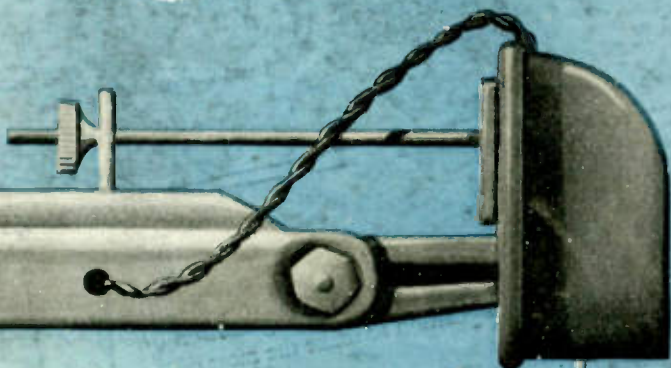
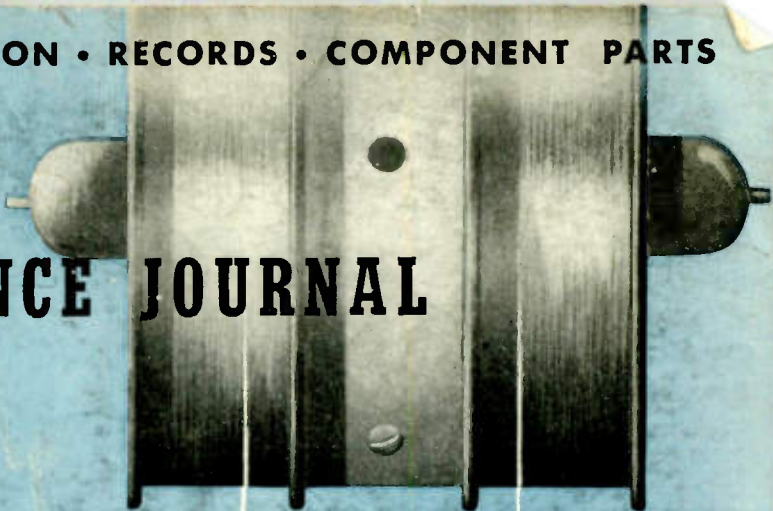


RADIOS • APPLIANCES • FM and TELEVISION • RECORDS • COMPONENT PARTS

# RAJ

## RADIO & APPLIANCE JOURNAL



disc

### HOME RECORDERS



tape



wire

NOVEMBER • 1947



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RKO BUILDING, RADIO CITY, 1270 SIXTH AVE.

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From: RADIO & APPLIANCE JOURNAL

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NEW YORK, N. Y.  
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Make 3 vital words -  
**"STOP-LOOK-and LISTEN!"**  
 - the keynote of your most  
 profitable Christmas in years!



Spending will be big this Christmas—but it will also be more selective. On three counts, Stromberg-Carlson dealers are in a preferred position to make the most of this kind of market.



1. Stromberg-Carlson offers the finest line of receivers—and the greatest dollar-for-dollar values—in its history.
2. Stromberg-Carlson advertising carries the exciting facts about this line to your customers in full color pages and double pages in leading magazines—challenges them to STOP—LOOK—and LISTEN—to compare Stromberg-Carlson's values with the field before they buy.
3. Stromberg-Carlson makes it easy for you to close the sale with an entirely new and different kind of demonstration material. It dramatizes the values you have to offer in Stromberg-Carlson, turns interest into action on your sales floor.

Plan a consistent Stromberg-Carlson promotion program now. Check your distributor to be sure you have all the Stromberg-Carlson tools you need for a record-making volume. This is a great Stromberg-Carlson year!



**NEW WORLD**—AM-FM radio-phonograph combination, in modern hand-rubbed bleached mahogany cabinet. Automatic record changer with automatic stop—Hushed-Point "QT" Phono Pick-up—liberal album space.



**PIONEER SPECIAL**—FM Table radio. Maple satin finish, hand-rubbed cabinet. FM, standard broadcast, tone control, 3-gang tuning for big-set performance and selectivity. Also in mahogany.



**MAYFLOWER**—AM-FM radio-phonograph combination in traditional hand-rubbed mahogany chest-on-chest cabinet. Automatic record changer, Hushed-Point "QT" Phono Pick-up.

THERE IS NOTHING FINER THAN A  
**STROMBERG-CARLSON**

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

**PHILCO**  
*Presents the*  
**SENSATIONAL**  
**NEW**  
**PHILCO**  
**1282**



**at \$179<sup>95\*</sup> —the Industry's  
 Greatest Radio-Phonograph Value!**

Yes, it's the new value sensation of the Industry... just announced by Philco, the leader... in time for the peak of the radio selling season. A gorgeous automatic radio-phonograph in a beautifully figured Mahogany console of "Classic Modern" design... glorious tone on radio and records, extremely high undistorted output. In style, in quality, in performance, it's the greatest value on the radio-phonograph market at its price! *A profit-making scoop for Philco dealers!*

\*Price slightly higher Denver and West.

- Famous, trouble-free Philco Automatic Record Changer, plays up to 12 records.
- Extremely high undistorted sound output gives rich, lifelike reproduction of radio and records.
- Powerful, sensitive radio. Permanent magnet dynamic speaker.
- Superb Classic Modern console cabinet in African Striped Mahogany.

**Now in Production... Contact Your Philco Distributor**

# RADIO & APPLIANCE JOURNAL

NOVEMBER, 1947

VOL. 64

No. 10

ALEX H. KOLBE  
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*Director, Public Relations*

## This Month's Cover



This is the first of a new series of cover designs, created exclusively for us by one of the country's foremost magazine cover artists. Illustrated are the essentials of wire, disc and tape recording. Special Home Recorder Section starts on page 21.

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**NO NEEDLE NOISES** New Stewart-Warner Electro-Hush Reproducer banishes mechanical noises you *don't* want to hear... gives you only what's on the record.



**NO DAMAGED RECORDS** New Electro-Hush Reproducer, with the unbreakable Dura-point that *retracts*, can be dropped on the record without harm. Won't scratch, either!

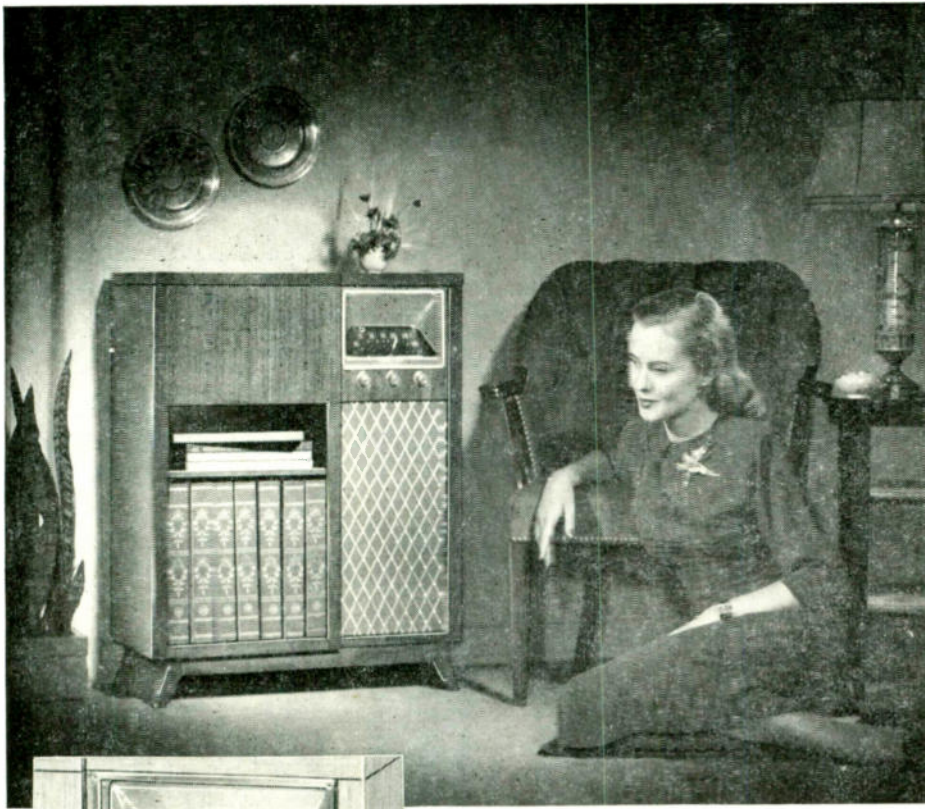


**NO CHANGER TROUBLES** Swift, silent Stewart-Warner automatic record changer. Even when playing or changing records, mechanism can't be harmed if the tone arm is held!

**ACCLAIMED BY DEALERS... COAST TO COAST!**

# New Stewart-Warner

**RADIO-PHONOGRAPHS WITH STROBO-SONIC TONE**



Here are the **NEW** sets with **NEW** features to make your Christmas sales start *now!* New styling, too, *proportioned* for today's home, in period and modern design... to harmonize with all decorative schemes.

You'll demonstrate *all* the new features with enthusiasm—because they're features that *really* sell!

## NEW DEMONSTRATION RECORD!

Available now to all Stewart-Warner dealers—a brand-new special phonograph record that *sells* and *entertains* at the same time! Phone or wire your distributor *now*... don't be without this record one day more!

## Stewart-Warner

AM Radios • AM Radio Phonographs • Televisions

Chicago 14, Illinois

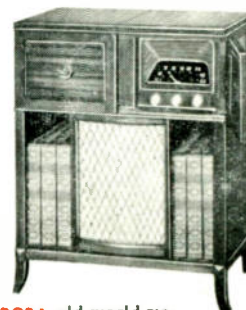
**THE NEW MINSTREL**, rich, contrasting walnut, expressed in a handsome contemporary design. AM radio and phonograph with standard record changer.



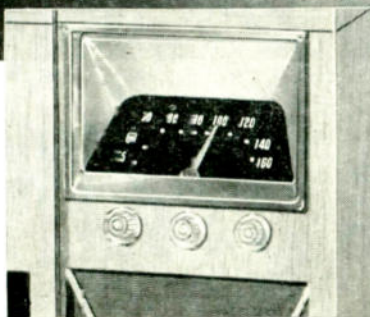
**THE INTERPRETER**, old-world mahogany crafted in the smart modern mode. AM radio and phonograph with intermix automatic record changer.



**THE MUSIDORA**, old-world mahogany in the Sheraton tradition. Combines FM and AM radio and phonograph with automatic intermix record changer.



**THE ALLEGRO**, period piece in the 18th century manner; dark mahogany with bronze grille. AM radio and phonograph with standard record changer.



### SHADOW-BOX DIAL

glows like a little lighted stage—see it clearly from all angles. The first major improvement in radio design in 15 years... smooth, accurate!

## BUSINESS IN BRIEF

### "Fear Psychosis"

The same fear psychosis which is affecting American business is evident among South African business men. That was the opinion expressed at the first Fall meeting of the Committee on International Trade held last month at the Advertising Club of New York by Richard Kulze, Chairman, who recently returned from an extended trip through South Africa. "The United Nations should take a seventh inning stretch, business men should stop reading the headlines and for thirty days get down to business," suggested Mr. Kulze. To which we say 'Amen'.

### "Living off Inventories"

A spot survey of retail sales in several New England markets by Frank Mansfield, research director for Sylvia Electric Products, Inc., and Chairman of RMA's research committee, brings out some interesting facts. It discloses that dealers in the areas covered are selling sets faster than they are purchasing from distributors and are "living off inventories." It also showed that straight consoles are 'practically disappearing' as a factor in retail sales, and finally, that a very healthy demand exists for FM receivers. One of the reasons for the living-off-inventory situation, says Mr. Mansfield, is inadequate pro-

duction. With output now at an all-time peak, this reason is rapidly disappearing.

