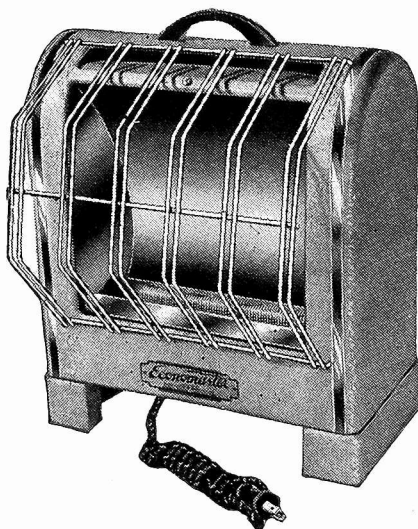
Economaster

DE LUXE MODEL D

This popular design has often been imitated, but no other electric heater combines all the features which have made Economaster famous. Embossed, highly polished chrome-plated steel reflector. Long-life tubular element with cushion spring mounting. Natural draft behind reflector without fan—combining reflection, radiation and circulation. Electric welded construction, baked wrinkle enamel finish in attractive colors.

Interested Distributors
Write

ECONOMASTER
128 8th AVENUE, N.



SALES, Inc.
NASHVILLE, TENN.

Profit Potentials

J. L. Purnies

Radio and appliance stores are among the riskiest of enterprises and, far from the rosy post-war future which has been painted so often for the dealer, the coming year will probably show less profit than any pre-war year.

In 1939, the last true competitive year the radio and appliance industry knew, there were about 45,000 radio and appliance businesses operating in all parts of the United States. At that time each store, based on Census figures, served a potential market of six and one-quarter thousand persons. However, under the duress of war by 1943 the number of radio and appliance businesses had shrunk to around 40,000, a very substantial loss. While this, at first glance, might mean that each of the remaining businesses could reasonably expect a corresponding increase in its potential market, such was not the case. There was little or no merchandise available to sell to the market. Also by 1943 the country had about 8 million men and women in the armed services, thereby breaking up families and effectively removing them from retail circulation.

It was largely on the basis of this mass split-up that many prophets told of the retailing wonders just around the proverbial corner—when these families would again be reunited and start to buy all of the things that they couldn't get for four long years of war. However, as all established radio and appliance dealers know by this time, that rosy post-war market has largely evaporated with the morning mists, having been burned away by strikes and other economic factors, which have dried up the greater part of the huge estimated buying power that was supposed to have carried the industry for several prosperous years.

According to figures carefully prepared by several different research agencies, such as Dun and Bradstreet, the U. S. Census, and others, the picture today is far different than it was at the start of the war. At the present time, while there have been many new appliance businesses started to offset the wartime shrinkage,

the total number of stores depending on the sale of radios and appliances only is still far below the prewar figures for this same classification. This would seem to be a good thing for the market, but still that wartime bogey—lack of merchandise—haunts the retailer's dreams at night. Business is good, but it certainly is not the avalanche pictured a few short years ago.

As a matter of fact, the closer we get to a normal prewar year the riskier the whole operation seems. For instance in 1939, which was just an average year, over 1.1% of the radio and appliance firms failed. This might not seem so bad until it is realized that the riskiest business in the country (a shoe store) had only a 2.6% failure rate! In other words, radio and appliances were almost half as risky as the riskiest business in the country. Other lines average only about 1/10th of this figure. Another factor that should be faced in the interests of realism is that these figures are based only on the actual failures. They do not take into consideration those that went badly into debt, and the number that consumed family savings in order to keep going. As a matter of fact these borrowings must have been pretty heavy because the average liabilities of those firms that went under amounted to \$8,100 per firm. This would indicate that they had been showing a net loss for several years, at the very least, to have piled up a deficit like that.

Something else that the established dealer has to figure on is the number of veterans and other newcomers planning to enter the radio and appliance business. According to statistics based on the number of actual letters received by research firms, asking for information about the various fields, there is only one type of business that is attracting MORE veterans than the radio and appli-

ance field. That is the apparel business, and it only tops radios and appliances by a very small margin. These figures do not take into account the number that are planning to enter these fields, but who have not yet written in for information. However, the average would be about the same even with these additional figures. According to these available figures, over 9½% of all veterans are planning to enter the radio-appliance business!!! Figuring that there are about 10 million vets of all types, you have roughly a million of them planning to invade your business domain. One million new stores, compared with the prewar level, of which 1.1% failed every year then.

Of course, all of these people will not enter the industry. Plans will change, money will not be available, some will change their minds about businesses of their own, and will go to work for others instead. Some will enter the industry only as employees of existing dealers. Even so the number of new businesses springing up, and due to spring up, is terrific, and most certainly means increased competition for the established dealer in days ahead.

The situation is rather serious from any standpoint you choose, for even though these businesses fold up almost as soon as they start, they are bound to make a few sales. Therefore, during the period of time it takes for the newcomers to quit, leaving only the progressive dealers, both new and old, every time these failures-to-be make a one dollar sale they are taking the equivalent of a dollar sale right out of the cash registers of the potential survivors.

From this it may conservatively be assumed that the rate of failure in this industry for the next few years will go up—not down.

However, in spite of all these dire statistics, there are certain factors that can offset them, and help the established dealer maintain his firm business foundation in spite of the coming battle.

For one thing, all wasted expenditures must be stopped, and all possible savings must be reflected. For instance, during an average prewar competitive year many firms reported that the cash discount they had earned on their merchandise bills,

(Continued on page 26)

"The shopping habits of home furnishings customers are changing," believes Jeff Mathews, New Orleans furniture and appliance dealer. "They're beginning to buy in the suburbs and in neighborhood shopping centers, rather than endure the traffic and jammed sidewalks of big city business districts. So, we are playing Mahomet. If the customer doesn't want to come to us, we'll go to her. We're extending our operations to the suburbs."

In six months' experience operating one suburban store in the uptown Carrollton section of New Orleans (two other suburban outlets are planned for the near future), Jeff Mathews has found that a small suburban store can actually rival the appliance profits of a downtown store many times its size. "We've not found that volume can approach downtown volume, but that operating and merchandising expenses are sometimes lower in suburban store operation—bringing higher profits," Mr. Mathews and S. Heid, his partner and sales manager of the Jeff Mathews Co., have discovered.

The present Jeff Mathews branch home furnishings store is located in the center of New Orleans' Oak street business district, in uptown Carrollton. Its front is ultra modern and, thinking 1947-wise, Mathews and Heid decided to employ backless windows. "Let the customer see all the activity going on inside the store, and see the entire floor stock, and she'll come in—fast," Heid points out.

This modern store is only one-fourth as large as the downtown Jeff Mathews home furnishings store on Baronne street in New Orleans' main commercial district—yet its volume actually approaches that of the parent store.

"We've found that a well merchandised, properly displayed store in a thriving neighborhood or suburban shopping center will do as well as a large store in a main city business area," Heid reports. "There are many reasons for this. The most important



FOLLOW THE TO THE

one is that consumer buying habits are changing. Home furnishings customers today want to buy near their homes. The trend is to suburban shopping.

"There are other reasons, of course, why suburban shopping is becoming more popular. Women can go to a suburban store in shorts or housedresses—casual. There are few parking worries, and that's an important factor. If the shoppers have children, they can bring their offspring along without the exaggerated

worry that makes downtown shopping with children a fearsome ordeal."

What sells in a neighborhood store? What kind of merchandising, advertising, display, and sales promotion methods are needed to promote away-from-the business district appliance volume?

"We've found that *less* advertising is needed—but better display," reports Mr. Heid. "When we first opened the Carrollton branch store, we circularized the neighborhood

RADIO & APPLIANCE JOURNAL



TREND

• • •

UBURBS

with four-page tabloid jobs delivered door to door. Since then, we've advertised sparingly, but the ads have brought good results. One effective medium, in our opinion, is the neighborhood movie house where you can catch the customer sort of off her guard—relaxed.

“One important thing about drumming up business for a neighborhood or suburban branch is that advertising must be *concentrated*. Instead of firing it wildly, shotgun fashion, all over the city, we must concentrate

it in the area from which we can reasonably expect customers to come. For example, those living below Canal street won't come here because this is harder for them to reach than is the main Canal street shopping district. So why waste advertising money appealing to prospects living too far away? We concentrate appliance advertising for the Oak street store in the Oak street neighborhood—and get plenty of business.

“Display is important. Branch appliance displays must be as good as,

maybe better than, those in business district stores. That's been our experience. We've found that it's necessary to show wide selections; that is we determined upon backless windows, which allow the entire store to be the window display, to stop 'em and bring 'em in buying.

“Another thing—high pressure stuff won't work. The shopper who comes to a suburban store usually does so because she wants to escape the high-pressure atmosphere of 'downtown' shopping. We let her browse and choose her own purchases—and find that she buys plenty that way.”

A streamlined set-up has been devised by Heid and Mathews to expedite appliance selling in the branch store, tying it in with the operations of the main store. A single warehouse is maintained, from which both stores draw stock when needed. This allows the branch store to keep on hand relatively light inventories, yet have the wide appliance inventory of the main Jeff Mathews store at its disposal. Orders for which no merchandise is available on the spot at the Oak street store can be quickly filled by requisition on the main warehouse.

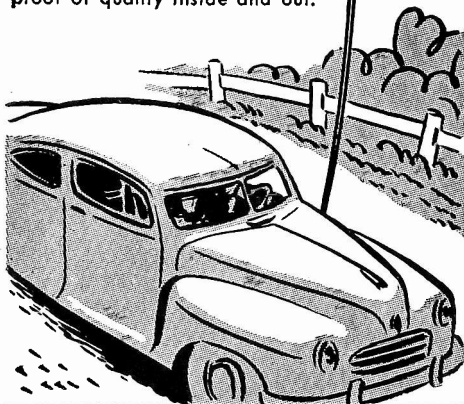
Similarly, credit and installment selling is handled through the main store's credit office. This eliminates the expense of maintaining a credit office in the suburban store yet, when the occasion arises, customers' credit may be checked via telephone as quickly as in the parent store.

“Our experience with operating this one branch has been so rosy that we have on the books plans for additional stores in the Metairie and Gentilly suburbs of New Orleans,” says Mr. Heid. “These will be built as soon as CPA approval can be secured. For we've found that suburban stores' appliance profits can be as high as those in a main-business-district store.”

BEST ON THE ROAD!

SURE, IT'S A
WARD
AERIAL

Every Ward model has been tested and approved by car and radio set manufacturers — your proof of quality inside and out.



WARD

Aerials

World's largest manufacturers of antennas. We specialize in car, home, amateur and special communications applications, including FM and television. Write for full details.

THE
WARD PRODUCTS CORPORATION

1523 EAST 45TH STREET
CLEVELAND 3, OHIO

In Canada — Atlas Radio Corp.,
560 King St., W., Toronto, Ont., Canada

(generally 2% if payment is made within 10 days) equalled their entire profits for the fiscal year. In other words that 2% WAS the profit. Without it the firms would have only broken even—at best.

Therefore this small item is something that should be watched very carefully. A typical radio and appliance store, operating on a profitable basis in 1939 had a gross sales volume of about 33 thousand dollars. Cost of merchandise was approximately 21,500 dollars, and 2% on this amount equals \$430. This is a good-sized savings, and could very well be the year's profit after the owner's salary had been deducted. It takes no special skill, no merchandising ability, or real sustained effort to make this saving of four hundred and thirty dollars. Therefore, it is an item that no progressive dealer can afford to skip, nor will he have any valid excuse for skipping it if he does.

Effecting this and other similar economies does not mean, however, to cut everything so far down that efficient operation is hampered. Take advertising as a case in point. There are going to be many business and competitive skirmishes fought out in the advertising columns of the daily newspapers. If you curtail this item too far, you will find that your competitor has been able to increase his sales volume far beyond the point to which he might have been confined if you had continued your advertising efforts. This could very well be the difference between success and failure for the store suffering the loss in volume.

The thing is not to cut the budget arbitrarily, but to carefully analyze it. Make absolutely sure that you are getting every bit of good out of every single penny of expenditure that is possible. Perhaps you would do better to cut the amount of space being used, but increase the frequency. Perhaps you would get better results by stepping up your direct-mail campaigns. At any rate cutting your advertising and promotion activities too far is almost a sure ticket to business oblivion—and a one-way ticket, at that.

The question of sales help should be delved into. Are you getting the most out of your help? Do you have

“cheap” help—so much so that they are a liability? Or is your system so inefficient that all the best efforts of good personnel are strangled in the bog of useless actions? Good help is always an asset, unless you are being forced to pay too much for it. If this is the case a reduction in salaries, or in the number of employees, is indicated. If this cannot be done without incurring ill-will, the best move might be to clean out your entire organization, and start a new staff from scratch. This, however, should be avoided, if at all possible, as a staff that is well-trained can be of more help to you in solving your problems than a bunch of green newcomers.

Credit problems should also be watched very carefully. The average radio appliance store will find it a good policy to stay away from credit, based on the experience of profitable prewar retail stores. Credit losses increase the size of the bad-debt factor, and a certain number of credit risks are bound to be losses no matter how careful the dealer is in selecting them.

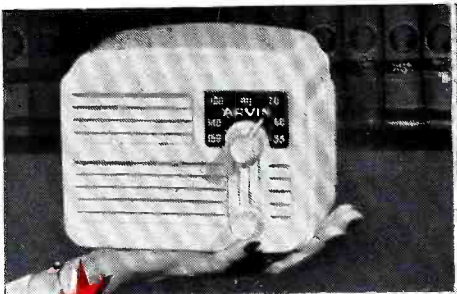
Rent is another item that should be carefully gauged. In 1939 the profitable stores paid out 4.6% of their gross sales for rent, while those listed as unprofitable paid out 6.8% for rent. This little item of 2.2%, like the 2% discount mentioned earlier, is a good case in point, and amounts to over 650 dollars savings per year. Two or three such items can always spell the difference between success and failure.

From the fore-going it should be obvious to all alert dealers that now is the time to carefully examine every single facet of your business. No item is too small to bother about, and certainly any item, even the smallest of the lot, could be doubly important if it is forgotten about. The next few years will see a competitive situation such as very few industries have known, and the battle for survival will create business casualties right and left. Therefore—now before things get out of hand—is the time to build your redoubts and ramparts. Then—and only then—you can enter the battle secure in the knowledge that everything that can be done has been done, and you will be in a good position to fight for the future of your business.

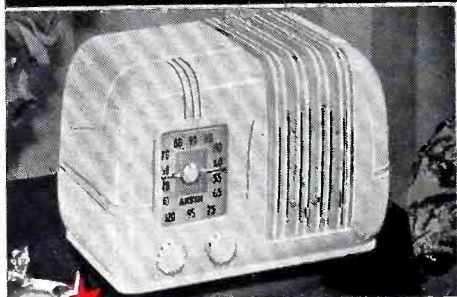
THEY'RE
MONEY-MAKERS

IN A

Big way



★ ARVIN Money Maker 444A



★ ARVIN Money Maker 544A



★ ARVIN Money Maker 555A



★ ARVIN Money Maker 664A



ARVIN Money Maker 665

ARVIN
Top Flight
RADIOS

★ So well known for dependable quality at prices people like to pay, these Arvin models are making money for dealers in a big way.

ARVIN . . . the name on many profit-building products from
NOBLITT-SPARKS INDUSTRIES, INC.
Columbus, Indiana

PICTURING PEOPLE IN THE INDUSTRY

A RADIO AND APPLIANCE JOURNAL FEATURE



The Hoover Company, North Canton, Ohio, recognized service records ranging from 25 to 55 years, at a dinner in Canton recently. The vacuum cleaner company presented beautifully engraved Hamilton watches and gold service pins to all employees with 25 years or more service with the company. In the picture, H. W. Hoover (left) president, pins a gold service pin on J. T. Warburton, whose 56 years of service gave him the longest record of any employee, while Miss Esta Stoner looks on. Her 38 years gave her the longest service record of any woman employee.



M. Markowitz, above, was recently elected vice president in charge of manufacturing for Air King Radio Products Co., Inc.



Richard Mattison (left) has joined the Minerva National Sales Corp., as general manager. Formerly wholesale division manager of Tung-Sol Lamp Works, in his new position, Mr. Mattison will direct the sales of Minerva products.



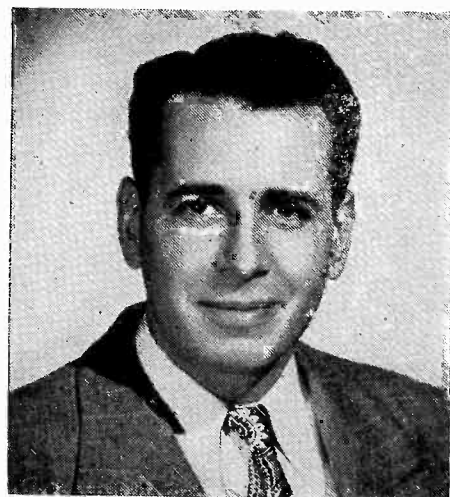
Dr. Remsen duBois Bird (right) has been named consultant to forward the expanding educational division of Decca Records, Inc. Dr. Bird, president of Occidental College in Los Angeles for 25 years, served as president of the Association of American Colleges in 1942.



The appointment of Walter B. Scott, (left) to the position of assistant to Paul V. K. Povlsen, who is assistant to the president at Galvin Manufacturing Corp., in Chicago, was announced last month by the president, P. V. Galvin.



Paul B. Rosfield, (right) has joined the sales department of the Carod Radio Corp., Brooklyn, N. Y. In addition to assisting Lou Silver, sales manager, Mr. Rosfield will serve in a sales promotion capacity.





Above, Bill Sage and Sam Lang, top executives of Cincinnati Electric Products Co., (makers of Fusite Hermetic Terminals) save valuable time by taking to air.



Judges in the Christmas Window display contest sponsored by the Duotone Company, Inc., 799 Broadway, New York, were Elmo M. Anderson (right), art director, Maxon, Inc.; Louis Goodenough (left), editor, Retailing Home Furnishings; and William A. Boeger, Jr. (below left), advertising and sales manager, Duotone Co., Inc.



