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KANSAS
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AUGUST 1948

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There's Listening-Magic in the New "Pop-Open" Universal...

NEW POP-OPEN BUTTON



Simply press it, and everything happens at once. . . . The doors pop open, the Wavemagnet pops up, and the set begins to play.

NEW POP-UP WAVEMAGNET*



Improved design — pulls in even weak or distant signals. Easily detachable for use in trains, planes, steel-shielded buildings, etc.

NEW DIALSPEAKER



New Zenith development (Pat. No. 2272660) permits use of big, easy-reading dial and large powerful full-voiced Zenith-built speaker.

NEW METAL DURA-FRAME



Combines the strength of metal with the beauty and light weight of plastic — set is 18% lighter, yet sturdy enough for the most rugged outdoor use.

• Never before a portable like this—with so many big features you can *demonstrate* and *sell*. This brand new Universal really has everything . . . striking beauty, plenty of "wallop," magnificent tone, plus the amazing new "Pop-Open" feature. Yes, here's real Sale-Ability!

A powerful display is ready to help you sell Zenith portables, too . . . with eye-catching flash and plenty of feature selling. Ask your Zenith distributor for the new complete Portable Promotion Package . . . or for the unit shown above, display No. R-861.

*Reg. U. S. Pat. Off.

KEEP YOUR EYE ON



ZENITH RADIO CORPORATION
6001 W. DICKENS AVENUE CHICAGO 39, ILLINOIS

PHILCO

The News is Out!

**PHILCO FOR 1949 PRESENTS
THE GREATEST ADVANCE
OF MODERN TIMES IN
RECORDED MUSIC!**

**A Full Series of Sensational Double Tone
Arm, Two Speed Radio-Phonographs that Play**



*up to 45 Minutes of Music
from both sides of
One 12 inch Record!*

Yes, Philco for 1949 presents a host of new developments from the Philco laboratories, *PLUS* . . . the foremost advance of the age in recorded music. A radio-phonograph that plays standard records automatically, and . . . *the sensational new 45-Minute Record!* It's the instrument the buying public will demand for the selling season of 1948-49, giving Philco dealers again the sales appeal and the promotional power they have come to *rely upon* from Philco, the leader, for 18 straight years!

**New Demand and New Markets for Philco Dealers...
Get the Full Story now from your Philco Distributor**

RADIO & APPLIANCE JOURNAL

AUGUST • 1948

VOL. 65

No. 8

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Publisher

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Editor

Business Department
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This Month's Cover



Those innocent, beautiful young faces adorning our cover are not there for decorative purposes alone . . . to us they symbolize the younger generation's almost religious interest in television. How the dealer can convert this enthusiasm into hard cash, is told in the article "A Child Shall Lead Them" . . . to greater television sales, on page 14 in this issue.

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

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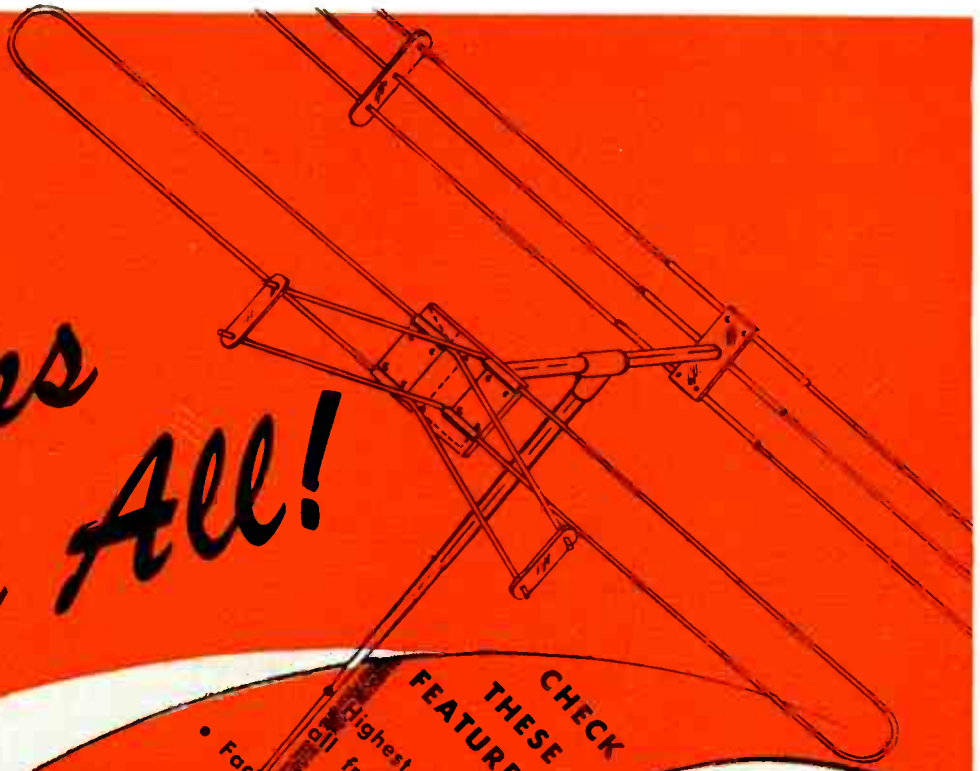
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Radio & Appliance JOURNAL • August, 1948



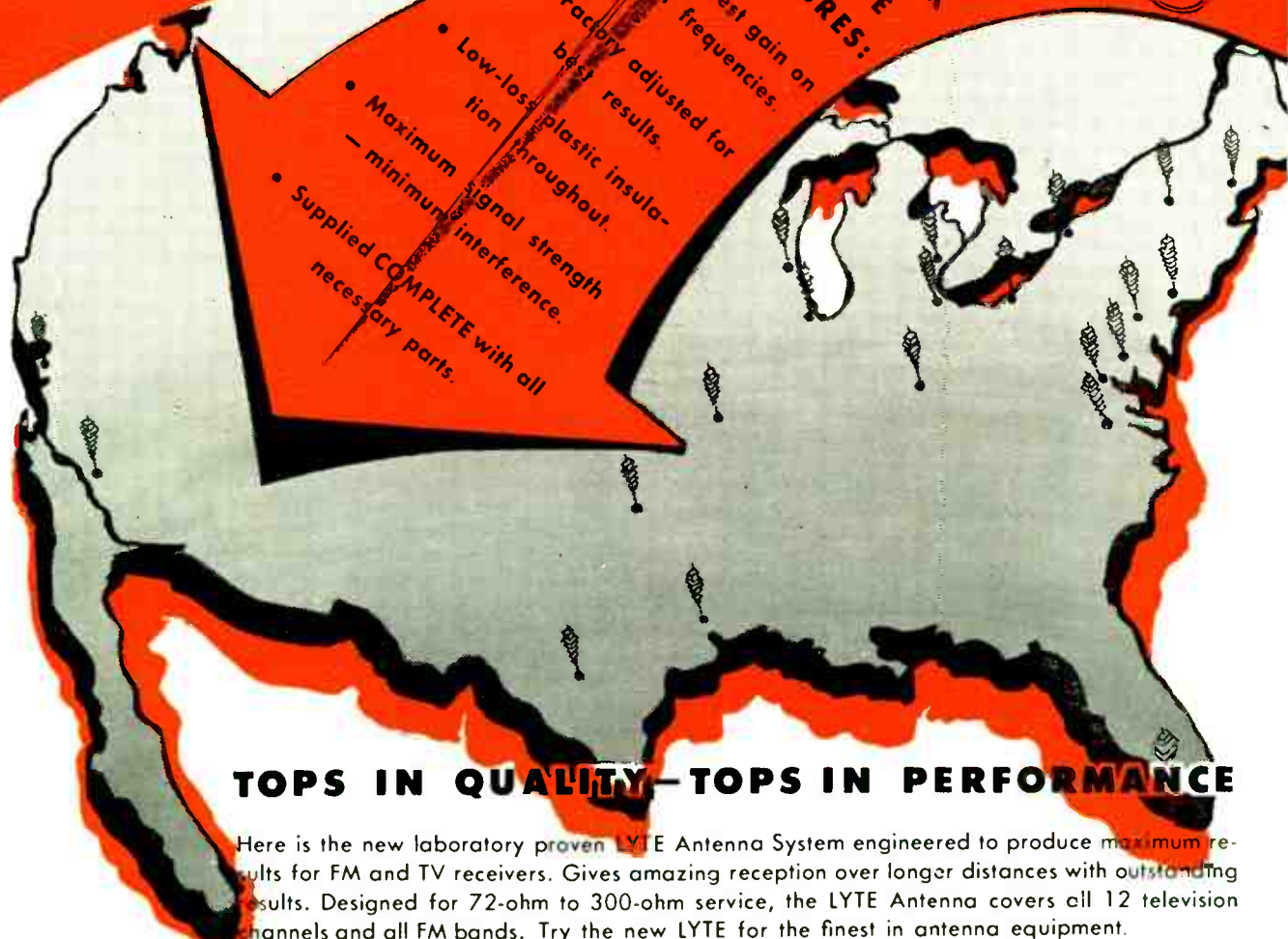
BEST BY TEST

*Tops
Them All!*



CHECK THESE FEATURES:

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



TOPS IN QUALITY — TOPS IN PERFORMANCE

Here is the new laboratory proven LYTE Antenna System engineered to produce maximum results for FM and TV receivers. Gives amazing reception over longer distances with outstanding results. Designed for 72-ohm to 300-ohm service, the LYTE Antenna covers all 12 television channels and all FM bands. Try the new LYTE for the finest in antenna equipment.

All parts are weather-proofed for durability. Improved plastic insulation decreases loss through leakage, insures protection against weather.

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

LYTE PARTS CO.
15 Washington Ave., Plainfield, N. J.

Editorial

MORE CRAZY THAN DELIGHTFUL

IN this issue of RAJ appears an article entitled "This Crazy, Delightful and Heartbreaking Industry—Radio!" by H. C. Bonfig, vice president of Zenith Radio Corporation. The title is ours, selected from a terse phrase in Mr. Bonfig's speech, which was headed "The Radio Industry Has Come of Age".

We commend Mr. Bonfig's article to you for careful reading because it touches upon many symptoms and ailments of the radio business which, if not cured, will attach themselves to the new infant television. Henry Bonfig has been in radio for more than 25 years, and knows it from every angle: distribution, retailing and for the past seventeen years, manufacturing. Back in 1922, most radio receivers were manufactured in small shops where anyone with a few dollars, a circuit diagram, a soldering iron, and a pair of pliers could become a manufacturer. Those were great days—everybody, and everybody's uncle called himself a radio manufacturer.

But during these brief 26 years a total of 788 brand names made their appearance in radio and vanished from the scene. In the last two years alone, more than fifty radio manufacturers have gone out of business, leaving distributors and dealers with hundreds of thousands of orphaned sets. What are the causes for this hectic condition which has characterized radio, and, we hope, never engulfs television?

For one thing, it has always been so easy to edge into radio manufacturing that many ambitious adventurers opened fly-by-night factories without the slightest knowledge of financing, selling, manufacturing or distribution. They were slated to hit the dust of failure. The inevitable result was dumping.

Of course, dealers are responsible for much of the blame which has made dumping possible. We don't mean all dealers—only those quick 'turn over' merchants (that is too dignified a name) who don't know how to display or demonstrate a set, who don't know the difference between order-taking and selling, who, in fact, don't know there's a Peace on! (We hear a chorus saying "Is There?")

Mr. Bonfig believes that deals and dumping are not necessary for radio and television manufacturers who stress quality and sound merchandising. Zenith lost its shirt in the first year following the end of the war because the company insisted on bringing out a complete new line of receivers and ran head-on into a hornet's nest of production problems when parts manufacturers laughed at the rigid specifications their engineers had established. However, in the second postwar year when dumping, spiff campaigns, and pressure deals were already becoming common practise, Zenith had to allocate its entire production, and today, when the radio industry is considered to be

over-produced, Zenith has four production lines running at full speed.

The lesson to be learned here is that the history of successful radio manufacturers shows that this radio business can be both stable and profitable. Those manufacturers who have built quality into their merchandise, who have protected their dealers against dumping, have prospered. Those dealers who have made a real effort at teaching their sales staff on how to sell have always moved merchandise without the necessity for constant liquidation of distress stock.

The essential point is that it can be done, and now with television about to assume a lion's share of the radio business, it *must* be done. The public will demand high standards in television receiver performance because the human eye is far more critical than the ear. Quality in television, both in set standards and programming, will be demanded by the consumer.

This is not to say that there is no room in radio and television for new brains, ability and capital. There is . . . but we hope that the newcomers, (and this applies to manufacturers, distributors and dealers) will not repeat all the sad mistakes of the last quarter century in radio. Our industry has become mature, and we hope that television can go right on from there without duplicating all the adolescent growing pains that symbolized radio.

ANTENNA INSTALLATION PROBLEMS

AT first it arose only in what seemed to be isolated cases but now there is evidence of an organized drive by the nation's real estate boards to discourage and prevent tenants from erecting outside television antennas. A series of letters is being sent to tenants in various sections of the country by real estate groups against buying television sets on the assumption that landlords would grant permission for outside antenna installations. It is obvious that such letters, with their implied threats, are discouraging television sales.

Here is a problem for every segment of the television industry. Its solution requires prompt and vigorous action. Jerome J. Kahn, a director of the Radio Manufacturers Association, has taken the initiative by proposing organized industry-wide action to combat this attempt to throttle television. "With housing conditions in their present critical state, prospective television set buyers may well forego the purchase of a set at this time rather than participate a quarrel with the landlord," says Mr. Kahn.

As an industry, we cannot afford to sit back and expect the customer to solve this problem by himself. We are powerful enough, if we take concerted action, to change this state of affairs. Much of the real estate opposition stems from ignorance and greed. It is up to RMA, the manufacturers and dealers to teach them some of the facts of life.

N. B.

ANSLEY *proudly presents*

DYNAVUE* TELEVISION

CONTINUING THE ANSLEY DYNAPHONE TRADITION OF FINE PERFORMANCE AND EXQUISITE CABINETRY AT COMPETITIVE PRICES



SOMERSET \$995.00
PLUS TAX AND
INSTALLATION

41 Tube Television and AM-FM Radio (including rectifiers). 77" Picture. Webster Record Changer. Cabinet of Finest Matched Crotch Mahogany.

BEACON \$375.00
PLUS TAX AND
INSTALLATION

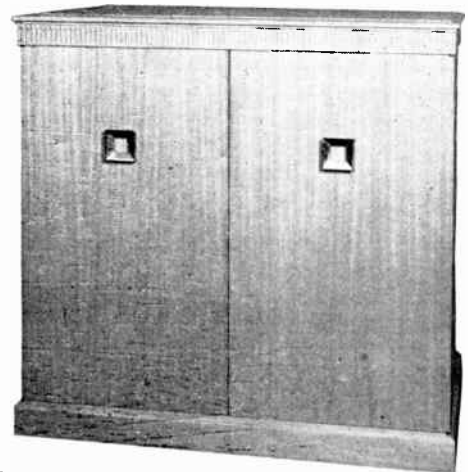
MATCHING TABLE \$25.00

30 Tubes—52" Picture. Automatic Frequency Control, Ansley Picture Lock, Cabinet and Matching Table of African Mahogany and Mahogany Veneers.



BELLEVUE \$995.00
PLUS TAX AND
INSTALLATION

BISQUE FINISH \$40.00 ADDITIONAL
41 Tube Television and AM-FM Radio (including rectifiers) 77" Picture. Webster Record Changer—Ribbon Striped Mahogany.



Check THESE FEATURES OF THE ANSLEY DEALER POLICY!

- Direct to Dealer
- Exclusive Franchise
- No Tie-in Sales
- Longest Range Discount
- 21 Years of Quality Workmanship in Radio and "Hand Finished" Cabinets
- No Yearly Models (no obsolete stock)

*REGISTRATION PEND. U. S. PATENT OFFICE

ANSLEY RADIO & TELEVISION, INC.

**TRENTON
NEW JERSEY**

'Big Stick' on Price Cutters

Mark Twain's famous remark about the weather applies with equal accuracy to price cutting: "Everybody talks about the evils of price cutting but nobody does anything about it!" However, Ben Gross, president of Gross Distributors, Inc. in New York has taken vigorous action on price chiseling which is being watched closely by manufacturers and distributors throughout the country. Gross, who represents Stromberg-Carlson television line, had set up a schedule of penalties for dealers which is having an almost antiseptic effect on those retailers who pare away at price. If a professional shopper sent out by Gross is offered a Stromberg TV below list price, the dealer is fined \$50, and refusal to pay means loss of his dealer franchise. Second offenders lose their franchises at once. But the nice thing about the Gross plan is that it does more than penalize recalcitrant dealers—it offers a positive incentive to those dealers who adhere to established price schedules. Thus: If a franchised Stromberg dealer sells a TV receiver at list and then loses the sale because the customer can make the purchase elsewhere at a better price from a dealer within area, the second dealer making the sale must pay Gross the difference between his selling cost and the list price. Gross then reimburses the first dealer with an amount equal to the full markup had he made the sale. Can it be that television is bringing civilization to the radio business?