### 700 Philco Patents Available

Marking an important development in the history of radio manufacturing, Philco Corporation is now offering formal licenses to all set manufacturers to use, subject to royalties of course, its patents and inventions in the radio receiver, electrical phonograph and television receiver fields, announces John Ballantyne, Philco President. RCA, the General Electric Company and Westinghouse Electric Corporation have already been licensed to use Philco patents and inventions.

### Improved Radio Servicing

From a proposed New York City ordinance to license radio servicemen and technicians, there is developing an RMA industry plan to provide improved servicing of the radio trade. Action on New York's municipal licensing law for servicemen, and possibly other radio technicians, may be deferred pending further action by the industry designed to stabilize and improve radio service and prevent overcharges to the public through the designation of "authorized" servicemen by radio dealers and distributors.

### Third Quarter Output Up

A total of 3,761,271 radio and television receivers were produced by RMA member-companies during the third quarter of 1947, raising the total number of sets of all types produced so far this year to 12,371,915. One of the highlights of the quarterly report was its disclosure of increased production of FM-AM and television receivers. For the year 1948, production of all types of radio and television receivers will range between 12,900,000 and 15,300,000, a decided drop when compared with the estimated 1946 output of 16,000,000 units. These figures for 1948 were based on information obtained at the meeting of the set division of the Radio Manufacturers Association which met last month in New York. Despite the forecast of a drop in unit production, the industry's experts do not expect a corresponding drop in dollar volume. Major reason for this is: 1947 production was devoted to low-end table models; the bulk of 1948 output will be in television, combination consoles, FM units and other high-end merchandise, thus keeping the dollar volume up.

Don't Miss the Special Section on Home Records—Pages 21-36.

# TESTED 1,000 HOURS *Constant Operation* **NEW** **ESSEX TELECEIVER**

Another Advance by Industrial Television, Inc. Guarantees Dependable Performance with Industrial's exclusive Remote-Control and Multiple Viewers.

- 10" x 13" Screen
- 13 Channels & FM
- Microphone input
- Tamper-proof



*Sensational Low Price*  
**\$1145<sup>00</sup>**  
**INCLUDING**  
Standard Installation!

Write, Wire or Phone for Details:



# INDUSTRIAL TELEVISION INC.

34 FRANKLIN AVE., NUTLEY 10, NEW JERSEY • NUTLEY 2-4506

# RADIO

A SECTION OF RADIO & APPLIANCE JOURNAL

Guest . . .

## EDITORIAL



EDWARD L. HARRIS

The radio industry is no longer merely a radio industry but has grown into an electronics industry with such a wide variety of products and consumer demand for these products as to make any temporary decrease in sales an occurrence of minor significance. That is the timely editorial message sounded by Edward L. Harris, sales manager of Sonora Radio & Television Corp., Chicago.

### The Outlook in Radio and Television

**D**ESPITE the present consumer resistance to prices of radios, the industry has a tremendous market before it and the possibilities of expansion are extremely encouraging. The responsibility for the present consumer resistance may be laid at the door of Washington. It is now evident that prices will not fall and consumers are slowly awakening to that fact.

The markets for radios are still overwhelmingly large. Within the last twelve months, the radio industry has produced about 13 million receivers. Considering the fact that there are about 35 million families in this country, and keeping in mind that many families have bought two radios for their homes, it is therefore obvious that about 70 per cent of America's families are still potential customers for new and better radios. This market is still with us. This AM market is still our largest market, for AM broadcasting is still the backbone of the radio industry and will be for a long number of years.

Turning to FM, the radio industry has scarcely scratched the surface of FM production. By the end of this year we will see as many as 700 FM stations on the air, and each of the territories covered by these stations will clamor for FM receivers. This is another large market which today is scarcely touched because of production problems and because of transmitter shortages. These, however, are quickly being eliminated. I fully anticipate that two to three million FM sets will be sold by the end of this year. This added volume will help everyone from manufacturers to dealers and prove a welcome addition to our industry.

Of course, prices of FM sets are still high but volume production and increasing availability of component parts should bring the prices of these sets way down.

Then, looking at television, that market has been promising for a good number of years. But it is only in the last few months that we have seen new television stations beginning their initial operations, and we have seen television sets coming into the market. Here too the sales possibilities are overwhelming and as we overcome the production difficulties and get into volume production there is every reason to believe that prices can be brought down to the point at which every family can afford and will buy a television set.

All this seems to me to have great significance as far as dealers are concerned. We have seen many GI's enter the radio business, but lack of material gave these people a difficult time. With volume now expanding and the production of new items getting under way with increasing rapidity, we shall see a healthier group of dealers throughout the country.

NOVEMBER  
1947



# IMPORTANT ... TO THE

AFTER MANY YEARS OF CONSISTENT EFFORT AND PLANNING, YOUR RADIO & APPLIANCE JOURNAL HAS BEEN ACCEPTED AS AN OFFICIAL MEMBER OF



\*Controlled Circulation Audit

# NOW



YOUR JOURNAL  
IS THE ONLY DEALER  
TRADE PAPER IN THIS  
INDUSTRY WITH A  
GUARANTEED  
CONTROLLED  
CIRCULATION OF  
OVER 30,000, AND AT  
NO INCREASE IN  
ADVERTISING RATES.

Return for publication  
October 7th, 1947

FOR SIX MONTHS ENDING  
August 1947

**CONTROLLED CIRCULATION AUDIT REPORT- 4500**  
THIS REPORT HAS BEEN AUDITED BY THE CONTROLLED CIRCULATION AUDIT, INC.  
420 Lexington Avenue, New York, N. Y.

CCA

4. 1916 (Year Began) 5. Monthly (Frequency)

1. RADIO & APPLIANCE JOURNAL (Name of Publication)  
2. Kolbe Publications, Inc. (Name of Publishing Company)  
3. 1270 Sixth Avenue, New York 20, N. Y. (Address)  
6. Class, Industry or Field Served Radio & appliance field, phonographs, records, phonograph supplies, television and radio parts

7. AVERAGE TOTAL DISTRIBUTION FOR PERIOD COVERED BY THIS AUDIT

Total Controlled Circulation Mailed in Individual Wrappers	27,800	Advertisers, Agencies, Exchanges, Advertising Prospects	1,043
Total Controlled Circulation Bulk		Other Samples	443
		Unclassified	715
		Office, Files, etc.	674
AVERAGE TOTAL CONTROLLED CIRCULATION	27,800	AVERAGE TOTAL EDITION	30,675

8. NET CONTROLLED CIRCULATION BY ISSUES, INCLUDING BULK

Date	Number Circulating Every Issue	Number on Request List	Total	1947	Number Receiving Every Issue	Number on Request List	Total
1947				July	28,061		28,061
March	27,220		27,220	August	28,264		28,264
April	27,608		27,608	TOTALS	166,801		166,801
May	27,711		27,711				
June	27,937		27,937				

9. ANALYSIS OF CONTROLLED CIRCULATION AS TO TYPE OF READERS BASED ON ISSUE average for period. OF August 1947

- Dealers selling radios, appliances, phonographs, records, phonograph supplies, tubes, accessories, parts, many with service departments 14,735
- Service-Dealers selling service mainly and also, radios, small appliances, component parts, records and supplies 7,548
- Parts jobbers and manufacturers agents wholesaling component parts, small appliances and radios 2,173
- Radio and appliance distributors wholesaling radio, FM and television sets, radio-phonograph combinations, major appliances, records, phonograph supplies and accessories 1,978
- Manufacturers of radios, radio parts, FM, television, records, phonographs and phonograph supplies 1,240
- Manufacturers of electrical appliances 590

TOTAL.....28,264  
Average for Period.....27,800

9a. WHAT IS THE NUMERICAL EXTENT OR LIMIT OF THE FIELDS AND WHAT IS THE SOURCE OR AUTHORITY FOR THIS INFORMATION?

Classification or Group	Number	Source (Including date of authority)
Dealers	100,000	These figures are the publisher's estimate of the present number of dealers, jobbers and manufacturers representatives in the field.
Jobbers	5,000	
Manufacturers Representatives	800	

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# RADIO & APPLIANCE

1270 SIXTH AVENUE **RKO BUILDING**



# **ANNOUNCEMENT**

## **INDUSTRY!**

### **DO YOU MANUFACTURE RADIOS, F.M. AND TELEVISION AND COMBINATIONS?**

Out of 22,283 dealer names on our mailing list, 22,283 buy and sell radios, F.M. and Television, combinations, etc.

Out of the 4,151 jobber names on our mailing list, **over 3,000** buy and sell radios, F.M., and Television, combinations, etc.

### **DO YOU MANUFACTURE APPLIANCES?**

Out of the 22,283 dealer names on our mailing list, 90 per cent buy and sell appliances of **every description**.

Out of the 4,151 distributor names on our mailing list, **over 1,500** buy and sell Appliances of all kinds.

### **DO YOU MANUFACTURE COMPONENT PARTS OR SERVICE EQUIPMENT?**

Out of the 22,283 dealer names on our mailing list, **over 20,000** maintain a service department.

Out of the 4,151 wholesalers on our mailing list, **over 1,800** buy and sell component parts and service equipment of all types.

### **DO YOU MANUFACTURE PHONOGRAPHS, RECORDS, NEEDLES, RECORD ALBUMS AND ACCESSORIES?**

Out of the 22,283 dealer names on our mailing list, **over 8,500** buy and sell Phonographs, Records, Needles, Record Albums and Accessories. (More Radio and Appliance dealers are adding a record department to their stores, **because** record and needle sales are today an essential part of their business.)

Out of the 4,151 distributors on our mailing list, **over 1,500** buy and sell Phonographs, Records, Needles, Record Albums and Accessories.

**NOW** for complete coverage of this lucrative market your advertising dollars in the **Radio & Appliance JOURNAL** will produce the greatest results, at lowest costs.

**NOW** is the time to reserve space in the **Radio & Appliance JOURNAL** for your 1948 advertising schedules.

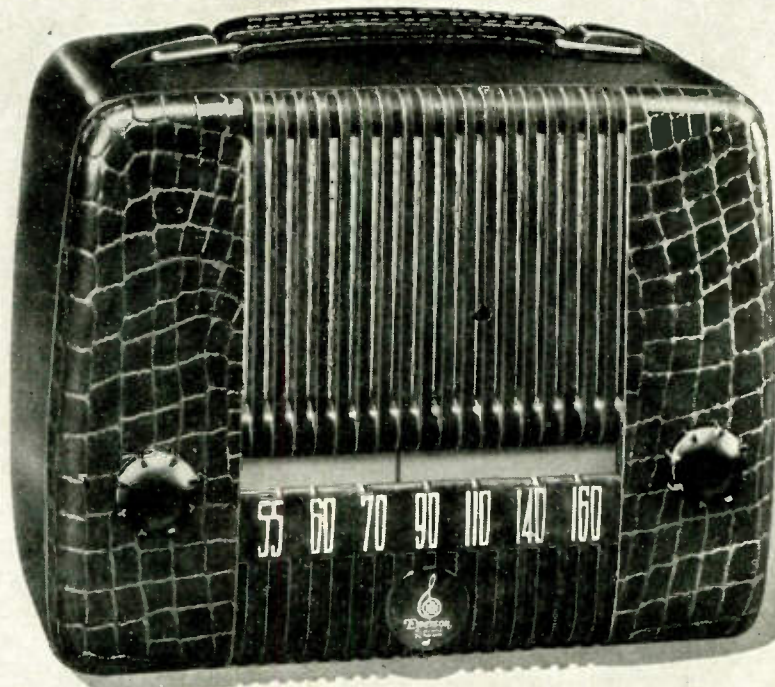
**JOURNAL**  
**RADIO CITY**

THE INDUSTRY'S  
OLDEST DEALER  
PUBLICATION

**NEW YORK 20, N. Y.**

**NOW MORE THAN EVER—YOUR  
IN EVERY RADIO TYPE AND PRICE BRACKET**

# *Emerson*



**New "3-WAY" Model 559**

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

*A Star Performer at a New Low Price*

A new Superheterodyne hit! Plays on AC-DC socket power and self-contained batteries. Handsome alligator-maroon plastic cabinet, only 8½ inches wide. Amazingly constructed chassis delivers exceptional power and tone through Alnico 5 Permanent Magnet Dynamic Speaker. All advance 1948 construction features.