Two hundred and twenty five dollars in prize money was offered to record dealers for the best window displays which featured Duotone products in whole or in part, during the holidays. The winner of the first prize of \$100 was the Stambaugh Thompson Company of 114 West Federal Street, Youngstown, Ohio.



Dan D. Halpin, a pioneer in the promotion of commercial television, has been appointed RCA-Victor Television Receiver Sales manager.



The appointment of Perry L. Rosenbalm (left), Tulsa and Oklahoma City, Okla., as Tulsa district manager for the Domestic Sewing Machine Co., has been announced by Dodge E. Barnum, Domestic president.



E. C. Bonia (right), general sales manager of the radio and appliance division, Sparks Withington Co., Cleveland, has been elected vice president of the company. As Eastern sales manager a few years ago, he was largely responsible for launching Sparton's Cooperative Merchandising plan.

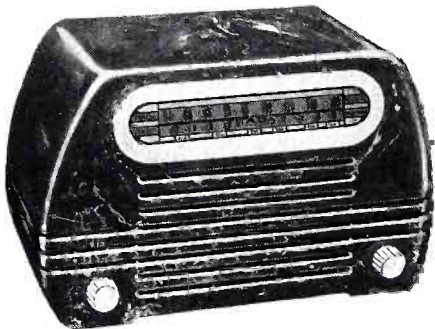
IT'S
FADA
 for '47

*The Radio of
 TO-MORROW ... TO-DAY!*

FADA faces '47 with the greatest line of radio receivers in the history of radio. Each model is a gem of engineering achievement ... new clarity of reception, new beauty of design, new extra-durability. There is a FADA model for every room.

You can always depend upon the sales-appeal of FADA — the Radio of Tomorrow ... Today!

New!



MODEL 659

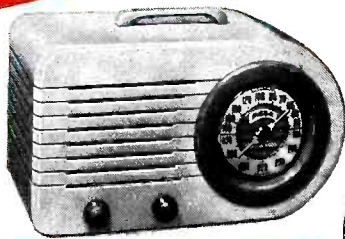
Short wave version of Model 652. 2 Wave Band Superheterodyne. American and foreign reception. Covers American broadcast and international short wave down to 16 meters.



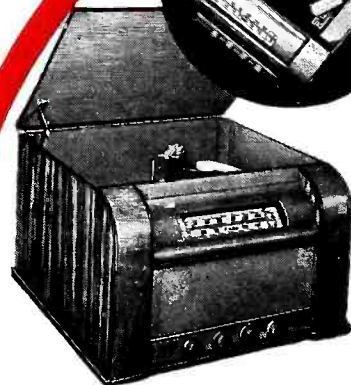
MODEL P82

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

MODEL 1000
 AC-DC Superheterodyne in beautiful gem-like "Fada-lucent" cabinets. 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 602

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

YOU CAN ALWAYS DEPEND ON

FADA
 Radio

Famous Since Broadcasting Began!

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

AFTER HOURS

With Radio and Appliance Dealers

Public Spirited Dealer Works for Home Town

Exemplifying Middle West electrical appliance dealers whose industrious business activities are matched by their tireless performances in politics and civic work is Sam Alberts, president, the Alberts Company, St. Joseph, Missouri, a prominent retail electrical appliance sales outfit.

Sam Albert's political career was highlighted in 1938 when he was re-elected to a second term as a city councilman by the largest vote on the city ticket. His initial introduction to city politics came in 1934 when he was first elected to serve as one of the city's five councilmen.

A majority of the residents of this wide-awake Missouri community of 85,000 persons there placed their stamp of approval on at least one economy ordinance which Sam Alberts was instrumental in introducing. The measure, now a law, provides that any city purchase over the amount of \$300 must be advertised for public bids with the lowest bidder receiving the contract. It has saved the city thousands of dollars.

Consistent with the appliance retailer's endeavors to develop St. Joseph to the status of a topflight community was his energetic work in behalf of a city council bond issue in the amount of \$5,000,000, which was eventually passed, and which meant a new police station, new fire stations, a baseball stadium, airport, a city market, and other smaller projects.



SAM ALBERTS

Sam Alberts has not by-passed civic organizations in his constant efforts to promote the welfare of this Mid-Western city.

He has served as Post Commander of the American Legion and once received a National Citation for helping increase the membership of the group. He has been Chef De Gare of 40 et 8. From 1935 to 1945, he was a board member of the local Red Cross chapter; from 1941 to 1945, he was War Fund Treasurer during which hundreds of thousands of dollars passed through his hands.

In 1936, Red Cross officials, taking cognizance of his qualities for leadership, appointed him district chairman for fourteen Northeast Missouri counties. He was asked to conduct the Red Cross Roll Call and sparked a Red Cross membership drive to skyrocketing figures. That year, 3,500 members were added.

The underprivileged have been beneficiaries of Mr. Albert's extracurricular activities. On the Salvation Army advisory board for fifteen years, for thirteen years he has been chairman of the Salvation Army Ice Fund, a project which every summer raises funds to furnish impoverished families with ice.

As a member of the St. Joseph City Youth Guidance Committee, the appliance dealer has helped foster improvements of playgrounds and add new playgrounds for St. Joe children.

Community life has been enlivened by a host of parades, festivals, fairs, street dances and other lively entertainments, thanks to Sam Albert's steadfast theory that no community can flourish unless there are regular affairs at which citizens can join hands for fun. As chairman of many of these light events on the community calendar, he adroitly directs preparations as matters run off without a hitch.

Despite the ever-increasing details attendant to the operation of his fast-growing appliance business, Sam Alberts continues to be a mighty force in St. Joe civic and political life.

Completely altruistic in these undertakings, the dealer has been motivated to expend precious off-business hours to community work from a sincere desire to keep the St. Joseph residents' mode of life on a high plane.



The modern front of Riley's Electric Appliance Store provides the utmost in window display space and owner William Riley uses it to center attention on a single line of appliances at a time instead of cluttering it up with many different kinds of appliances

PROPER PLANNING PRODUCES PROFITS

March 1st, 1946 marked the consummation of a ten year old dream in the life of William F. Riley of San Francisco, for on that day he opened the electrical appliance store of which he had thought and dreamed since 1936.

Mr. Riley had certain definite ideas as to how his new store should look and be operated. Fortunately, he was able to secure a store with 3500 feet of floor space in the block next to his other enterprises and he remodeled this place along lines of his own devising. Around the walls he ran a five foot plaster dado, painted rust color, while above a six inch dividing rail, the upper portion of the wall was finished in Van Luit scenics on a chartreuse background.

These walls offer a harmonious background for the display of white appliance samples on the floor. Flower pots and boxes are arranged to divide or separate the different types of electrical appliances on display.

Mr. Riley's idea in using this expensive type of decoration was to give his customers a feeling of restfulness and relaxation, and to suggest to them subconsciously a greater interest in the appliances offered for their approval. He tried to promote the idea that the store was not there merely to make sales, but also to provide an opportunity to demonstrate how each appliance works whether or not they are bought. In such an atmosphere he believed customers would feel free to discuss their needs.

Mr. Riley believes strongly in specialized advertising, both by radio and by newspapers. Thus he began a unique campaign, which has brought in tremendous results. The store offers free laundry service to any housewife bringing into the store her dirty clothes, lets her do it in one of three washers, and then invites her to continue using this service free of charge while she waits factory delivery on one of these washers for herself, providing she orders one. "Plenty of soap and hot water and courteous demonstrators," they advertise. This service includes blankets, pillows, washable drapes and slip covers as well as ordinary household laundry.

An eight by fifteen inch advertisement in local papers announced this offer and the result was, as Mr. Riley says, "tremendous!" In the first week they had seventy-five people bringing laundry in to be done, and more are still coming in with laundry bags and hampers. One lady even wheeled in a baby buggy filled with soiled clothes.

Of this number fifteen have already left orders accompanied with substantial deposits, although the store strongly emphasizes the fact that orders are taken subject to future delivery when they can get the appliances. However, customers are promised a strict priority based on the date of their order, and this will be religiously adhered to.

In addition to this newspaper advertisement Riley's mailed letters to their list of customers and prospects, offering them this free service. This mailing list is kept up to date and is compiled from names of people coming into the store, or those contacted by Mrs. Hine, their store home economist, on her home visits.

It is Mr. Riley's intention to carry out this same form of advertising and free service with other lines of appliances he handles. For instance, possibly a hook-up with an electric range, permitting customers to make a roast, or even keep it in a Frigidaire. "The possibilities for this are endless," Mr. Riley states.

One of the attractive window displays which this San Francisco dealer was able to fashion around the manufacturer's national advertising campaign. Such tie-in displays have created a surprising amount of interest from customers.

The general idea behind this method of publicity is the result of deep study of both sales potentialities and of customer psychology. It stimulates activity and helps to keep people interested in the store, and it also creates deeper interest among employes, giving them greater enthusiasm for their work.

It also affects his business relations with his manufacturer accounts, for they realize that this new store is here to stay and that it is using up-to-date methods in selling the goods they make. Such manufacturers will realize that this is not a store content merely to sit back and await deliveries, or one satisfied with the present great demand for electrical appliances, but is one which is even now trying to open up new markets.

The advantages of good window displays were not overlooked in planning the store. Rather than showing many different kinds of electrical appliances in the windows at one time, Mr. Riley believes in emphasizing just one or two and if possible, tying it in with some of his manufacturer's national publicity used at the same time.

For instance, when the Frigidaire people were using a radio program over the Columbia network called Hollywood Star Time, he tied this in with a window display which showed Frigidaires with accompanying display cards calling attention to this program. The immediate response was surprising and the interest shown was immensely gratifying. It is Mr. Riley's intention to carry on this window display idea with other types of electrical appliances from time to time, reaping personal benefit from the national advertising campaigns of his manufacturers.

Mr. Riley has an efficient and competent sales and office force which he claims, rightly, is an absolute necessity when one is doing business with the general public.

"They must have diplomacy," he stated emphatically, "not alone in

This promotion contest, entitled, "Don't Buy Your Washer Blindfolded," in which three blindfolded women, the store's home economist, a chance customer, and one of the saleswomen, did the family wash, brought a lot of attention to the store.



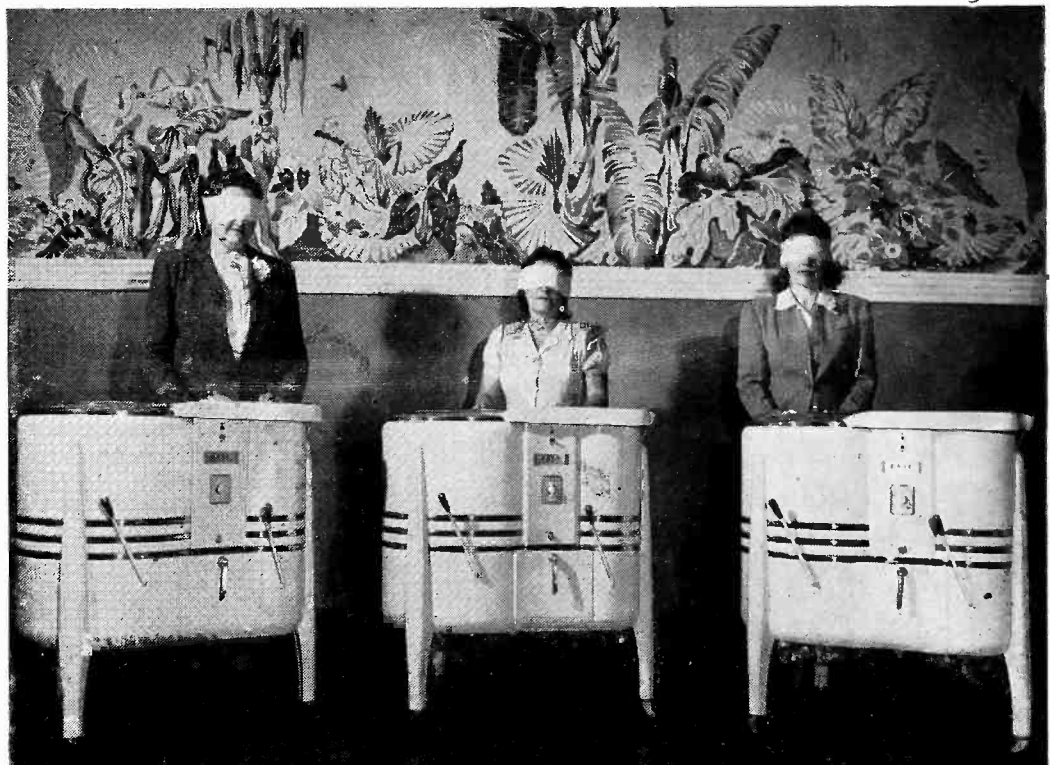
meeting customers pleasantly, but what is more important right now, the ability to tactfully explain why deliveries cannot be immediately made. They must realize just how much electrical appliances fit in with the home life of their customers, and to know that their position in the business is of equal importance to the dignity of the entire industry. To be able to overcome having nothing to deliver when the sale is made, requires tact of the highest degree," Mr. Riley added.

Although educated for, and practicing law, Mr. Riley was forced to take over his father's interests when he passed away in 1935, among them a hardware store which carried a

sideline of electrical appliances.

Mr. Riley, Sr., had been interested in household appliances also, he started his business career as a manufacturer and marketer of the long-forgotten gas light mantels. In fact, he invented one which lit at the pull of a cord.

When Mr. Riley, Jr. assumed the duties of managing owner of these interests, he decided that particular line would not only offer him increased profit, but would also afford a great deal of satisfaction to him through the knowledge that the attractive appliances he sold would improve the looks of the buyer's homes as well as giving the home owner efficient conveniences.

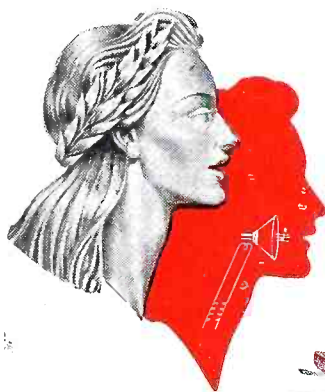


ONLY RCA VICTOR MAKES THE VICTROLA



Two beautiful styles...the 612V3 in Period design and the 612V1 in Modern design. Both are available in carefully selected Blonde, Walnut and Mahogany veneers.

RCA VICTOR's dramatic advertising



Sales and profits from RCA Victor! The finest instruments in the history of RCA Victor—the exclusive "Golden Throat" tone system—an unequaled advertising campaign—keep RCA Victor radios and Victrola* radio-phonographs moving out of your salesrooms faster than we can supply them.

See the striking four-color full-page advertisement in: Life—Feb. 10 Saturday Evening Post—Feb. 8 Collier's—Feb. 8 featuring the famous "Crestwood" series.

Listen to them—compare with any other radio-phonograph in or near their price class—and you'll see why customers are asking for—*waiting for*—an RCA Victor "Crestwood."

"GOLDEN THROAT"... Exclusive acoustical system brings out the full, mellow tones of sound reproduction at its finest.

ALL-IN-ONE CONTROL UNIT, introduced in this "Crestwood" series, brings the complete radio chassis and automatic record changer into convenient playing position at a touch. Plays in both open and closed positions.

"SILENT SAPPHIRE" pick-up... a tiny point of genuine sapphire—light as a feather on records, adds years to their life. No needles to change, no needle chatter!

RCA VICTOR FM (Frequency Modulation) assures static-free FM reception. For full performance—both the Standard (AM) and the International Short Wave broadcast bands.

*"Victrola"—T. M. Reg. U. S. Pat. Off.



ONLY RCA VICTOR MAKES THE VICTROLA



The 68X1, in antique-finish ivory plastic. The 66X2 (not shown) is cased in glowing Walnut plastic.

builds sales for you!

The exclusive "Golden Throat" gives superior tone even to less expensive RCA Victor radios!

Dominant advertising creates an overwhelming demand NOW—assures continuing sales long after the market is flooded with radios of all kinds—at all prices!

Watch for the second full-page February advertisement in full color—featuring the 66X1 and 66X2 in:

Life—Feb. 24 Saturday Evening Post—Feb. 22 Collier's—Feb. 22

These are compact, easy-to-carry sets—designed for those who want radios modern in appearance *and* performance! They'll soon be reaching you in ever-increasing quantities.

"GOLDEN THROAT" acoustical system reproduces radio programs with amazing richness and fidelity. RCA VICTOR ENGINEERING for distinctive performance includes: five RCA Preferred Type Tubes and rectifier tube, 2-point tone control, selective superheterodyne circuit, and connections for an additional antenna for reception in weak signal areas.

"MAGIC LOOP" built-in antennae (two of them) "pull in" foreign as well as domestic programs with thrilling clarity.

MODERN DESIGN... gleaming plastic with the sweeping lines of functional simplicity that fit into any room. Convenient built-in handle... allows easy carrying from room to room as desired. Two-band dial permits new, easier tuning.