Television Blooms in Dixie

More than 500 RCA Victor dealers and salesmen met at the Ansley Hotel in Atlanta last month to listen to detailed plans for the introduction of an ambitious television receiver sales program in the Atlanta area. The Yancey Company, Inc. RCA Victor distributor for the region, played host to the dealers in typical Southern fashion. B. Earle Yancey explained the role of the dealer in advancing television in Atlanta. Both variety programs and a dramatic skit were included in the closed circuit broadcast from Atlanta's new television station, WSB-TV, presented especially for the dealer meeting. RCA Victor television experts Joseph B. Elliott, Elmer Eades, Dan Halpin, Jack M. Williams and James Jones sparked the meeting into action by giving the Dixie dealers the real 'lowdown' on TV.

Current Bottleneck in Television Production



This impressive array of cathode ray television tubes mounted on chassis, in the Chicago plant of the Admiral Corporation is not indicative of the tube situation in the industry as a whole. Industry leaders predict that a severe shortage of 10-inch cathode ray tubes will develop by the end of this year. It is felt, however, that the present shortage of 12-inch tubes will be over before the beginning of 1949 provided the glass bank manufacturers meet projected production schedules. The 15-inch and 20-inch tubes will continue in short supply. With the stockpile of 10-inch tubes already used up, television receiver manufacturers are depending entirely on current production, and black markets in tubes have already appeared in some instances. Several television executives have said that the industry could produce from two to three times the number of receivers if it were not for the tube shortage. In one instance made known to this publication recently, a well-known manufacturer reported that three times within the space of a week, he was phoned and offered 10-inch tubes at prices ranging from 60 to 75 per cent above their current market price. He turned them down, saying: "We're in business to make a legitimate profit for ourselves; not for black market tube operators."

Mystery of Channel 13

Channel 13 (WATV) in New York City has been giving dealers and set manufacturers many a sleepless night because of the poor reception which caused set owners to complain that something was wrong with the receiver. But it is hoped that this situation may soon be cleared up, following RCAs' complete check of the station's transmitting equipment. In one area, a dealer reported that more than one third of his customers reported poor reception on WATV. To add to the confusion, some retailers were trying to cash in on the dilemma by talking customers into installing a high fre-

quency antenna for an additional charge of \$10 to \$15, not bothering to first ascertain that the set was capable of receiving the channel. Well, these are part of the growing pains for the giant new industry. Keep your powder dry fellows, and don't shoot until you see the whites of their signals!

Why Throttle Radio

The practice of promoting television at the expense of radio is fast booming. More and more industry leaders and merchants are cautioning against it, pointing out that for years to come the wise buyer will purchase two instruments—a radio phonograph

(Continued on page 10)



EXCLUSIVE OPPORTUNITY FOR *Capehart* DEALERS

THE NEW

CAPEHART GRAVITY INTERMIX RECORD CHANGER



So simple a child can play it.
So durable a child can't harm it.

**MAKE EXTRA SALES
WITH THIS CAPEHART
DEMONSTRATOR**

1. Display the demonstrator, shown at right.
2. A customer's attention is caught by the sign "Push the button—Watch it work." That's an invitation no human being can resist.
3. While customer "watches it work," you step in and point out some of the advantages listed below.
4. Next step is to invite the prospect to see the new record changer in action in an actual Capehart model.
5. This is your opportunity to complete the sale by a demonstration of the Capehart's outstanding tonal superiority.



CHECK THESE ADVANTAGES. NO OTHER RECORD CHANGER (EXCEPT THE CAPEHART TURN-OVER) OFFERS SO MANY DESIRABLE FEATURES.

- ✓ **Revolutionary new mechanical design.** Records "rest" on a cushion of live rubber. A *straight* center post will not enlarge holes in records.
- ✓ **Kind to your records.** Edges of the record are never touched—they can't get chipped. No moving parts to mar the record's surface.
- ✓ **A child can play it.** So simple to operate a small child can play it. Slip on the records—push the button—that's all!
- ✓ **Baby-proof—guest-proof.** This record changer withstands an extraordinary amount of careless handling. No need to ask guests or children to keep hands off.
- ✓ **One-button control.** Simply touch the button to start it—stop it—or reject the record. Turn, to adjust the Capehart Surfa-Sonic Control.
- ✓ **10 and 12 inch records intermixed.** Pile them on, as

- many as twelve, in any order. Playing arm adjusts itself automatically for each record. Stops automatically at end of last record.
- ✓ **Amazingly silent.** Heavy, flock-covered turn-table insures quiet record drop—prevents slipping.
- ✓ **New life for old records.** Plays oversize, undersize, even warped or chipped records with equal ease. Capehart Surfa-Sonic Control can be adjusted for record surface imperfections. Like magic, surface scratch and needle chatter disappear.
- ✓ **Simplicity of design.** Tests prove that this record changer seldom requires servicing. When repairs are necessary, the simplicity of its construction reduces their cost to a minimum.
- ✓ **Matchless Capehart Tone.** This record changer is an integral part of the Capehart tonal system to give you living music clarity from each recording.

Available in Capehart Standard Models Retailing from \$295 to \$750
(with Surfa-Sonic Control from \$395 to \$750)

World-famous Capehart Turnover Record Changer is still standard equipment in The Capehart De Luxe and The Capehart Concert Grand—\$750 to \$5000.

Farnsworth TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

TV's Breakneck Speed

Philco's television receiver production by the end of this year will reach an annual rate of more than 400,000 sets. Current TV output ranges between 3750 and 4000 sets a week, and the company plans to double this by December, 1948. As a further indication of the atomic rate of television's development, Philco's weekly production rate of video sets will exceed that of radio receivers in dollar volume early in the final quarter of this year. About half of the company's 17 manufacturing plants now contribute directly to television production. However, there are still many problems troubling the industry, particularly a shortage of cathode ray tubes. But Philco plans to invest a half million dollars so as to increase production at its Lansdale tube plant. The bottleneck in cathode ray tubes is the expensive glass-blowing machines required to blow glass for these tubes. In addition, the continued glass shortage will probably limit cathode ray tube output for sometime to come.

Technical Developments

With the aim of keeping abreast of wartime and more recent technical developments in the radio and electronics industry, the RMA Engineering Department has issued 21 recommended engineering standards during the past year and has two more in progress. While many of these standards have to do with component parts, rather than with completed equipment, their voluntary adoption by the radio industry has materially helped the adaptation of technical developments to commercial use with resulting benefits to the public. Standards issued and recommended to the industry included standards for television broadcast transmitter channels, disc home recording standards, antenna-to-set transmission line for TV receivers, amplifiers, and receivers designed for export.

Why Throttle Radio

(Continued from page 8)

and a television receiver. After all, the radio did not put the phonograph out of business, but it did retard its growth for many years because both the public and the dealer thought that it would kill it entirely. For those dealers who want to abdicate the radio business because of television, we recommend that they read or re-read the editorial "Radio Will Survive Despite Television" in the June issue of RAJ.

**Watch for
"The Dynamic Story"
Next Month!**

How Often Should a Window Display be Changed?



How often should a store window or interior display be changed? It's a good question, and one on which dealers have varying opinions.

The most important factor is, of course, whether a display is actually promoting the sale of merchandise. If not—and this is soon apparent—the display should be changed as soon as possible. It is entirely too costly to permit a window display, for example, to remain a week when it is not having the desired effect, merely because that is your scheduled plan.

Shoppers, who pass a store regularly soon become used to a window display, and if it is not changed frequently, they will gradually tend to ignore it. Dealers located in small towns are, as a rule, more prone to keep a display unchanged over a longer period of time. Actually these same dealers should change their displays more often than dealers located

in larger centres, as the same people pass their stores more frequently. It is considered that the maximum length of time for a display in a small town is one week.

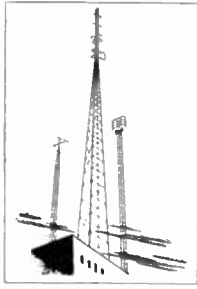
A good rule is "always something different." This can be attained with very little extra effort or expense. The whole window does not have to be changed. Interesting new touches can often be introduced by merely changing parts of a display, or by the use of new accessories.

As interior displays are intended to carry out the theme of each window display, these, too, need changing whenever the window display is changed. A sameness of appearance produced by a standardized general interior display plan is monotonous to regular customers and will do much to influence them to make their purchases at a store where the displays, both inside and out, are always fresh and new.

Low Cost Buying Plan

The Westinghouse Electric Corporation has placed in effect a plan to keep installment buying of radios and electric appliances on a sound financial footing and at the same time help lower the total price of such pay-as-you-go purchases to the consumer. The plan encourages local banks to handle the financing of appliance and radio purchases by local Westinghouse dealers and their individual customers. Using the nation's banks as the basis for the

plan's operation, Westinghouse is the first manufacturer to offer such a plan. Since 7 out of 10 buyers of new major appliances and radios want and are economically obliged to pay in installments rather than in a lump sum, Westinghouse felt that a plan needed to be designed which would keep the cost of installment purchasing at the lowest possible figure and at the same time provide protection for seller and lender.



Washington News Highlights



First Quarter Sales

Sales of radio and television equipment, including electron tubes, totaled \$10,351,820 during the first quarter of 1948, reports RMA. Almost half of these sales went to the U. S. Government. Production of cathode ray receiving tubes of the type used in TV sets showed the greatest gain over the similar period of 1947. Sales of television transmitting equipment (an excellent index to future TV broadcast activities) amounted to \$1,682,615.

Next Six Months Good

In spite of the many problems currently facing the electrical industry, business will be good for radio-appliance dealers during the next six months if they concentrate on selling and salesmanship. This is the opinion expressed by retailers, manufacturers, and utilities at the Mid-Year Leadership Conference of the National Electrical Retailers Association just concluded. While it was admitted that shortages of steel are still a major concern of manufacturers, it was generally felt that the Marshall Plan will not have any serious effect on the appliance and radio business as a whole. In a panel discussion on franchises, several manufacturers expressed the opinion that "it is not what is written that gives the franchise its value, it is the spirit existing between manufacturer, distributor and dealer."

Television Marches South

Major steps toward the advancement of television in the South were taken last month when a total of 800 representatives of Southern radio and television retailing organizations met with RCA Victor officials in three cities to map programs for the expansion of television in their regions. The meetings were held in Dallas, Fort Worth, and Memphis, with local RCA Victor distributors playing host. First of the meetings was held on July 20 at the Texas Hotel, Fort Worth, with 225 in attendance. E. Charles Adleta, vice president of the Adleta Company,

Now It's "Mounted" Television



Philco television receivers mounted on jeeps by the Keystone Automobile Club made it possible for additional thousands to see the telecast of the recent National Political Conventions in Philadelphia. As this picture illustrates, the television set was mounted on a special rack at the right of each of three jeeps, and a new 12-foot aluminum antenna was also mounted on the side of each jeep. The idea was conceived by WCAU-TV and was executed by Philco engineers. Here is an excellent method of bringing television demonstrations to large groups of people. Several dealers have expressed interest in it as a merchandising idea.

RCA Victor distributor for Dallas and Fort Worth area opened the meeting. This was followed on July 22, by a second meeting at the Baker Hotel in Dallas, which attracted 275 dealers, salesmen, advertising people and the press. At each of these meetings, a special television program was arranged by Amon Carter, owner of WBAP-TV, and featured an orchestra as well as an opportunity for the participating dealers and salesmen to see themselves on television.

Military Problem

One of the new problems facing the radio and television industry, particularly set manufacturers, is the new military production program which has been brought into being by mounting world tension with the Soviet Union and the vast defense program enacted by the Congress as a preparedness measure. During the coming months, the industry will feel the full impact of the heightened military production which will tie up the civilian production lines of many a radio and television set manufacturer, as well as manufacturers of components and electronic equipment. What effect this will have on prices is not precisely known as yet, but as an indication of future trends, several set manufacturers have already indicated a price rise effective within several weeks. Some types of table radios are already in short supply.

Auto TV Interference

Television reception interference caused by automobile ignitions can be corrected or minimized if motor car manufacturers equip their autos with proper suppressors on spark plugs and distributors, according to the most recent of a series of tests conducted by RMA Engineering technicians in cooperation with the Society of Automotive Engineers. These tests demonstrated that automobile ignition systems must not exceed 35 microvolts per meter if they are not to interfere with normal television reception. The tests were conducted near Camden, N. J., and were intended to check earlier tests in the light of recent developments in television receiver design and construction. The complete report on the tests was made by K. A. Chittick of Camden, N. J., chairman of the RMA Committee on Vehicle Radio Interference.

"The Dynamic Story"

Tells How a Retail Radio and Appliance Chain is Forged. Appears Exclusively in September RAJ.



75X1 Standard Broadcast band . . . four RCA Victor Preferred Type Tubes plus rectifier tube . . . strikingly cased in plastic and polished brass.



77U AM and a Record Changer . . . "Silent Sapphire" jewel pickup . . . six RCA Victor Preferred Type Tubes plus rectifier . . . handsome cabinet with walnut or mahogany finish.

There's an RCA VICTOR



66X13 AM and Short Wave . . . five RCA Victor Preferred Type Tubes plus one rectifier tube . . . rich walnut and mahogany finish cabinet trimmed with gold-finish metallic wire.



66X2 AM and Short Wave . . . five RCA Victor Preferred Type Tubes plus one rectifier tube . . . handy, ultramodern gleaming plastic case with handle molded into back.



65X1 Standard Broadcast band . . . four RCA Victor Preferred Type Tubes plus rectifier tube . . . modern cabinet of rich walnut plastic.



68R1 AM and FM . . . seven RCA Victor Preferred Type Tubes plus one rectifier tube . . . walnut brown plastic case.

table model for every customer

Their outstanding performance plus appealing advertising builds bigger profits for you through quicker turnover!

What a line of instruments! AM, FM, Short Wave and Victrola Radio-Phonograph . . . there's a model to please *every* customer at the price they prefer to pay. *And*, all of these instruments feature the thrilling tone of the "Golden Throat" . . . the exclusive RCA Victor acoustical system.

Dollar for dollar, these instruments will give your customers more pleasure, better performance and a greater listening thrill than any other make.

Persuasive RCA Victor advertising in leading national magazines and over 160 NBC stations sell

RCA Victor instruments to millions. Prospective customers right in your city are sent to you—for the RCA Victor instrument of their choice.

Cash in on this growing preference for RCA Victor instruments! Display them in your window and in your radio department. Let your customers know that you have RCA Victor instruments for them. Let them listen . . . let them compare . . . and watch the RCA Victor sales ring up! If you don't have these models from the full line on display, contact your distributor NOW!



The "Golden Throat" . . . the exclusive RCA Victor 3-way sound system that brings listeners a new thrill in radio enjoyment.

Finest Tone System in RCA Victor History



When you're in New York, see the electronic wonders of the RCA EXHIBITION HALL. Open every day, 10 A.M. to 9 P.M. — free to all, 36 West 49th Street.

RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

ONLY RCA VICTOR MAKES THE VICTROLA

"Victrola"—T.M. Reg. U.S. Pat. Off.



Above: 'Big Brother' Bob Emery plays host to his numerous "Small Fry." Below: The circus, televised for the first time last Spring, delighted millions of children and converted them into television's most devoted adherents. You can use their enthusiasm to sell more television sets to parents.

"A Child Shall Lead

... to greater television sales

By Nat Boolhack

COME six o'clock every evening, thousands of children up and down the east coast television network gather around their television sets and the sets of their neighbors to watch in fascinated silence the doings on the "Small Fry Club". This television program for kids, created and conducted by Big Brother Bob Emery, is but one of the several video programs presented for children which are doing more to sell television receivers than many of the combined efforts of manufacturers, wholesalers and dealers.

Progressive television merchants are coming to recognize that in these chil-

dren's programs, properly exploited, they have in their possession one of the most potent selling tools for television receivers to families with children.

Consider the experience of the "Small Fry Club" as an illustration. The program was first initiated in March 1947, and since then more than 55,000 children have sent in for their own membership cards, and are currently sending in requests by the thousands for the club's new membership pin.

Just what does this program contain to keep the 'Small Fry' enthralled five nights a week? First of all there are animated cartoon films, carefully selected and edited for presentation to a young audience. In most cases this is followed by some sort of educational film short, usually of the type released by Encyclopaedia Britannica Films. These shorts are interesting, entertaining and educational at the same time. The final film is a serialized classic of the Swiss Family Robinson or Tom Brown's Schooldays variety. Aside from films, Big Brother Bob Emery shows photos of Small Fry to acquaint club members with each other.