*(Less Batteries)*

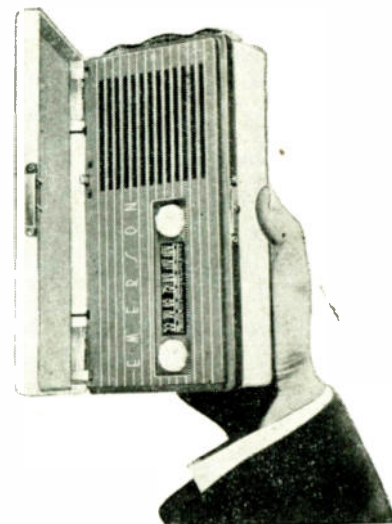
**EMERSON RADIO DEALERS:** The holiday demand for ALL Emerson Radio models will be greater this year than ever before. Don't be caught short when Emerson distributors will be pressed for time and deliveries. Check your stock of ALL models now and order your requirements well ahead.

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

# "INDISPENSABLE LINE!"

SMALL RADIO'S VOLUME AND PROFIT LEADER

# Radio

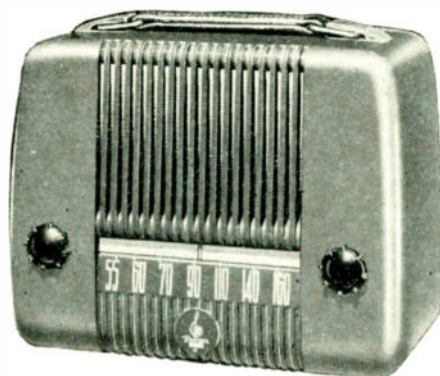


There are Emerson Radio models for every purpose and every purse. They fit into the holiday budgets of millions who want **QUALITY** at a **PRICE**. They constitute the No. 1 merchandising line—the **STAPLE** line—the **PROMOTION** line around which the entire business of thousands of dealers successfully revolves. For example, look over these typical "demand" models now being featured in Emerson's greatest national advertising campaign!

### Smallest Emerson Radio Self-Powered Portable

*Emerson Radio Model 560.* Biggest selling set in the small portable field. Only 8½ inches wide. Handsome maroon plastic cabinet. Alnico 5 Permanent Magnet Dynamic Speaker and all new engineering features. Super power and tone. *Less Batteries.*

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



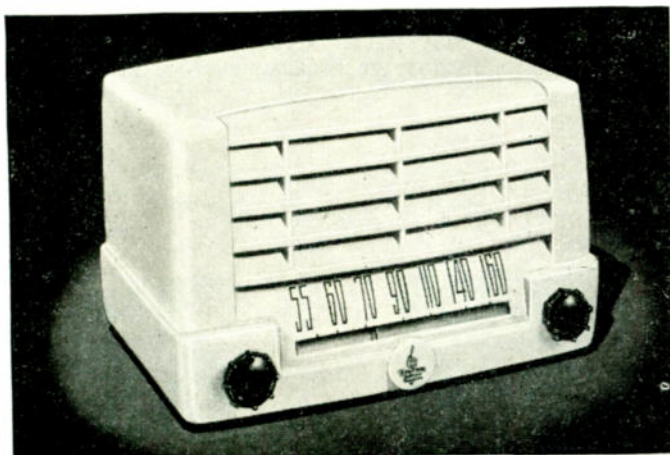
### America's Most Popular Personal Portable

*Emerson Radio Model 558.* New, improved—more attractive, more efficient, greater power, finer tone, longer battery life. New sliderule dial, new chassis features, new ease of battery installation. Choice of ivory, green or black plastic cases with sturdy carrying handle. Planned production makes prompt dealer orders imperative.

**\$34<sup>95</sup>**

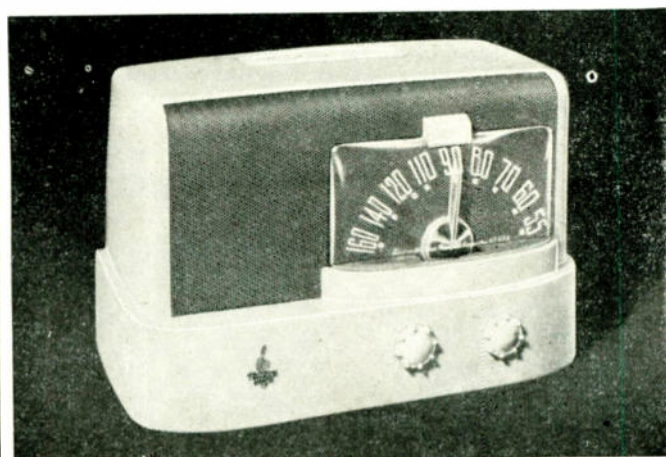
*(Less Batteries)*

**Models 547, 511 and 543 Now also in COLORS!**



*Emerson Radio Model 547.* Radio's most popular compact. AC-DC Superheterodyne. Now in Ivory, Maroon, Green and Amber plastic cabinets—greatly widening consumer appeal.

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



*Emerson Radio Moderne Model 511.* AC-DC Superheterodyne in Ivory and in Ivory, Green and Red Bronze. (Model 517 in ebony and gold.) Feature these models as Holiday Leaders.

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

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

*World's Largest Maker of Small Radio*

FEATURE THESE FAST SELLING

*Gifts*

FOR EVERY TASTE  
... EVERY PURSE



TERESA WRIGHT and DANA ANDREWS  
co-starring in the Samuel Goldwyn  
Academy Award-winning film — "The  
Best Years of Our Lives"



**natural color  
tone radios**



Makes a perfect gift! Sensationally popular! For bedroom, for office, for kitchen, for every room in the house. Triple value—a G-E radio—a G-E electric clock—an electronic reminder. Superheterodyne circuit. Ivory plastic cabinet. Model 62.

THERE'S a place on everybody's shopping list for a G-E radio. General Electric radios sell on tone. They sell on performance. And they *stay* sold because they're quality-built. Make sure of ringing up more Christmas sales by featuring the hottest radio line on the market. For full information on these fast-moving holiday leaders write your G-E radio distributor or General Electric Company, Receiver Division, Electronics Park, Syracuse, N.Y.

LEADER IN RADIO, TELEVISION AND ELECTRONICS

**GENERAL  ELECTRIC**

175-F11

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

Big set tone for  
table model budgets!



A beauty built to sell! Deluxe table model in rosewood plastic. Natural color tone. Razor sharp tuning. AC-DC. Model 202.

Personal gift for folks  
who get around!



Amazing tone! The 3-way personal portable that's compact, light, and powerful. AC-DC-battery. 4 tubes. New dry disc selenium rectifier. Model 140.

Gift for all the family  
to enjoy!

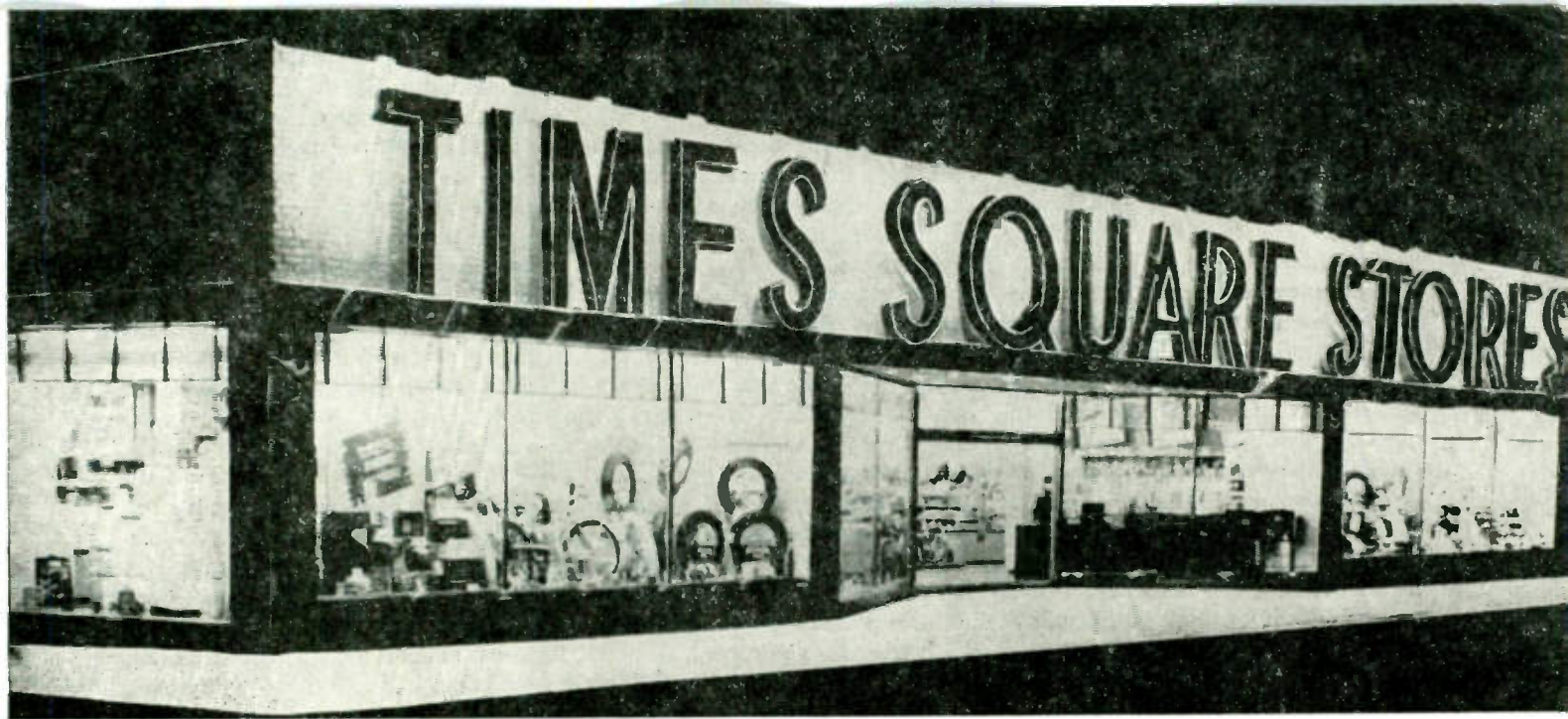


Superb in looks, tone, performance. Automatic radio-phonograph with G-E Electronic Reproducer. AM-FM and short-wave radio. Push button tuning. 12" Dynapower speaker. Model 417A.

Record lovers go for this  
automatic table combination!



Has the amazing G-E Electronic Reproducer and famous G-E audio system. Re-creates radio and records in natural color tone. Model 304.



## Double-Decker "Dream Store"

ON opening day, last August 21st, George J. Seedman, President of Times Square Stores Corporation, and officials of the Rockville Centre Chamber of Commerce congratulated each other on the new TIMES SQUARE STORE that gave the Rockville Centre community its largest and finest radio and appliance store. The stores, synthesis of 37 years of merchandising experience, is the most recent \$1,000,000 unit of the chain which now supplies

the varied family needs: automotive, housewares, major appliances, radios and records, sporting goods, toys, men's and boys apparel in highly departmentalized units. Each department is a store-within-a-store, and in the unity of the whole, affords the customer the convenience of neighborhood shopping with the variety, richness and economy of the department store.