RCA VICTOR

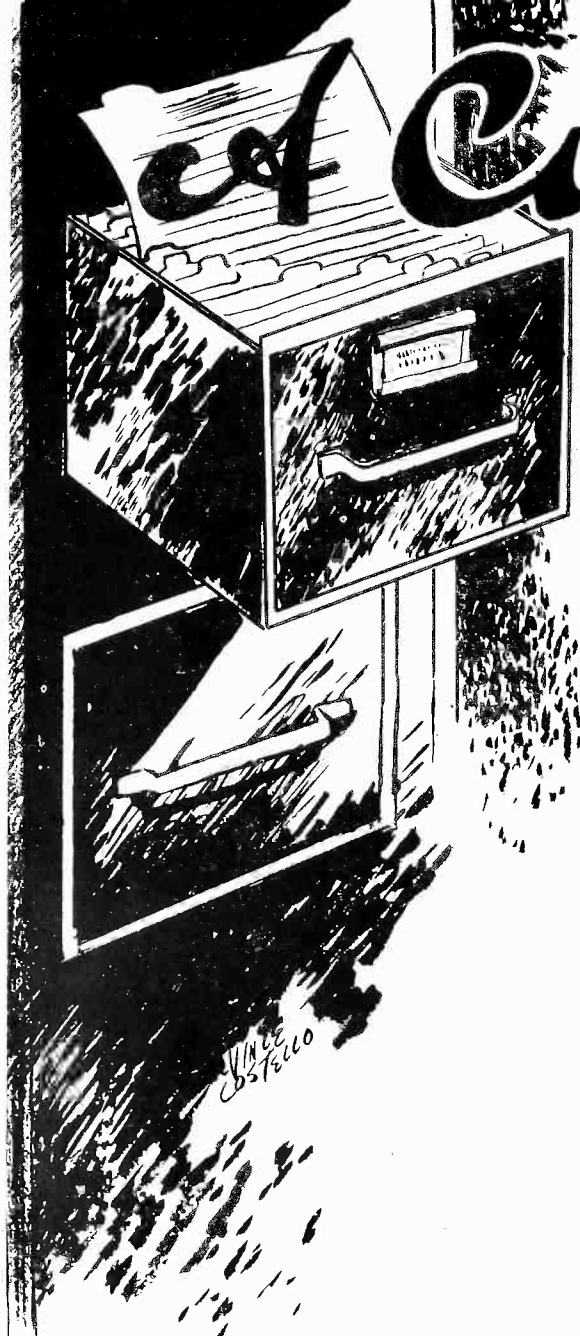
DIVISION OF RADIO CORPORATION OF AMERICA

"Golden Throat" finest tone system in RCAVICTOR history!

Outstanding over all other tone systems tested—the exclusive "Golden Throat" has made the new RCA Victor radios and radio-phonographs *your* customers' choice.

This exact co-ordination of cabinet, loud-speaker and electronic amplification is the triumph of 27 years of RCA's electronic engineering achievements and Victor's 48 years of leadership in sound reproduction.

Listen to the "Golden Throat" give new life to radio programs and records—and you'll know why the *insistent* demand, all across the country, is for RCA Victor radios and Victrola* radio-phonographs!



A Customer's preference **FILE** analyzes your market

By Kathryn Mitchell

The better you know your customers, the better you will know your market and its potential. The type of analysis involved in a customer preference file, helps you to buy the music your customers are interested in hearing. Even though you have gone through a period of buying just anything you could get, you realize that the customer will not always be satisfied with that sort of display. As stock becomes more plentiful, you, as a dealer, will be expected to lend an attentive ear as customers make known their likes and dislikes.

Then, too, the customer preference file helps to sell the right material by directing your sales talk toward an interested customer. Suggested and related selling become simple with this sort of cue.

And last but not least, the preference file gives you a mailing list that will direct your promotion in the right channels.

Meet the customer with an attitude of helpful solicitation. When he purchases an album or some type of music, ask for his name and address. In addition, carry on a friendly conversation that will tell you what type of music he prefers, the organizations to which he belongs, and assure him of your willingness to try and obtain the merchandise he is seeking.

In case you are rushed, have some sort of a card or list handy for the customer to fill out at your invitation. This can be filed as a key to his preferences and future buying. Also ask the customer to leave the names of any of his friends interested in receiving literature on new record releases.

To set up a customer preference file, an alphabetical list of names and

addresses is your first step. Write each name and address on a separate filing card. In addition to this, include the customer's preference of music by making it definite. Don't just classify them as classical and popular, but indicate their particular choice of instrumental recordings, or their favorite vocalist, favorite composer, etc. When you have time, list the material the customer buys if the purchase is large enough to be significant of his interests. Also, include on the card the names of special recordings the customer has been trying unsuccessfully to obtain. If the customer belongs to some musical organization, include that in your data.

A suggested outline for your cards is illustrated on the right.

For quick reference, you can use color tabs to indicate types of music.

RADIO & APPLIANCE JOURNAL

For example, Mrs. Brown might be interested in symphonic selections, some popular material and children's records. If a blue tab indicated symphonic, yellow for jazz and orange for the kiddie records, all three color tabs would be attached to the top of Mrs. Brown's card. When a new release of any of the above categories comes in, you have only to pull the cards with the specified color tab. Give the customer a call or if the amount of stock warrants a big promotion, send out advertisements of the particular set in the mail.

There are a number of ways to get names for this file. Don't overlook any of them. Besides your regular record customers don't overlook musical instrument buyers, or other store traffic. When a customer buys a new instrument make yourself known. Instruct the instrument salesman to direct the buyer to your department where you will immediately start the newcomer on his way to a record collection, or help him add to one already established. This is an excellent opportunity to collect all the information you need for a new buying friend.

The radio repair man can add to your information chart. Since he calls on many homes for radio repair, he can give you an idea of the type of recordings owned by the individual. He is also a good source of information as to who owns a combination or turn table.

Ask the customer about his friends. You'll learn of study groups, pleasure listening groups, dance enthusiasts, local organizations that can use a period of recorded music at their meetings, etc. Get their names and addresses and add them to your mailing list along with their preferences carefully noted on each card of your file.

Don't forget the local newspaper as a source of information. Here you will find the names of people attending music groups, that you haven't reached before. Call them and ask if they have a phonograph and tell them you would like to include their names on your mailing list if they will give you some clue as to their preferences. A fifteen-minute period for phone calls, observed regularly every morning by some one in the store, can yield untold fruits of selling. Every

customer is flattered by individual attention.

Become acquainted with civic leaders, especially those interested in music, or those who could use a period of recorded music at their meetings. Offer to furnish such a program and this will give you an introduction to new members.

The local professional groups are excellent prospective buyers. Tops among this group are your doctors. They are often interested in good music and many wish they had some fine recordings for their few leisure hours. Due to their lack of time, it will be very much worth your while to solicit their tastes from them individually, or from some member of their family. Offer to send material for their inspection, or suggest some evening when they might come in and spend a little time selecting records.

Make use of your telephone directory and call other professionals such as lawyers, merchants, funeral directors, teachers, etc.

After your file has been completed, study it with the utmost detail. You may find you have been neglecting some particular group in your ordering, such as those who want foreign or sectional music; for example, cowboy or race music, etc. From your preference file you can deter-

mine the potential of such a market and the profits which could be realized.

Study the market on which you are doing the bulk of your business and determine how you have built up that particular group. Don't let down on this section in your efforts to build up others, but endeavor to keep your same high standards of salesmanship that have spelled success already.

Study the market which gives you a very small share or possibly nothing. Determine the size of such a market in your community and make your decision as to whether it should or should not mean anything to you.

Study your market before launching a specific promotion. Don't send literature to individuals regardless of their interests. Flatter them with your solicitude. When you plan a big promotion that will include some civic group, meet the leaders and tell them of your plans. Get their cooperation in your choice of music for that particular group. Building community confidence in you as a dealer and as a friend, will spell success in capital letters.

CUSTOMER PREFERENCE CARD

NAME _____ (last) _____ (first) _____ PHONE _____

ADDRESS _____

Employed or Position Held _____

Preferences _____ Member of following organizations _____ Children -Ages _____ Has Purchased _____

Has been trying to locate _____

A separate filing card for each customer, with notations indicating the customer's likes, interests, family preferences, etc., will provide a quick and easy-to-use record of disc sales in your store.

Lead with the Leader in '47!

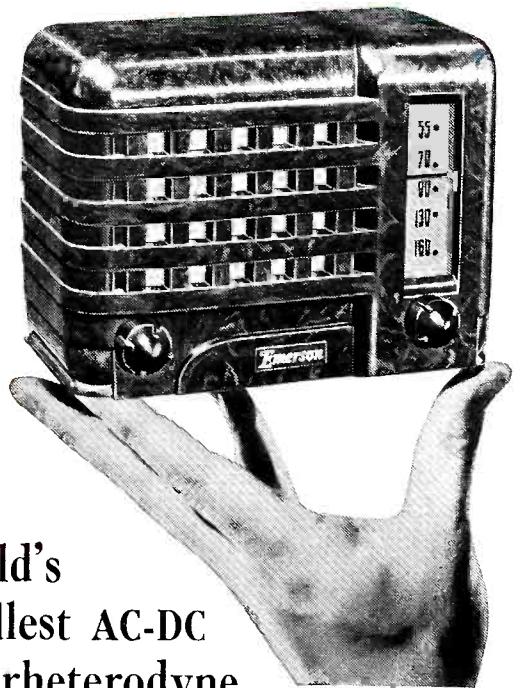


"Perpetual Promotion" in 1947 in Behalf of ALL DEALERS Alike

"Lead with the Leader in '47!" With a continuous flow of sparkling new sets of every type—with greatly increased output—with outstanding promotion features to spotlight your store every month of the year.

Emerson Radio, in an unprecedented nationwide and local-wide advertising and sales promotion campaign — IN BEHALF OF ALL DEALERS ALIKE—will again LEAD in every progressive merchandising respect.

Watch for sensational broadside announcement. Ask your Emerson Radio distributor.



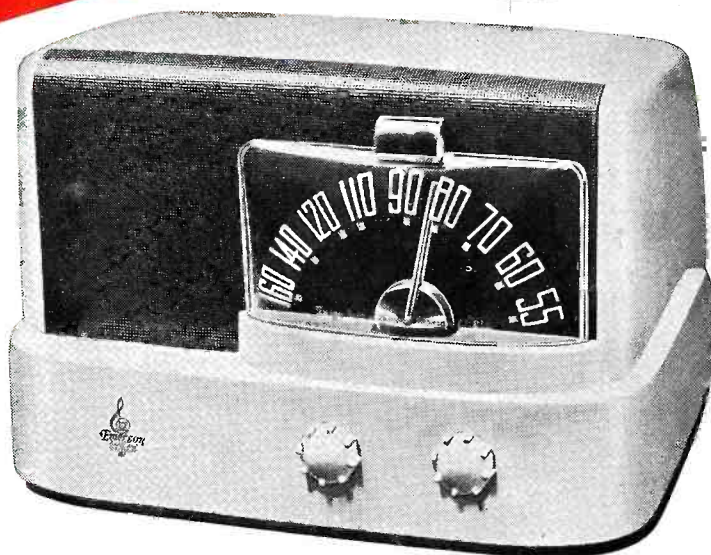
World's Smallest AC-DC Superheterodyne

Emerson Radio Model 540. Never before anything like it—in compactness, in concentrated power, in all-embracing tone! A beautiful palm-of-your-hand receiver in plastic—in a range of colors. Featured model in nation-wide advertising.

\$19⁹⁵
In Walnut

THE NEW 1947

Emerson Radio

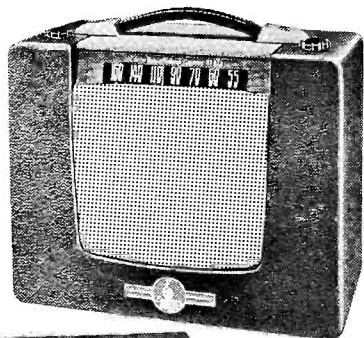


Emerson Radio "Moderne" Model 511. 1947 style innovation in a series of color combinations. Plastic cabinet with metal grille, modern dial with crystal facing. A superb performer. **\$29⁹⁵**

Better Style, Tone, Performance, Value

Here are just a few typical models in a DEMAND LINE For Every Purpose and Every Purse.

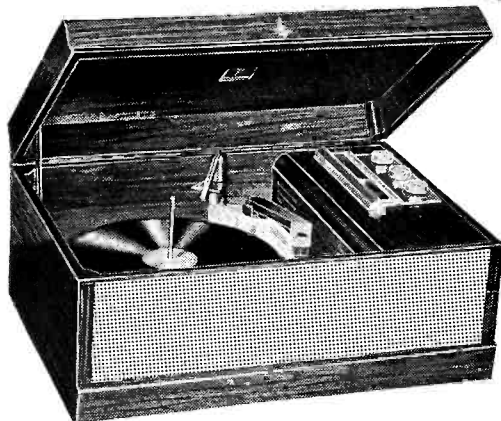
Emerson Radio 3-Way Portable Model 536. One of a distinguished group of portables with super-power and outstanding style and performance features. Less batteries.



\$49⁹⁵

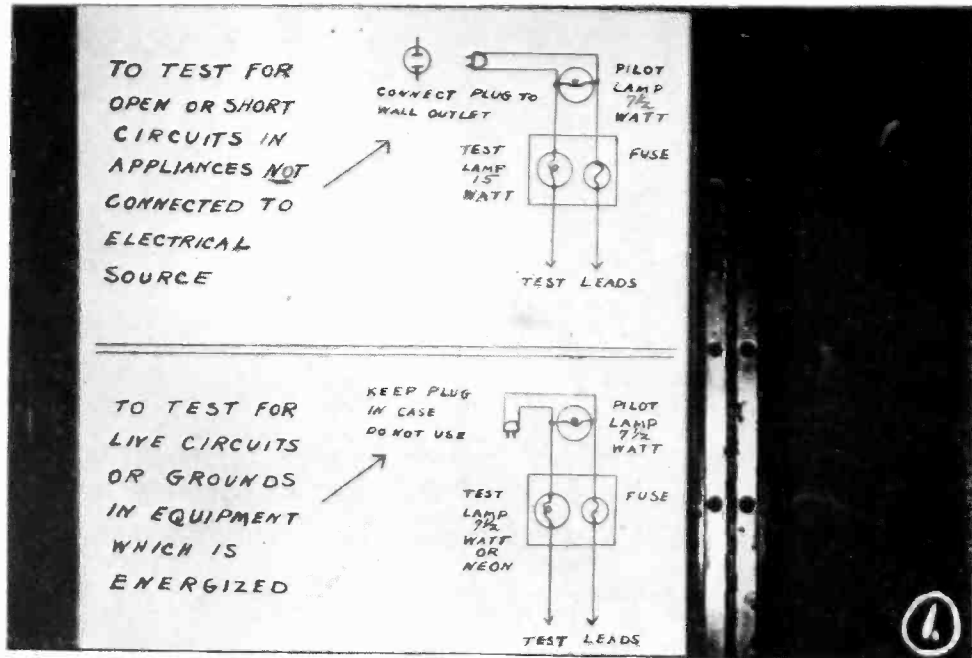
Emerson Phonoradio Model 506. All advance design, automatic operation and superlative performance features in exquisite cabinet.

\$119⁹⁵

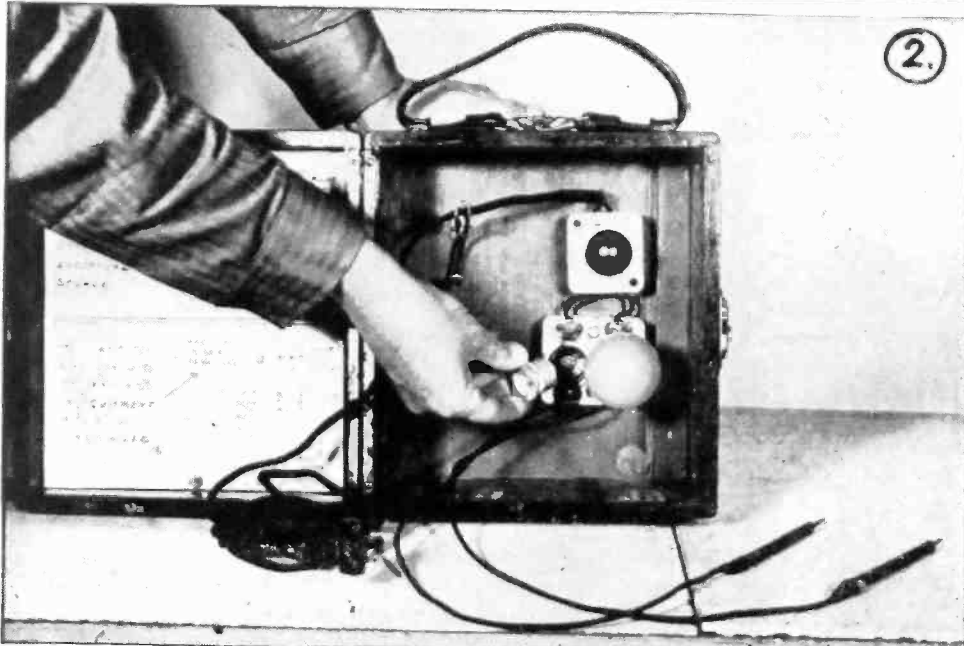


Lead with the Leader
in '47!

HOW TO BUILD APPLIANCE TESTER

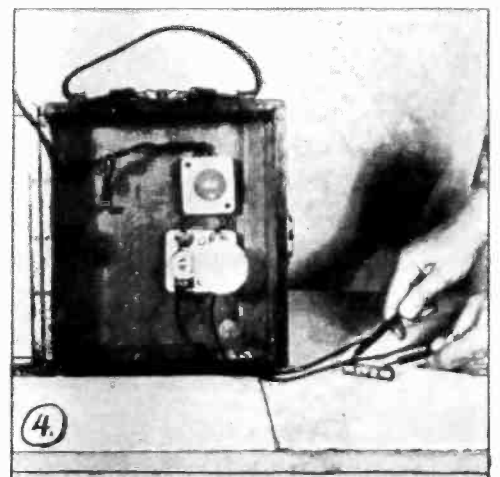
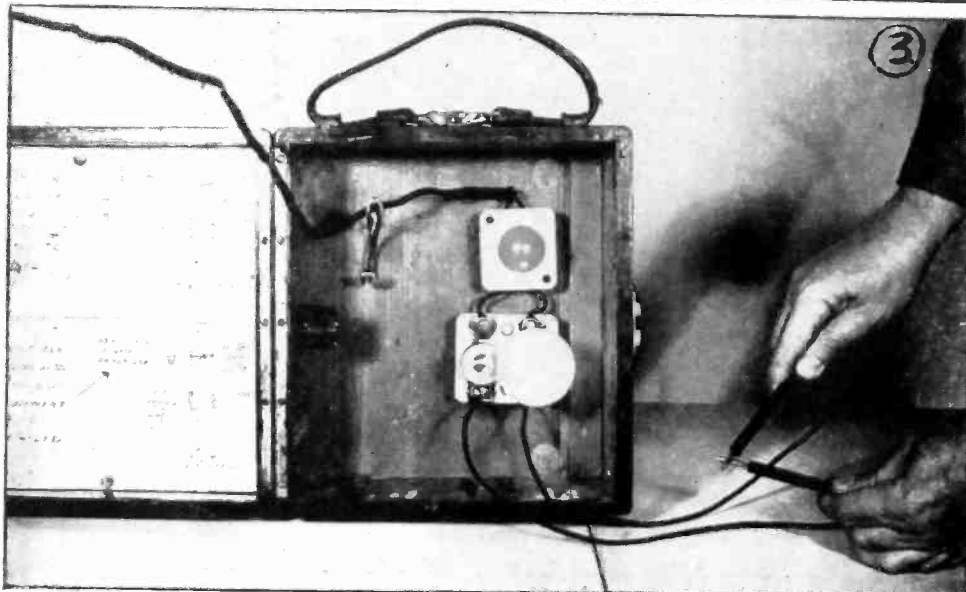


Editor's Note: This is another feature offered by your RADIO AND APPLIANCE JOURNAL Editors to assist you servicemen in your work. The Appliance Tester shown on these pages is built from shop parts available to any serviceman and will serve in many instances where higher priced equipment is not available.