Perhaps the most successful portion of the show are the Preachers. Small Fry are urged to send in sketches of the right and wrong things to do, such as safety in the home, school or playground. This gives the children a chance to actually participate creatively in the program. In fact the public schools are now cooperating with this plan and every day sees a new batch of Preachers arrive at the studio. The program has been so successful and effective the last December, Jack Gould of the New York Times, making his yearly awards to radio and television, said of the Small Fry program: "The Dumont outlet, WABD, is also deserving of special mention for its 'Small Fry Club' conducted by Big Brother Bob Emery. Offering cartoons, educational films and other varied opportunities for participation by child listeners, it shows how in television at least, a program for youngsters can be both popular and worthwhile." The program has also attracted thousands of children to Dumont's studios in the



Them''

John Wanamaker Store in New York, and was so popular that it had to be repeated several times throughout the day to accommodate all the Small Fry.

Another children's program that is doing yeoman service to spread the gospel of television popularity is the "Howdy Doody" program over NBC. At the present time, the genial puppet star of this show, "Howdy Doody" is running for President of the United States, and over 60,000 children have expressed complete confidence in his suitability for the highest office in the land by writing in for a "Howdy Doody for President" button.

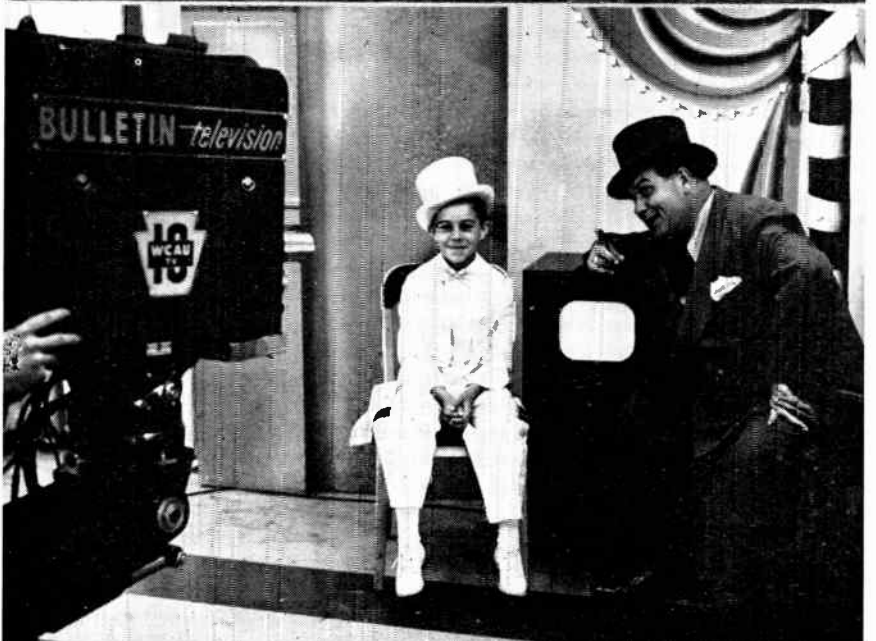
So much for the popularity of the children's programs on television . . . Now, what can the dealer do to capitalize on this tremendous acceptance of television by the younger element in the community?

In considering the problem on how to utilize these children as "Your best television salesmen", it is important to analyze how these children view the programs.

Remember that at the present time the number of TV sets in actual use is infinitely small as compared with the total number of families. Consequently, in the cities especially, when one family has a television receiver, they usually invite friends and neighbors to see the programs, especially where there are small children. In the writer's own experience, for instance, he resides in a 60-family multiple dwelling apartment house. There are two television sets in the entire building, and these two receivers have a steady audience of about twenty children per set every night! After every one of these programs, the kids return to their own households and go to work on their parents, point out the wonders of television, and grilling their fathers and mothers as to why they don't have a set of their own.

(Continued on page 41)

Photos at right are scenes from "Birthday Party," a children's program telecast over WABD, key outlet of the DuMont Network. Children between the ages of three and twelve participate on the program, which has been on the air for 14 months. The kids love it; arrange their own birthday parties to coincide with the program. Parents go for it too. It is estimated that an average of 10 children see every program on each set. Nine of these constitute your customer list, if you follow through with a planned sales effort.



This Crazy, Delightful and Heartbreaking Industry—Radio!

By **H. C. Bonfig**
Vice President, Zenith Radio Corporation

EDITOR'S NOTE

This article is digested from an address by Mr. Bonfig, delivered at the Mid Year Leadership Conference of the National Electrical Retailers Association in Chicago on July 13, 1948. Mr. Bonfig's penetrating remarks, made from the vantage point of more than a quarter of a century in the radio business, have especial significance today, particularly as it throws the light of perspective on television and all its "new" problems.

IT IS MORE than twenty-five years since I entered the radio business as a distributor in Kansas City. Since then I have devoted full time to this crazy, delightful, and at times heartbreaking industry, in wholesale and retail sales and, for the past seventeen years, in manufacturing.

What you gentlemen want, if I understand your problem correctly, is a dependable flow of high quality merchandise, with sales making features and performance. You want price stability to make your inventory a safe investment and you want to deal with manufacturers who follow a sound and equitable program of dealer franchising.

As a manufacturer, I want an adequate number of alert, dependable, well-financed dealers who will do an honest job of selling merchandise on its merits. I want plenty of clean competition and honest competition. What I don't want is continuation of the crap shooting and chaotic dumping that has persisted within some segments of the industry, that has bankrupted many dealers and manufacturers, and that in the long run has hurt the entire industry by giving it a black eye with the public.

I entered the radio business in 1922. This was before the days of commercial broadcasting, when radio was a novelty and a toy. Most sets were manufactured in tiny shops that would not even house the testing booths of a modern radio factory. It was an opportunist's business in those days. Anybody with a few dollars, a circuit diagram, a soldering iron, and a pair of pliers could become a manufacturer.

Since then radio has grown enormously, and for years has sold in greater dollar volume than any single electrical appliance. But in spite of its enormous dollar volume, radio has been less profitable for most dealers than some other appliances.

788 Brand Names

In its brief history the radio industry has seen 788 brand names vanish from the scene—in the past two years alone, more than fifty radio manufacturers have gone out of business, leaving several hundred thousand orphaned sets in the hands of dealers and the public. Of the seven makes of radio I handled in 1924, only two are being manufactured today, and one of these total operating picture. With most major manufacturers today, radio plays only a small role in its maker's gan as a side line to an already established business. I know of only one major producer, my own company, that began strictly as a radio manufacturer, and that has confined itself to the manufacture of radionic products throughout its history.

Blame for the troubles that have beset our industry must be shared by some manufacturers, by dealers, and by the inherent nature of our business through its early years. It has always been so easy to get into radio manufacturing in the past that many ambitious youngsters or opportunists opened small factories without either adequate financing or knowledge of how to sell, and in many cases with little if any knowledge of how to manufacture. Most of them bloomed a little while, contributed their mite to the total industry production, and then went broke. Inventories were liquidated by dumping a few hundred or thousand sets on the market at bargain rates. Dealers, unable to resist bargains, bought up bankrupt stock and ran stupendous mark-down sales that knocked all other radio business, including their own sales of established lines, into a cocked hat. That sort of thing has been going on ever since radio was born. It is happening all around us today as the last of the post-war opportunists are finding their way through the wringer. The situation was further complicated by the

many manufacturers of other products who entered radio. A few succeeded, but most failed, and dumped distress merchandise on the market. On almost any day you can see ads featuring established brands of radios at price reductions of as much as fifty percent, particularly those with whom radio is a volume-adding side line.

Dumping

Dealers must shoulder a substantial share of the blame for making dumping possible. To many of them radio has always been a price business rather than one of selling quality merchandise on its merits. These short sighted handlers of merchandise — I cannot dignify them by the name "merchants" — handle good radios and bad without any particular preference. They don't know their sets, don't know how to demonstrate them, and frequently give an impression of not even caring. I have walked into stores where I was unknown, had combinations demonstrated for me with records of such poor poor quality that no phonograph could play them properly. In good FM markets I have encountered salesmen who did not know how to tune FM on any of the sets they had on the floor. Others had no idea even of how to handle the tone control.

In this present era when the public is becoming more and more insistent upon quality and performance, far too many salesmen still act as if people will rush to buy anything that can be called a radio. Unfortunately, too many manufacturers seem to feel the same way about their business.

At the close of the war there was such an accumulated demand for radio sets that you could sell anything that would play. Many manufacturers, particularly fringe operating newcomers, took advantage of this situation to load the market with junk. Then came the day when urgent demand was satisfied, when the public became more discriminating. Fringe operators went out of business, but the situation did not improve. We entered an epidemic of forced selling. Retail clerks were offered elaborate bribes to push the sale of specific brands, and it took the full force of the Federal Trade Commission to stop these tactics in time. Had they not been stopped, we today

(Continued on page 39)

THEY SWAMPED US IN CHICAGO!



NEW POWER-PACKED DIRECT DEALER PLAN WINS AMERICA'S TOP RADIO RETAILERS!

If you attended the Summer Mart you heard and saw it yourself—how radio and television dealers kept our showroom jammed . . . how loud were the praises for our sensational "Front Row" Television and new, long-distance radio line . . .

how eagerly America's smartest retailers welcomed this new and better way to get a lion's share of a billion dollar market. If you missed the Mart—if you failed to see and hear the hit of the Show—better get the story right now. Remember—this franchise will be available to only one select dealer in each community.

And why not? NO OTHER RADIO-TELEVISION FRANCHISE
COMBINES ALL THESE PROFIT-MAKING ADVANTAGES!

- The appointment of only one dealer in each community • Direct factory-to-dealer shipments • Freight prepaid to destination • Low consumer prices competitive with national chains and mail order houses • Liberal dealer discounts • Nationally advertised retail prices protected by your exclusive franchise • Radio and television built to Bendix aviation quality standards • A complete line of radios and radio-phonographs including famous Bendix Long Range FM • The most advanced television created by the acknowledged leaders in radar and radio engineering • Consistent national advertising that builds store traffic for you • Compelling point-of-sale promotion helps • Special promotion models to meet competitors' "off-season" distress sales • Plus many new features to be announced.

WRITE TODAY FOR ALL THE
FACTS DIRECT TO EDWARD
C. BONIA, GENERAL SALES
MANAGER

Products...Policies...Prices...Profits...

**EVERYTHING'S
BETTER ABOUT
Bendix
Radio**

BENDIX RADIO
REG. U. S. PAT. OFF.

BENDIX RADIO DIVISION of
BALTIMORE 4, MARYLAND





Pictures on this and the facing page illustrate why the Record and Appliance Shop in Boise, Idaho continues to do a "land office" job on selling records in the face of a sharp decline throughout the rest of the country. Photo at left (top) shows the well designed record department on the basement level, purposely placed there so as to bring all the store traffic through the radio and appliance sections located on the main floor. Center photo shows graphically how attractive a children's display can be made. Bottom photo, sales-girl takes time to tell a parent what is of interest to children.



The Record

THE record selling business may be off from 25 to 50 per cent in all parts of the country, and dealers may be weeping into their stagnant stocks of non-moving albums, but this hasn't stopped the Record and Appliance Shop in Boise, Idaho, from doing a "land office" sales volume in children's and teen-age platters.

On the surface, there would appear to be no connection between Bozo, the Circus Clown, and the tremendous dollar sales chalked up by this aggressive mid-western retailer. Bozo, you see, is the best selling record album in the store—and is paced by Bugs Bunny, Mickey Mouse, Jack and the Beanstalk, the Little King Who Couldn't Dance, Peter and the Wolf, and others which has sparked this firm's monthly gross to more than \$3,000 in records.

What makes this store a Mecca for children's discs, despite the fact that it is located off Boise's main street?

First, a good and plentiful stock of all types of children's albums; having what the customer wants in stock is often more than half the sale.

The fact that everybody loves kids, particularly their doting parents and relatives, was the truism that inspired owner Glen Pool to give serious at-





Business May Be Dead . . . But in Boise It's Noisy

These 'teen agers are having a grand time playing their favorite tunes. Note battery of turntables conveniently placed at their disposal.

attention to building an individual children's record department with plans were made for the opening of his new store last Spring.

Boise is a typical western city, characterized by mining, farming and lumbering activity. Folks here love western music, and the kids are wild about it. The extent of the average dealers recognition of children and their great interest in records is confined to a pat on the head, some juvenile chatter, and in extremities, a stick of candy.

But Glen Pool, taking note of the bumper crop of new babies born in Boise during the last five years, decided to give due recognition to the sales influence of the youngsters. In designing his store, he placed the record section in the basement level, thus compelling through-store traffic past the radio and appliance sections on the main floor. Thus, while the kids are swooning to their latest tune, their parents are browsing among the major radio and appliances displayed on the main floor.

The self-service record department is clearly departmentalized; with the main color motif in blue. Children dote on the color blue. Glen Pool discovered by consulting a child psychiatrist. How many dealers would think

of going to a psychiatrist with a merchandising problem? Instead, the average dealer waits until he is on the verge of going broke, and then he consults a psychiatrist for himself, not his business!

But this Boise dealer operates on the theory that the more records you

get out on display, the more you sell. The stairway leading down to the record area is lined with albums. Pillars supporting the building are covered with twenty albums of all types of music. Grouping records into clearly defined departments, by type of

(Continued on page 38)



The sales staff, composed of college students who major in child psychology, display sign of coming attraction. Personal appearance tie-in sales are always successful.

Journal Pictorial: **Photographic Review of Events of Interest in the Radio and Appliance Industry**

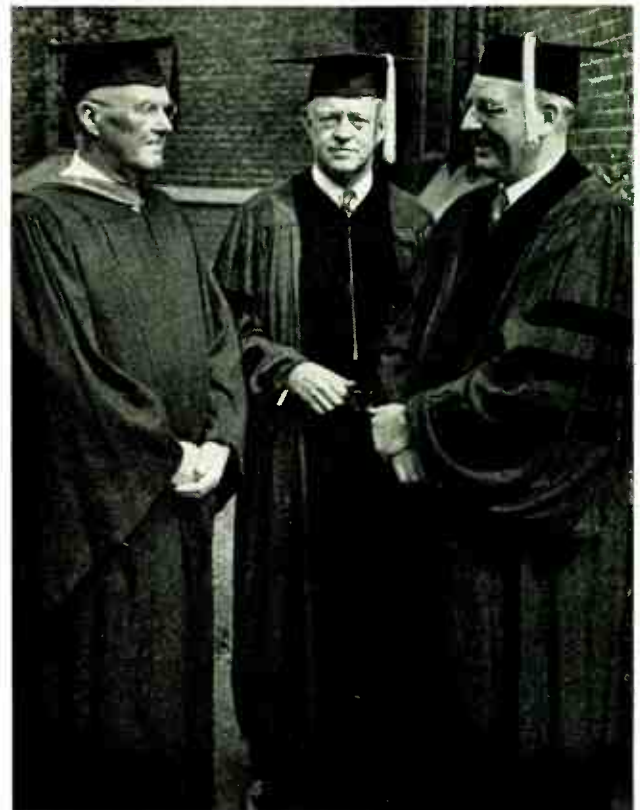


Distributors at Emerson's annual meeting, held at the Waldorf-Astoria in New York, show enthusiasm over the first Emerson table model projection set which will be offered to the trade this Fall. The set will retail for under 500.00.



This attractive window display at the Good Housekeeping Shop heralds the opening of Vaughn Monroe at Detroit's Michigan Theatre. A special display of Monroe's records was used to tie-in with his personal appearance. Result: excellent business on Monroe's records.

Planning the advertising and promotion announcement of Bendix Radio's new direct-to-dealer sales policy. Left to right: W. A. Mara, Harvey Hagerman, of MacManus, John and Adams, Bendix' advertising agency, Fred J. Hatch, F. T. Sterritt, J. L. O'Connor, and Ed Bonia, general sales manager for radio and television.



The austere-looking gentleman at the right is not a college president; he is James T. Buckley, Chairman of the Executive Committee of Philco Corp., who was recently awarded the honorary degree of Doctor of Engineering as being one of the nation's leaders of the radio and appliance industry. The degree was presented by A. J. Drexel, left, of Drexel Institute of Technology, Philadelphia.

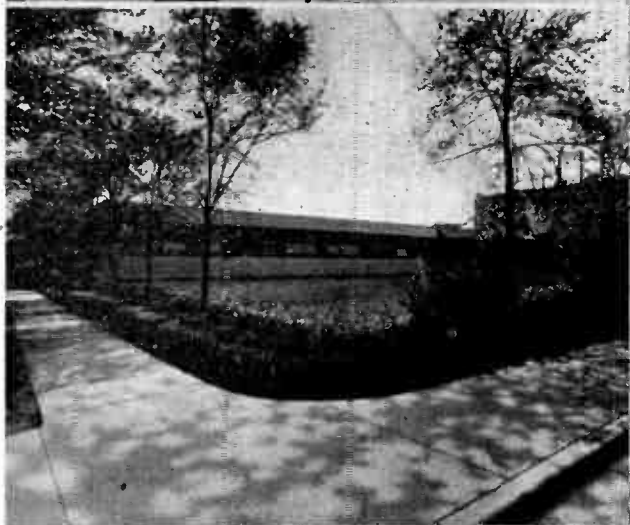


This RCA Victor display of "See Yourself" television, demonstrated at the recent National Association of Music Merchants Show in Convention, drew S.R.O. Crowds. The television camera, mounted on cabinet on left and trained on the aisle, picked up images of guests passing by and telecast them to the table model receiver located at top left of the booth. By watching the screen, guests were able to see themselves as they were televised.