This unit is the prototype of the Times Square "dream store". A double-decker, approximately 18,000 sq. ft. in area, with bright-as-day lighting, gay, modern, spacious, in physical layout it is tuned to customer convenience and to leisurely shopping. Located on Sunrise Highway, Rockville Centre, the most widely traveled highway on the southern shore of Long Island at that point, it is a natural location for community trade as well as transient traffic, drawing from the central and south shore.

Realizing the possibilities of the location, a parking lot was provided

in the rear of the building for the servicing of customer cars. 2,000 sq. ft. in area, it has the added advantage of being adjacent to the Municipal Parking Grounds of the town.

Against an eight foot white brick background and illuminated by 23 goosenecks, TIMES SQUARE STORES is written across the front in six foot vermilion letters. Two additional signs are mounted on the

*(Continued on page 14)*



These views of the new Times Square Store in Rockville Center, L.I., illustrate why it is called a dream store—both for the customer and the dealer. One of the distinctive features of the store is the stairway to the downstairs section (upper left) which is visible from the street. On display are 100 models of radios, five lines of washing machines, four lines of refrigerators, stoves, deep-freeze units, and hundreds of small items.



# Double-Decker "Dream Store"

(Continued from page 13)

sides of the building and are easily seen by the east and west-bound motorist.

Heroulite doors and sidelights divide the store; two ten ft. plate glass windows angle in to the door and allow a full front-to-back view of the store. Located in front of these windows are platforms designed to display special and seasonable merchandise. The remaining frontage is devoted to mass window display. There is an additional ten foot angle window on the left side allowing full-view vision across the store.

Inside departmental individuality is achieved by contrasting wall colors; the color of the walls of one department contrast, yet blend, with the color of the walls of the next.

Also identifying the department are dramatic three dimensional merchandise displays. An over all study of the store attests to the harmony of the whole.

The stairway to the downstairs section is visible from the street. Downstairs there is 5,000 sq. ft. of selling space, the remaining space is devoted to stock rooms. Storage space was also set aside on the main floor to promote faster operations.

Department sales and space analyses were made prior to determining the amount of floor space for each department. Not only present needs, but the possibility of expansion in the future was considered.

More than 25 percent of the space on the main floor is devoted to white goods and radios. Located in the front of the store, the customer must walk through this department to get to any other section of the store. Through the left hand full-view window, the white goods are seen; through the right hand one, radio consoles are displayed.

On display are one hundred

models of radios, five or six manufacturer's lines of washing machines, four lines of refrigerators, several lines of stoves, deep freezers and electrical ironers.

Against one wall on four slightly receding tiers are grouped portables, table models, table model combinations and phonographs. On floor display platforms the consoles are grouped. Times Square displays both table-type and console television radios.

It has been observed that customers rarely leave the store before walking completely around it. Time-ly ads are the customer magnets; the color and beauty of the store attract them within. The wealth of merchandise and the careful selling job that Times Square Stores do, bring customers back.

## TELEVISION-

If you have not seen the Certified Television Kit you are missing the hottest thing in the kit market. Limited territories open. Write for full particulars. CERTIFIED TV LABS, Dept. T, 5507—13th Avenue, Brooklyn 19, N. Y.

## Home Recorders...

The market for all types of recorders has grown by leaps and bounds since 1941. Be sure get all the facts about recorders and how to sell them by reading the Special Section on Home Recorders, pages 21-36, in this issue of RADIO & APPLIANCE JOURNAL.

IT'S NEW! IT'S SENSATIONAL!

The **MECK**

**FM  
CONVERTER**

LIFELIKE FM ON ANY RECEIVER!

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

JOHN MECK INDUSTRIES, INC. PLYMOUTH, INDIANA, U.S.A.

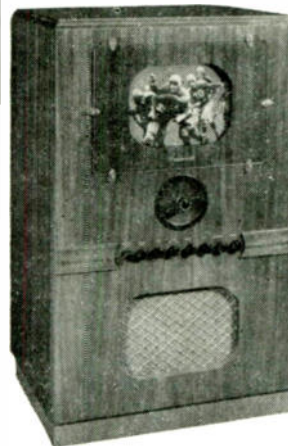
FOR THE

**FINEST IN TELEVISION**

Buy **Rembrandt**

REG. U. S. PAT. OFFICE

TELEVISION-FM CONSOLE RECEIVERS



**Model 80**  
12" picture tube,  
80 square inches,  
direct vision view  
screen. List \$695.

**Model 130**  
15" picture tube,  
130 square inches,  
direct vision view  
screen. List \$895.

Both models feature the  
PUTUNER; include all 13  
famous DUMONT IN-  
Television Channels and  
FM Band.

Write today for free  
illustrated folder and  
particulars.

Manufactured by

**REMINGTON RADIO CORPORATION**

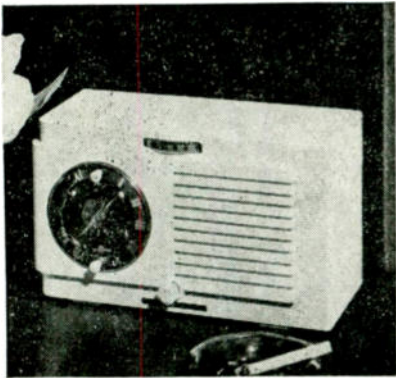
WHITE PLAINS

NEW YORK

# NEW RADIOS FOR CHRISTMAS SALES

## GE Clock Radio

General Electric Co., is offering two new clock radio receivers (one of which is shown here). The receivers have 4 tubes in addition to the rectifier. A built-in beamscope antenna



makes an outside aerial unnecessary. Eastern list prices are \$39.95 for the Model 60, and \$41.95 for Model 62. Designed originally as a bedroom receiver which awakens the sleeper to music, this set is useful in almost every room in the house because of the simultaneous function of both the clock and the radio. Please mention RADIO & APPLIANCE JOURNAL, November, 1947 when writing to manufacturer.

## Philco Portable

Philco Corp. of Philadelphia, Pa. announces introduction of a new portable radio incorporating an improved superheterodyne circuit employing the latest miniature tubes and designed to sell at the lowest price of any post-war Philco portable. The unit, called the Model 300, is now in mass production and is being shipped to dis-

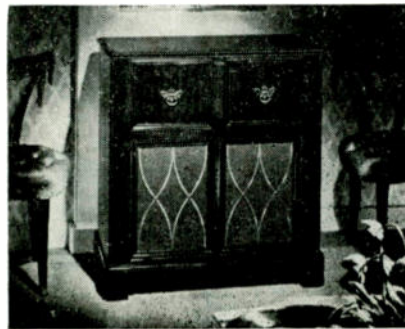


tributors throughout the country. Weighing only 12½ pounds, including batteries, the new Model 300 provides automatic switching from house current, AC or DC, to battery and vice versa. Constructed in a sturdy hardwood cabinet with novel decorative finish and contrasting ivory grille, the unit is priced at \$39.95 less

batteries. Please mention RADIO & APPLIANCE JOURNAL, November, 1947 when writing to manufacturer.

## RCA Console

Radio Corp. of America has introduced an AM-FM phonograph console in 18th Century style which lists at \$325.00. The instrument, finished in either mahogany or walnut, has among its major features a silent sapphire tone arm which requires no needle change, a built-in magic loop antenna for AM and separate dial for FM, and a 12-inch electro-dynamic



speaker. Please mention RADIO & APPLIANCE JOURNAL, November, 1947 when writing to mfg.

## Personal Type Radio



Garod Radio Corp., 70 Washington St., Brooklyn, N. Y. has developed a personal type radio which is called the "The Starlet". The unit is small enough to be played in the palm of the hand and most musical tones which are reproduced with fidelity of much larger portables.

"The Starlet" is \$29.95 less batteries. Please mention RADIO & APPLIANCE JOURNAL, November, 1947 when writing to manufacturer.

New

## EDWARDS FIDELOTUNER

FOR MAXIMUM F-M LISTENING PLEASURE!



CONVERTS ANY RADIO RECEIVER or SOUND AMPLIFIER for F-M

New and revolutionary tuning principle\* makes EDWARDS FIDELOTUNER most efficient F-M CONVERTER on the market today! All the great advantages of F-M reception are yours, with this compact, efficient new tuner. Covers full F-M Band 88 to 108 Mc. Five tubes plus selenium rectifier.

\*patent pending

DISTRIBUTORS! Some territories still open. We invite inquiries. WRITE FOR LITERATURE

Edwards Fidelotuner, in cabinet, as shown, ready for your F-M listening pleasure . . .

Size 11" long, 6" wide, 6¾" high

\$31.50

net

SLIGHTLY HIGHER WEST OF ROCKIES

EDWARDS F-M RADIO CORP.

168 Washington Street

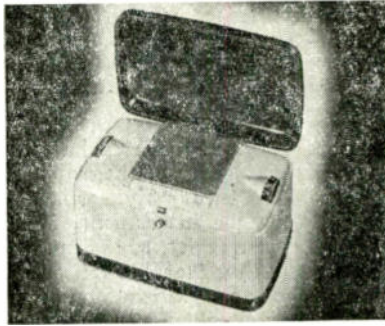
New York 6, N.Y.



# NEW RADIOS FOR CHRISTMAS SALES

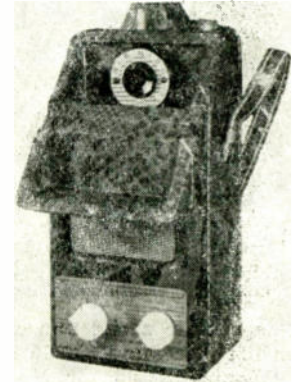
## Sentinel "Treasure Chest"

Sentinel Radio Corp., Evanston, Ill. has introduced its newest portable which it calls "Treasure Chest", a personal radio operating as a portable on self-contained batteries or on electric current when available. Although the production on this unit began only last April, it has achieved such consumer acceptance that current output is now 212.3% higher than any other Sentinel model for a like period. Weighing only 5½ pounds with batteries, this unit is so popular



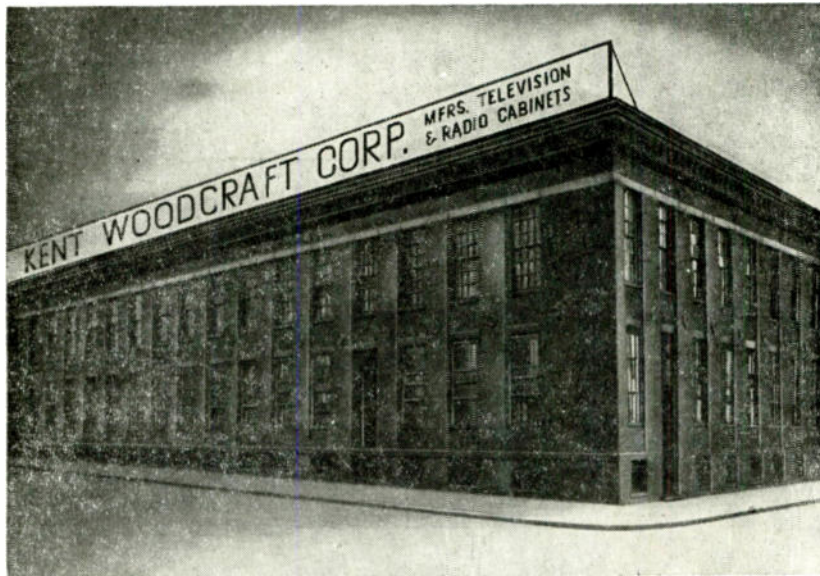
that the Sentinel Corporation believes it will continue to hold its own in Sentinel's complete line of FM and AM radio receivers. Please mention RADIO & APPLIANCE JOURNAL, November, 1947 when writing manufacturer.