In testing appliances and associated equipment, many times an indicator, such as a lamp, which draws an appreciable amount of current, is desired instead of an ohmmeter with its negligible current flow. Such an indicator, built from shop parts, is shown here.

It will be noted in the diagram, photo 1 (which is pasted inside the tester case lid) that the tester may be used on live circuits by having both the pilot lamp and the test lamp on the same wattage, that it may be used with a larger test lamp to check imperative equipment and by replacing the test lamp with a Neon Glow lamp it may be used for detecting low leakage currents.



DIY YOUR OWN ELECTRIC TESTER

In 2 the tester is ready for service by inserting a 15 ampere fuse of the plug type. Photo 3 shows the line cord connected to a wall outlet. The pilot lamp—a $7\frac{1}{2}$ watt red bulb is now lighted—and by touching the bare tips of the test prods together the test lamp lights up, provided the fuse is good.

Plug fuses may be tested in this manner and if defective the test lamp will not light. A well insulated pair of test prods should be used to avoid any danger of electrical shock.

Cartridge fuses may be tested as shown in photo 4, by placing the probes across the metal terminals of the fuse. Appliance cords are checked as illustrated in photo 5 by applying a test probe at each end of the cord. Clips may be attached to the probes leaving the hands free to move the cord around to detect intermittent connections.

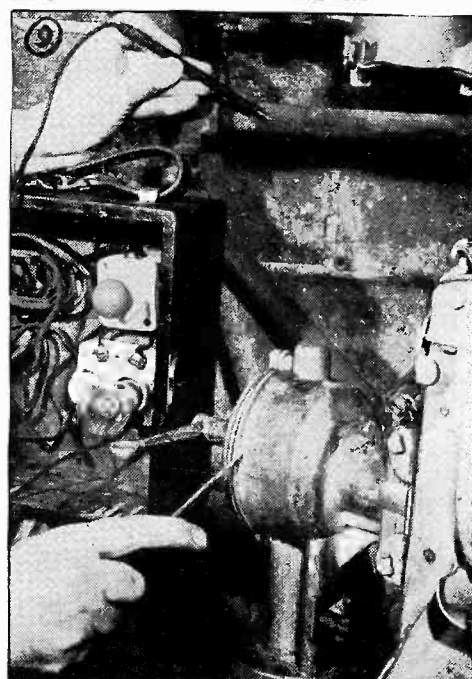
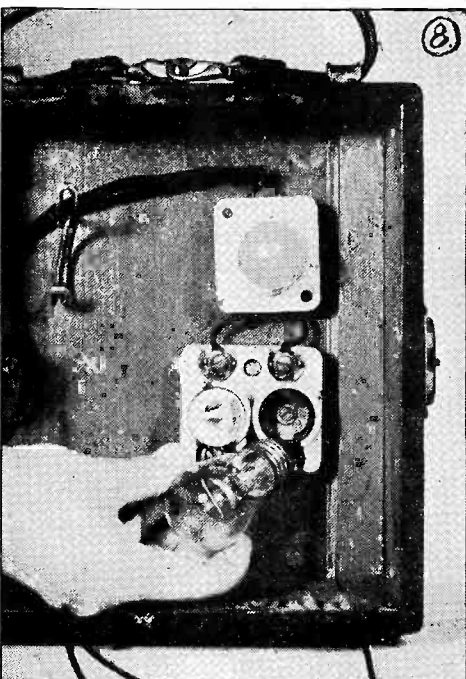
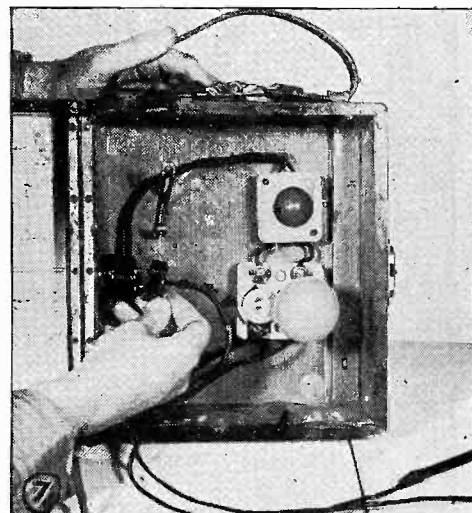
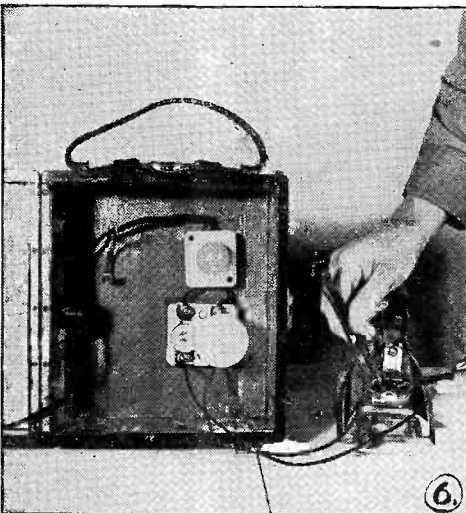
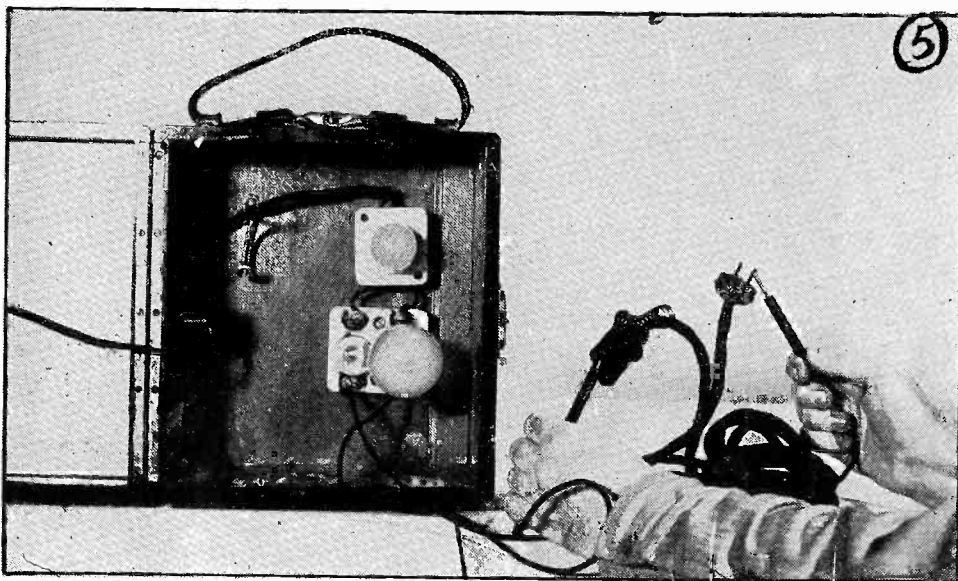
Defective elements as in an iron may be found by placing the probes across the iron prongs as in photo 6.

To use the tester on live circuits, the line plug is disconnected and placed in the receptacle provided in the case. See photo 7. This prevents contact with a back feed of voltage on the line cord as the receptacle is not connected to any circuit and merely provides a safe means of covering the prongs of the line plug.

The 15 watt lamp is now replaced with a $7\frac{1}{2}$ watt lamp. The test probes may be touched to live circuits as the test lamp and the pilot lamp are the same wattage and will be in series across any voltage contacted.

These lamps will not light up at the full brilliance on 115 volts but will be satisfactory as indicators.

The test lamp may be replaced with a two watt Neon Glow lamp as shown in photo 8 to check for leakage currents. Photo 9 shows such a lamp being used to test from a washer frame or housing to a water pipe ground.



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"



J. M. MARKS

Table Models for 1947? Yes Indeed! Says J. M. Marks, President of Fada

Throughout these many years of radio selling the midget or table model receiver has been a prime volume favorite. As we gaze deeply into the crystal ball for an answer to the question, "How about this type of set in 1947?" we should see clearly that it must continue so, despite many opinions to the contrary.

During the pre-war years, table models remained high in consumer preference. There were many good reasons for it. It should be noted here that total console volume was higher throughout the United States even though table model unit sales were at peak and far exceeded the total units of console sales.

Prices on table model sets just prior to the war reached new lows primarily because of the severe sales competition low-priced consoles afforded them. Today there is a marked change in the picture. Post-war radio manufacturing has been operating under many severe handicaps. There is no comparison between the prices of sets today and those of pre-war. If console radio prices were higher than table models before the war, they must be materially higher today. Cabinet costs alone tell the most vivid story.

With accelerated production during the coming year, much will be done by radio manufacturers to produce consoles in greater volume. Anyone with the industry's well-being at heart must be in accord

INDUSTRY LEADERS

TAKE A LOOK AT 1947

with this thought. But existing prices will have their effect. The hysterical clamor for radios is over. We now see ample evidence of this in the careful shopping and selection of radios on the part of the public. The public is becoming more and more price-conscious. They remember 1941. . . . They expect to pay prices closely resembling those of pre-war and even though this cannot be afforded them they choose the lower priced models. When one considers that console radios were retailed for as low as \$49.00 in 1941 it is easy to see that, with the marked increases in manufacturing and material costs, it will be impossible to bring prices for these models down low enough to even begin to compete against table model prices. Hence the public acceptance of table models must go on. . . . Yes, on and on for a long time to come. 1947 should be a good table model radio year.

Future Bright for Radio-Phono Combinations, Says William Carduner, Garrard President

Well, sir, the truth of that old saw about not being able to see the forest for the trees has certainly been demonstrated to me.

Before sailing for England on October 25, it was evident, of course, that radio-phonographs are entering an era of tremendous expansion. But now, with the perspective afforded by distance and conditions in the industry across the Atlantic, I predict that the future of these combinations—and of records as well—is greater than any manufacturer or retailer dared dream of in his rosier moments even a couple of years ago. Moreover, this resurgence of interest in recorded music is going to be a



WILLIAM CARDUNER

permanent demand. Let's analyze the reasons why:-

1. The improvement in sound reproduction—and it will continue to improve as more technical advances are made.
2. The tremendous educational job done by music on the radio, which has led to almost universal appreciation of music by the individual.
3. The part that music is playing in the lives of children.

If you want to get an idea of the importance of improved reception in arousing consumer demand for records, dig out a recording of 20 years ago and play it on a phonograph of the same vintage. Quality record players today give you all the rich tonal quality and personality of the singer or even the player of the instrument that any good radio offers. To music lovers—and every normal human being is a lover of music—it is sheer delight to listen to their favorite pieces.

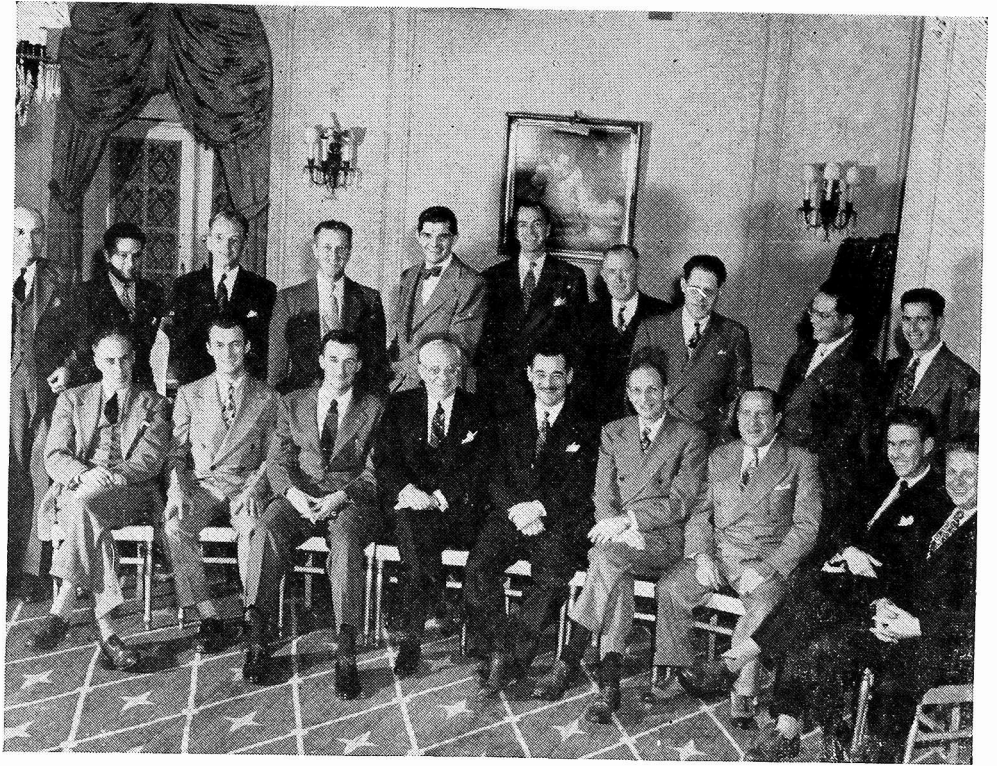
Then there's the influence of radio. No matter what kind of music the individual prefers, the radio makes him well acquainted with a wide range of compositions of the type he or she likes. If he belongs to the jive set, the constant impact of new hit tunes creates a continued demand for new records.

The third factor and possibly the most important of all is the part that records are playing in the lives of children today. Beginning with

(Continued on page 65)

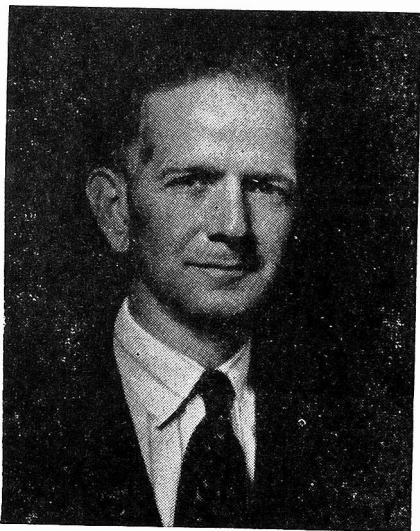
Enthusiastic Reception Given New Tele-Tone Models in St. Louis

The Tele-Tone National Sales Conference held in St. Louis recently was termed a great success by John S. Mills, General Sales Manager of Tele-Tone Radio Corporation. The conference was attended by Mr. John S. Mills, Mr. Martin Zatulove, and Mr. E. J. Cavanagh of the Tele-Tone New York office; Messrs. Heinen, Corcoran, and Kelsey from the Pacific Coast; H. Hayntin Associates represented by Mr. Robert Finch from the Rocky Mountain area; Mr. Eugene R. Loeb of Wisconsin; Messrs. Sheehan and Donlon of Texas, Oklahoma, and Louisiana; Mr. W. W. Long of Arkansas; Mr. Richard Ehlers of Missouri; Messrs. Ward, Lloyd and Lawrence of Illinois and Indiana; Mr. I. Smith of Michigan; Messrs. Jules, Jerry, and Jack Dreyfuss of Tennessee, North and South Carolina, Georgia and Florida; and Mr. W. L. Holifield of Mississippi and Alabama; all shown in the picture on the right.



AT TELEPHONE SALES MANAGERS MEETING

B. R. Gates Named Sales Manager With Gross Distributors

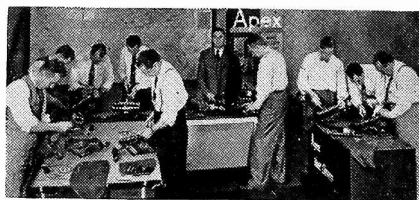


BLYSS R. GATES

Blyss R. Gates, Divisional Manager for Premier Vacuum Cleaners for more than twenty years, managing the New York and New England territory, will assume his new position as Sales Manager with Gross Distributors, Inc., leading New York, New Jersey, Connecticut and Massachusetts distributors. Harry Bittan continues as the Controller of Distribution and will assist Mr. Gates in the development of field sales.

Apex Starts Sales Training Program

The most extensive sales training program in the 33-year history of the Apex Electrical Manufacturing Co., designed to strengthen the company's distribution organization in the competitive selling field, was introduced recently at a conference attended by division sales managers. The program, under the supervision of A. C. Scott, vice president in charge of sales, emphasizes upright and cylinder-type cleaners and includes two 30-minute sound slide films on "how to sell" each product, as well as sessions in which each participant breaks down and reassembles both types of cleaners.



Above, several division sales managers being briefed by Mr. Scott.

Deepfreeze Announces New Dallas District Sales Manager



JOHN P. STRANGE

Thoben Elrod, Southern Regional Sales Manager for the Deepfreeze Division, Motor Products Corporation, North Chicago, Illinois, has announced the appointment of John P. Strange as Sales Manager for the Dallas district. Strange was formerly with one of the large appliance manufacturers prior to nearly five years with the Army as a lieutenant-col.