Jane Russell, sultry star of screen and stage, is so devoted a fan of television, that she insists on having one in her Broadway dressing room. In between acts, she relaxes with this handy, lightweight Tele-Tone model.



Awards for topnotch public relations jobs were presented to these four Crosley distributors at the firm's national convention in Chicago. John W. Craig, (left) vice president of Avco Mfg. Corp., made the awards to (left to right) Hymen Reader; Frank R. Kramer and Oscar Mannen, who hail, respectively, from Houston, Texas; South Bend, Indiana and Hazleton, Pa.



At top, sales director Gordon T. Ritter shows the newest Arvin portable to Ira Watson and Warren Hatwell of the Marshall-Wells Company during a sales conference in Noblitt-Sparks HQ at the recent Chicago furniture mart. Lower picture shows the new, streamlined 22,440 square-foot glass and steel production plant opened by Noblitt-Sparks Industries in Columbus, Ind.



TRANSVISION

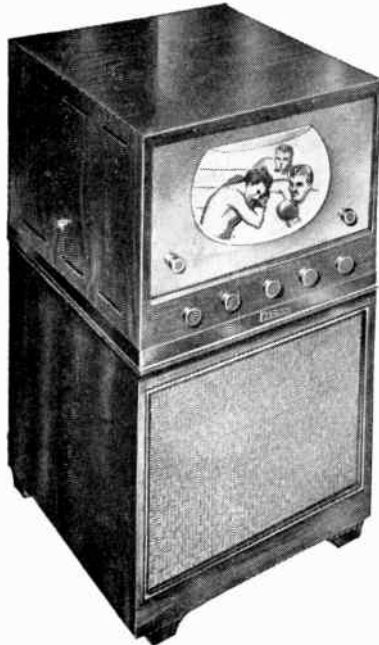
BIGGEST VALUES in TELEVISION!

Large-Image, Direct-View TV Kits at Low Cost!

Kits Engineered for EASE of ASSEMBLY and Top Performance.

Cabinets designed and built for Beauty, Utility, Durability.

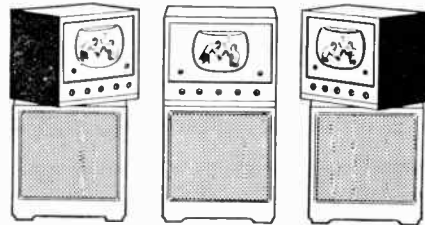
NO TECHNICAL KNOWLEDGE REQUIRED for ASSEMBLY



Console Model 7CL



MODEL 10BL
Gives 115 Sq. In. Picture



Roto-Table for full 180° Visibility

TRANSVISION manufactures the most extensive line of high quality Television Kits, Cabinets, and Components. Models illustrated and listed here are only representative of Transvision's leading values. See your distributor.

MODEL 10BL, TV/FM Kit, gives 115 sq. in. picture; complete FM Radio; receives all channels; streamlined cabinet. **NET \$299.00**

Roto-Table for Model 10BL, gives full 180° visibility **NET \$ 24.95**

MODEL 7CL, TV Kit, gives 60 sq. in. picture; console cabinet complete with Roto-Table; streamlined design... **NET \$199.00**

MODEL 7BL, same as 7CL except that it is a table model **NET \$189.00**

All prices include cabinets, tubes, antenna, and 60 ft. of lead-in wire. (Models 7CL and 7BL can be supplied with complete FM Radio for small additional cost.)



FREE—
Fascinating
BOOKLET
On Television

Illustrated 20-page 2-color booklet gives you excellent basic information on television. Call at your distributor's for a **FREE COPY**; or write to us for names of distributors.

"SERVICE NOTES"

by Transvision... the Key to Successful Television Servicing... Confidential Television Notes and Information, product of experience with over 20,000 television sets. Complete with photos, diagrams. Worth a small fortune. Cost is only...\$1.95 NET



All prices 5% higher west of Mississippi; all prices fair traded.

For further information see your distributor, or write to:

TRANSVISION, INC. Dept. RAJ **NEW ROCHELLE, N. Y.**
In Calif.: Transvision of California, 8572 Santa Monica Blvd., Hollywood 46

For TELEVISION, it's TRANSVISION—the complete line of High Quality Kits, Cabinets, Antennas, Lenses, Filters, Boosters, Component—Ask your distributor!

Boston Distributor Redesigns Selling Floor

Northeastern Distributors, Inc., 588 Commonwealth Avenue, Boston, Mass., has completely redesigned its wholesale selling floor. Each of the departments have been separated by a semi-winding on both sides of the 80 foot display space, and the smaller appliances have been displayed, for the purposes



of "Live Demonstration" on island units, running through the center of the floor. This handling of the problem allows for the maximum of advantageous display of each piece of merchandise, without compromising appearance or traffic flow. The color scheme is royal blue and pink, and harmony is maintained by a valance of fluorescent signs, indicating the nationally known manufacturers of each of the products.

Winner of Recordio Demonstration Contest



Jim Parks of the George J. Fischer & Sons distributor organization, Saginaw, Michigan, presents, on behalf of Wilcox-Gay Corporation, a \$100 check to Leopold Alexander of Heitzer's Department Store as the winner of the National Recordio Home Demonstration Campaign. Mr. Alexander made all his demonstrations by appointment, and it is significant that often people for whom he had demonstrated the Recordio arranged appointments for him to demonstrate at the homes of their friends and relatives.

new all through
and better than ever . . .

1949 Motorola

television
radios
phonographs
portables



TELEVISION • Get ready for profits—for the sales-proved Motorola Television line is wider and even better this year. The famed VT71 continues with new features and improvements—and several entirely new sets have been added—including a big-screen table model, a new consolette, and a sensational budget-priced combination console. It's going to be a Motorola Television year!



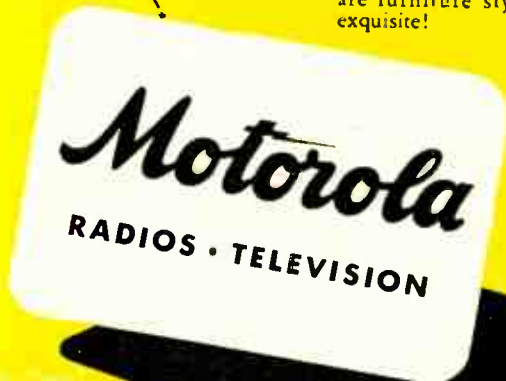
RADIOS • New sets with new sales appeal—new performance features—new furniture styling. Motorola's '49 radio line is a complete line of new table models, consolettes and consoles—each and every one a BEST BUY value. You'll be thrilled by their rich good looks—their outstanding performances—their obvious salability.



PHONOGRAPHS • BIG value in a SMALL space—that's the keynote for Motorola's 1949 automatic radio-phonograph line. The trouble-free Motorola changer takes on new smoothness of operation—and backed up by Motorola's Golden Voice tone, gives you your undisputed LEADER in phonograph value. The cabinets are furniture styled—exquisite!



PORTABLES • Motorola brought out their new portables this spring so that you could take advantage of the summer portable season—so you've seen and SOLD the '49 portables. You KNOW about their performance record—their ability to SELL in a buyer's market. In '48 and '49, look for BIG THINGS from Motorola... for BIG THINGS are on the way!



MOTOROLA INC., CHICAGO 51, ILLINOIS

Admiral

FIRST WITH

in a Smart New Table Combination at the Price of an FM-AM Radio alone!

Another first . . . another great value from Admiral . . . this smart new automatic phonograph with FM-AM radio. Costs little more than a straight FM-AM table radio *without* phonograph. Here's 3-way entertainment at the price of two! First, standard AM radio. Second, static-free "ratio-detector" FM radio. Third, automatic phonograph with famous Miracle tone arm . . . greatest improvement in record playing since invention of phonograph. All in a brilliantly styled cabinet at a profit-making, volume-boosting price. Get full details from your Admiral distributor today.

*Prices slightly higher in far south . . .
subject to change without notice.*

\$ **89** ⁹⁵

Model 6R10
Ebony

Model 6R11
Mahogany

JOIN THE ADMIRAL PROFIT PARADE OF HITS



Table Model Radios



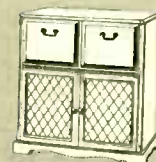
Portable Radios



Table Combinations



Television Table Models



Console Combinations



Not a makeshift, but the same superlative "ratio-detector" FM engineered by Admiral and found in the finest Admiral consoles. As easy to tune in FM stations as standard AM broadcasts. Automatically recognizes and rejects false tuning points, making for pin-point accuracy and highest fidelity. Completely eliminates between station noise common to ordinary sets. Hear . . . compare the difference!



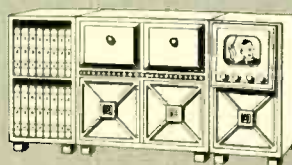
RADIOS — COMBINATIONS — TELEVISION — APPLIANCES



Television Consoles



Radio-Phonograph-Television



Matched Unit Ensemble



Dual-Temp Refrigerators



Electric Ranges

IN all areas throughout the country, there has been and still is a sharp increase in retail store building since the end of the war. Merchants who delayed their new building plans until they could obtain the kind of construction materials desired are now going ahead with their plans. Many radio, television and appliance dealers are expanding by opening branch stores in neighboring and outlying sections.

Of paramount importance in selecting a site for a new store is a practical analysis of those factors which will weigh heavily in determining the success of a retail radio and appliance store venture. Simply finding an empty store and modernizing it is not sufficient. There are facts to consider apart from rent, lease, space or cost, and it will repay the dealer many times over to study these facts before committing himself to signing on the dotted line for a new or branch store.

The first consideration in determining the location for a new store is whether it is located in a section where buying power is high. Buying power may mean either high income families or a large number of shoppers. A case in illustration is a large New York City radio and appliance merchant who recently opened a new link in a growing chain of stores. The new store was selected in a rather sparsely settled area, off the "beatin' track" from the main shopping section in that locality. But within a few blocks from the store is being built a tremendous multi-family housing project in which will live hundreds of families. These new families, (the housing project will be completed in two months) will have to pass by the new radio and

Selecting a Location for a Branch

appliance on their way to transportation and shopping facilities, and consequently the volume of foot traffic that passes the store will be very great.

In choosing a location in an established shopping district, the dealer can readily ascertain the volume of passer-by traffic by clocking and recording the number of people who pass by at various times of the day and evening. Such a count, taken over a period of a week or two, will provide the dealer with an accurate picture of the number of people who will walk past his new store. It is also desirable to study the nature and composition of this traffic, and the pace with which it moves. Are the shoppers composed of women and children? Are there primarily men shoppers? Is the street wide enough for them to walk leisurely, or is the volume of foot traffic so great that they must move fast and therefore will avoid your store window? Obviously, the pace of traffic is far different on Broadway than on Fifth Avenue.

"Selling Side"

Another essential factor to consider in selecting a new store location is whether it will be located on the "selling" side of the street. One side of any shopping street always has more traffic than the other. This can easily be determined by asking questions of established merchants; by your own observations, and once again, by a traffic count.

Downtown or Fringe Area?

Many dealers are vexed by the

question of whether to locate their radio and appliance store in the main shopping area of the town, or in an other section. The problem of easy accessibility is important in answering this question. Since the major proportion of products sold in a radio, television and appliance store are considered carefully by the prospective customer and are not bought on *impulse*, the factor of heavy foot traffic is not so great for this type of business as it would be for a food or candy shop.

But accessibility to your store, particularly in the larger metropolitan areas, is important. It is necessary to consider both the present situation and possible future development of the neighborhood. Remember that bus routes and services are more flexible than fixed lines such as street cars. Adequate parking facilities for automobiles cannot be emphasized too much.

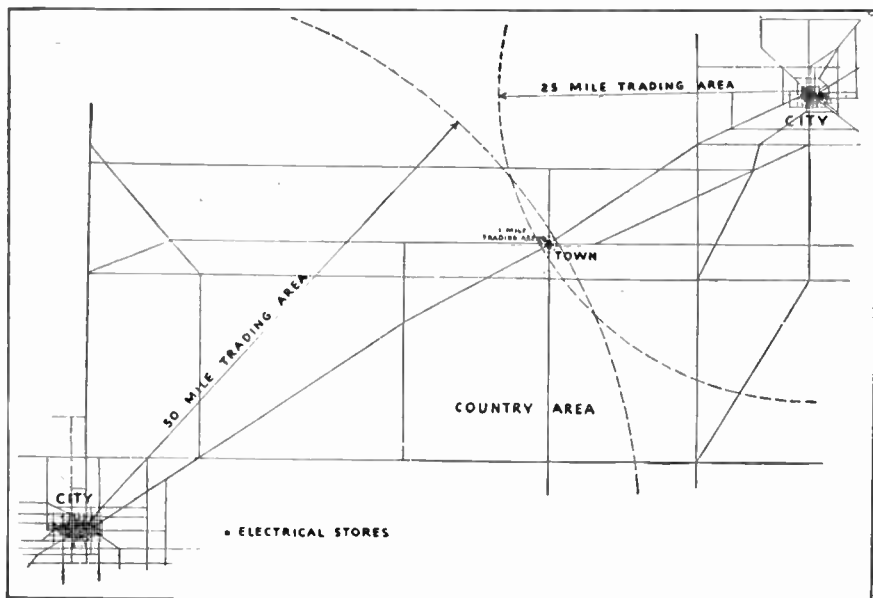
Competition

The extent of your competition must be taken into your calculations in finally choosing that new store site. Similar nearby stores serve actually to stimulate business by giving shoppers an opportunity to compare style, service and prices, and by increasing the impulse among customers to buy related merchandise. On the other hand, where there are a sufficient number of radio, television and appliance stores in the immediate area who are already performing a good selling job, it might be ill-advised for the new merchant to get right into the middle of it. A good rule to follow in this regard is to consult the local chamber of commerce and bank for their opinion as to the need of a new store such as you plan to open.

Other Location Factors

Generally speaking, you should choose a location as close as possible to the market you want to serve. This principle holds true whether you are considering a section within a city or a city itself. In the case of television, for instance, you would first find out whether there is a telecasting station in the area, the kind of reception, the number of individual homes, the plans to open additional television stations in the near future, etc.

Once you have analyzed your market and know there is room for another radio, television and appliance store, don't be afraid of competition. Customers want a choice of products, especially such major items as a television set, console radio-phonograph combination or refrigerator. Even if



The chief competitor of your radio and appliance store may be a store in a large city many miles away. When you choose a location, study such outside competition just as carefully as that in the immediate trading area.

Store Operation

Check These Facts on New Store Locations

Here are some of the things you will want to know before deciding on whether to take a lease and remodel that new store:

1. Number of houses (single-family, two-family, apartment building, etc.)
2. Number of home-owners, renters, families, number of telephones per 1,000 population; number of cars per 1,000 population.
3. Characteristics of the people in your trading area (as to occupation, nationality, etc.)
4. Number of directly competitive stores, such as department, furniture, hardware and chain stores and mail-order houses.
5. The number of television stations in the area. Are new ones planned?
6. Volume of total retail trade in the territory during recent years.
7. Volume of radio, television and appliance sales in the same period.

you select a lone-wolf location with no other radio and appliance store in the neighborhood, you will find customers going downtown or to a neighboring city for a "look-see" before buying. In the final analysis, your reputation for service may be the deciding factor that brings them back.

To sum up, the dealer should select a location which is respectable—at a low, but not the lowest price. In most cases you should choose a side-street location near a residential section. But in the radio-television-appliance field, you should remember that intensive selling as a means of producing profits counts far more than merely having a desirable location.

Such factors as window visibility, pass-by traffic, plenty of room for parking are essentials factors governing the choice of a site for a new retail radio and appliance store. Study your prospective location from every angle before signing a lease or buying a building.



French Television

Paris' famed Eiffel Tower is now the telecasting station for the French Broadcasting System. French television engineers claim that they today have the clearest television in the world, with 840 lines as compared to the 525 lines standard among American video broadcasters.



Headquarters of France's television manufacturing industry, the main plant of the Compagnie Francaise de Television, in Montrouge.



A French family views a telecast program. There are about 3,000 television sets operating in the Paris area.

French television experts now claim that they are perfecting new transmitters and receivers capable of showing the clearest and sharpest images yet shown before television audiences.