## Radio Camera



Air King Products Company, 1523-29 63rd St., Brooklyn, N. Y. announces the production of an exclusive new Air King product, a radio-camera portable. Mr. John J. Clune, Merchandise Manager of Air King, points out that the combination of the radio and camera into one compact portable unit will revolutionize the portable radio market. The new Air King radio-camera weighs less than 4 pounds complete with batteries. It is equipped with the latest type miniature tubes and has an exclusive Air King circuit and operates with one 67½ Volt B and two flashlight Type A batteries. The camera, which takes standard No. 828 film, can take both black and white color pictures. Please mention RADIO & APPLIANCE JOURNAL, November, 1947 when writing to manufacturer.

## An Event of First Importance In the RADIO and TELEVISION FIELD



A great new

## CABINET MANUFACTURING SOURCE

KENT WOODCRAFT CORP., newly established by experts in the field of radio and television cabinet manufacture, has acquired the completely equipped 40,000 ft. plant pictured above. Carrying on all operations under this one roof, KENT will offer to radio and television manufacturers and distributors the unique advantages of skilled craftsmanship plus quality control plus the economies resulting from production volume and efficiency. KENT makes superbly constructed television and radio cabinets in both floor and table models. The television trade will be especially interested in our facilities for meeting their cabinet requirements.

**REMEMBER KENT . . . A GREAT NEW CABINET SOURCE!**

*Inquiries invited from manufacturers and distributors*

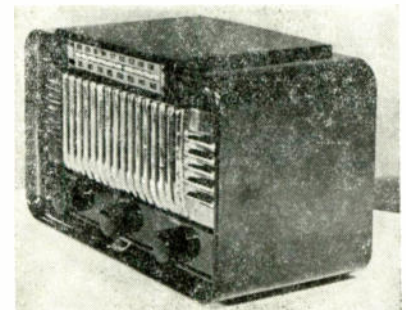
## Kent Woodcraft Corp.

2 - 20 Hooper Street

Brooklyn 11, N. Y.

Phone ULster 5-4242-3-4

## FM-AM Table Model



Signal Sales Corp., 114 East 16th St., New York, is now in production on a new table model FM-AM radio which it calls the "Rhapsody". The unit which lists at \$39.95 under Fair Trades has a powerful 6½ inch oval speaker and 6 tubes.



# RECORDS AND PHONOGRAPHS

A SECTION OF RADIO & APPLIANCE JOURNAL

## Guest . . . EDITORIAL



PAUL SOUTHARD

Paul Southard, dynamic vice president in charge of sales for Columbia Recording Corporation, Bridgeport, Connecticut, says some pertinent things about the basic distinction between a drop in sales and a drop in buying. The important thing for the record dealer is to have enough confidence in the present to produce sales action.

### The Dealer Has No Selling Problem Today

SEVERAL months ago I kept hearing reports that there was a "drop in record sales." Now, this contention is a sore point with me. There may have been a drop in dealer purchases, but there wasn't any drop in retail potential. Selling effort is all that's needed now and that dropped years ago, right after the start of the war when, because of shortages, we stopped selling and depended on buying for our business.

There is a vast difference between a drop in sales and a drop in buying. To me, when someone says there has been a drop in sales he means that business has decreased IN SPITE of every possible aggressive sales effort. When he says there has been a drop in buying, it means to me that people who were formerly coming into his store and taking things off his counters and shelves have stopped doing that or are doing it less often. When there is a drop in sales you've got something to worry about. When there's a drop in buying, you've got something that you have to do something about.

The dealer has no selling problem today. Rather, his problem is an *absence* of selling. Something must be done about it and that something can only, in the final analysis, be done by the dealer himself. We, as manufacturers, may pour out sales promotional material, literature, catalogs—but unless the dealer uses these things intelligently as part of a consistently recurring and carefully coordinated sales program, the net result will be nil. To lay a lasting foundation for such a plan means that we must go back to the humble beginnings of years ago and "re-learn" the record business. Our retail sales people must be made to realize that their personal knowledge of the catalog is more important than any other single factor. Mrs. Jones is no longer fearful that she won't be able to buy that Kostelanetz album next week. Therefore, Mrs. Jones may have an inclination to wait until next week or the week after. It is our job to see to it that Mrs. Jones doesn't wait; that she buys that Kostelanetz album now. We can accomplish this only through a thorough knowledge of our own business and through intelligent, aggressive and consistent selling.

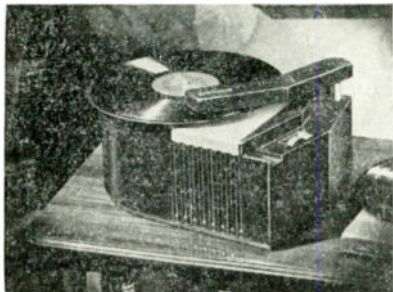
I could, I suppose, polish off this inadequate bit by saying that I am confident of the future of the record business. That statement has come to annoy me, too. It is stilted, inadequate and only a half truth. Certainly I am confident in the future of the record business. I've been in it for more than twenty years and I've been confident for all of those years. If I hadn't been, I'd have gotten into some other business years ago. The important thing to me is not confidence in the future but enough confidence in the present to produce action. We at Columbia are doing our best to give you saleable merchandise backed up by advertising and dealer helps. We've got all the confidence in the world. Have you? Don't ever sell the record business short!

NOVEMBER  
1947

# New Phonographs and Needles

## Lowest-Priced "Victrola"

Modern design is one of the features of this new low-price victrola phonograph manufactured by RCA Victor. The Model 63E lists at \$29.95, and is the lowest priced phonograph bearing the "Victrola" trademark. When not in use the tone arm fits snugly into the recess at the right,



concealing the volume control. Other features are the "Silent Sapphire" pickup; electric motor is automatically started when the tone arm is released. Will play both 10 and 12 inch records. Please mention RADIO & APPLIANCE JOURNAL, November, 1947, when writing to manufacturer.

## Continental Announces International Contracts

Emery Rozsa, general export man-

ager for the Continental Record Company, Inc., 265 West 54th Street, New York City, has returned from a business trip to Europe, where he closed a series of important deals with European waxeries and manufacturers. The most important of these is with the Elite Record Company in Switzerland, the only manufacturer of an extensive and international catalogue in Switzerland. Continental will represent this firm in both Canada and the United States. Mr. Rozsa announces that waxes and a big shipment of Elite's catalogue are now on the way and will be released this season under the name of Continental-Elite Records in this country. Mr. Rozsa also successfully concluded another important contract with Pacific (Paris), the largest independent international discerie in France.

## Recton Osmium Needle

Recton Corporation, 251 Fourth Avenue, New York, has introduced a new Osmium needle which, it states will give faithful plays free of surface noise. Listing at 50 cents and especially designed to answer the public demand for a permanent-type moderately priced needle, the Osmium needle is made to give 2,500 performances. Colorful display cards holding individual packets are ready for dis-

tribution. Each display holds 18 packets and makes an effective count-



or sales unit. Please mention RADIO & APPLIANCE JOURNAL, November, 1947, when writing to manufacturer.

## Musitron

A new portable electric phonograph has been introduced by the Musitron Company, 223 W. Erie Street, Chicago, Ill., manufacturers of sound equipment.

Known as model 105, the phonograph is equipped with a two-tube amplified, synchronous motor.

# COMICAL KIDDIE SONGS



"Simple Simon" goes on a buying spree and needs a warehouse.



"Little Jack Horner" needs a Doctor, but quick!



By **BENNY BELL**

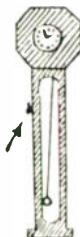
The Only "Kiddie Album" Of Its Kind In The Whole World, - (thank heaven!)

Especially Part 3, "Simple Simon"



"Old King Cole" has a Jam-Session.

"Hickory Dickory Dock" goes hay-wire.



"Dopey Joe" is getting dopey-or all the time.

2 ten-inch Records in Folder Album

IF YOU HAVE NO LOCAL DISTRIBUTOR YOU MAY ORDER DIRECTLY FROM US

**BELL RECORDS INC.**

2382 Pitkin Ave., Brooklyn 7, N. Y.

List \$1.90

Dealers \$1.15



No. 3504 — A new Jubilee comedy sensation. Already a national seller. Lee Tully, the brilliant Jubilee comedian, blends clever lyrics with smart, racy comedy to make this a sure-fire best seller.

## ESSEN

No. 3501 — Jubilee gives you the laugh hit of the year, featuring the talented comedian, Lee Tully, in his hilarious version that took New York by storm. A real over-the-counter number that will keep your customers laughing and your cash register ringing.



WHY DO THEY FALL IN FALLSBURG No. 3503 — A hilariously funny hit from the Jewish Alps. A vacation in itself, with laughs from start to finish. Hear the inimitable Lee Tully in this fast moving number that brings out all the racy humor of a week in Fallsburg.

**Jubilee**  
RECORD COMPANY  
Manufacturers of Phonograph Records  
760 TENTH AVENUE, NEW YORK 17, N. Y.

**DON'T SEARCH FOR FAVORITE RECORDS USE...**



**NEW! PEERLESS VISIBLE INDEX ALBUMS**

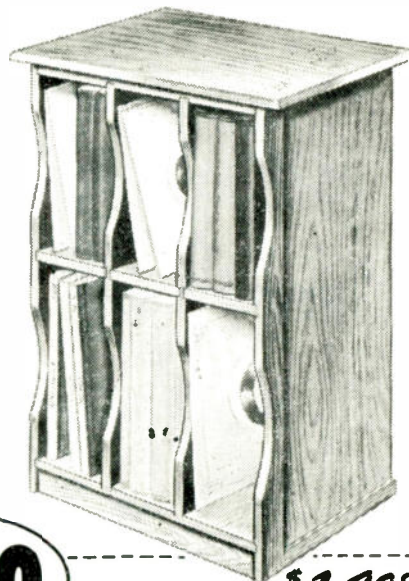
THE ALBUM WITH REAL CONSUMER VALUE—No searching!  
See at a glance!

This Visible Index Album is a natural for record collectors. Titles are written or typed on ruled strips and easily inserted under cellophane covering. An extra ruled strip is supplied with these sturdy albums.

Retail at 10"—\$2.00 List  
Retail at 12"—\$2.50 List  
Slightly higher west of the Rockies

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

**Now!**  
a magnificent  
**Record Cabinet**  
by world famous



to retail as low as **\$14.98**  
Slightly Higher in West and Far South

A new, rapid-fire seller that will increase your sales of records, albums, and record players. A hot, tie-in item that means extra profits.