RADIO & APPLIANCE JOURNAL

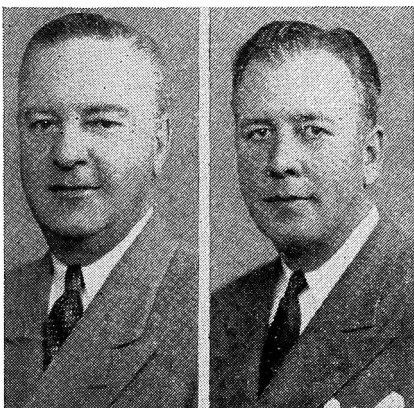
Distributors



"PAT" TOAL SHOWS G. E. MODEL 417

Kelley-Souther Co. Makes Bow in Cincinnati

A new firm name made its appearance among Cincinnati radio and appliance distributors last week when the Kelley-Souther Co. replaced Kelley-Mason, Inc. The change was brought about when Howard Souther, who will be actively identified with the distributorship, became an officer and director of the company.



HOWARD SOUTHER

JOHN S. KELLY

Both principals are well known in the Cincinnati territory.

New Features of G. E.'s Radio Line Emphasized

Features of General Electric's radio line are being emphasized in a series of regional meetings of G. E. radio distributors and company sales executives. First meeting was held in Chicago during recent National Association of Broadcasters convention. Led by Arthur A. Brandt, general sales manager for G. E. electronics meetings are being addressed by E. "Pat" Toal and Paul Chamberlain of G. E. receiver division, and the electronic department district manager in each section.

The photo above shows "Pat" discussing features of G. E. Model 417, with automatic phonograph, two FM bands, two shortwave and the standard bands. Standing, left to right, are Harold Schoenduve, South Bend Electric Co., South Bend, Ind.; Peter Price, Advance Electric Co., Terre Haute, Ind.; G. S. Peterson, G. E. Chicago district electronics manager; Brandt; R. Cooper, Jr., Chicago, and W. M. Leninger, South Bend Electric Co.

Hughes-Peters, Inc., Dayton Division, In New Home

The Dayton Division of Hughes-Peters, Inc., in operation only a little over a year, has just moved to larger and more convenient quarters, because of their rapidly expanding business and new enlarged lines, according to William A. Wilson, President. The new address is 300 West 5th Street at Perry, Dayton, Ohio. The company's previous address was 725-733 South Main Street.

The new store and warehouse has over double the office space of the old building and comprises a street-level floor and full basement. The street level floor houses the radio and electronic parts department, offices and a large merchandise display floor, with warehouses, shipping and receiving departments at the rear. The basement floor is devoted to the ware-



WILLIAM A. WILSON

housing of major appliances, radios, small appliances and lighting equipment.

The novel arrangement of the radio and electronic parts department is streamlined for quick counter service and order filling.

Jack Siegel Joins Southern California Distributors

Jack Siegel, who has been associated with Federal Recorder and Philharmonic Radio Company, is now associated with Russell Elam as Southern California Distributors for the Fisher Radio Phonograph. Their salon is located at 381 South Robinson Blvd., Beverly Hills, Calif.

Dealeet ADVERTISING

Styles Change, Too, Burglars Pose As Friends

DR. N. B. GUYNN
 1111 N. WASHINGTON ST.
 PEORIA, ILL.

HOUSCHILDER, ROBE & COMPANY
 1111 N. WASHINGTON ST.
 PEORIA, ILL.

ENJOY Delicious Foods in Your Home
IMMEDIATE DELIVERY
 on These 2 Great Models...

HARDER Fanny HOME LOCKER
 Storage Space \$695
 Delicious Foods at Any Time \$395

RADFORD
 APPLIANCE MART
 4122 WASHINGTON AVE.
 Peoria, Illinois

SHOP TONIGHT (MONDAY) UNTIL 9 P. M.

HOUSCHILDER, ROBE & COMPANY

HAVE THE WONDERFUL NEW SINK RIGHT NOW

PALLEY STEEL CABINET SINKS
TRACEY STAINLESS STEEL TOPS

OTHER NEWS FROM

H. K. & CO.'S HOME SERVICE CENTER

WASHING MACHINES
REFRIGERATORS
STOVE RANGES

Christmas

accessories for a closet

Rhodes & Seattle
 HOME-OWNED UNIT

Blue Skies

A NEW RECORD ALBUM BY DECCA
 Featuring **BING CROSBY**

FLASH!

and recorded in time for Christmas

2. Nice balance of two types of artwork. . . . The sink and cabinet photos balance each other, while the dotted arrow in the sink drawing carries the eye diagonally down to the vacuum cleaner drawing.
3. The ribbon down the center gives a clever gift effect to this combination of gift accessories with Crosby record album.
6. Interest is whetted by promise of immediate delivery while still reminding of a limited supply.
7. Attractive layout features dealer's indorsement, based on his long service to community.

1. Promise of immediate delivery is combined with an informative description of home lockers.
4. This combination of white on black with clever cartoons makes this ad of a national product eye-arresting.
5. This dignified layout effectively combines pictures of the product with a great amount of descriptive copy.

worth its "WAIT" in gold!

DUAL-TEMP., the 2-in-1 refrigerator

No defrosting!

1. BUILT IN HOME FREEZER STORES UP TO 70 LBS. OF FOOD

2. TEMPERATURE CONTROLS 2 STERILAMP PROTECTION FOODS KEEP FRESH AND MOIST IN UNCOVERED DISHES

3. HUGE MOIST COLD COMPARTMENT NEVER REQUIRES DEFROSTING

Admiral Dual-Temp!

THE BIMEL COMPANY

The Halle Bros. Co.

Scott
 RADIO-PHONOGRAPHS

My Day ... by Helen Roosevelt

Emily Post

Pointers For Parents

IMMEDIATE DELIVERY LIMITED QUANTITY

Admiral
 PORTABLE RADIOS

ADMIRAL COMBINATION RADIO-PHONOGRAPH \$54.95

SEE THESE SENSATIONAL NEW RADIOS AND COMBINATIONS AT YOUR ADMIRAL DEALERS!

Man's View

HOROSCOPE ... by Stella

LENNOX
 WESTERN

JAY says:

"From More Than 23 Years in Peoria as a Radio Dealer, We Consider This SPARTON to be the BEST RADIO VALUE Offered Today"

7 Sparton
 RADIO-PHOTOGRAPHS

See What's Being Offered at Up to \$200. You'll Choose This Beautiful SPARTON

at Only **\$169.95**

Sold Only at JAY'S in Peoria! Immediate Delivery!

EASY TERMS
 BIG TRADE-IN ALLOWANCE

Lay Away a Sparton for Christmas

JAY'S ... PEORIA'S LEADING RADIO STORE

Jay's
 Radios • Furniture • Appliances

DEALERS:

•
Here is a new and expanding market that is being overlooked by many retailers.

HEARING AID MAKE NEW PRO

A quick glance at the profit possibilities in hearing aid batteries will convince any radio dealer of the importance of this newest and expanding battery market.

Here's a thumbnail sketch of why the hearing aid battery market comprises an important new field for radio dealers:

1. 700,000 to 800,000 instruments in use today.
2. One hearing aid user for every 200 persons in your city.
3. \$20 average annual purchase of replacement batteries by each of these thousands of users.
4. A total market today of over \$15,000,000.
5. *New* users expanding the market each day through the introduction of new low-priced instruments.
6. The desire on the part of hearing aid users to buy their battery supplies locally and in convenient locations.

The hearing aid market not so many years ago was in its infancy and represented a modest specialized field for battery sales which were wholly ignored by dealers. During the war years, the hearing aid and its resultant replacement battery market developed under the handicap of a battery shortage that hampered any dealer handling dry batteries; hence, it has been overlooked by many retailers.

Prior to the war the replacement battery list represented a hodgepodge of special types with limited sales, all of which added to the dealer's disinterest. But that condition was relieved during the war by a simplification program that resulted in a total of twelve types for all makes of hearing aids—both carbon and vacuum tube. Many retailers are not aware of this standardization program. True, new trends in instrument designs embodying smaller and lighter batteries have added new batteries to the twelve standard types of the war years, but still a long way short of the several hundred battery types necessary prewar. And still short of the long list of portable radio and radio batteries stocked by radio dealers.

Popular-Priced Instruments Alter Sales Method

The introduction of a popular-priced hearing aid instrument not only made it possible for added thousands to enjoy hearing benefits but it has to a very great degree altered the method of sales in that it has introduced the hearing aid as an "over-the-counter" item that can be purchased in a normal manner in regular retail outlets, rather than only through specialized agencies. The great benefit of this whole program to the radio dealer is that it has made hearing aid users conscious of their desire to purchase their replacement batteries more conveniently and easily. Many smaller towns and cities do not have a resident

hearing aid agent with a local stock of replacement batteries, and so the users must order by mail or make a special trip to get hearing aid batteries, either of which adds to the cost or causes inconvenience.

What dealer would the hard of hearing most logically expect to carry a stock of the batteries they need? The radio dealer! . . . the dealer whom they think of as the *battery dealer!* One battery manufacturer already sensing this shift in buying habits of the hearing aid users has made available an assortment of "A" and "B" batteries for vacuum tube instruments that consists only of popular fast-moving types to enable radio dealers to put on their counters an initial stock that will serve most of all the popular instruments in use today. Packed in an attractive display carton they can be prominently displayed right in the window or on the counter.

Radio dealers are equipped to take care of this battery replacement for hearing aid users through their natural familiarity with batteries and by being able to check and test batteries with the equipment carried for regular radio service. This important advantage to the hearing aid user is a feather in the cap of the radio dealer.

Hearing Aid Batteries Build Store Traffic

Many radio dealers and servicemen are reporting the extra profits made possible through the servicing

RADIO & APPLIANCE JOURNAL

BATTERIES

ITS POSSIBLE

of hearing aid instruments. Certainly as the number of users increases and the hearing aid becomes even more popular, more and more servicing and repairing will be swung in the way of radio shops. Much of this has been prompted through the sale of hearing aid batteries by the radio dealer.

Hearing aid "A" batteries, depending on such things as the hours of constant use each day and the degree of deafness, etc., are replaced on the average of every one and one-half or two days. Most users buy them by the dozen, for their shelf life is long. They retail at prices varying from 10c to 25c each. This constant replacement means continuous store traffic for radio dealers and the opportunity to initiate sales of other items to the hard of hearing.

Demand May Soon Pass Flashlight Market

Look at the volume of business in the "A" batteries for vacuum tube instruments only! Certainly no radio dealer would hesitate to stock ordinary flashlight batteries for fear of a limited market! And it is probable that the demand for hearing aid "A" batteries will soon reach and exceed the flashlight battery market in units sold. Retail value of the sales on "A" batteries may soon exceed that of flashlight batteries due to the higher price of many of the most popular "A" types.

Hearing aid users everywhere have

expressed their desire to be able to buy their batteries from a conveniently located retailer, and radio dealers are encouraged to stock these batteries for new sales and new profits. Radio dealers stocking hearing aid batteries for the first time are encouraged to buy only the popular 1½ volt "A" batteries and the popular 45 volt and 33 volt "B" batteries initially. Any request for other types can be filled from your wholesaler and in sufficient quantity to take care of the needs of that customer. Prominent display of the batteries themselves as well as the use of counter and window cards and streamers will tell hearing aid users of the availability of the batteries for their instruments. Local newspapers carrying small size reminder ads can be used as a low-cost way of reaching all hearing aid users in a community very effectively and quickly. A penny postal card mailed to customers will serve as a reminder for "B" battery sales, since the "B" is of a longer life type and is not purchased as often as the "A" batteries. But a reminder card will bring that customer back for a fresh battery.

The hearing aid battery market is growing up . . . it is out of short pants and is in the stage of frequent sales and steady profits; and the progressive radio dealer should not overlook the battery volume that is available to them through replacement sales to this big and growing hearing aid market.

New Labels... New Carton!!



A NEW, COMPACT INTRODUCTORY ASSORTMENT OF POPULAR BURGESS "A" & "B" HEARING AID BATTERIES that fit most instruments in use today! This handy counter merchandiser makes it possible for *all* dealers to put an initial, low-cost stock of these popular batteries in their store's best traffic-spot. Only 5" x 8" in size.

Contains these batteries:

2 No. XX30E	1 No. XX22E
6 No. 1ES	4 No. 2ES
8 No. TE	



It's a sure-fire profit-maker! Bright new labels instantly say "genuine Burgess Batteries" to hearing aid users. Only 4 customers give you 30-day turnover—you get constant, repeat business from this small assortment.

Remember . . . this new assortment means new profits *and* steady store traffic . . . Stock these batteries with confidence . . . thousands of hearing aid users rely on them.

ASK YOUR BURGESS DISTRIBUTOR FOR No. HA-21 ASSORTMENT. ORDER IT TODAY

BURGESS BATTERIES

RECOGNIZED BY THEIR STRIPES
REMEMBERED BY THEIR SERVICE

Manufacturers MERCHANDISING

A I D S

A
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PHOTO
FEATURE



STEWART-WARNER —
Six-piece island display
provides unique flexibil-
ity, versatility, and
utility.

HANDY SPOOL — New
cord and cable dispenser
affords transparency as
well as protection.



LEWYT — Brooklyn concern uses dealer window displays in metropolitan area to display complete line of radios, phonograph combinations and electric phonographs.

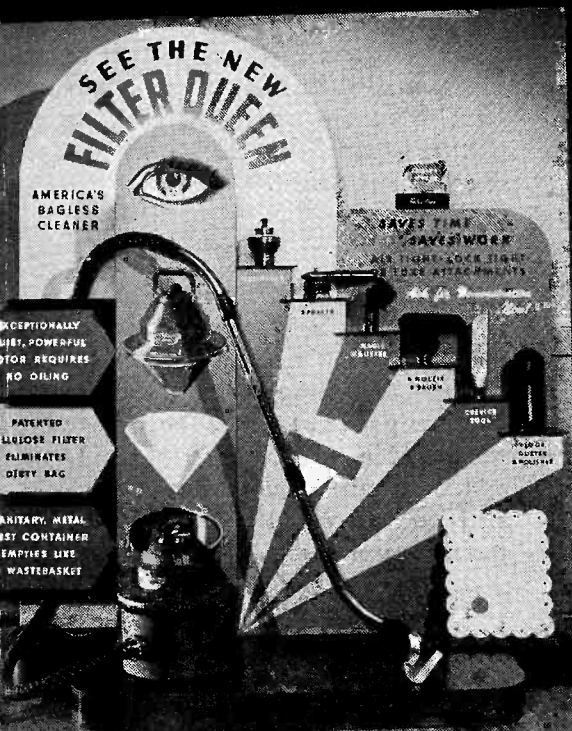




WALCO — Electrovox company, Newark, supplies folding display box for their Walco "400" Series phono needles.



WESTINGHOUSE — Offers traffic-stopping lamp merchandiser. MERITONE — Counter display facilitates sales-making.



FILTER QUEEN—"Blinking eye" display helps dealers sell vacuum cleaners.



MERRY-GO-SOUND—kiddie disc-spinner a boon to record retailers.

CORY—Substitution of cardboard in place of wood for floor-type displays results in savings on dealer cooperative displays.



Vibrators and Vibrator Power

By K. M. Schafer

Under the impetus of wartime necessity, vibrators and vibrator power supplies are now entering an era in which their field of application will be constantly expanding. It is more than probable that many of the newer applications will be found far away from the original automobile radio field. A logical market exists whenever the available source of power is direct current and it is desired to convert d.c. to a.c., or to change a d.c. voltage to another d.c. voltage.

The only practical limitations are the power handling ability of vibrators, and the necessity of adjusting the circuit to provide proper operating conditions for the vibrator.

Undoubtedly this expansion in the field of applications will be accompanied by technical improvements in the design, construction and performance of vibrator power supplies. Meantime, it is well to consider some of the factors affecting vibrator performance.

Because of their inherent simplicity, it is easy to overlook details which can be so important in securing maximum life and efficiency from vibrator power supplies. There are a number of lesser known considerations which have a decided bearing on vibrator performance.

For example, consider operating temperature. It is apparent to everyone that when a vibrator is overheated to the point where the rubber sock is charred and where solder softens, its life will be greatly shortened. But what relationship exists between vibrator life and lower temperatures?

Figures on vibrator life, and life test results are more or less meaningless unless a fairly large quantity of vibrators—at least 50 to 100 vibrators—are run to destruction under any specific operating condition so that an average can be obtained. Life test results must be interpreted statistically in exactly the same way that human life spans are treated by insurance companies in the preparation of actuarial tables.

The result of many years of vibrator case-history study, here is a down-to-earth concrete analysis of the operating characteristics, structure and trouble-shooting of vibrators which every service-dealer will find of timely value.

The maximum ambient temperature that any vibrator should be run is 85 degrees C., which is also the maximum for the specially processed high temperature dry electrolytic condensers used in many automobile receivers. However, operation at or near the maximum permissible temperature is very disadvantageous from the standpoint of vibrator life. Tests show that in some instances, with a given load, a vibrator will wear 5 or 6 times as long when operated at room temperature ambient, than when operated at an ambient temperature of 85 degrees.

This fact about the shortening of vibrator life at elevated temperature is of great importance in permanent mobile electronic equipment installations, such as mobile two-way communication equipment, and serves to explain why wide variations in vibrator life are obtained in various installations of the same equipment.

Fortunately, simple mechanical measures will correct conditions of high ambient temperature, and the correction consists of adding adequate ventilation. It is realized that because of the harmful effects of dust or moisture it may not be practical to simply add scoops, louvres or holes to a closed compartment containing the equipment to admit outside air. However, if the character of the territory over which the mobile unit operates is such that ventilation to outside air is impractical it may be possible to ventilate the compartment from the principal interior of the mobile unit by adding appropriate openings or using a small electric ventilation fan.

It is an unfortunate fact that some otherwise well designed mobile electronic equipment has been built with non-ventilated covers, and with a rec-

tifier tube standing adjacent to the vibrator. When such equipment is placed in a closed compartment, such as the rear trunk compartment of an automobile, it is easy to see why the vibrator will be "cooked to death," and why it can not yield its normal life. An ambient temperature check is recommended for all such installations. Correction of overheating in such installations may require perforation of the equipment case, as well as special ventilation of the closed compartment.