The new French television sets, according to the French Broadcasting System, will relay television shows at 840 lines as compared to the 525 lines now standard among American video broadcasters. The clarity of television screen images varies with the number of lines (like those appearing on radio photos in newspapers) per square inch. Transmission under the new and improved system, claimed to make French television the finest in the world, is expected to begin next January from the French transmitter located atop Paris' Eiffel Tower.

French television engineers also are manufacturing a new video camera tube which, they claim, is even more sensitive than the famous "image orthicon" developed in the United States. The new French tube will mean the elimination of many of the hot, blazing lights which plague television actors.

Although French television broadcasts ceased entirely during the war, French technicians worked underground during the Nazi occupation to design and construct new equipment. Immediately after the liberation of Paris they hastily assembled a crew of producers, directors, writers and ac-

tors to put on the air new types of television shows. While French television has many of the types of shows put on by U. S. telecasters, it has also shown a good deal of ballet and opera, and even the famous Parisian music hall performances.

In addition, the French television industry is putting a new series of educational telecasts on the air. Summer bathers are shown the correct ways of lifesaving and artificial respiration. Automobile enthusiasts are given useful tips on television screens by expert mechanics on how to repair their cars. French viewers are even given English lessons by television, and many are said to pick up English much faster by watching the lip movements of the instructor on the viewing screen.

By next year, the French television industry expects to have eight studios, two of them outdoor, in operation. One of them has a swimming pool used for underwater scenes and reconstruction of naval battles. Telecasting hours aren't much as yet—one hour a day, three on Sundays—but officials hope for more extensive programming in the coming year. French television-set sales are just getting under way, the industry having preferred to wait for improved equipment before swinging into mass production; but so far officials estimate there are about 3,000 television sets operating in the Paris area.

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America's smartest battery operated set

ARVIN MODEL 240P \$19⁹⁵*

Eye-catching ruby-red plastic, a masterpiece of compact modern styling! Sharp tuning, excellent tone, exactly the kind of portable outdoor folks want! Priced for quick sale, good profit.

Arvin Model 241P—3-way in red, brown or ivory

For the double utility of portable and home use, here's the battery-AC DC set that walks off with win, place and show! Choice of red, saddle-brown or ivory plastic for costume-conscious gals. And here again, Arvin nets you better profit at the popular price. Underwriters' listed, too! \$29.95* Model 244P, special jade green "jeweler's" model, \$32.95.*



Handsome, rugged, really gets distance!

\$39⁹⁵* ARVIN MODEL 250P—3-WAY

Here's a portable that's really built for business! Stack it up against other 3-way portables priced as much as \$20 higher, and see how it really brings in those distant stations! Metal top and bottom, shatter-proof plastic sides, ideal for isolated resorts or farms. 5 1/4-inch Alnico speaker. Works perfectly in car or on train. Underwriters' listed.

Capture the FM market with ARVIN

Beautiful FM/AM receiver . . .

\$69⁹⁵*

The value they're all looking for!

With new FM stations shooting up all over and many network shows now available on FM, you'll want to get your full share of this rich market. This Arvin FM/AM receiver is the answer—with its genuine mahogany cabinet, easy-tuning static-free FM tone fidelity, and superb performance on standard AM broadcasts as well. 8 tubes plus rectifier. Underwriters' listed.



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*Prices slightly higher in Zone 2. Portables priced less batteries

NOBLITT-SPARKS INDUSTRIES, INC. • COLUMBUS, INDIANA

Radio & Appliance JOURNAL • August, 1948

29

New Philco TV Models

*Manufactured by Philco Corporation,
Philadelphia, Pennsylvania*



This model (1240) features a 12-inch direct view receiver in a new type of compact cabinet. Has a total of 21 tubes, plus four rectifiers. Automatic tuning when changing stations; picture and sound are tuned in together and are instantly focused and synchronized without the need of additional manual adjustment. Controls are concealed behind a hinged panel. Comes in blond and mahogany.



This Philco console television model (1275) has a 75 sq. in. viewing screen. Total of 28 tubes, plus 6 rectifiers, including radio. This is the first television, radio-phonograph combination offered by Philco. The automatic phonograph is equipped with Philco record changer. List price for the 1240 is \$424.50 plus excise tax and installation. The console model, lists at \$675.

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

Fisher Television Receiver

*Manufactured by Fisher Radio Corporation,
41 East 47th Street, New York City*



This model projects a fine grain, salon quality picture 16 inches by 12 inches from a tube only 2½ inches in diameter. The screen is flat and sharp to the very corners, and is said to be completely devoid of glare or discoloration. Manufacturer claims the picture is three times brighter than that in the finest motion picture theatre. The model pictured here is called the "Allegro".

Sentinel Upright Television

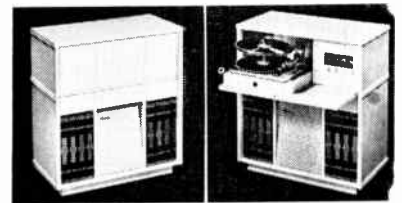
*Manufactured by Sentinel Radio Corporation,
Evanston, Illinois*



Model 405 TV is a table set popularly priced at \$189.95. It shows a 26 square inch image. The entire cabinet measures 11½ x 15½ x 17½ inches. The company is also making a double console design which features television, radio and automatic record player. Deliveries on both models start this month.

Remler Consolette

*Manufactured by Remler Company Ltd., 2101
Bryant St., San Francisco 10, California*



This is the latest addition to Remler's 30th Anniversary line. Cabinet is made of blonde Avodire or rich walnut-mahogany cabinets built in Remler's own plants. The outstanding features include a high fidelity amplifier with 8" dynamic speaker; precision bass, treble and volume controls and high visibility, slide-rule dial. The automatic record changer is of the roll-out type; equipped with crystal pick-up and permanent type needle. *Say you saw it in Radio & Appliance Journal, August, 1948.*

Moderately Priced Console

*Manufactured by RCA Victor Division,
Camden, New Jersey*

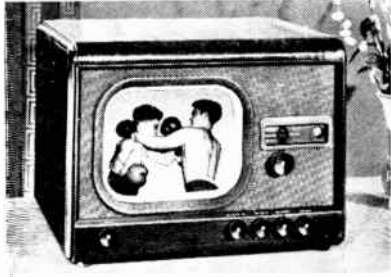


This newest addition to the RCA Victor radio-phonograph console line is a three-way entertainment unit housed in a cabinet of contemporary design with a touch of period styling. The upper front of the cabinet presents a two-door effect with the left being ornamental and the right tilting out to expose the radio tuning dial and control panel. The radio, powered by five watts of push pull output, provides standard and shortwave reception.

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

Crosley Table Model TV

Manufactured by Crosley Division, Avco Mfg. Corp., Cincinnati 25, Ohio

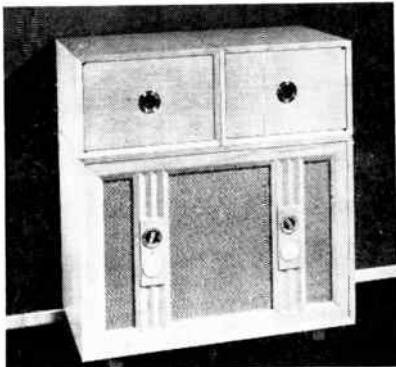


Big-picture television in a smartly designed, space-thrifty cabinet is featured in this newest addition to the Crosley television line. It offers a full 72-square inch viewing screen. Offers also complete FM broadcast reception as well as all channel television. All controls are on front panel.

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

Custommade Loudspeakers

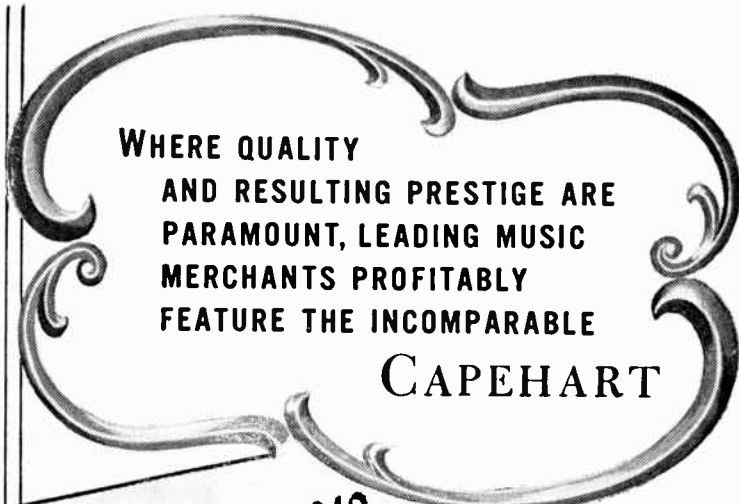
Manufactured by The Jensen Manufacturing Co., 6601 S. Laramie Ave., Chicago 38, Ill.



To solve the need for a quality loud-speaker as the heart of a modern home entertainment center, the Jensen Company commissioned leading furniture stylists to create a unified, matching enclosure for all electronic equipment. The firm is beginning to market four basic custommode units: a medium utility cabinet for large equipment, small television sets, etc.; a small utility cabinet for tuner, amplifier, recorder, record changer, etc.; a reproducer cabinet, bass reflex design for a 15-inch coaxial speaker. Units are finished in finely textured blonde or cordovan mahogany.

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

More new radio and television products on page 33



WHERE QUALITY
AND RESULTING PRESTIGE ARE
PARAMOUNT, LEADING MUSIC
MERCHANTS PROFITABLY
FEATURE THE INCOMPARABLE
CAPEHART

You'll find the new 1949
TURN OVER CHANGER
CAPEHART

SENSIBLY PRICED AT \$795

For the first time since the war - a Capehart with the famous turn-over changer (playing 16 records on both sides automatically) for less than a 4-figure price. Wonderful new features....noise eliminator for quieter, smoother record performance....new variable reluctance pickup for the ultimate in resonance and clarity....dual coaxial speakers for tone that's magnificent from deepest bass to highest treble....and FM, of course, standard equipment. Custom-quality cabinet has new refinements of design, beautiful detail. You owe it to yourself to hear the new 1949 Capehart at Bissell-Weisert today. Other Capeharts priced to \$1595.

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Farnsworth TELEVISION & RADIO CORPORATION,
FORT WAYNE 1, INDIANA

ANNOUNCING

"The Dynamic Story"



JACK WINER (SEE PHOTO ABOVE) HAS, IN THE SPACE OF COMPARATIVELY FEW YEARS DEVELOPED HIS RETAIL RADIO AND APPLIANCE ORGANIZATION, DYNAMIC STORES, INTO ONE OF THE MOST DYNAMIC AND AGGRESSIVE ORGANIZATIONS ON THE ENTIRE EAST COAST. TODAY, WITH FIVE BEAUTIFUL STORES STRATEGICALLY LOCATED IN MANHATTAN AND QUEENS, DYNAMIC LOOKS AHEAD TO THE MOST EVENTFUL YEARS.

THE COMPLETE STORY ON HOW THIS SMALL BUT POWERFUL CHAIN WAS BUILT, ITS POLICIES IN REGARD TO MERCHANDISING, PERSONNEL, SALES TRAINING, ADVERTISING, PURCHASING, DISPLAY, STORE LAYOUT, AND LOCATION OF DEPARTMENTS WILL, FOR THE FIRST TIME, BE TOLD IN THE SEPTEMBER ISSUE OF RADIO & APPLIANCE JOURNAL. THIS WILL BE A REAL "KNOW HOW" STORY, DETAILING THE KIND OF INFORMATION WHICH DEALERS ARE CONSTANTLY SEEKING. HERE IS AN EDITORIAL "SCOOP" WHICH WILL BE TALKED ABOUT AND DISCUSSED FOR A LONG TIME. DON'T MISS *THE DYNAMIC STORY* IN THE SEPTEMBER ISSUE OF RAJ. HERE TOO, IS A UNIQUE OPPORTUNITY FOR ADVERTISERS TO PLACE THEIR MESSAGE IN AN ISSUE WHICH WILL BE KEPT AND REFERRED TO FOR A LONG TIME. CLOSING DATE FOR THE SEPTEMBER ISSUE ONLY HAS BEEN EXTENDED TO AUGUST 25. WRITE OR WIRE SPACE RESERVATIONS TO:

RADIO & APPLIANCE JOURNAL

1270 SIXTH AVENUE

NEW YORK 20, N. Y.

Radio & Appliance JOURNAL • August, 1948

Emerson Console Television

Manufactured by Emerson Radio & Phonograph Corporation, 111 Eighth Ave., New York City



This 10-inch receiver features a minimum number of operating controls. Other features include: "Miracle" picture-lock automatic frequency control, Statisclear FM sound channel, improved 12-inch Alnico 5 permanent magnet dynamic speaker, high-Q Iron Core IF coils. Cabinet is of classic design, hand rubbed, polished finish.

Chinese Chippendale Plastic

Manufactured by Home Radio Division, Westinghouse Electric Corp., Sunbury, Pa.

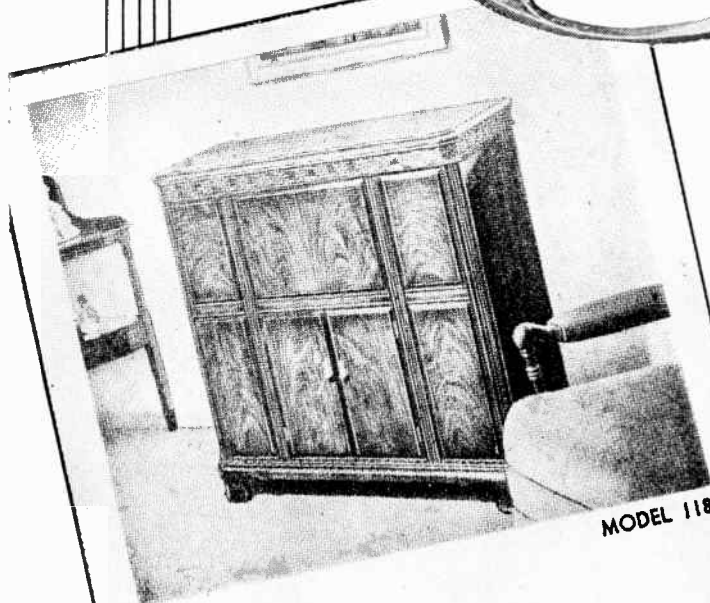


Housed in a molded black bakelite cabinet of Chinese Chippendale design, this table model utilizes a superheterodyne circuit which includes four tubes and a rectifier. Automatic volume control, a luminous red pointer, front lighting and prominent control knobs assure easy tuning.

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



WHERE QUALITY
AND RESULTING PRESTIGE ARE
PARAMOUNT, LEADING MUSIC
MERCHANTS PROFITABLY
FEATURE THE INCOMPARABLE
CAPEHART



MODEL 118

a NEW
Capehart RADIO-
PHONOGRAPH
\$795

Capehart distinction is well exemplified in the newly-designed Georgian. In addition to unexcelled cabinet beauty, this superb model embraces every feature of advanced Capehart engineering. It is equipped with: (1) the famous Capehart record changer that turns records over, playing BOTH sides of sixteen 10-inch or 12-inch records, intermixed, without interruption; (2) the new Variable Reluctance Pickup and Coaxial Speaker system with cross-over network, giving unbelievable reality to voice and music by record or radio; and (3) both AM and FM to satisfy every listening preference. See and hear this delightful instrument at Steinway Hall, home of fine music for almost a century. Terms if desired.

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Sweeping the Country!

“TELE-”
Model TVX
Channels 2-13

BOOSTER”
A Pre-amplifier for
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Television Reception

From Coast to Coast

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— FEATURES —

- Simple to install and operate.
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Portable Record Player
Manufactured by Tele-Tone Corporation,
540 West 58th Street, New York, N. Y.



This compact portable record player features a feather light tone arm. Case is made in simulated brown alligator; entire unit lists at \$19.95. Say you saw it in *Radio & Appliance Journal*, August, 1948.

Major Television

Manufactured by Major Television Company,
2500 David Stott Building, Detroit, Mich.



This model, called the “Spectator”, has a 15” direct view picture tube, and is built into a rich mahogany veneer style cabinet. It is one of five new models recently introduced by this company. Another popular model is the “Ringsider” which gives a 7' x 9' projection image. Say you saw it in *Radio & Appliance Journal*, August, 1948.

More Television Tubes

Production of 10 and 12½ inch glass tubes for television receivers will overtake demand “reasonably soon” according to officials of the Owens-Illinois Glass Company, Toledo, Ohio. The company said that it is confident that it would be able “to produce bulbs in the quantity needed in the very near future.” The glass blanks from which television viewing tubes are made, have been the chief bottleneck in the television production situation.

SELLS ON SIGHT!
Television Lens Stand

For Any Size or Shape
Direct View Receiver!