E-Z-DO's new record cabinet is an attractive piece of furniture. Solid wood top and base with a warm maple finish. Sides of Gator-Hide Kraft-board. Scalloped furniture grills add a distinctive note...makes record albums visible at a glance. Holds radio, record player, television set. Size: 31x20½x14½. Terms: 2/10 net 30. *Order Today.*

★ ALL E-Z-DO PRODUCTS ARE BACKED BY INTENSIVE NATIONAL ADVERTISING ★

E-Z-DO, DEPT. SD, 261 FIFTH AVENUE, NEW YORK 1128 MERCHANDISE MART • CHICAGO, ILLINOIS

# CONTINENTAL RECORD COMPANY

*Announces* THE FOLLOWING EXCLUSIVE NATIONAL DISTRIBUTOR APPOINTMENTS THROUGHOUT THE COUNTRY

Continental Record Distributing Company  
549 West Randolph Street  
Chicago 6, Illinois  
Tel.: Franklin 5059

Continental Record Distributing Company  
415 Brainard Street  
Detroit, Michigan  
Tel.: Temple 3-2784

Continental Record Distributing Company  
265 West 54th Street  
New York 19, N. Y.  
Tel.: Circle 6-5418

Continental Record Distributing Company  
626 Huron Road—Room 315  
Cleveland, Ohio  
Tel.: Cherry 2118

Ajax Equipment Company, Inc.  
777 West Whitehall Street  
Atlanta, Georgia  
Tel.: Raymond 6156

Norman Brown, Inc.  
160 Union Avenue  
Memphis, Tennessee  
Tel.: 5-7979 — 37-1522

Radio Supply, Inc.  
724 North Hudson  
Oklahoma City, Oklahoma  
Tel.: 3-3409

Interstate Electric Company  
1001 South Peters Street  
New Orleans, Louisiana  
Tel.: Canal 8541

Radio Products Sales, Inc.  
1501 South Hill Street  
Los Angeles 15, California  
Tel.: Prospect 7471

Hicks Radio Supply Company, Inc.  
10 Virginia Street, East  
Charleston, West Virginia  
Tel.: 31216, 31217

Murphy Distributing Company  
2232 University Avenue  
St. Paul, Minnesota  
Tel.: Nestor 6527

United Record Distributor  
1287 Fulton Street  
San Francisco, California  
Tel.: Walnut 1-5277

Southwest Appliance Company of San Antonio  
316 West Commerce Street  
San Antonio, Texas  
Tel.: Garfield 1331

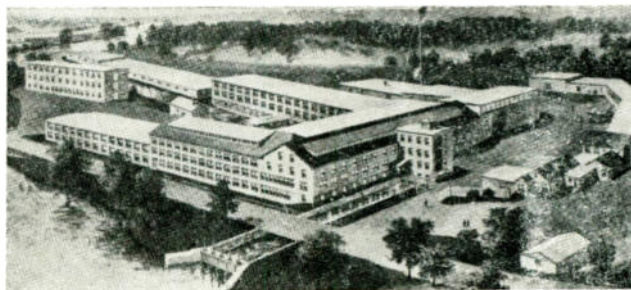
Forem Distributors, Inc.  
541 Seneca Street  
Buffalo 4, N. Y.  
Tel.: Washington 6480

NEW HOME OF CONTINENTAL RECORDS

**Compact — Complete — High Quality**  
MINIMUM OBSOLESCENCE,  
MAXIMUM TURNOVER AND PROFIT  
Contact Your Nearest Distributor

ASK FOR  
**CONTINENTAL'S**

Constellation of Stars.  
Fifty Selected Albums,  
One Hundred Selected  
Domestic, One Hundred  
Selected Foreign  
Records. New Special  
Christmas Release.



# CONTINENTAL RECORD COMPANY

265 W. 54th STREET  
NEW YORK 19, N. Y.  
TEL.: CI. 6-5418

# BANNER JEWISH RECORDS

mean

## GREATER SALES

during

### The Holiday Season!

Look at these  
outstanding artists!

**BAGELMAN SISTERS**

**MYRON COHEN**

**LEO FUCHS**

**Cantor MAURICE GANCHOFF**

**Cantor YSAAK GLADSTONE**

**MIRIAM KRESSYN**

**Cantor SAMUEL MALAVSKY  
and FAMILY**

**ELI MINTZ-**

**BENJAMIN FISHBEIN**

**MENASHA OPPENHEIM**

**Cantor MOISHE OYSHER**

**MOLLY PICON**

**MICHEL ROSENBERG**

**MAURICE SCHWARTZ**

**MENASHA SKULNIK**

**NAT SPENCER and  
MARLIN SISTERS**

**CHAIM TOWBER**

**Cantor LEIBELE WALDMAN**

**MAX WILNER**

Order these and other BANNER RECORDS from your distributor today. If you don't know the distributor in your territory, communicate with



## BANNER RECORDS

1674 BROADWAY  
New York 19, N. Y.



### Meet Your "Journal's" New Editor

**N**AT BOOLHACK, pictured above, now takes over the helm and the responsibility for guiding the editorial policies of your RADIO and APPLIANCE JOURNAL. With a background of extensive experience as an editor in the trade paper publishing field, particularly in publications covering the merchandising of durable consumer goods and services, Nat is especially well qualified to solve the intricate problems involved in producing a magazine that will be of interest and profit to our more than 30,000 readers.

Taking his degree in Journalism at New York University, Nat cut his editorial teeth by doing 'leg work' as a reporter for several newspapers, followed by some years of graduate work at Columbia and N.Y.U. During the war he served on the professional staff of U.S.O. and later with the Navy. More recently, he was editor of *Photographic Trade News and Cleaning and Laundry World*, two of the leading business magazines in their respective fields. He resigned his last post because . . . but I'd rather Nat tell you in his own words:

"Alex, I welcome the opportunity to assume the editorship of the "Journal" because I am convinced that it serves a group of the most outstanding retailers in business today. Beyond that, it is my belief that there are few occupations more important to the total welfare of our economy than SELLING, and to me, selling radio, television, phonographs, records and appliances and servicing is one of the most fascinating businesses in the world. It is fascinating because every radio and appliance merchant sells products which contribute to the sums total of human welfare and happiness. Every time a customer buys an item in one of our readers' stores, he smiles with the pleasure of anticipated enjoyment or the thought of easing some household task. That's a business to be in . . . one that gives joy and eases the strain of modern life.

"I propose to make "Journal" a medium for reflecting the best practices of the trade; to establish it as a source of valuable information about all facets of the radio-television-appliance industry. It is our hope and aim to provide our readers with the kind of trade journal to give them pride and confidence in their business. In doing that, I know that I will need the help and cooperation of all our readers."

ALEX H. KOLBE, *Publisher.*



**DISC**

**WIRE**

**TAPE**

*What's New in*

# HOME RECORDERS . . .

**S**OUND Recording and Reproducing Equipment today plays an important function in the home, education, business, industry and science. We believe that you—the Radio and Appliance merchant, are best qualified to sell home recorders. This Special Section has been prepared to help you obtain new and useful information about a big new market and how to sell it profitably.





a revolutionary  
advance in  
the art and  
science of  
musical  
reproduction

The NEW



# Dynatrobe

FM-AM RADIO • PHONOGRAPH • LEARECORDER

With the new Dynatrobe, Lear presents a musical instrument that sets the standard in a new field of home entertainment designed to meet the ever increasing critical demands of music lovers for years to come. For it combines an acoustically engineered FM-AM radio and phonograph of unmatched tone faithfulness with the new Learecorder—a wire recorder with exclusive features—amazingly simple to operate, incomparably finer in performance.

The Dynatrobe is so uncanny in its power to capture and recreate radio and record music... so faithful in its duplication of all the tone quality and dynamic realism of the original performance... so versatile as an instrument for musical entertainment and home recording... that miracle is the only word for it!

Your customers—particularly those who are critical music lovers—will want the Dynatrobe. For further information and descriptive brochure, write

**LEAR, INCORPORATED**

Home Radio Sales Division • Grand Rapids 2, Michigan



The *Dynatrobe*

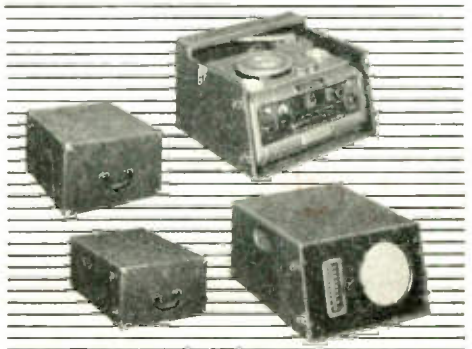
Available with or without automatic record changer in a variety of traditional and modern style console cabinets made by Grand Rapids craftsmen.



The *Learecorder*

The *Dynatrobe*

Portable model in convenient carrying cases. Includes AM Radio, Phonograph and Learecorder. The Learecorder is completely engineered for remote musical programming and rebroadcasting.



# The Market for Home Recorders

By Nat Boolhack

IT is comparatively recent that the public has become aware of the fact that home recorders can make a real contribution to the enjoyment of life, to the enhancement of education and science, to the progress and efficiency of business and industry. (Since the term "home recorder" is so well known, we use it to describe all types of recording instruments, including engraved disc, magnetic wire and tape, and their application outside of the home).

Although public acceptance dates back only a few years, it is a safe estimate that independent dealer participation and promotion of recorders has lagged behind the interest shown by the general public. An independent spot-check survey made by RAJ among 20 leading radio and appliance dealers in the City of New York last month showed that dealers are not at all aware of the sales market and potential for this latest and most intriguing member of the radio family. Out of the 20 merchants questioned, 15 did not know much about the subject and admitted they had never carried any recorders in stock. The remaining five were doing a haphazard job of selling home recorders, and two of them, (among the largest stores in the city, located in the heart of the business district) advised that they had given up the line entirely, "because of lack of interest."

Faced with a situation amounting to apathy on the part of retailers, RADIO & APPLIANCE JOURNAL concluded that the basic reason for the lack of interest exhibited by dealers was mis-information or no information about recorders, the market, and the sales potential among individuals, schools, industries, and every other phase of activity.

What are the actual facts about the recorder industry and the market they represent? Actually, an impartial analysis of the facts indicates: (1) Some of the leading manufacturers in the industry are today devoting their research and production facilities to various types of recorders, designed for use in the home, office, school, industry, entertainment and professional fields. Among the well-known firms current-

ly making recorders are: RCA, Lear, Wilcox-Gay, Brush, Webster-Chicago, Amplifier Corp., Audar, Bell, Pierce, Miles Reproducer, Wagner-Nichols, St. George, Audio Industries. In addition, many other companies have indicated that they will soon have a recording machine on the market. Among these are the Dormitzer Electric & Manufacturing Corp. of Boston, and the Sound Recorder and Reproducer Corp. of Philadelphia.

pates in the appraisal of accomplishment."

Here is but one field which offers vast sales possibilities for the wide-awake merchant of recording equipment. Aside from the school market, the retailer has such lush sales prospects as new parents, (is there any reason why a baby's first gurglings shouldn't be treasured as much as his first photograph); offices, industries, doctors and other professional men, public speakers, singers, actors, politicians, etc. (In fact, the use of

---

## Never before in the history of home recording has such a great opportunity existed for merchandising an excellent product

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With such interest shown by manufacturers, who, you may be certain, made a careful study of the market before investing their time, effort and money in producing new models, it is high time that dealers sit up and take notice; give a little more attention to a source of sales and dollar volume which, handled intelligently, holds promise of becoming a sizeable business in the very near future.

To illustrate but one market for recorders, a market which has hardly been tapped by dealers, the Radio Manufacturers Association Joint Committee on Standards for School Audio Equipment has just issued a brochure which was originally published several months ago in cooperation with the U. S. Office of Education. Entitled "School Sound Recording and Playback Equipment," the booklet is being sent to key school officials throughout the country and to others interested in the development of sound recording techniques. The report points out that sound recording and playback equipment "plays an important part in the rounded learning program" of a modern school. The use of such equipment in schools and educational institutions is without number. "Finally," the report adds, "the link between home and school may be forged stronger by giving the student 'take home' examples of his own work so that the family partici-

recorders in politics offers limitless opportunities for improvement . . . it might even develop that a politician listening back to his own speech might never be tempted to make it!)

We earnestly recommend that you read carefully the material presented in the following pages; study the advertisements in this special section; analyze your market, and then go to work and organize a home recording department. But before you do, here are some preliminary steps to take:

Make a survey of all the schools, colleges, clubs, fraternities and organizations in the area served by your store. Clubs, churches, organizations are wonderful prospects for recorders.

Your survey should establish (a) how large is the demand for recorders (b) what types are preferred and (c) what price people want to pay. Once you have obtained this information and built a prospective customer list, get in touch with the manufacturers who make the equipment. Do a real selling job; use newspaper ads in your local paper, arrange a demonstration clinic in your store.

By following such a *planned* approach to selling home recorders, we are confident you will discover a completely new sales market, a market which is not only lucrative in itself but one which can lead to the growth of customer confidence and consequently sales of other products.



At the front, in Army, Navy, Marine and Air Force hospitals, in hundreds of USO and Red Cross Clubs, the recorder rendered valuable service in lifting morale and helping troops under stress to send home precious voice recordings.