A second somewhat mysterious factor in the operation of vibrator power supplies is the apparent breakdown of Ohm's Law regarding the resistance of the connecting leads between the storage battery and the vibrator power supply. The voltage output of a vibrator power supply will drop much more from lead resistance than would be indicated by meter measurements.

The reason for this puzzling effect becomes simple when it is realized that the load current of a vibrator power supply is not continuous but is a pulsed load, varying from zero to maximum as the vibrator contacts open and close. A meter connected across the input terminals of a vibrator power supply reads the RMS voltage. The voltage that controls the output of the power supply is the potential at the moments of the cycle when the load current is maximum. An oscilloscope connected across the input terminals of a vibrator power supply will make this effect quite clear.

The corollary to the information given in the preceding paragraph is that it is desirable to make the leads between the battery and the vibrator power supply much heavier than would be indicated by the average

load current as shown by a conventional meter. The graph, opposite, shows recommended minimum wire sizes for the battery circuit. The "Total length of leads" refers to the total lead length. Thus, if the battery is 10 feet from the power supply, the total lead length will be at least 20 feet.

There are many other factors which affect vibrator performance in various applications, but such factors can usually be detected by a careful investigation. For example, it is always good insurance to incorporate a fuse of the proper capacity in the primary circuit of the vibrator power supply; then when a fuse is found blown the following procedure should always be standard. This displaces the time-worn procedure of deciding the set is repaired simply because replacement of both the fuse and vibrator rendered it operative again—when actually the real trouble still exists.

A DC ammeter of approximately 0-20 ampere range should be connected in series with the "A hot" (ungrounded) lead. The first time power is supplied to the receiver with the ammeter in the circuit care should be taken to see that the polarity of the ammeter is not reversed. For example, if the set is used in a car having the negative battery terminal grounded, the positive (+) terminal of the ammeter would be connected to the positive (+) test battery terminal, and the negative (-) ammeter terminal would connect to the "A hot" lead from the receiver.

Next, connect a DC voltmeter from the "A hot" lead to the receiver chassis to indicate the "A" battery potential.

Remove the customer's vibrator from the set and insert a known good vibrator. Turn the set on and measure the input current and input voltage.

The service information bulletin applying to the set gives the normal rated input current for a certain input voltage, usually 6.3 volts. If the measured input current exceeds the rated input current by more than one

ampere (at approximately 6.3 volts), it is a definite warning that there is something wrong with some component of the receiver other than the vibrator. If the receiver were allowed to continue running under an excessive input current condition, the vibrator would gradually reach a temperature which would cause its contact arms to lose their temper, its contacts to finally remain in contact (a dead short) and therefore cause the fuse to blow again. To prevent this, turn off the set immediately after the measurement and check for trouble from one of the following sources:

(a) Replace the rectifier tube with one known to be good and check to see whether the input current is reduced to normal.

(b) Check the secondary buffer condensers for opens or shorts and replace if necessary with units having the same capacity.

(c) Check by-pass condensers, especially those in screen grid circuits, for shorts or leakage.

(d) If hash by-pass condensers are used across the elements of the rectifier these should be checked.

(e) If a hash by-pass condenser

is used between the "B" plus circuit and ground it should be checked.

(f) Check the electrolytic condensers for short circuits.

(g) Check tubes for shorts. Output tubes are especially likely to develop short circuits. Also check the bias voltage on the output tubes. Low bias voltage will cause abnormally high plate current, resulting in short vibrator life.

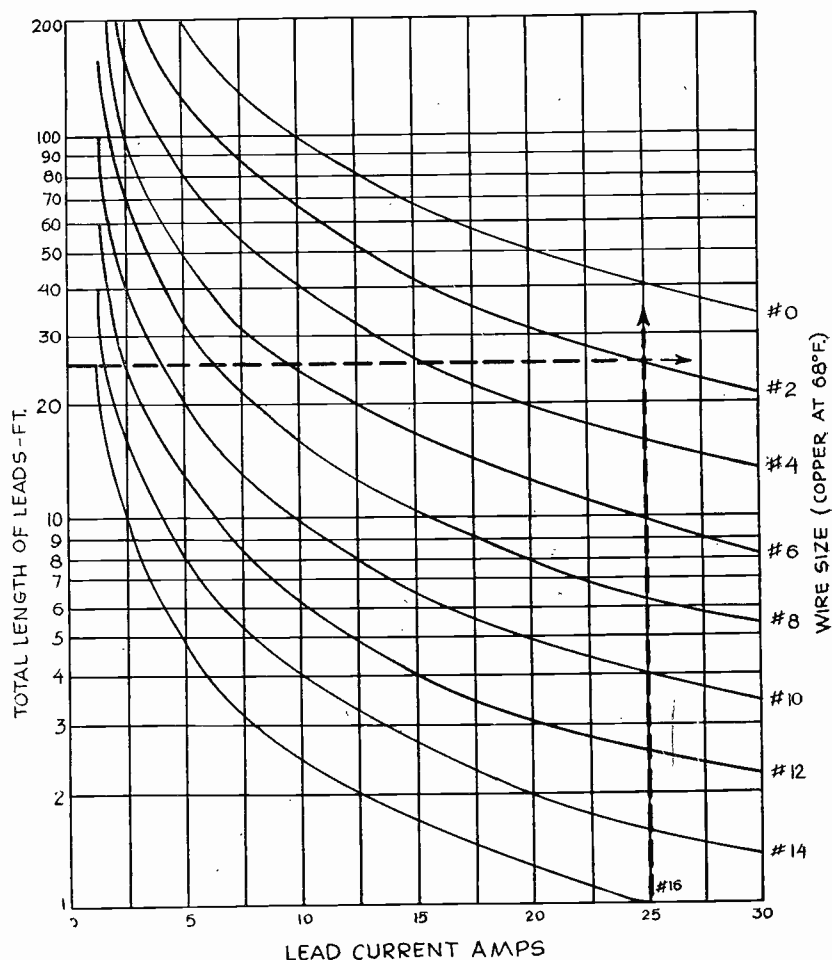
(h) Check power transformer for shorts.

When it is certain that the receiver is in proper operating condition, the customer's vibrator should be re-installed. If the "B" voltage is at least 90 per cent of that obtained with a new vibrator, the unit is still good and need not be replaced.

To illustrate the value of this service procedure, we have included six excerpts from our case history file. In all of these instances, the simplified procedure just outlined was employed, and resulted in a great saving in service time.

Case History 1—Receiver was brought in with fuse blown. When new fuse of same rating was installed it immediately blew out. Vibrator

(Continued on page 54)



VIBRATORS AND VIBRATOR POWER SUPPLIES

(Continued from page 53)

checked all right. Rectifier tube had short circuit between plate and cathode. With new rectifier tube installed the measured current drain was at rated value and receiver was put back in service.

Case History 2—The fuse was blown when the set was brought in. It was found that the input current of the set was excessively high, though the vibrator, all the condensers, and

all the tubes were good. Further check showed that the transformer yielded very little output. When a new transformer was installed the set input current was reduced to normal. In other respects the receiver was all right.

Case History 3 — The fuse was blown when the receiver was brought in. Another fuse of the same rating blew out immediately. Substitution with another vibrator made the set operative but the measured input current was abnormally high. Buffer condenser, rectifier tube and filter

system all checked good. Replacement of output tubes reduced battery drain to normal value. Examination of tubes revealed cathode to filament short in one, and screen to plate short in the other. These defects had caused an unusually high current to be drawn through the vibrator and had gradually caused its failure. If the receiver had been re-installed with these tubes still in use, the replacement vibrator would have soon suffered a similar fate.

Case History 4 — Receiver was brought in with fuse blown. New fuse also failed with old vibrator. Substitution of new vibrator allowed receiver to operate, but measured input current was abnormally high, and transformer overheated. Checking the dual secondary buffer condenser revealed one section having high leakage when tested with an ohmmeter. Replacement of the buffer reduced current drain to normal value and cured transformer overheating. Here again vibrator failure was caused by defects in some other component, and the replacement unit would soon have been damaged if the operating conditions had not been corrected.

Case History 5—In one instance, the fuse was blown when the receiver arrived, but installation of a new fuse of the same rating restored the set to normal operation. The measured input current was not excessive and the receiver operated for a period of 15 minutes before the new fuse blew out. The installation of a second fuse again made operation possible, and the output current remained at the normal value. However, after about 30 minutes use the second fuse blew out. Logically, the only cause for such operation would arise from a sticking vibrator or arcing in the rectifier tube. In this case the serviceman replaced both units in order to be certain of eliminating the difficulty. Substitution of a known good vibrator or tube, one at a time, and operating of the set over an extended period, would indicate which was at fault.

Readers are urged to bring their vibrator applications and problems to the attention of the vibrator manufacturer. These manufacturers have a keen sense of obligation to users of their products and are always willing to give helpful suggestions.

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.



RAYTHEON
MANUFACTURING COMPANY

Excellence in Electronics

RADIO RECEIVING TUBE DIVISION
NEWTON, MASSACHUSETTS CHICAGO

"...and put Raytheon tubes in my set please." That's the customer specifying "Raytheon"—a name he knows to be synonymous with quality and dependability. Stock Raytheon tubes to keep your customers happy; to keep your business growing.

RADIO SERVICING QUESTIONS ANSWERED

Question: With the tube shortage what it is, I have been looking around for a safe method to prevent rectifier tube failure and the burning out of power transformers. What method do you advocate?

Answer: *It has been our experience that one of the best ways to prevent overload of the rectifier tubes and power transformers, is the resistance-in-series method. Insert a 30 ohm resistor in series with the plates of a type 25Z5 or similar tube. In transformer power supplies, connect the 30 ohm resistor in series with the B minus. The resistors used should have a rating of at least one-third of a watt. Excessive current drain, in either of the general cases cited above, will overheat and burn out the resistor, but will save the power transformer and the tube.*

Question: What procedure do you suggest in checking stages in AC-DC sets where removing the tubes interrupts the filament continuity?

Answer: *Conventionally many servicemen, in searching for the cause of noise or hum in a particular stage, like to first check the tubes and then leave them out of the circuit when checking its components. To avoid breaking the continuity of the filament string, one of the best methods to use is that of a "dummy" set of tubes inserted in place of the original. This "dummy" set can be made by the serviceman out of tubes that are defective for normal operation (open elements, noisy, shorted, etc.), but which have intact filaments. Cut off all the pins of these dummy tubes except the filament pins, so that when inserted into the circuit tube voltage will be applied only to the filaments. To insure that your "dummy" set covers most of the tube types in the 150-mil class, make dummies of a 12-volt tube having filaments on pins 2 and 7, of a 12-volt tube having filaments on pins 7 and 8, and of a 35- and 50-volt tube having filaments on pins 7 and 2. This method has been used by a great many servicemen and found to be quite convenient and a good time-saver.*

Question: An RCA set (Model VHR-307) brought into my store has the complaint of being "dead." The 12K7 tube tested short, but when I replaced it, it went short again. Checking with the ohmmeter reveals no circuit shorts in any stage. Is there something I have overlooked?

Answer: *Right you are to check the circuit for shorts. This should be done BEFORE inserting a good tube in the faulty stage, and with the current ON. Maintain the filament continuity with either a resistor or a*

"dummy" tube as explained in a previous question above. Since the microphone pre-amplifier 12K7, the only 12-volt tube in the line-up, is fed its filament voltage from the rectified power of the voltage divider, the divider itself is a logical place to look for the trouble. Our experience shows that many times voltage dividers may be faulty with an intermittent short that will not show up with the current off. Replacement of the divider is then necessary. The hard-to-get 12K7 can be replaced with a 12SK7, using an adaptor.



Birch
PHONOGRAPHS

Even more than ever before.....

America's Outstanding Line of Portable Phonographs

Quality, Beauty and Performance for over a quarter of a century make Birch Portables the most sought-after line in the industry. Write to us for the name of your nearest distributor.

BOETSCH BROTHERS, 221 E. 144th St., N.Y. 51, N.Y.

Astatic Microphones



Used Extensively FOR PAGING AND COMMUNICATING SYSTEMS

Among the countless applications for which Astatic Crystal and Dynamic Microphones are used, none is more general than paging and inter-communicating systems. Office, factory and hotel paging, the exchange of departmental messages, communications between ships and shore, planes and airfields, cabs and dispatchers... all employ types of microphones manufactured by Astatic... microphones with clear cut, voice-range characteristics, long used and favored for dependable service and high operating efficiency.

See your Radio Parts Jobber
or write for new Catalog

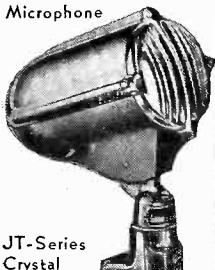
Model T-3
Crystal
Microphone
Mounted on
Grip-to-Talk
Desk Stand



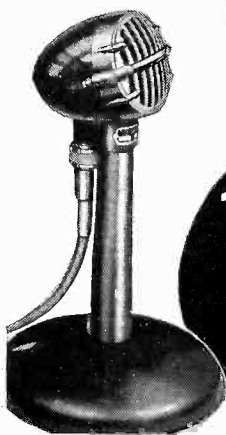
"Conneaut"
Model 600
Crystal
Microphone



Dynamic
Model DN
Microphone



JT-Series
Crystal
Microphone

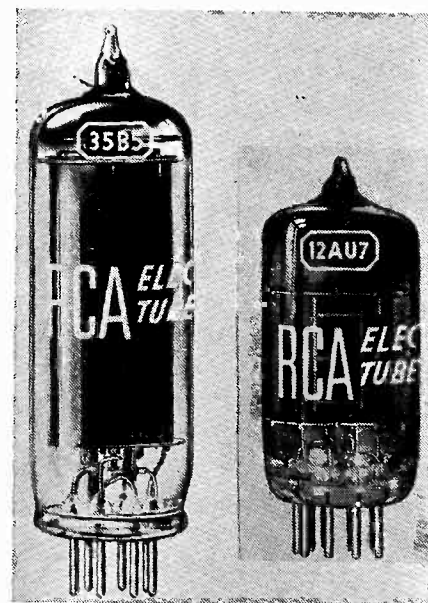


THE Astatic CORPORATION
CONNEAUT, OHIO
IN CANADA: CANADIAN ASTATIC LTD. TORONTO, ONTARIO
Astatic Crystal Devices Manufactured
under Brush Development Co. patents.

Parts On

New RCA Tubes

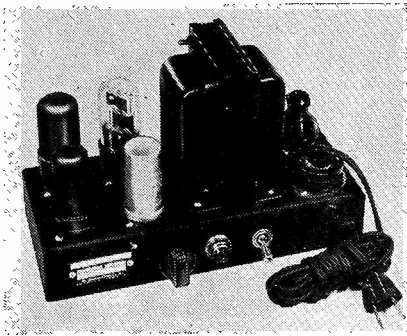
The tube department of Radio Corporation of America has just announced two additions to their miniature tube family, widely used in the design of radio and television receivers. The 12AU7, a companion to the miniature series, is a small twin-triode amplifier having characteristics which are very similar to those of the larger types 6SN7-GT and 12SN7-GT. It utilizes a new button base with 9 pins on a circle a little larger than that of the regular miniature 7-pin, button base in order to provide the additional base-pin terminals, and a glass bulb (T-6½) only slightly larger than that (T-5½) used on the regular miniatures. The 12AU7, therefore, is suitable to include in miniature tube complements whenever equipment design so requires.



The other miniature tube, the 35B5, beam power amplifier, is for use in the output stage of AC-DC receivers. Designed with high power sensitivity and high efficiency, it is capable of providing relatively high power output (1.5 watts) at the plate and screen voltages available in AC-DC receivers. Within its maximum ratings, the 35B5 is the performance equivalent of the larger type 35L6-GT.

Pan American Regulated Power Supply

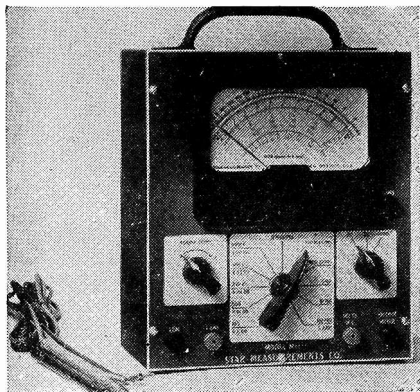
A new regulated power supply featuring primarily low-cost, good regulation and small size has been introduced by the Pan American Electric Company, Inc., 132 Front St., New York 5, N. Y. It is designed both as a unit of laboratory equipment and for use as an integral part of precision built electronic units requiring constant DC potentials, the model PAS-200 is a small inexpensive, and ruggedly built regulated power supply capable of excellent trouble-free performance for long periods of time. Only the rotation of a single knob is required to set the output of this power supply to any voltage value between 130 and



230 volts, DC. And once set, the voltage remains constant at that value despite changes in load or line voltage variations from 105 to 130 volts, AC.

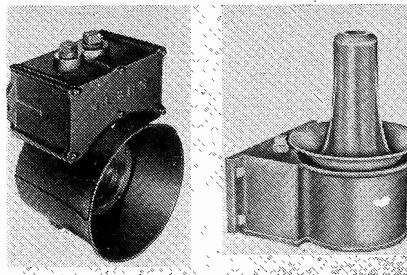
Star Tester for Voltages

The Model M-11 Star Tester, recently introduced by the Star Measurement Co., N. Y., is a new volt-ohm-milliammeter designed as an economically priced, high quality instrument. Voltage ranges are pro-



vided up to 1,000 volts on both AC and DC. Current ranges up to one ampere and resistance ranges up to five megohms are also incorporated. Calibrated DB scales are provided for measurements as high as 54 DB; the zero power level is based on a 6 mw level in a 500 ohm line. In all, twenty-seven separate ranges of measurement are available. A six-month guarantee is given with each unit. Prices and complete data can be furnished by Star Measurements Co., 442 E. 166 St., New York, N. Y.