\$995

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INDIVIDUALLY
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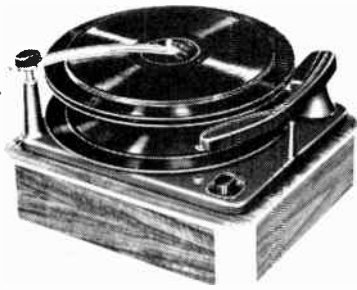
- All Steel Construction . . .
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Dual Speed Changer

Manufactured by V-M Corporation,
Benton Harbor, Michigan



Here is one of a new series of models just released by V-M featuring dual-speed operation to accommodate the new long playing records. Single tone arm plays both 78 and 33-1/3 r.p.m., dual needle reversible cartridge, two-speed motor, simple controls to convert to either type recording. Positive intermix—ten 12" or twelve 10" or any ten of one type record intermixed. Four hours of continuous recording, automatic shut off.

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

Andrea Television

Manufactured by Andrea Radio Corp., 27-01
Bridge Plaza North, Long Island City 1, N. Y.



This new "1949" Andrea console has a large 15-inch screen; comes complete 28 tubes plus 3 rectifiers. AM, FM and automatic phonograph, all housed in a fine, hand-rubbed mahogany cabinet. Will list at \$1295.00, including excise tax. Installation extra.

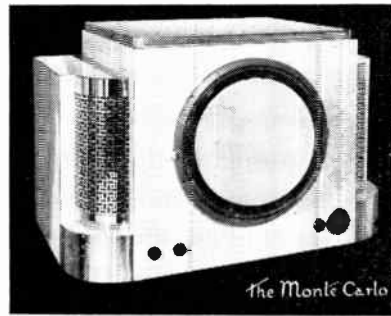
Say you saw it in *Radio & Appliance Journal*, August, 1948.

TV Show in Chicago

The National Television and Electrical Living Show is scheduled to be held in the Chicago Coliseum next month, September 18th through 26th. Leading manufacturers in the television and appliance fields will be represented.

Televista Television

Manufactured by Televista Corporation of
America, 114 East 16th St., New York City



This model, "The Monte Carlo", is designed for commercial use; contains 30 tubes with three rectifiers

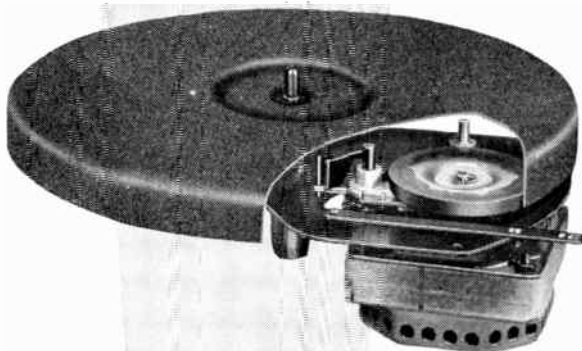
and a 10" picture tube with a hermetically sealed liquid lens, giving a picture of 115 square inches. The cabinet is constructed of formica. Say you saw it in *Radio & Appliance Journal*, August, 1948.

Zenith 'Phonevision' Due

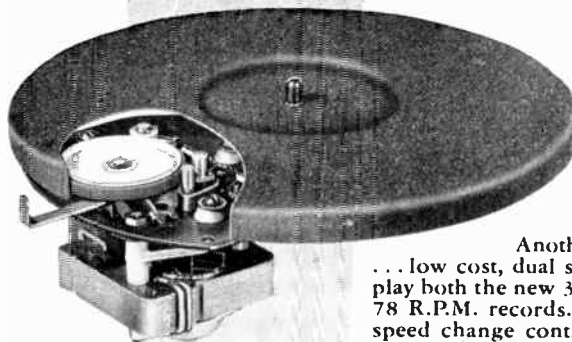
Comdr. E. F. McDonald, Jr., president of Zenith Radio Corp., originator of "phonevision" announced recently that he expects to introduce soon combination receivers capable of receiving both television and phonevision. "Phonevision gives us a chance for added revenue by finding a new use of existing facilities without interrupting their normal service," said Mr. McDonald.

For the first time . . .

RIM DRIVE DUAL SPEED PHONOMOTORS!
for the NEW 33 $\frac{1}{3}$ R. P. M. RECORDS



MODEL DR—Deluxe model 4 pole, shaded pole motor designed for use in all high-grade instruments in which the ultimate in performance is desired. Novel speed change mechanism is both simple and positive in operation.



MODEL DM—Compact low cost 2 pole, shaded pole motor designed for portables, table models, and other instruments in which space is an important factor. Ingenious speed change mechanism incorporates highest quality molded rubber belt.

Another General Industries' first . . . low cost, dual speed phonomotors that will play both the new 33 $\frac{1}{3}$ R.P.M. and conventional 78 R.P.M. records. Both motors have external speed change control levers . . . both are engineered and built to the same high quality standards which distinguish all phonomotors, recorders and record changer-recorders in the famous GI *Smooth Power* line.

Complete information about this newest development in the phonomotor industry is available upon request. Write or wire *today* to:

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Television Boosters Boost Sales

While it is theoretically possible to build a television receiver with enough amplification to pick up even the weakest signal, it is not economical to manufacture such receivers, nor does it appear likely that this will be done in the near future. Unlike a broadcast or communications receiver, the TV set requires extraordinary broad bandpass and other features which make it impractical to produce one having maximum sensitivity. This is the primary reason why boosters are currently finding such a wide application and such wholehearted enthusiasm among set owners. The alert dealer who combines technical "know how" with clever merchandising can easily increase his sales of TV receivers by promising good reception in otherwise doubtful localities through the use of boosters. Listed below are several now available to dealers.—EDITOR.

Vision Booster

Manufactured by Vision Research Laboratories,
87-50 Lefferts Blvd., Queens, N. Y.



This new model booster lists at \$37.50, has two R.F. stages on high frequency channels to overcome difficulties of high-channel reception.

Federal Booster

Manufactured by Federal Television Corp.,
210 East 9th Street, New York City



This booster, which lists at \$34.00, has

three tubes plus selenium rectifier. Boosts all TV channels and comes in a smart leatherette finish cabinet. Manufacturer claims it eliminates the need for outdoor antenna in most locations.

Pix Boost

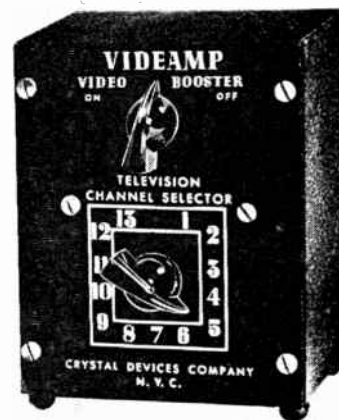
Manufactured by Sonar Radio Corp.,
59 Myrtle Ave., Brooklyn, N. Y.



This all-channel booster, housed in a wood cabinet, is designed to improve all channel television reception. It is a hi-gain preamplifier using three tubes, including rectifier. Lists at \$16.95.

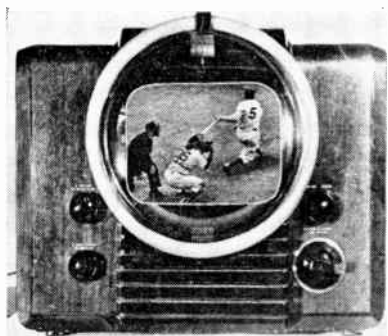
Videamp

Manufactured by Crystal Devices Co., Inc.,
1819 Broadway, New York City



Listing at \$30.00, this booster is said to reduce image interference, provide brighter images, has antenna match system for parallel line or coax, and brings images in on an indoor antenna in the primary service area.

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



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A QUALITY PRODUCT AS LOW AS
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Check These Features

- ★ Enlarges Picture 2½ times original size.
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- ★ Crystal Clear Picture, No Distortion.
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- ★ Pre-focused. No Adjustments are necessary.

Tele-Dome Standard-Lens (Clear) for 7-in. screen... ^{List} \$14.95
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Tele-Dome Magni Filter DeLuxe Model for 7-in. screen... \$16.95
Tele-Dome Magni Filter DeLuxe Model for 10-12-in. sc.. \$29.95

Complete information will be forwarded upon request,
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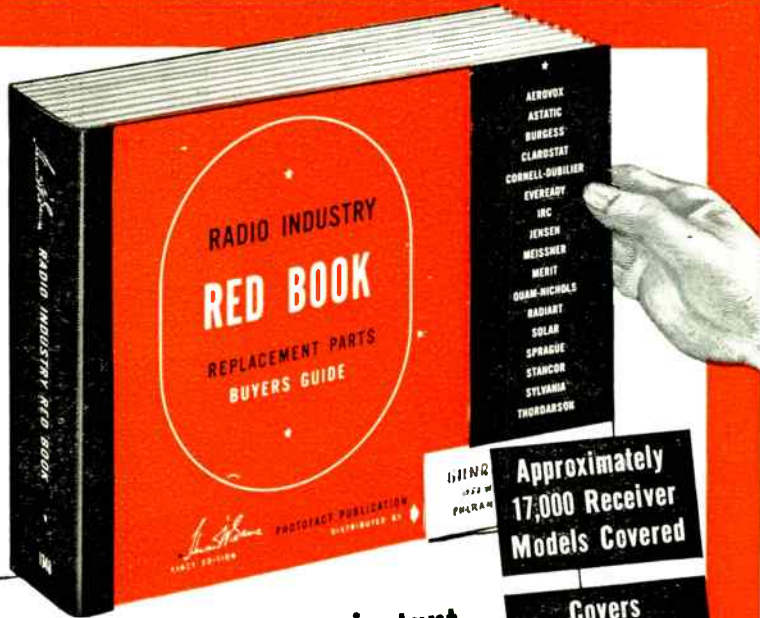
To Distribute Raytheon-Belmont

Colen-Gruhn Co., Inc., prominent New York distributor for appliances and radios, has been appointed distributor for the Raytheon-Belmont television receiver. The set, which operates on both AC-DC and features a 7-inch screen, is manufactured by Belmont Radio Corp., of Chicago, a subsidiary of the Raytheon Manufacturing Co.

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presents the amazing
**RADIO INDUSTRY
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FOR THE FIRST TIME IN RADIO HISTORY!
All 9 Major Replacement Components Listed
(not just 1 or 2 components)
17 Leading Parts Manufacturers Represented
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COMPLETE DATA ON ALL RECEIVER REPLACEMENT PARTS — ALL IN THIS ONE GREAT BOOK!

Save time! Stop wasteful hunting! Get ALL the parts data you need—quickly—from this single book.

NOW—for the first time—have all the replacement parts data you need—ALL in one single, authoritative volume. No more waste of valuable time searching through dozens of incomplete manuals and catalogs. The RED BOOK, first and only complete parts guide ever produced, covers approximately 17,000 radio models made from 1938 through 1947—10 full years. Lists parts made by 17 leading manufacturers—not just one! Gives you complete, accurate data on all 9 major replacement components—not just one or two! Clear, concise, easy-to-use—over 440 pages (8½" x 11") bound in a sturdy sewed cover, arranged alphabetically by manufacturer and model number for quick reference. Does away with confused collections of separate books and manuals—gives you complete information—PLUS data that cannot be found in any other source—at a fraction of the price you'd pay for the books it replaces. There's never been anything like it—absolutely indispensable for every service shop!

Only the RED BOOK gives you ALL this invaluable data. Here's everything you need to know about the replacement parts for the receivers you service daily. The RED BOOK gives you original manufacturers' parts numbers, proper replacement parts numbers and valuable installation notes on *Capacitors, Transformers, Controls, IF Coils* (including Peak Frequencies), *Speakers, Vibrators and Phono Cartridges, Tube and Dial Light* data includes number of tubes in each chassis, with type number for each tube, plus dial light numbers. *Battery* data includes replacement numbers on A, B, and AB packs. The following leading replacement parts manufacturers are represented in the RED BOOK:

- | | |
|------------------|------------|
| AEROVOX | ASTATIC |
| BURGESS | CLAROSTAT |
| CORNELL-DUBILIER | IRC |
| EVEREADY | JENSEN |
| MEISSNER | MERIT |
| QUAM-NICHOLS | RADIART |
| SOLAR | SPRAGUE |
| STANCOR | SYLVANIA |
| | THORDARSON |

18 months in preparation—over \$90,000 to produce. The RED BOOK is the product of thousands of man-hours spent in laboratory research and in cooperation with 17 participating manufacturers to produce the most complete, accurate, authoritative parts replacement guide ever published. Every bit of information in this amazing book has been painstakingly checked to insure maximum accuracy and usefulness. Over \$90,000 was spent to prepare the RED BOOK—the only book that brings you everything you need to know—every bit of replacement parts data you want to make your work easier and more profitable. You can't afford to be without the RED BOOK. It's the indispensable guide you'll use profitably every single day. Stop hunting for the right answers now—order your copy today.

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 Send.....RED BOOK(S) at \$3.95 per copy.
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HOWARD W. SAMS & CO., INC.
INDIANAPOLIS 7, INDIANA

Record Business is Noisy in Boise

(Continued from page 19)

music, permits Pool to have a smaller sales staff. "However," he says, "we shift our albums about every so often to prevent the customer from becoming used to finding just one type of music in one place."

The young, attractive salesgirl who assists the juveniles in their record selections is a major in child psychology at the University of Idaho. She believes that the child is influenced primarily by (a) ear appeal of the music, and (b) eye appeal of the album cover, in making a selection. In thumping the drums of publicity for the extensive children's record stock the company sponsors a radio show called "Uncle Joe's Story Valley." Format of this show involves a fresh childhood tale told by a professional storyteller, who also spins two new platters from the juvenile department. Standout of the store's promotional efforts is the very popular all-request show sponsored over the local radio station for two hours every morning. The program is beamed over a 300 mile radius, and pulls in over 300 letters daily. Advertisements in Boise newspapers and outlying community weeklies, with copy devoted entirely to a lengthy list of children's platters, have jumped sales remarkably. The

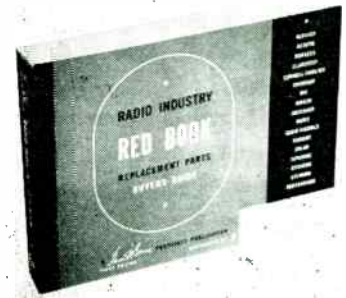
list produces a double-barreled result: it brings mail-order business, and it also brings customers into the store who have marked off their lists with the albums they want.

Whenever Gus Pool completes a sale or a phono-radio combination, this is the signal for the salesman writing the order to escort the buyer to the record department and introduce him to a salesgirl. A few diplomatically worded questions determines the customer's musical tastes, and the salesgirl follows through by bringing out the favorite albums in this category, placing the customer under her "wing." the salesgirl then considers the customer her personal problem in succeeding visits.

Bickford Brothers Gets RCA Victor Record Prize

The RCA Victor Record Department's 1947-48 award of \$1,000 was presented last month to Bickford Brothers Co., Buffalo, N. Y., distributor for RCA Victor in recognition of outstanding sustained performance in promotions connected with appearances of RCA Victor recording artists in distributors territories. The presentation was made by James W. Murray, vice president of RCA Victor Record Department, to Frank McDonald, record department manager for Bickford.

Radio "Red Book" Ready in September



Publication of the *Radio Industry Red Book*, a cooperative industry effort representing a complete radio receiver replacement guide, has been announced by Howard W. Sams & Co., Inc. The large volume provides accurate, easy to use listings on all 9 major replacement components for approximately 17,000 models made during the ten year period from 1938 to 1948. It lists original parts, together with numbers for proper replacement parts made by 17 leading manufacturers, covering capacitors, transformers, controls, IF coils, speakers, vibrators, phono cartridges, tubes and dial lights and batteries—plus a wealth of valuable notes on installation.

King of them All!

—BEST BY TEST—

NEW! "TELEBOOST"

TELEVISION PREAMPLIFIER

• BOOSTS YOUR TELEVISION SALES BY

1. Permits use of indoor installations
2. Sells T.V. in low signal areas
3. Eliminates internal oscillations on T.V. sets
4. Cuts down off-channel interference

EVERY SET OWNER IS A PROSPECT!

Finest quality construction! Field tested and proven!



Model TV-3 \$29.95 List
2-13 channels

DEALERS:

Liberal discounts—see your local jobber

DISTRIBUTORS:

Some territory still open

Model TV-1
Channel 2-6

Model TV-2
Channel 7-13

ONLY
\$19.95
LIST

SONIC INDUSTRIES, INC.

World Radio History

2999 THIRD AVENUE
NEW YORK 55, N. Y.

Heads Sales Promotion for Ansley Television



C. A. CLINTON

C. A. (Al) Clinton has been named advertising and sales promotion manager for Ansley Radio and Television, Inc., Trenton, New Jersey. A veteran of the old days in radio, Al is well versed in every aspect of radio merchandising, having operated his own retail store, The Hammond Music Center in Hammond, Ind., before entering the manufacturing side of the industry. Mr. Clinton's association with Ansley began five years ago, and his new appointment is a continuation under the leadership of Bernard Fine who is now president of Ansley. The company is now in full production on a complete line of television receivers. Ansley has its own complete wood-working and cabinet production facilities in its Trenton plant.