## World War II had Tremendous Influence On Expansion of Home Recorder Market

**I**N 1938 it was estimated that not five hundred dealers in the country were selling home recording units. (Radio Journal, April 1941—"16 Years Old and Still a Problem!") Quoting from our article of 1941, we said: "Today, practically every radio store has at least one recorder model on its floor, but not one dealer in a 100 is doing a satisfactory job on them, although those who have discovered the formula are highly pleased. Sufficient to say that customers aren't walking in to buy a recorder because they saw it advertised at a price."

That was the situation just before the war. Have things changed in the past six years? Well, for one thing, the statement we made about dealers still holds true—although no exact statistics are available, it is doubtful whether more than 500 dealers are selling home recorders. And it still holds true that those rare merchants who have discovered the fact that an excellent market exists for home recorders are highly pleased.

But beyond this, there have been some significant changes. For one, the war served as a tremendous stimulus for the promotion of the many uses of recorders. During the height of the war production period, many executives had recording machines attached to their telephones so as to have an exact record of important phone conversations, orders, contracts. Sales engineers discovered that they could train hundreds of technical men quickly through the device of mailed recordings.

However, the real progress made in the market was the fact that for the first time, millions of men in uniform were exposed to and actually used recording devices. In hundreds of USO clubs, Red Cross Clubs in all parts of the world, home recording units were installed for the sole purpose of sending loved ones voice records. Parents, wives, sweethearts soon came to treasure these small recordings from soldiers, sailors, marines that had been away from home for months and years. Hundreds of radio and appliance merchants can cite from their own experience how anxious mothers and wives came into their stores, clutching a disc, requesting permission to play it. War correspondents recorded thrilling eye-witness scenes on the

field of battle, later to have it broadcast throughout the world.

One organization alone, the USO, purchased 555 home recorders, and throughout the war made a total of 505,586 recordings. Many of these machines are still in use in those USO clubs still open. One USO official told us recently that many marriage crack-ups were avoided through the use of home recorded messages being sent to new warbrides who hardly knew their husbands.

These millions of troops who first used recorders during the war today constitute the richest sales market for the progressive dealer. Most of them are married, have young children, and it wouldn't take much talking to convince a veteran of how useful a home recorder can be.



This child is recording its first gurglings to be sent to an anxious father overseas who has never seen his child. Such events opened up an entire new market among millions of veterans.



# Disc Recording Versus Rival Methods

By SYDNEY GOULD, President  
Recordisc Corporation

FOR fully two years many theories have been evolved on the very controversial subject of post-war disc recording as against more recently developed methods such as tape, wire, film, and sheet processes. These theories have been the subject of conversation with radio receiver manufacturing engineers, jobbers, distributors, retailers, etc. Joining in this discussion, to a very great extent, were the mail order houses who are ever in quest of the newest development to preclude the possibility of making obsolete inventories in their many points of distribution.

During the war, the Army and the Navy in their very many branches, have given support and encouraged the more elaborate development of wires and tape recorders, but all these for special and specific applications. That tremendous strides have been made in fields of direct recording other than the conventional standard disc type is self-evident—but will this form of direct recording supercede or be as practical as sound on disc?

My answer is an unequivocal "NO". Disc recording will remain pre-eminently and pre-dominantly the best practical method for direct sound reproduction despite other later developments.

Disc type recording is used primarily for three major applications—in the Broadcast business for transcription and consequent reproduction; Phonograph industry for masters used in pressing; and Home Recording Market for a varied and miscellaneous series of uses. I shall not develop my contention for the use of discs in broadcasting as the best method of recording and transcription because this case presents prima-facie evidence. From the very beginning it must be seen and recognized that the one thing which a good disc offers as a recording feature for broadcasting is fidelity and frequency response which, thus far, could not be produced with any other means.

From the standpoint of the phono-



Sidney Gould

graph industry, volumes can be compiled on this subject. Disc recording will remain the only medium of making masters for pressing conventional type phonograph records for a long, long time, if for no other reason than the fact that any other method would make obsolete hun-

## How to Choose A Sound Recorder

A recent survey on recorders and an article which was prepared by the University of Chicago in the Special Libraries Association General Conference held in Chicago on June 10, 1937 lists the following ten questions which will help determine selection of recording equipment:

1. How legible must the record be? Its fidelity? Its hum level?
2. Are the recordings to be kept permanently, or to be used over?
3. How long a continuous running time is required?
4. What space and climate conditions are necessary for storing records?
5. What is the cost per hour to run the machine?
6. How adequate are the arrangements for transcribing?
7. How efficiently may one find his place on the record?
8. How easy is it to operate the machine? What are the most likely breakdowns, and what provisions are available for repair?
9. What accessories are available, and how satisfactorily can they be incorporated?

dreds of millions of dollars worth of equipment. Representative equipment would be phonographs, juke

## The Case For Magnetic Tape Recording

By N. M. HAYNES, General Manager  
Magne Phone Div., Amplifier Corp. of America

NEVER before in the history of radio merchandising has there been such a great opportunity for radio and appliance dealers to cash in on a refreshingly new product allied to radio, radio-phonograph combinations and records.

Every radio enthusiast, without exception, has had at some time or other the desire to permanently record one or more favorite radio programs. High quality home disc recording and its associated initial and operating expense is an old story to nearly all recording enthusiasts. Wire recording and its inherent complications of wire breaks, snarls, "bird nests", tangles, inability

to conveniently edit, handle, splice, and its relatively high cost are fast becoming known to many recording technicians and dealers. At the present time, the only recording medium which stands head and shoulders above all others from a viewpoint of ease of handling, ease of demonstration, reduction of background noise, improved frequency response, low cost and overall simplicity of operation is beautifully represented by the latest developments in magnetic tape recorders.

In this recently perfected, amazing process it is possible to record and play back an hour program on a

(Continued on page 28)

**IT'S NIFTY...  
IT'S THRIFTY  
IT'S THE  
NORRIS  
ONE-FIFTY**

**SAPPHIRE  
NEEDLE**



Only \$1.50

Join the hundreds of better dealers from coast to coast who are putting this nifty seller up on TOP!

**Sells Itself...** thousands of pleasing plays appeal to your thrifty customers.

**Silent Salesman display card...** eye-catching... carries self-selling sales shorts.

**Guaranteed** by the country's leading precision jewel manufacturer.

**UNPRECEDENTED  
PROFIT FOR YOU!!**

List price per card of 12	\$18.00
Your regular cost	9.00
Your usual profit	\$ 9.00
Your introductory bonus of two (2) ONE-FIFTYS ABSOLUTELY FREE!	3.00
<b>YOUR PROFIT</b>	<b>\$12.00</b>

**ORDER A CARD NOW!**

**INDUSTRIAL SAPPHIRE MFG. CO. INC.**  
131-35 AVERY AVENUE FLUSHING, N. Y.

Send ( ) cards of ONE-FIFTYS.  
PLUS my introductory bonus. Plus ( )  
color brochures describing the entire  
NORRIS line.

Name \_\_\_\_\_  
Address \_\_\_\_\_

MAIL TO YOUR DISTRIBUTOR OR DIRECT TO INDUSTRIAL

**Mass Production of Magnetized Tape  
Recordings Seen in Near Future**



Discussing arrangements to make ten master recordings on "Scotch" sound recording tape simultaneously are: Dr. W. W. Wetzel, assistant research director for Minnesota Mining and Mfg. Co., (pointing at machine); L. H. Wolff, (left) and M. N. Olson of 3M engineering laboratories.

Mass production of music on magnetized tape—the often shrugged-off threat to conventional methods of making recordings — now looms as a probability.

Minnesota Mining and Manufacturing Co., St. Paul, recently revealed that it has completed experiments with making master records on tape and that it is developing a machine to mass-produce tape recordings from the master records. Such a development might outmode conventional phonographs and disks.

W. L. McKnight, president of the 3M company, announced:

"With the assistance of Mr. Lanny Ross and others, experiments have been successfully completed concerning recording a radio studio program on ten or more tape recorders at once. This enables us to make high-quality master records on our Scotch sound tape.

Our laboratories are developing a machine which will be able to mass-produce tape recordings from

those master records at least as fast as conventional disk recordings are now turned out."

Experiments in making master records were completed last month with the recording of a special 20-minute performance by Tenor Lanny Ross, with a 15-piece band in WMIN studios in St. Paul, McKnight revealed.

The performance was recorded simultaneously on ten recorders, located in various control rooms. "Scotch" sound recording tape and nine different experimental tapes, all developed by the 3M company, were used in the test.

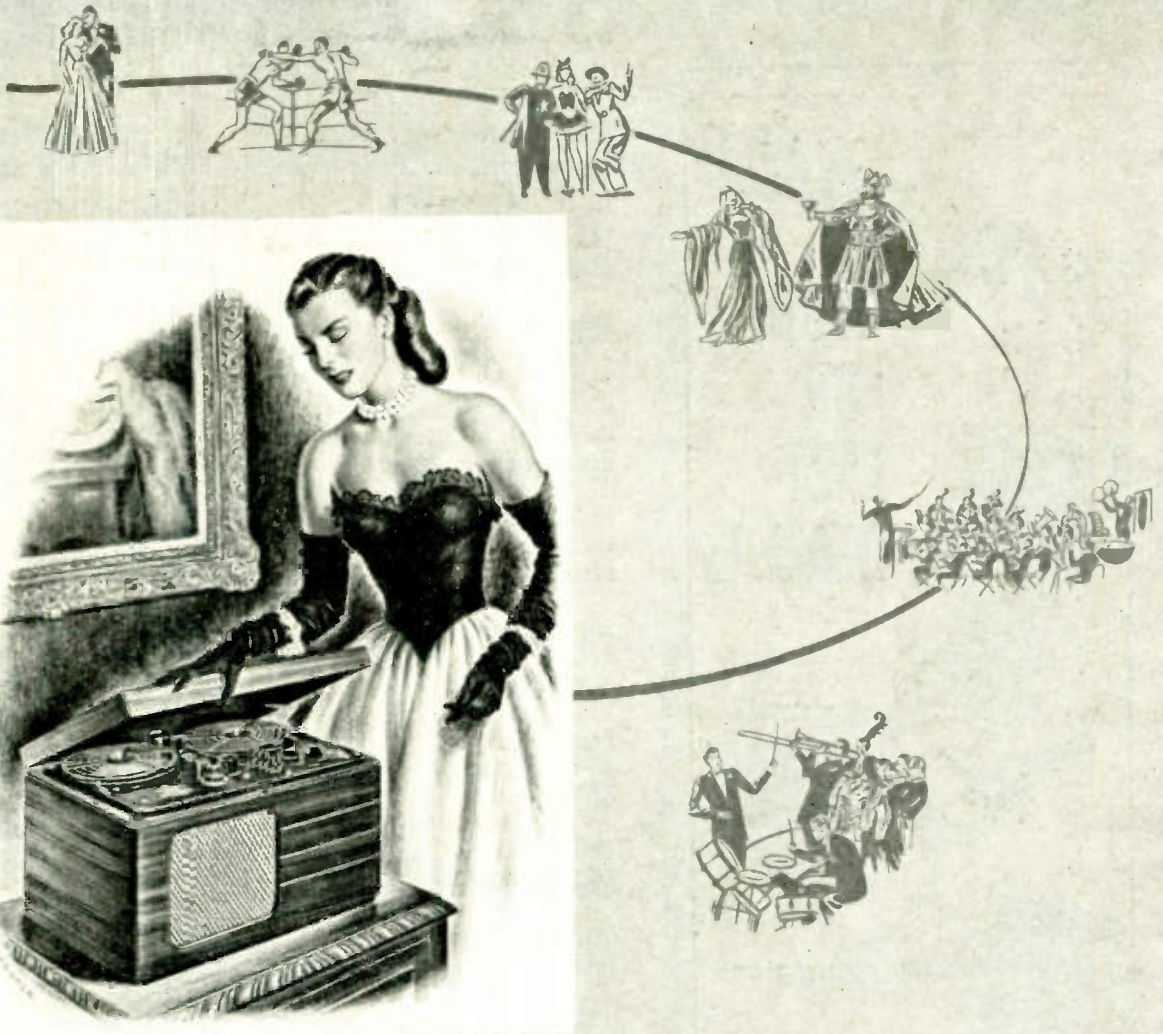
Results on all ten were pronounced "excellent" by McKnight, who added. "Some were superior."