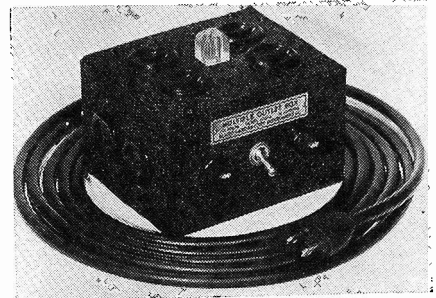
Weatherproof Loud Speakers



The new University submergence and explosion proof loudspeakers are built entirely of rugged aluminum castings and equipped with Alnico V

permanent magnet dynamic driver units. Two models, the MM-2TC and MSR, are built to stand up against all out-door weather conditions. They are products of University Loudspeakers, Inc., 225 Varick Street, New York 14, N. Y.

Allied Laboratory's New Multi-Plug Outlet Box



Allied Laboratory Instrument, Inc., 355 West 26th St., New York City 1, solves the problem of coping with an insufficient number of wall outlets with its new Multi-Plug outlet box, model 3001-A. A small unit containing eight standard receptacles, the Multi-Plug can be plugged into any outlet, AC or DC, 110 to 125 volts.



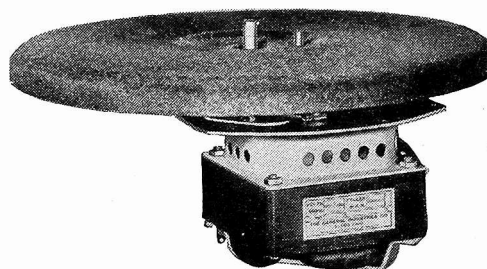
PICK-UP

... AS QUICK AS A WINK ... WITH ...

Smooth Power

Not a word or a note need be missed when your record players, record-changers or recorders are equipped with *Smooth Power* motors. That's because these units are built for split-second pick-up to full constant speed.

Their quietness and freedom from vibration give smooth performance that will delight your customers. From our complete line of *Smooth Power* phonomotors, recorders and combination record-changer recorders, you can select exactly the right units to match your own fine products.



Model GI-RM4 Smooth Power Recording Motor

THE GENERAL INDUSTRIES co.

DEPT. MT • ELYRIA • OHIO



Merry-Go-Sound ELECTRIC PHONOGRAPHS FOR CHILDREN

The Merry-Go-Sound electronic child's phonograph is no toy—it's a high-fidelity electrically amplified record player, superior in tone quality to more expensive adult phonographs. It will play 7 inch, 10 inch or 12 inch records—nursery rhymes, dance music or symphonies with concert hall clarity. The speaker is housed in the calliope. Designed with imagination, the turntable revolves in carousel fashion, giving animation to the fanciful storyland characters astride horses. The colorful "carousel" is scratch-proof and washable. Made of metal, plastics and wood, the unit will resist the rough usage of the most energetic child. It's constructed to last.

Merry-Go-Sound KIDDIE RECORDS of Unbreakable Vinylite



- *RUMPELSTILTSKIN—TP-1
A musical fantasy with song and sound effects—2 records.
 - *SEVEN AT A BLOW—TP-2
Set to music and enacted by the Merry-Go-Sound players—2 records.
 - *MOTHER GOOSE PARTY—TP-3
A "must" for all toddlers—starring Dick Brown—2 records.
 - OLD MacDONALD HAD A FARM—No. 107
Animal imitations and sound effects in rhythm and music—1 record.
 - ADVENTURES OF TOM THUMB—TP-5
Children love this story, set to music. Dramatically enacted—2 records.
 - AESOP'S FABLES—TP-6
Stories with morals, set to music. Character-builders—2 records.
 - CHILDREN'S OPRY HOUSE—TP-7
Imaginative portrayals in music. Educational—2 records.
 - WHO'S WHO AT THE ZOO—TP-8
The animals sing. Merry-Go-Sound Orchestra. Dick Brown and big cast—2 records.
- (*ALSO AVAILABLE IN SHELLAC RECORDS)

TERRITORIES OPEN FOR DISTRIBUTORS AND REPRESENTATIVES

TONE PRODUCTS CORP. OF AMERICA
351 Fourth Avenue
New York 10, N. Y.

NEWS

New Advertising Manager For JFD

The JFD Manufacturing Co. of Brooklyn, New York, has recently arranged for the services of Mr. Paul H. Klein as advertising manager. During World War II, he served as navigator for the 20th Air Force and held the rank of First Lieutenant. Mr. Klein will handle all the direct mail and publicity for JFD and will collaborate with Mr. Walter Bergman of the Bergman-Jarrett Advertising Agency on the magazine advertising.

Casco Appoints Advertising Manager

Announcement has been made of the appointment of Harry H. Friedman as assistant advertising manager of Casco Products Corp., Bridgeport, Conn., manufacturers of heating pads, cigarette lighters, electric tool kits and other automotive and electrical appliances. Prior to joining the Casco Products Corporation he maintained a public relations office in Bridgeport and was co-publisher of "This Week In Bridgeport," a weekly magazine.

John S. Fisher Named Rexon Vice President



John S. Fisher, who has held the position of sales manager of Rexon, Inc., has been promoted to vice president, Rexon officials announce. Mr. Fisher has served as Rexon's sales manager since its establishment.

Anticipation—It's Wonderful

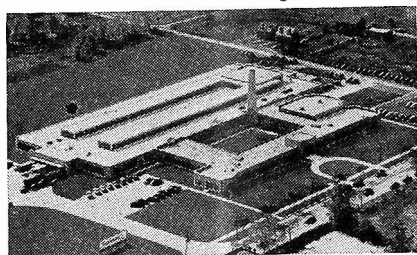
Mac C. Olds, advertising manager for Harper-Meggee, Inc., distributor at Portland, Ore., vouches for this killer-diller:

"A Bendix automatic washer was shipped to E. A. Lundbom, our Oregon City dealer, and right away his wife phoned the lady next on their list. Mrs. Lundbom says the only response her news received was a slight scream, and then the phone went dead.

"She was slightly peeved that the customer didn't even say 'Thanks,' but the next day the lady's husband came into the store and told them his wife fainted dead away when she heard her Bendix had arrived!"

Sentinel Consolidates Facilities

All departments of Sentinel Radio Corporation are now consolidated under the roof of the company's new



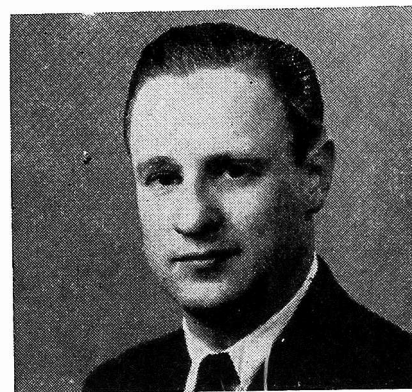
plant shown in above aerial view. Production is now under way and Sentinel officials state that more new models will be announced shortly. "Life-Testing," the major theme of current full-color, national Sentinel advertising, has been adopted by Sentinel to insure maximum radio life and fidelity of tone in Sentinel radios, by pre-testing of each component part prior to final assembly.

Opens Selling Agency.

John H. Hurley, sales executive of the Johnson Wax Company, of Racine, Wisconsin, has resigned to return to the East and open his own manufacturers' selling agency in New York. Prior to his Johnson Wax sales and promotional responsibilities he was a field sales executive with the Sylvania Electric Products Corporation in the New York and Chicago markets.

Apex Appoints Herbert Koether Midwest Manager

The appointment of Herbert F. Koether as manager of the Midwest Division for the Apex Electrical Manufacturing Company was announced



recently by A. C. Scott, vice president in charge of sales. Mr. Koether will direct Apex sales and merchandising efforts in an 11-state area, with headquarters at the Merchandise Mart, Chicago.

Scenic Radio Issues New Catalog

Scenic Radio and Electronics Co., 53 Park Place, New York City 7, N. Y., has just issued a new 16-page catalog that should be of interest to all radio servicemen, dealers, schools, colleges, laboratories, and industrial organizations. Featured among the many products carried in stock and described in the catalog are some of the latest developments in the test equipment and sound apparatus fields. A free copy of the booklet will be forwarded to all interested persons upon request.

Dr. Baker Heads Radio Engineers

Dr. W. R. G. Baker of Syracuse, N. Y., a vice president of General Electric Company in charge of electronics, was elected president of the Institute of Radio Engineers, at a meeting of the Institute's board of directors. He succeeds B. Llewellyn of Bell Telephone Laboratories and will take office shortly after the first of the year. The Institute is the recognized professional radio engineering organization composed mostly of American radio engineers but includes members from other nations.



Model MX Smooth Power Motor

ENCLOSED FIND

Smooth Power

The new die-cast bearing brackets on *Smooth Power* MX Phonomotors make them all 'round better motors. They allow more accurate centering of the motor in the field, which results in an even torque and aids in the elimination of vibration.

This improvement is typical of the advanced engineering that features our complete line of motors, recorders and combination record-changer recorders. Their quick pick-up to full, constant speed, their quietness and freedom from vibration and wow . . . all will delight you and your customers.

Your own fine products will give *smoother* performance when they're equipped with *Smooth Power* mechanisms.



**THE GENERAL
INDUSTRIES CO.**

DEPARTMENT MT

ELYRIA, OHIO

MONTHLY MERCHANDISING CALENDAR

February, with its 24 shopping days contributes the lowest percentage of sales for the year according to the U. S. average. To make more profit in this short month, try some special promotions. And if the weather is bad, try some telephone promotions or mail order offers either through newspaper advertising or special mailings.

These three simple promotional devices are proved methods for increasing sales and when your store traffic falls off during bad weather it is a good time to build up sales this way.

You may want to use telephone promotion. An easy method is to have several women, working from their home telephones, go through different sections of the telephone directory. They might ask each person they call if the radio needs repair, or if they need an electric heater as an auxiliary heat unit in a cold corner. Offer transportation to the store in a company car, if available, since many people stay at home in cold weather only because they dread cold bus or streetcar rides.

The mail order offer is a time-tested device for taking your store to your customer. Since the time of the itinerant peddler, the ease of buying goods in one's own home has appealed to the average housewife. Plan advertising layouts with good pictures and descriptive copy of various items in your stock, include an order blank or coupon and emphasize that the customer order "now." Or, if you put out a mailing on the items, make sure that each item is fully described and, again, that the copy suggests immediate action.

On the opposite page is the March merchandising calendar. Don't miss the opportunity to make good will for yourself and your store by aiding the Red Cross drive in your community. The month is a very good time to build record sales among the teen-age groups in your city. The anniversaries of both Campfire Girls and Girl Scouts and the National 4-H club week fall in this month.

SUN.	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
M	<p>Red Cross Fund Drive goes on for the month of March. Contact your local chairman, cooperate with the drive. You make good will for your store with such cooperation.</p>					<p>1 Four-H Club week, Mar. 1-9. Get lists of local 4-H clubs and members from county extension service. Send mailings showing home and farm appliances to members. If local fairs or achievement days are planned, offer small merchandise prizes.</p>
A	3	4	5	6	7	8
B	<p>10 The American Toy Fair, sponsored by the American Toy Manufacturers Assn., March 10 to 22. This is a good opportunity to feature kiddies records and toy size phonographs.</p>	11	12 <p>Girl Scout Birthday and beginning of anniversary week. Don't miss opportunities to make friends among the younger group. They are potential record buyers. Offer your records and equipment for parties planned during the week and send record lists to troops or members.</p>	13	14	15 <p>Federal Income taxes due today.</p>
C	17	18	19	20	21	22
H	<p>24 St. Patrick's Day. Also Camp Fire Girls' Birthday. Follow the same promotion as for the Girl Scout anniversary.</p>	25	26	27	28	29 <p>Baseball Week, March 29th to April 5th.</p>
	31					

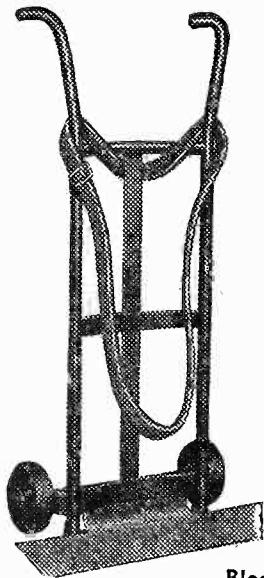
How to use this Calendar

Every day is an opportunity to sell more goods. This merchandising calendar is especially designed to help dealers prepare their sales promotion activities far enough ahead to permit proper timing for increased sales volume. Tie in selling plans with special events throughout the month; fill in empty spaces with your own sales program. Tear this page out and place where it can be seen at all times by salesmen.

Meck Industries Return to Prewar Discount for Dealers

The restoration of normal, prewar discounts for its jobbers and dealers was announced by the John Meck Industries, radio manufacturers of Plymouth, Indiana. Meck believes that increased margins, together with a reasonable rise in consumer prices, will effectively stave off a recession.

Order Monday — Get Friday!



Refrigerator and Appliance TRUCK

HANDEE ALL Steel Trucks, extra wide nose, 13 ft. web strap.

\$19.95

Rubber Tires: 600 lb. Cap.; Height 44"; 5x2" wheels; 1" tube steel frame; Roller Bearings; Easy rolling. For medium size appliances and refrigerators and general purposes. Not padded. Shipped same day order received. Return express collect if not highly useful to you. 1% 10 days.

Order from
HANDEES CO.
Dept. R222
Bloomington, Illinois

Three Added to RCA Victor Home Instrument Ad Staff

Appointment of Warren J. Miller, Ben Jones, and Owen Hussie to the advertising staff of the RCA Victor Home Instrument department was announced this week by J. David Cathcart, Home Instrument advertising manager. Mr. Miller was formerly with Hutchins Advertising Co., Inc., and McKee & Allbright, Inc. Mr. Jones returns to RCA Victor after nearly four years in the armed services. Mr. Huzzie graduated from the University of Pennsylvania in 1941 and spent the intervening period in the armed services.

Electromatics Fly to South America

The demand for Electromatic's Coluratone radios in Mexico, Central America and South America is so great that distributors are having them shipped by air freight instead of by the usual rail and water transportation. Here the first shipment is being loaded aboard an American Airfreighter at La Guardia Field for Jose Cano Faro, Mexico



City. Standing from left to right are: Len Welling, sales manager, Electromatic Manufacturing Corporation, New York; H. B. Mann, Inter-Maritime Forwarding Corporation, also New York, and Edward Ehrlich, president of Electromatic.

Kellogg Gets High Frequency Permit

Kellogg Switchboard and Supply Company, Chicago, recently was granted a construction permit for a class I experimental high frequency station by the Federal Communications Commission, according to an announcement made by F. M. Parsons, sales manager. The move marks one of the most important experiments in radio ever conducted by an independent telephone manufacturing company. In presenting its construction permit application, the Kellogg Company stated that the firm was seeking portable and portable-mobile stations using frequencies in the 30-40 megacycle band and 152-158 megacycle band with 30 watt power and for emission, A0 A1 and special F-M and tone emission.

Kellogg's application also pointed out that the company's particular interest in its new experimental high frequency station was in the extension or improvement of communication facilities of telephone companies, fire and police departments, etc.

WARD

WORLD'S FINEST
AND FASTEST-SELLING

Aerials

Here's Your Newest Profit Builder!
A striking, three-dimensional display which catches the eye of every customer. It's completely assembled, ready to place on your counter and bring in easy, extra sales. You pay only for the four fast moving models mounted. The display itself is FREE!

PROFIT BUILDER

LIST \$22.00

Each of these models is engineered and equipped to fit every car!

WARD

Aerials

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

EXPORT DEPARTMENT: C. O. BRANDES, MGR., 4900 EUCLID AVENUE, CLEVELAND 3, OHIO
IN CANADA: ATLAS RADIO CORP., 560 KING STREET, WEST, TORONTO, ONTARIO, CANADA



Every Ward model has been tested and approved by car and radio set manufacturers — your proof of quality inside and out.

ANSLEY

"Radio-Phonographs of Superb Tone"

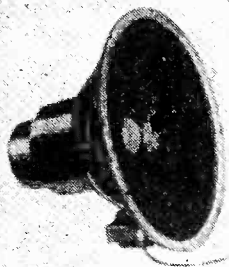
Radio-Phonographs • The Dynaphone
Electronic Pianos • The DynaTone
Built-in Radios • The Paneltone

ANSLEY RADIO CORP. • TRENTON, N. J.

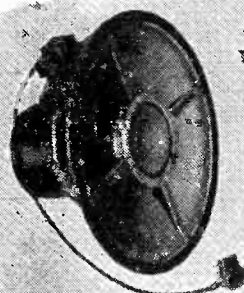
RADIO & APPLIANCE JOURNAL

Listen... IT'S A Jensen SPEAKER!

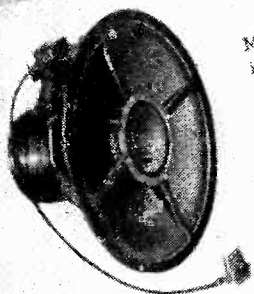
COAXIAL SPEAKERS



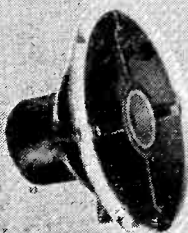
MODEL HNP-51 COAXIAL (ST-122). A 15-inch articulated Coaxial with cone-type h-f unit and horn-type h-f unit. Alnico 5 PM design throughout. Dividing network gives two-way performance. Wide-range response and excellent polar pattern. Ideal for FM receivers, high quality phonographs and similar applications, including monitoring. In Bass Reflex cabinet, response ranges from 50 to 15,000 cps. H-F Range Control lowers cut-off in four steps to suit program quality. Input impedance, 500-600 ohms. Maximum power rating in speech and music systems, 25 watts. List Price, \$125.00.



MODEL JAP-60 COAXIAL (ST-600). A 15-inch cone-type Coaxial with PM design. Furnished with H-F Range Control. Nominal input impedance, 500-600 ohms. Maximum power handling capacity in speech and music systems, 20 watts. List Price, \$86.00.



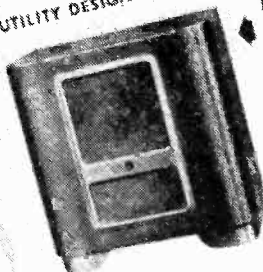
MODEL JHP-52 COAXIAL (ST-601). A 15-inch cone-type Coaxial like Model JAP-60 with efficiency approximately 4 db less. Furnished with H-F Range Control. Input impedance, 500-600 ohms. Power handling capacity in speech and music systems, 15 watts. List Price, \$65.00.