Conclude Stewart-Warner Sales Plan for Chicago



Concluding agreement for exclusive distribution of Stewart-Warner radio and television equipment in the Chicago area by Remco, Inc., newly formed distributing company, are, from left, Raymond E. McGreevy, president of Remco, Inc.; Ros. R. Howard, executive vice president and treasurer of Remco, Inc., and Floyd D. Masters, sales manager of the radio division of Stewart-Warner Corporation.

This Crazy, Delightful Industry — Radio

(Continued from page 16)

would be selling premiums, and giving away radios. You, gentlemen, would have taken substantial losses on your entire stock of radios, although your salesmen would have taken beautiful chests of silver home to mama.

Dumping Not Necessary

I can assure you that deals and dumping are not necessary for radio manufacturers who emphasize quality and sound merchandising. Zenith lost its shirt financially in the first post war year, for the simple reason that we brought out an entirely new line of post war receivers, and ran into terrific production problems when parts manufacturers laughed at the rigid specifications our engineers had established. However, we stuck to our guns, and through the second year when dumping, spiff campaigns, and pressure deals were used to force unsaleable radio sets on the public, we had to continue allocating our entire production. Today, when our factory is theoretically closed for vacation, we are compelled to keep four production lines running full tilt to meet demand for different models in classifications where the industry has generally overproduced.

Slipshod quality on the part of some producers has come very close to ruining the best new market for radio sets that the industry has ever known. I am referring to FM, which offered the industry one of the greatest opportunities it ever had to sell something that was good to the consumer, that was new, and that increased the average unit of sale. Then there appeared on the market a number of so-called FM sets that did not in any way take advantage of FM's superiority. Many of these sets were so lacking in sensitivity that they did not give even good urban reception. Others were so poor in static suppression and tone quality that the public listened and said, "So what?"

Radio Can be Stable

The history of several perennially successful radio manufacturers shows that the radio business can be both stable and profitable. Through the years those manufacturers that have relied on quality rather than pressure, that have protected dealers against dumping, and that have provided plenty of performance and demonstrable features, have prospered. Dealers who have conscientiously taught their

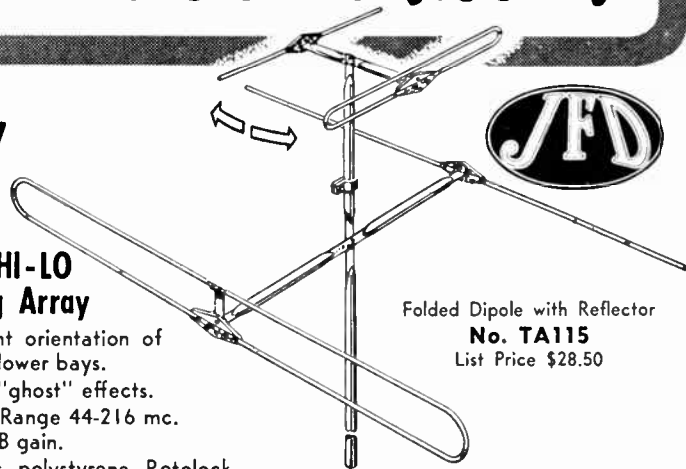
(Continued on page 40)

FULL 13 CHANNEL TV-FM COVERAGE!

New!

JFD Super-Beam HI-LO Duo Orienting Array

- ★ Independent orientation of upper and lower bays.
- ★ Minimized "ghost" effects.
- ★ Frequency Range 44-216 mc. — +4.2 DB gain.
- ★ All-weather polystyrene Rotolock insulator insures high frequency insulation — permits tilting of antenna.
- ★ Precision-designed element-spacing for optimum gain.



Folded Dipole with Reflector
No. TA115
List Price \$28.50

- ★ Shipped complete with special JFD Mount Master — unique All-Angle Mounting Bracket.
- ★ Lightning-fast assembly time — no hardware bag.

Write for JFD 16-page Super-Beam Catalog.



MANUFACTURING CO. Inc.

4117 Ft. Hamilton Parkway, Brooklyn 19, N. Y.

sales personnel how to sell have moved consistent volume without constant liquidation and concentration on distress merchandise. It *can* be done, and the trends now appearing in the industry indicate that it *must* be done in the future by those manufacturers and dealers who wish to stay in business and prosper.

FM and television are rapidly changing the nature of radio manufacturing. The day is past when a screw driver mechanic with a couple of dollars could build a satisfactory set. Good television and good FM can be produced only by manufacturers with adequate facilities for research and production.

Television presents even greater problems for the fringe manufacturer. Now that the demand for television by gadget buyers is just about satisfied, we are entering a period when quality of receiver and of programs will be the determining factor in television's growth. The human eye is much more exacting and critical than the ear, and the public demands much higher standards from visual entertainment than from sound.

Economic Malpractices

The changing character of the radio industry, brought about by FM and television, means that our industry

must toss out as rapidly as possible the economic malpractices that have caused us all so much trouble. With Fringe operators largely eliminated by the increasing complexity of our new developments, it is up to established manufacturers to police the industry and eliminate these objectionable practices that have persisted from our early days. I know, from long experience, that a company can operate profitably year-in and year-out without violating the Fair Trade Practice rules the industry established with the Federal Trade Commission nearly ten years ago. Now that our industry has become mature, with few openings left for unscrupulous opportunities, we can anticipate closer hewing to the line of sound business and good ethics.

Naturally one of the questions which I am sure you are interested in is: **WHAT YOUR POSITION WILL BE** in this great industry of ours.

While I realize I have traced some of the seamy side of radio's history, I am going to close my remarks by saying to you that our industry has really come of age. For despite the temporary problems of overproduction, of fumbling with discounts, and endeavoring to purge ourselves of bad practices, fictitious trade-in allowances, commercial bribery, and all the other

things that this industry has been guilty of, *I say to you that this industry offers you as a merchant the greatest opportunity that has been yours since you entered business.* The opportunity for volume, for profit, and for the satisfaction that goes with being a part of an industry that helps to make people happy and lets them live a fuller life has no parallel in anything that I have seen since I entered this industry 26 years ago. As retailers you have your work cut out for you, but I assure you the potentialities for return that are yours make any effort you may put forth worthwhile.

400 Pennsylvania Dealers See 1949 Crosley Line

Over 400 Central Pennsylvania dealers attended a preview showing of the new 1949 line of Crosley radios and television in the showroom of Jules Alexandre, Inc., exclusive wholesale distributors for Crosley products in Central Pennsylvania, on July 19. Orders written at the preview showing were the largest in dollar volume, as well as units, ever written by a Crosley distributor in this region, reported Jules Alexandre, president of the firm.

THE NEW 33 1/3 to 78 r. p. m. DUO-SPEED UNIVERSAL 402-DUO



Announcing:

A complete line of Automatic Record Changers equipped to play both 78 and 33-1/3 r.p.m. recordings. ONE TONE ARM—no parts to remove or assemblies to interchange. One knob controls dual needle cartridge—Single knob controls two speed motor.


Write for further details.

Patents and Copyrights Pending

V-M CORPORATION
Benton Harbor, Michigan

Memo to Advertisers:

LYTE PARTS COMPANY
11 WASHINGTON AVENUE
PLAINFIELD, N. J.
PLAINFIELD 4-4347



March 31,
19 48.

Mr. Nat Boolhack,
Radio & Appliance Journal,
1270 Sixth Avenue,
New York 20, N.Y.

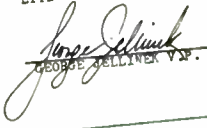
Dear Nat:

We take this opportunity of congratulating you on the excellent pulling power of the Radio & Appliance Journal.

Our first insertion brought a tremendous response from all sections of the country, and from very representative concerns. These inquiries have since developed into some real business.

We also wish to thank you for your whole-hearted cooperation in planning our advertising.

Very truly yours,
LYTE PARTS CO.


GEORGE BELLINCK V.P.

GJ:P

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

**"Lost Weekend"
Television**

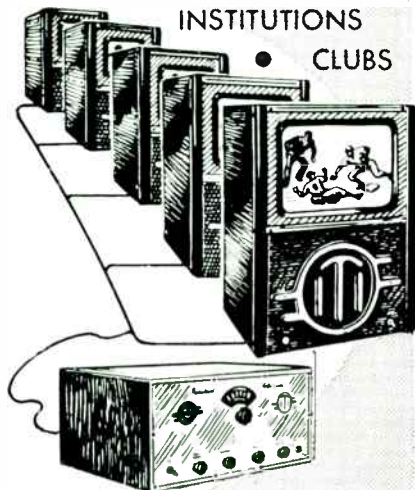


Latest and most striking innovation in the hop-skip-and-jump television field is this Tele-Bar, which combines a television receiver with an electrically cooled bar. Designed for home and business entertaining, the unit has been introduced by Tri-Boro Enterprises, Inc., Corona, N. Y. The tele-bar incorporates a brand name television receiver, available with either 10 or 15-inch screen. Its beverage compartment offers over 4 cubic feet of cooling space.

**INDUSTRIAL
TELECEIVERS**

For Public Viewing in

- TAVERNS - HOTELS
- HOSPITALS - SCHOOLS
- INSTITUTIONS
- CLUBS



Featuring—SIMPLIFIED
CENTRAL CONTROL
with any number of viewing screens

**INDUSTRIAL
TELEVISION, INC.**

359 LEXINGTON AVE., CLIFTON, N. J. • GREGORY 3-0900

**"Town" Radio Technicians
Start Training Sessions**

First of a series of five educational meetings for radio technicians in the next twelve-months will be held in the Hotel Astor on September 27, 28 and 29, according to Harry A. Ehle, Chairman of the Town Meetings Committee of the Radio Parts Industry Coordinating Committee.

The New York meeting will be followed by one in Boston at the Hotel Bradford, November 15, 16 and 17, and by others in Atlanta (January), Los Angeles (March) and Chicago (April), Ehle said.

All will be adaptations of the program worked out for the first Town Meeting of Radio Technicians, held in Philadelphia last January as the first attempt on the part of the radio industry to extend a helping hand to the radio serviceman.

As in Philadelphia each of the meetings will be completely non-commercial.

Programs will bring the technician constantly revised, up-to-the-minute information on television servicing, as well as a balanced program designed to make his life easier as an independent businessman.

Cooperation of set as well as parts distributors is expected in each city, Ehle said. National expenses of staging and arranging the meetings will be born by the Coordinating Committee and, as in Philadelphia, local distributors will be asked to bear the cost of promotion, meeting place, and similar expenditures. The coordinating committee is composed of the Electronic Parts and Equipment Manufacturers, the Radio Manufacturers Association, The Sales Managers Club (Eastern Division) and the West Coast Electronic Manufacturers Association.

"A Child Shall Lead Them"

(Continued from page 15)

What happens is that the parents, who might have delayed buying television for a long time, are now put on the spot by their children's persistence and make ripe prospects, provided that YOU, the dealer, follow through with your own planned activity.

Here, specifically, is what you can do:

1. Find out what programs for children are being telecast in your area.
2. Arrange for a separate children's television theatre in your store and invite parents and children for viewing of these special programs.
3. Follow through on these store demonstrations with direct mail literature and appointments for demonstrations in the home.
4. Tie-in with local school and re-

ligious groups by getting them to endorse the educational aspects of television for children.

5. Make an appeal directly to the parents, pointing out that children watch television programs by the hour, regardless of the type of program, and pointing out, as has Stanley Manson, Stromberg-Carlson's advertising manager, that "this may be a good thing for those of us (adults) who occasionally look for a little peace and quiet at home."

Leaving aside the humor, there is no question that a proper recognition and use of children's programs on television can serve to stimulate the sale of new TV receivers to a greater extent than any single thing being broadcast today. The kids are television's most ardent fans, and in that role, the prophet's injunction that "A Child Shall Lead Them" seems to be true, as far as television is concerned.

Crosley Volume at Peak

Total sales volume by Crosley Distributing Corp., New York, during the first six months of 1948 was higher than at any other time in its history and more than doubled the volume for the same period last year, according to Bert Cole, vice president and general manager.

**— VISIBEAM —
INDOOR TELEVISION
ANTENNA**



For Use with all Television Receivers. Compact, attractive lamp shape size. Blends with set and room.

THERE IS NO INSTALLATION OR LANDLORD PROBLEM WHERE THE VISIBEAM IS USED.

ELIMINATES GHOSTS and REFLECTIONS CLEAR PICTURES ON ALL STATIONS

VISIBEAM retails at \$16.95

At your dealers

There are some distributors territories still open

BURNETT SERVICE CO.

178 W. 168 • JE 7-4592 • New York 52, N.Y.

Are Dealers Being Over-Franchised Out of Business?

In down-to earth American language it has long been said, "If you build a better mousetrap, the world will beat a path to your door." The NERA Committee on Franchises believes this principle holds true in the appliance-radio business as well as all other industries. More particularly, we believe that the manufacturer and distributor who develops a better *franchise* will find consumers beating a path to their dealer's door. This can only result in more sales and more profit for all concerned.

During the past six months the need for franchise improvement has indeed come home to roost. We have found that increased production has not solved our problem as it was thought six months ago it would. We still have with us, and more acutely so, such evils as price-cutting, special deals, gray markets, over-franchising, high costs and a companion high dealer mortality rate. Now more than ever, it is apparent there is a need for "an ample market for every dealer and a fully competent dealer for every market."

Over-Franchising

We appreciate the fact that many manufacturers do not control the number of dealers a distributor may appoint. We also realize that many dealers took on extra lines when merchandise was hard to get and that they are now beginning to look over their lines and cut down the number they are going to carry in the future.

However, an interesting franchise picture was developed from a survey of dealers in a city of 125,000, which brought out the seriousness of the over-franchising question. We found that one appliance manufacturer had as many as 46 individual outlets for a line of freezer and refrigeration products. Another manufacturer of laundry equipment had 45 outlets. And the situation in radios was even worse. Obviously no one manufacturer can possibly spread his line so thin in a territory this small. Two major manufacturers—one with two dealers and one with three dealers—were and are unquestionably getting their full share of business in this city. The other examples are typical, however, of the over-population of dealers with too many lines for their own good and manufacturers with too many dealers for the good of their line.

Surely such conclusive evidence substantiates our recommendation that manufacturers limit the number of franchised dealers to one dealer for each 50,000 population. We further recommend that before a new dealer is appointed, existing dealers be advised and consulted.

In this connection, we would further like to emphasize to all manufacturers that the dealer mortality rate for those manufacturers who do have a good franchise is much lower than for those manufacturers whose franchise is not as good as it should be. A dealer alone cannot make his franchise valuable, even tho it may be printed in gold ink on fine parchment and bound in the best of leather. Neither can a distributor nor a manufacturer single-handedly make a franchise valuable. It is a three-way deal which requires all three to work together in close harmony, with each having full understanding as to the other's individual responsibility.

Part of this understanding involves an appreciation of the dealer's costs of doing business. It is necessary for dealers to have protection if they are to profitably promote any given line of appliances or radios. For instance, we have one NERA member who does an outstanding volume. Because of this volume he can afford better salesmen, which results in more sales effort. While he is the only franchised dealer for the line in a city of 40,000, his manufacturer and distributor have seen fit to realize his superior rating. If he had not had this protection, he would never have been able to register his last year's volume of 500 refrigeration units. If his territory were split with other dealers, naturally he would lack incentive to push the line. It is also well to point out, any manufacturer will find it hard to locate three other dealers to do the same high-quality job.

In suggesting such franchise improvements, it is our hope to gain for the appliance-radio dealer and the entire appliance-radio industry a higher respect for our industry. Such respect is already enjoyed by other industries. The automobile industry affords a good example. In a city such as my hometown—Racine, Wisconsin—for instance, there is one Buick dealer and one Chevrolet dealer. These automobile dealers have identified themselves with the names they handle

and have built up respect in our community as experts for their lines. However, in the appliance industry, there are today so many dealers selling individual lines of products, few if any can do an equally creditable job of building public confidence.

We believe that what helps the dealer also helps the manufacturer and the distributor.

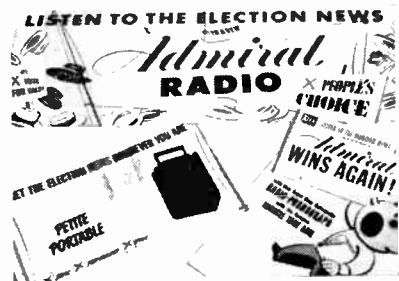
A discussion of provisions for franchise improvement for dealers will be continued in an early issue of RADIO & APPLIANCE JOURNAL. The next article will contain a list of nine detailed suggestions, as proposed by the NERA Committee on Franchises. We invite comments from manufacturers, jobbers and dealers on how the franchise system can be improved and made to work for the benefit of all segments of the industry.—Editor.