MODEL ICP-40 COAXIAL (ST-603). A 12-inch Coaxial of low cost. Ideal replacement and modernizing unit where 12-inch speaker is required. Simplified low-cost bridging network inbuilt. Terminalinals provided for addition of ST-606 Level Control. Nominal input impedance, 6-8 ohms. Power rating, 10 watts in speech and music systems. List Price, \$35.

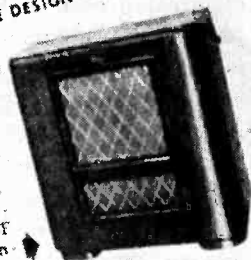
4 COAXIAL SPEAKERS 8 REPRODUCERS 3 BASS REFLEX* CABINETS

UTILITY DESIGN (Brown Opaque Lacquer)

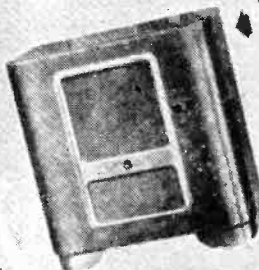


MODEL RA-151. Complete with Model HNP-51 Coaxial and H-F Range Control installed. List Price, \$181.15.

MODEL RD-151. Complete with Model HNP-51 Coaxial and H-F Range Control installed. List Price, \$201.00.

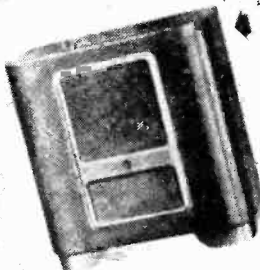
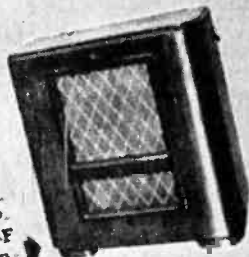


DELUXE DESIGN (Satin Finish Walnut)



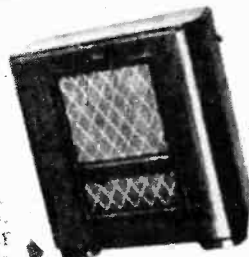
MODEL RA-153. Complete with Model JAP-60 Coaxial and H-F Range Control installed. List Price, \$142.15.

MODEL RD-152. Complete with Model JAP-60 Coaxial and H-F Range Control installed. List Price, \$162.00.



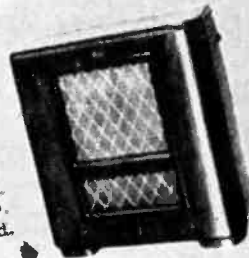
MODEL RA-154. Complete with Model JHP-52 Coaxial and H-F Range Control installed. List Price, \$121.15.

MODEL RD-153. Complete with Model JHP-52 Coaxial and H-F Range Control installed. List Price, \$141.00.



MODEL RA-124. Complete with Model ICP-40 Coaxial installed. List Price, \$94.15.

MODEL RD-122. Complete with Model ICP-40 Coaxial installed. List Price, \$114.00.



JENSEN MANUFACTURING COMPANY
6625 S. Laramie Ave., Chicago 38, U. S. A.
In Canada: Copper Wire Products, Ltd.,
11 King St., W., Toronto, Ont.
*TRADE MARK REGISTERED

Jensen
SPEAKERS WITH ALNICO 5
Designers and Manufacturers
of Fine Acoustic Equipment

Lear Takes Forward Step In Balancing Inventory

Lear, Incorporated, Grand Rapids manufacturer of home radios as well as aircraft communication and navigational equipment and electro-mechanical products, has announced a plan of inventory adjustment which is aimed to speed up its own production of radios, and may well serve to be the means of increasing production for the entire industry.

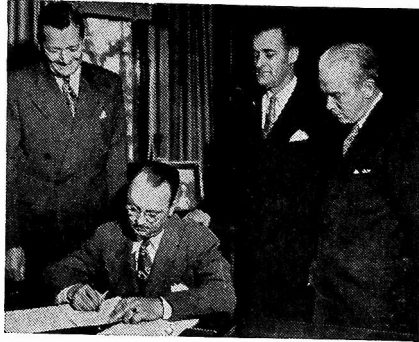
William P. Lear, president of the company, announced that Lear's extensive inventory in radio components, like that of many other companies in the field, has been unbalanced.

"Such an unbalanced inventory does not help planned production, and in seeking to overcome this problem, our expeditors learned that other companies had excess inventory on some items we lacked.

"By following up these leads, we have been able to effect an exchange of needed components, or to help other manufacturers by selling to them part of our excess inventory, when the sale would not affect our own production."

Sparton Appoints Chicago District Merchandiser

The appointment of the newly formed Columbia Electric Company, Chicago, Illinois, as District Merchandisers of Sparton Radios in the Northern Illinois territory was announced recently. In the Sparton method of distribution, the District



COLUMBIA ELECTRIC SIGNS WITH SPARTON Merchandiser is the counterpart of the conventional distributor. The Columbia Electric Company have not as yet established their permanent headquarters, but they plan to be located in the Furniture Mart, 666 Lake Shore Drive, Chicago. In the picture above are, left to right, Edward C. Bonia, sales manager,

Radio & Appliance division, the Sparks-Withington Company; F. T. Sterritt, Columbia Electric Company; David Davis, R. H. Macy, a Sparton visitor; N. H. Terwilliger, advertising and sales promotion manager, the Sparks-Withington Company.

Pemco Announces Two Additions to Service Staff

Fulfilling its promise to enlarge and adequately staff every department of its organization to care for the ever increasing demands for its product, Pemco Corporation announces the addition of two new service engineers: Theodore (Ted) Buit, who at one time was noted to be the youngest Plant Superintendent in the enameling industry. Ted's assignment will be to the Michigan-Indiana area staff, but his activities will not be limited to this particular section and he will, at various times, do service work in other sections. Harold N. Reed will, for the most part, work with the Pemco Pennsylvania-Ohio and Ohio-Indiana area service staff although, he, like Buit, will not be confined entirely to this section.

NEW... Improved Model 355A-1



PORTABLE PHONOGRAPH

with all the features your customers are looking for!

- Smallest AC automatic record changer phono with 3 tubes energized by power transformer. 5 watt output.
- Improved portability. Special grip clip to prevent damage to tone arm while carrying.
- New "phantom" pilot light.
- Inclined sounding board improves reception.
- New trouble-free, foolproof automatic record changer. Careless handling won't throw tone arm out of adjustment.
- Dual Channel Input . . . two separate amplifiers blended by electronic tone control for perfect record reproduction.
- 6½" Alnico Speaker. Minimum AC hum.
- Attractive leatherette covered case.

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

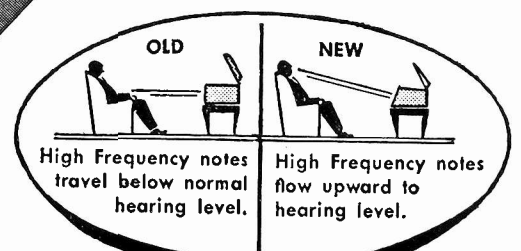


A model to suit every music lover's preference . . . every purse.

#301—Portable	—\$39.95
#302—Table Model	—\$43.95
#350—Portable	—\$47.85
#351—Table Model	—\$51.95

\$69⁹⁵

Inc.
Fed. Tax



STEELMAN RADIO CORP.

742 EAST TREMONT AVENUE
BRONX 57, NEW YORK

(Big producer for U. S.
Army during war years)

Future Bright

(Continued from page 43)

nursery rhymes and fairy tales, they embrace the whole field of literature, including many fine dramatizations that have no age limitations in their appeal. Today, a child begins to enjoy his own records from the time he's a toddler.

Now this is a tremendous market, a market that's really just beginning to hit its stride. It means a great impetus to the consumer demand for radio-phonograph combinations, and also a great demand for records. A point that dealers should bear in mind is that children like classical recordings and symphonies — which means added sales possibilities.

So much for the market possibilities. What's the dollar and cents sales score? I say—plenty. For the live wire dealer, that is. Let's take a look:-

1. The market is far from saturated, and there's a vast sales potential.
2. The demand will be tremendous—and so will competition.
3. For the long pull—sell quality.

Now, take that first point — the sales potential. As recently as 1942 it was unusual for the average consumer to have a modern radio-phonograph combination with a record changer. Today virtually every householder is determined to get a combination with a record changer. Soon it's going to be unusual *not* to have a record changer.

Yes, there are rich sales ahead. But, brother, the competition is going to be something terrific, too! Dealer will be pitted against dealer, line against line.

But there's something even the small dealer can do—sell quality. And in my opinion that's the thing to do. For one thing, the consumer today wants it, and a lot of them know what constitutes quality. The average man's ear tells him about tonal quality in radio or phonograph. He has a pretty good idea of what makes an all-round good one. He knows the principle on which the changer operates and he can easily understand its quality features. He will not be acquiescent to just anything the dealer trots out.

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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.



Journal's End

By Mal Parks

Hello there . . . mighty nice to be starting out another new year with you and hope we'll enjoy many more years together . . . lots of news this month, most important to me is the fact that this is the last time I'll be visiting with you from New York . . . come February 1st I'll be ensconced in snug, new offices at 410 S. Michigan, Chicago, and the welcome mat will be out for your visit . . . I'll still have the privilege of editing your Radio and Appliance Journal for you, this change in address is just to give me a more central location from which to come visit with you in person and will enable us to more adequately cover the industry from Chicago's central location . . .

. . . Sorry I had to miss the wedding of Garod's **Max Weintraub's** charming daughter, Helen Lenore . . . however, Alex went and reports over 500 friends of the happy couple had a wonderful time . . . ah, me . . . suppose one of these days I'll be losing Mal to that pretty little Conover model he's been running around with . . .

. . . Wish I knew who first said . . . "Goodwill, like a good name, is won by many acts . . . and lost by only one!" . . .

. . . Nice note from **Dick Roane** of Richmond's Home Electrical Appliance Co., telling me about their new service department . . . the smart dealer today is going to prepare for F.M. and Television by having a fully-equipped service department run by real technicians . . .

. . . Sorry to hear about Emerson's **Phil Gillig's** sudden illness . . . friends who'd like to write to

Phil can do so at the Lawrence Hospital, Bronxville, N. Y., where, from last reports, he'll be confined for some time . . .

. . . Flying trip to Chicago and had grand lunch with Parts Trade Show Manager **Ken Prince** . . . looks like this years' Parts Show will be biggest ever and, since May 15th is Open House day, think you fellows in and around Chicago really ought to try and make the Show . . .

. . . Congratulations are in order for Ansley's **Al Clinton** who became proud father of bouncing baby boy two days after Christmas . . . friends expect Al to be up and around soon after his harrowing ordeal . . . mother and baby are doing fine, too . . .

Here's this month's limerick:
There once was a maiden of Siam
Who said to her lover, young
Kiam,

"If you kiss me, of course
You'll have to use force—
But Lord knows, you're stronger
than I am."

. . . Grand letter from dealer **Bill Fletcher** down there in Barnegat, N. J. . . . Bill has some mighty valid complaints to make about present-day practices of a few record distributors who, it seems, still think the dealer can be pushed around . . . they should realize the buyer's market is here among dealers as well as consumers and act accordingly . . .

. . . Aside to Florida's **Herb Brennan** of Associated Stores . . . mighty nice of you to send those oranges and grapefruit which were enjoyed by the Parks' family very much . . . since I'm moving to Chicago, looks like my Florida trip is off this year, unless **Winnie May** invites me on that special dealer trip he's plan-

ning for March 23rd . . . Thanks are in order, too, to Arnold Wholesale's **Bob Hager** who sent along a perpetual calendar that's so darned interesting we never get any work done around here from fooling with it . . . and the lovely Oregon Holly decorations which brightened our Christmas were due to the kindness of good friend **Howard Sams** who had them expressed to us especially . . .

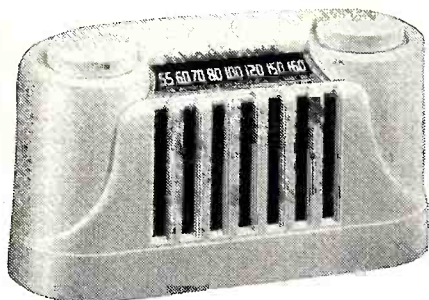
. . . Not much doing this month . . . took Philadelphia A.D.A. secretary **Morris Popolow** over to Le Bistro for some of their devilled clams and mussels as only the French can make them . . . found that the Picadilly restaurant right in our Chicago office building serves superb food, so you'll know where to find us from now on . . . over to Longchamps with **Jim Pickett**, had two drinks to celebrate something or other, ate one peanut and got sick . . . didn't go to Toots Shor's once this month . . . got the lowdown from Halli-crafter's **Rollie Sherwood** about that famous drinking bout with **True Magazine** editor **b.w.ms.** and **Commander Attilio Gatti** . . .

. . . Well, here we are at the end of our first visit in 1947 and our last visit from New York . . . it will be good to get back to the middle west again, now, maybe, we'll be able to do a little hunting and fishing together . . . the wonderful friendships I have made in the East during the past few years will long be cherished and, I hope, will continue the rest of my life . . . I'll be back here once a month to see that the fellows in the main office here are treating you right so, until next month then . . . so long and see you soon . . .

NO WONDER STEWART-WARNER DEALERS CAN'T GET ALL THE SETS THEY WANT!

THERE are all kinds of radios on the market today . . . but you'll still have a hard time finding a Stewart-Warner set on a dealer's shelf. And not because we aren't making them! It's because Stewart-Warner sets are *easier to*

sell. They'll be even *easier* to sell in 1947. And for a few good reasons why, look at these all-new models . . . including the finest in both FM and Television . . . a model for every purpose—a radio for every room.



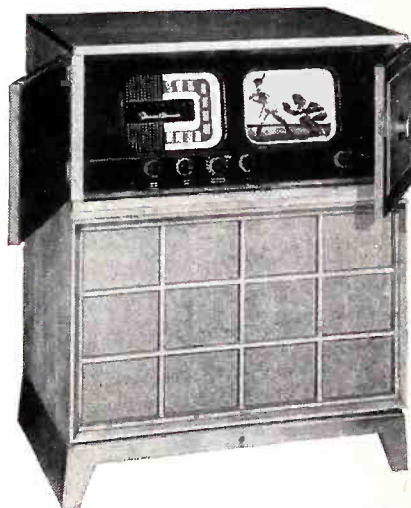
THE AIR PAL — Console Performance in a Beautiful Jewel Case!

Performs with power and volume anywhere you can plug in AC-DC current . . . in trains, planes, hotels, at home . . . anywhere you connect it. Built like a watch, small as a cradle phone, yet it has 4 tubes plus rectifier, accurate slide-rule dial, planetary tuning, 3½-in. PM dynamic speaker, full AM band! Fits in a brief case, weighs only 3¼ lb.! Ebony, walnut, and ivory plastic.

YOU CAN HEAR...AND SEE...THE DIFFERENCE!



AM-FM CONSOLE in rich mahogany. AC, 8 tubes plus rectifier. Permeability tuning with 5 push buttons for AM band. Inverse feedback, RF stage for both bands. Two built-in antennae. Three-position tone control. Picture clear Strobe-Sonic Tone!



DIRECT-VIEW TELEVISION with FM sound and AM band. All 13 channels. Pictures sharp and clear under living-room lights! Ten-inch CR tube plus 21 tubes. Underwriters' Laboratory approved. Two custom-built cabinets, Modern and Georgian.

FOR 1947—Easier Than Ever to Sell

Stewart-Warner

AM Radios FM • Radio-phonographs • Television

CHICAGO 14,  ILLINOIS

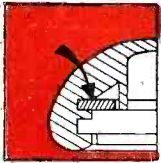
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This is making **PRESSURE COOKER** history!

The newly designed, newly developed TIME-SAVER pressure cooker sets an ALL-TIME HIGH IN MECHANICAL PERFECTION AND COOKING PERFORMANCE

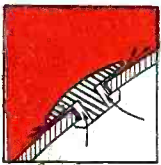


Pat. Pending



1 **FLOATING GASKET**

Will not fall into the food. Always seats itself properly . . . because it is interlocked with our newly 'patent pending' floating design arrangement.



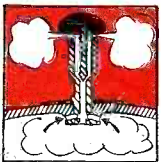
2 **SAFETY PLUG**

This safety plug cannot blow out at a given pressure, does not melt at a given point. When pressure exceeds safety limits the excess pressure simply seeps out in an orderly manner, retaining the proper pressure for safety.



3 **PRESSURE GAUGE**

Scientifically calibrated for accuracy. A simple turn of pressure cap sets gauge precisely for cooking at 5, 10 or 15 lbs. pressure.



4 **EXTRA SAFETY**

Two additional steam vents help the escape of pressure in the event of clogging of main channel.



5 **PRESSURE RELEASE**

To release all pressure when cooking cycle is completed, simply place knob in vertical position . . . no need for cold water cooling.

5 SAFETY FEATURES

NO OTHER COOKER possesses all these extra-safety features! Sell the Time-Saver with confidence — and with the assurance IT WILL STAY SOLD! Its 4-quart saucepan is made of a special aluminum alloy, highly polished . . . Keeps lustrous. Easy to operate . . . a simple flick seals and locks the pan with air-tight precision. Heat resisting plastic handles . . . always cool to the touch.

SPECTACULAR ADVERTISING

and other promotion plans will make the TIME-SAVER the most "asked-for" cooker. Space is scheduled in many national magazines, plus expansion of present prize participation on numerous network radio programs attracting millions of listeners; plus attractive sales-inspiring aids and activities such as newspaper mat service, interesting celebrity photo displays and other material. GUARANTEE certificate and 48-page instruction and recipe booklet with each cooker.

Individually packed 6 to a carton. Weight 40 lbs.

Manufactured by **TRAUBEE PRODUCTS, Inc.**
924 BERGEN ST., BROOKLYN 16, N. Y.