New Console for Kiddies



Since the radio-phonograph console business has had rather tough sledding in recent months, the manufacturer of this attractive little unit, Ray-Dyne Manufacturing Corp., 141 West 24th Street, New York, decided to create a special console for children. Volume control is operated by a single knob and the reproducer is specially treated with a new patented foam-rubber process which is said to aid acoustics. The phono plays all sizes of records, including 12-inch.

Admiral Promotion Linked to Election



A sales campaign with an election theme is being conducted by Admiral Corporation this summer. With election of Admiral to "the top spot in radio-America" as its avowed goal, the campaign offers \$100,000 in cash rewards to distributor-salesmen for obtaining newsdealers, arranging special window displays, and getting present dealers to buy more Admiral sets. The goal is 8,000 new dealers by September 15.

Window displays adhere to the election theme, bearing such messages as "Get the Election News Wherever You Are on the Admiral Petite Portable"; "Vote for Value"; and "Admiral Wins Again".

International Television Buys Minerva Radio Corp.

John B. Milliken, president of the International Television Corporation, has announced that the company recently completed negotiations for the purchase of the complete facilities, equipment and furnishings of the Minerva Radio Corporation at 238 Williams Street, New York City. The transaction was handled by A. J. and D. C. Willner, Auctioneers, with the cooperation of General Phoenix Corporation, which owns a controlling interest in Minerva.

The plant, with machinery and equipment appraised at \$332,911 net sound or depreciated value, consists of nearly 50,000 square feet of office showroom and manufacturing space on two floors, and had until recently been in continuous use by Minerva in war and post-war production of radio equipment.

International Television expects to occupy their new plant on or about the 15th of August, and Mr. Milliken stated that the acquisition of these facilities will enable International to realize full-scale production of their complete line of television receivers far in advance of anticipated schedule.

**"The Dynamic Story"
appears in the
September Issue**

Magnavox Television

Manufactured by The Magnavox Company,
Fart Wayne, Indiana

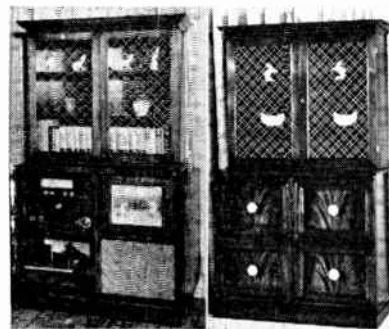


One of twelve new television models recently introduced by Magnavox. This one is called the Magnascope, and features a Modular television unit with 12½ magnascope tube. The new Magnavox line includes both combination television-radio-phonograph models and individual television units. Several models are designed as companion pieces to present Magnavox radio-phonographs, or to complement traditional or modern home settings.

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

Breakfront Television

Manufactured by Starrett Television Mfg. Corp.
601 West 26th Street, New York 1, N. Y.



Within this cabinet, constructed of book matched crotch mahogany is a 15" direct view TV tube; 30 tube chassis; 12 tube AM-FM receiver, high fidelity amplifier with two stages push pull; 12" Rola G12 electrodynamic auditorium speaker. The breakfront, designed for 12" record albums, has adjustable shelves. Cabinet is hand rubbed to a piano finish. Width, 46"; height, 39"; depth, 22". Total height with breakfront is 78".

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

**Boost Your Sales this
ACTION Display - Way!**

KASSON
Roto-Sho
ELECTRIC TURNTABLES

FOR OVER 12 years ROTO-SHO revolving displays have been attracting many times more customers than any "still" display. They pay their way many times over in increased business.

The standard ROTO-SHO comes complete with 18" table. Most widely used revolving unit in America today because it's sturdier, dependable, all steel, and carries up to 200 lbs. A.C. only. Also available with outlet for special lighting effects.

Leading wholesalers stock ROTO-SHO. Write us NOW for comprehensive catalog illustrating all turntable models and build-up attachments.



**TURNS
THREE
TIMES A
MINUTE**

GENERAL DIE AND STAMPING CO.
Dept. RA, 263 Mott St., New York 12

telrex inc.
CONICAL ANTENNAS
28 NEPTUNE HIGHWAY · ASBURY PARK, N. J.
Phone: Asbury Park 1-0119

Telrex Conical Antennas have a constant center impedance and a band width of 5 to 1 in frequency coverage.

These two factors combine to give an antenna-to-transmission-line-to-receiver match that no other type Antenna has.

True conical performance is obtained without the bulk of solid spinnings.

The resolution and gain obtained by the band width and the effective reflectors are responsible for improved definition, contrast and gain. All vertical pick-up is eliminated allowing ghost free reception. This improvement is immediately apparent on the viewing screen of the television set.

2XTV\$20.50 List

4XTV\$42.50 List

**CM2 Adjustable
CHIMNEY MOUNT..\$8.85 List**

**ORDER AT YOUR JOBBER
OR WRITE TO US DIRECT**

The **RECORDISC** Concerto for Cash Register



THE RECORDISC LABEL RINGS UP RECORD SALES

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

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

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

Write today for
latest Recordisc
Catalogue.



"PIONEERS IN
RECORDING
ACHIEVEMENT"

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

NEWS AND NOTES OF MANUFACTURERS AND DISTRIBUTORS

• **Joseph P. Bannon** has been appointed Field Sales Manager of the RCA Victor Home Instrument Department. Mr. Bannon, who has been with RCA Victor for the past five years, assumes the position vacated by Gordon Wright. He will act as sales liaison between the company and its field representatives and distributors.

• **William E. Boss**, for the past two years on the RCA Victor television receiver sales staff, has been named Field Representative of the RCA Victor Home Instrument Department in Northern and Western New York, West New England and Northern Pennsylvania.

• **J. J. Coyle** has been named to head syndicate store sales and all mail order contracts for the RCA Victor Record Department.

• **International Television Corporation**, 745 Fifth Avenue, has announced an offering of 300,000 shares of Common Capital Stock at \$1.00 per share through Henry P. Rosenfeld Co., 37 Wall Street, New York City. The company will manufacture a full line of receivers at prices ranging from \$149.50 for a small 7" tube set, and go up to \$3000 for a 4' x 3' rear projection installation. The line will include a front projection receiver for the home which is said to provide a clear picture comparing in size to an 8 mm. home motion picture screen. This model will retail for about \$700.

• In a mid-year statement to stockholders, **Ross D. Siragusa**, president of **Admiral Corporation** and subsidiaries reports that sales and earnings for the first six months this year hit an all time high, reaching \$27,386,344 as against 21,518,786. Attributing the second quarter's increased earnings to Admiral's entry into the television

field February 1, with its technique of mass production of television sets, Mr. Siragusa states that approximately one out of every four sets sold today is an Admiral. Significant too, says Mr. Siragusa, is that although the radio industry suffered a sharp decline in sales during the past six months, Admiral's radio volume has held to the firm's previous year's high level.

• **Charles Robbins**, Emerson Radio's National Sales Manager has appointed the **Merchants Wholesale Co.** of Detroit as Emerson's distributor in that city. The company's office and warehouse are located at 8600 E. Seven Mile Road, Detroit.

• Leaders at the one-third mark in **Motorola's** two-way \$50,000 Car Radio Sales Carnival: are Kieruff & Co., Los Angeles; Clifford-Brown, Des Moines and Cedar Rapids, and MacDonald Auto Supply, Amarillo, Texas. The contest, begun May 26, extends through August 31. Fifty-two exclusive Motorola dealers are entered in the sales race, prizes for which, besides the cars, include three new Chevrolets, silverware, major household appliances, furniture, luggage and baby carriages. The contest winners will be determined on the basis of what percentage of national sales it makes as against its market potential.

• **Glenn O. Pippert**, Cincinnati, has been appointed District Merchandiser of the **Sparton Radio Division** of the Sparks-Withington Co. He goes to Sparton from Bendix Radio Division, in which he was merchandise manager. Prior to this, he was buyer and merchandise manager of radio and major appliances for several large department stores in Cincinnati and Kansas City.



STEADY PROFITS

YOUR OWN BUSINESS with **CORADIO** The Coin Operated Radio

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

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

CORADIO Coin Operated Radio
212 Broadway New York 7, N. Y.
Phone: BEekman 3-0038-9 Dept. RAJ

Rig-Fast TV & FM Antennas

For clear, sharp signals—sell the Rig-Fast line. All aluminum, strong and easy to install. All models are interchangeable and are packed with complete accessories.

Write for details!

OAK RIDGE ANTENNAS
239 E. 127th St., N. Y. 35, N. Y.
Dept. D

New Appointments

Earl L. Hadley has been appointed as advertising and sales promotion manager of the Radio & Appliance Division of the Sparks-Withington Co. in Jackson, Michigan. He is a veteran of the music and radio business and first entered the radio field during the hey-day of the old Majestic (Grisby & Grunow) Company. More recently he was instrumental in the postwar plans of the Bendix Radio Corporation of Baltimore.



EARL L. HADLEY

Appointment of **James M. Skinner, Jr.** as vice president—Service and Parts Division of Philco Corporation has been announced by **James H. Carmine**, vice president in charge

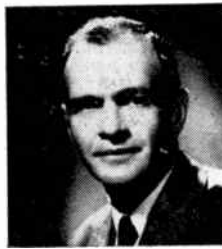


of Distribution. In his new post, Mr. Skinner will direct the nationwide Philco service organization and also be in charge of all parts sales. During the war he helped organize and direct the Philco Training School on electronics and radar which the company established for the Army and Navy.

John R. Meagher, one of the country's outstanding television servicing authorities and teachers, has been named as a television specialist in the Renewal Sales Section of the RCA Tube Department. Well known as lecturer, author of numerous articles and publications on television, Mr. Meagher was previously training coordinator on television for the RCA Service Company. As the Renewal Sales Section's television specialist, Mr. Meagher will write a special series of articles on television servicing techniques and the use of television test equipment for the Tube Department's own house magazine *RCA Radio Service News*.



JOHN R. MEAGHER



NORMAN BOUDRO

associated with the electrical, auto, hotel and machine industries.

Appointment of **Norman Boudro** as assistant treasurer of the company has been announced by Air King Products Co., Inc., Brooklyn, N. Y. Mr. Boudro has long been

John J. Moran, formerly sales manager of the Accessory Division of Philco Corporation, has been appointed as Special Television Representative of the company. Mr.



JOHN J. MORAN

Moran, who has a background of 24 years of experience in the radio and appliance industry has been with Philco since 1936 and was promoted to general sales manager of Philco Distributors, Inc., Philadelphia, in 1944. In his new post, he will assist Fred D. Ogilby, manager of television sales for Philco, and will also aid Philco distributors in territories where television broadcasting is just getting started.



B. M. DRUCKMAN

of the firm. Mr. Druckman was formerly advertising manager of Klevens publications in New York.

Bert M. Druckman appointed assistant advertising and sales promotion manager of Tele-Tone Radio Corporation. He will be associated with John S.

• **Robert Blodget**, formerly manager of product design of the Accessory Division, has been appointed Television Product Manager for **Philco Corporation**. Early in the war, Mr. Blodget developed courses of instruction on radar for Army, Navy and civilian personnel attending the Philco Training School and had charge of the radar instructors. He has made outstanding contributions to the development of new types of test equipment for AM and FM radios and television receivers, television and FM antennas, automobiles radios, etc.

• **Lear, Inc.** has announced the appointment of **D. W. Haven** as Controller of the corporation. He was formerly assistant treasurer of Solar Aircraft Co. in Des Moines. Mr. Haven will assume the financial responsibilities covering the various Lear plants at Grand Rapids, Elyria, Ohio and Piqua, Ohio as well as the wholly owned subsidiary of Lear, Incorporated in Calif.

A New Sales Angle For Portables

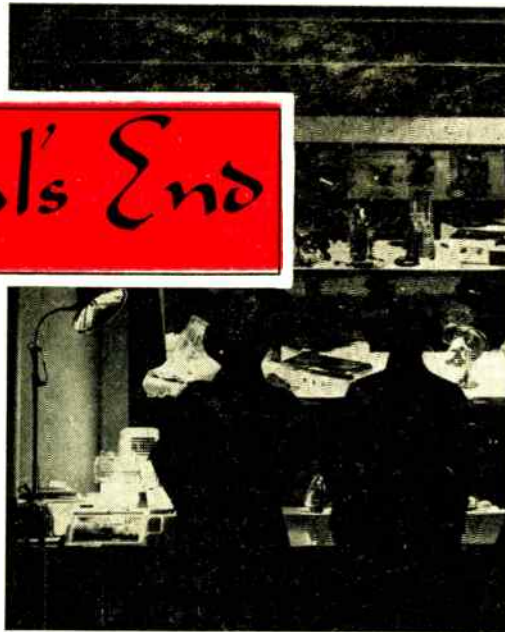
A "revolutionary" new use for portable radios was recently brought to the attention of officials of Westinghouse Home Radio Division in Sunbury, Pa., when a young California housewife sent a letter in hailing the set as the most "Most wonderful baby-bringer-upper there is." The housewife, Mrs. High T. Walker of RD 2, Santa Ana, wrote, "I decided to see what would happen when I put the radio on the floor



and turned it on. I was hoping it would encourage him to crawl. Sure enough, it did! Not only that, he learned to kneel and listened to the radio in this position. Then in rapid succession he taught himself to sit by it and finally to pull himself to a standing position. Now Ricky is nine months old and the portable keeps him out of mischief. If I don't put it down for him the first thing in the morning, he crawls directly to the table where we keep it and lets me know in no uncertain terms what he is after. We certainly thank you for supplying us with a combination nursemaid, physical instructor, and teacher."

Journals' End

By
Nat Boolhach



Now that the underworld fraternity of the nimble-fingered and fleet-footed have taken to giving their dubious talents to television, we know that television is really here to stay. **George Kramer**, president of **Remington Radio** in White Plains, New York told us this story: George had a group of his friends over one evening to view the Texaco vaudeville program. In the middle of the program the image became blurred and no amount of dial juggling could correct it. Suddenly, George had an inspiration, rushed to his roof to find the wires had been cut and the entire antenna stolen. Said George: "I knew they were swiping antennas, but to think they'd take one from a television manufacturer!" Now if someone would invent an accessory lens so that you could watch your roof from your apartment!

★ ★ ★

Those who should know are predicting a **television receiver black market** in the New York area within a short time, the reason being that the big town, which up until now has been getting about half of the total receiver production, will, in the future get less and less as new television stations are opened in other sections of the country. The fast pace with which new TV stations are opening throughout the nation means that demand will ex-

ceed supply. If all this adds up to the fact that New York dealers will stop selling video at discounts, then we're all for it, although we despise anything that smells of black market.

★ ★ ★

We like the kind of ability which is entering the television manufacturing industry. Mitchell Fein, for instance, president of Starrett Television Mfg. Co., (formerly General Television) spent months making surveys and studies before going ahead with production plans. The research that went into cabinet design consumed months. We like to see this kind of brainwork and intensive planning. It means fewer failures and a more stable industry.

★ ★ ★

The kudos we received from manufacturers about that spread in the July issue on "Television Design Today" confirms our belief that manufacturers are seeking ways and means to improve their cabinets for television. The reason why appearance is so all-important in selling television to the public is that the average customer is not interested in the technical details of how a receiver works; they expect that it perform satisfactorily. What does appeal is design and appearance, and this applies to everything from a nut-cracker to a locomotive. The manufacturer that did the biggest business this year on electric fans is the chap who got one of the

country's leading industrial designers to create an entirely new type of cabinet for his fan. Result: he ran away with the field.

★ ★ ★

We're willing to go out on a limb by stating that for the last quarter of this year, radio sales will range from brisk to excellent. We predict that those dealers who go after radio sales during September-October-November-December will be rewarded by a surprisingly good volume of business. Want reasons? . . . Cost of materials and labor are going higher; many manufacturers are devoting part of their plant facilities to production for the armed forces; in the face of mounting costs, there is less distress merchandise to be had and prices are holding very steady. Of course, you must go out after this business, must be prepared to do an aggressive and intelligent merchandising job.

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Saves costly installa-
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That's the opinion of satisfied set owners, service installers, and major set manufacturers, who are all directly interested in the improved performance of television.

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Sure, there have been other multiple antennas, but none with the scientifically measured spacing and complete adaptability of the new Ward models. You can see the difference yourself on the television screen when a "Magic Wand" aerial is connected to the set.

Send in coupon today for free copy of new Ward catalog.

ORIENTING AND GAIN. Each bay tilts in any plane, can be oriented in any direction to give sharpest focus possible. Eliminates awkward or tricky installations. Permits hairline adjustments for utmost gain on both the high and low band stations.

ADAPTABILITY. Ease of combination of assemblies in basic kits makes "Magic Wand" Aerials more adaptable than ever to the varying requirements of each installation. This superior flexibility means a highly specialized Ward TV aerial for each purpose, with fewer models in stock, no obsolescence, and greater profits! Write today for free catalog!

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