Sound tape, a post-war perfected product, has been available about a year in reels of unrecorded tape, with which users make their own recordings. It has been widely adopted by radio stations for interviews and street broadcasts.

**Some Novel Uses For Sound Recorders**

The number of uses to which recording machines may be put increases daily. Here are some novel adaptations revealed recently: A real estate man in northeast Washington uses his wire recorder to describe his property as he flies over his huge ranch holdings in a helicopter. The Walgreen Drug Stores of Chicago use a half doz-

en machines for their inventories. Dr. David B. Boder, of the Illinois Institute of Technology, used a recorder to interview displaced persons as part of his study of the effects of the war in Europe. A large grocery chain employed recorders to interview successful store managers and then incorporated the recordings into a strip of film.



*Now you can record entire radio programs  
on "Magnetic Ribbon"!*

## Here's the NEWS in home recordings . . . SOUNDMIRROR

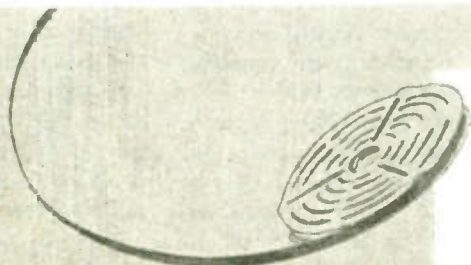
*"Magnetic Ribbon" Recording is easy to sell because  
it offers more! It's Magnetic Recording on Paper!*

- From radio or "home talent"!
- Recordings can be cut with scissors, edited, and spliced with cellulose tape!
- It's inexpensive (½ hour recording for only \$2.50!)
- Recordings are "erased" as new recording is made!

- Continuous ½ hour recordings!
  - No needles, no discs, no technical skill needed!
  - It's push-button recording!
- Cash in on this profit picture and all the news magnetic recording is making—

*Sell the SOUNDMIRROR "Magnetic Ribbon" Recorder*

Write THE BRUSH DEVELOPMENT CO., 3405 Perkins Ave., Cleveland 14, Ohio



**SOUNDMIRROR\***  
*"Magnetic Ribbon" recorder*

\* Trade Mark Reg. Patents Pending

*Brush...*      F I R S T   I N   M A G N E T I C   R E C O R D I N G

# RECORDISC

## GOOD FOR LAZY DEALERS



No need to work up a lather selling home recording blanks. Everyone knows the famous RECORDISC label. The RECORDISC blanks sell themselves. All you have to do is display the RECORDISC name and let your cash register do the rest. Remember—the same marvelous selling-ease holds true for 'precision-perfect', handsomely packaged RECORDISC needles and styli.



Send Today  
for complete  
RECORDISC catalogue

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

### Manufacturers of Recording & Playback Needles

H. W. Acton Co.  
370 - 7th Avenue, N. Y. C.

Duotone Manufacturing Co.  
799 Broadway, N. Y. C.

Electrovox Company  
66 Franklin Street  
East Orange, N. J.

Industrial Sapphire Mfg.  
Co., 131-35 Avery Ave.  
Flushing, N. Y.

International Merit  
Products, 254 W. 54th St.,  
New York City

Permo Corp.  
6415 Ravenswood Ave.  
Chicago, Ill.

The Recoton Corp.  
251 Fourth Ave., N. Y. C.

Recordisc Corp.  
395 Broadway, N. Y. C.

Wilcox-Gay Corp.  
Charlotte, Mich.

Presto Recording Corp.  
242 West 55th Street,  
New York City

## Case For Magnetic Tape Recording

(Continued from page 25)

tape  $\frac{1}{4}$  in. wide, approximately 2 thousandths of an inch thick and 1,250 feet long. All of this is nicely held on a reel similar to one that accommodates 400 ft. of 8mm. movie film ( $7''$  in diameter and approximately  $\frac{3}{8}''$  thick).

The basic principle employed—magnetism—dates back 4,000 years B.C! The special principle of magnetic recording dates back of 1898 when the Danish scientist Valdemar Poulsen built the first magnetic recording instrument. Fundamentally, the basic principles are simple. Sound waves are converted to corresponding electrical energy by a microphone and then intensified through an amplifier. This electrical energy is then fed to a recording head which converts electrical energy into magnetic fields of vary-

## Use Recorders To Sell Recorders

Dealer Dan Glove of Alton, Illinois, has originated a sales promotion plan that is likely to be widely emulated by merchants interested in selling recorders and in using recorders to sell other lines. Beauty of the plan is the fact that it is not only ideally suited to building record sales but also lends itself to the promotion of record players, combinations, and home recorders. Mr. Glove, in his own store, records a sales message on a ten-inch disc costing him about 85 cents. Speaking as though he was actually facing a sales prospect, this wide-awake retailer plugs new recordings, record players, combination sets and a recorder capable of making similar records in the home. The "sales spiel" is cleverly sandwiched in among musical numbers by a popular swing band and by the choral club of nearby Shurtleff College whose members enjoy considerable local fame. The label on the sales disc is left blank, and Mr. Glove leaves the entire package in the home of a prospective customer. If the prospect has no record player, Mr. Glove loans him one. Recorded sales talks are frequently changed. One of the most useful by-products of the novel sales plan is a marked improvement in the technique and delivery of Glove's salesmen who for the first time now hear themselves in action. The plan has been extremely successful in selling home recorders.

ing intensity. A magnetically coated tape is brought into close proximity of the recording head which magnetizes sections of tape with a magnetic pattern similar to the original sound wave. During playback, the magnetized tape is passed close to a pickup head (identical to the recording head which is usually employed for both functions), The magnetic flux in the tape passes through the pickup head and induces minute electrical energy into its coil structure. This electrical energy is then again amplified (by the recording amplifier if desired) and subsequently fed into a loud speaker where electrical energy is converted back into acoustical waves similar to those originally picked up by the microphone. (This oversimplified explanation is technically correct but not complete in detail.

The magnetic tape recorder is a  
(Continued on page 49)

## Rival Methods Disc Recording vs.

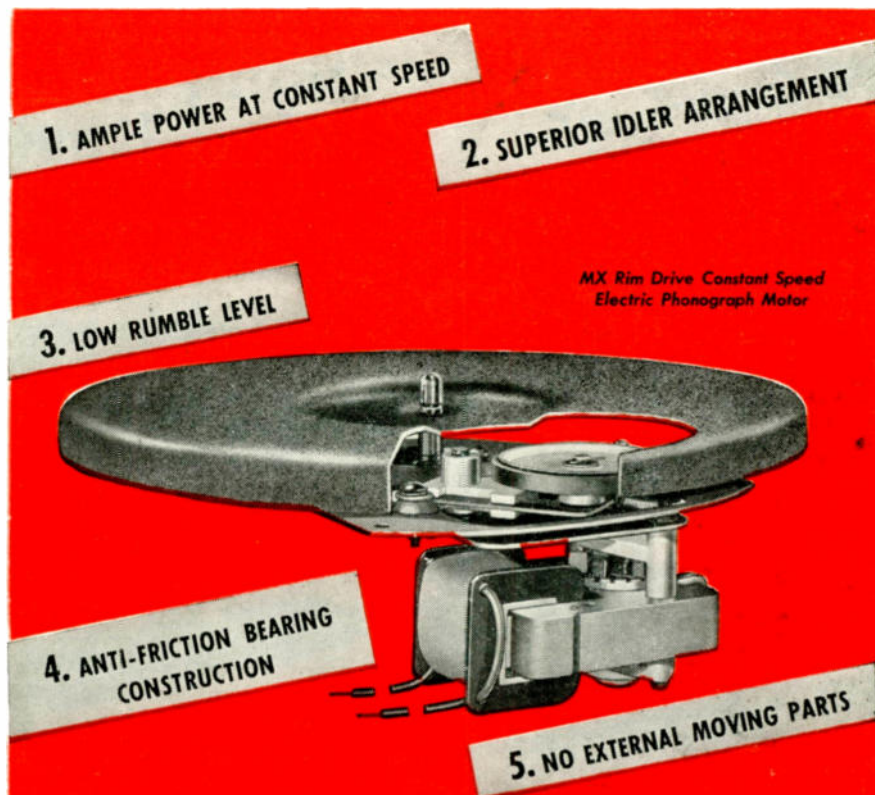
(Continued from page 25)

boxes, privately-owned records, albums, invaluable masters, and replacement parts in inventory such as phonograph motors, pick-ups, etc. It would also make obsolete the record pressing industry. All this obsolescence could be considered a satisfactory contribution to progress if methods other than disc type of recording had something special to offer. What does sound recording on wire, cellophane, and vinylite or film have to offer which disc recording cannot meet or beat?

In the first place, neither one of these methods have equal reproducing qualities. Certainly it is a far cry from the quality even a fair—not a good disc—can offer. Are any of these methods cheaper to operate from the standpoint of equipment? Certainly not. Does it have standardization? The very fact that one uses wire and others strips of cellophane, plastic circles, film or even magnetic steel ribbon proves that there is no standardization. What happens if a steel ribbon recording is sent, for instance, to a studio equipped for magnetic wire or acetate tape? How can the business be standardized with 14 different methods of direct recording—neither one of which is considered to be standard with the exception of disc recording?

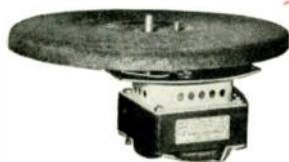
When the general public will become conscious of and aware of the facilities of voice and sound recording, the entire industry will benefit. When this consciousness and awareness has passed the "scratch the surface" or superficial stage, then, and at that time, I steadfastly maintain they will look for or switch to the most practical medium which indoctrination into recording has induced them to search out. Then, and at that time, disc recording will be predominantly and preeminently the type of recording in the home.

You can see, therefore, that wire tape and other mediums of recording do not harm, as a matter of fact they aid the development, the promotion and the eventual multi-million dollar business which the manufacture and sale of turntable disc recorders, recording discs and recording accessories represents.

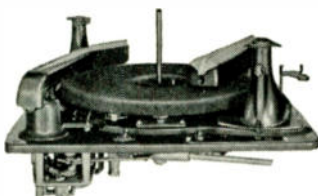


MX Rim Drive Constant Speed  
Electric Phonograph Motor

## Smooth Power FEATURES FOR SMOOTH PERFORMANCE



GI-RM4 Rim Drive, Heavy Duty  
Electric Recording Motor



GI-RC130 Combination Record-  
Changer Recorder



GI-R90 Dual Speed, Home  
Recording and Phonograph  
Assembly

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

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

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

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

# THE GENERAL INDUSTRIES CO.

DEPT. MT

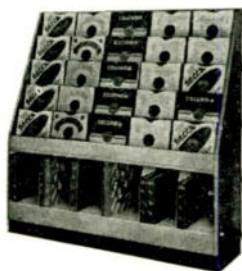
ELYRIA, OHIO

## *Bitter* RECORD SELLING EQUIPMENT

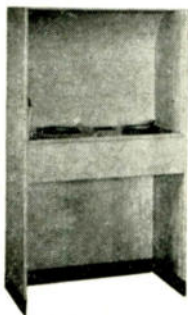
The Choice of Progressive  
Retailers Coast to Coast  
Over  
25 years experience



*Bitter*  
**HORIZONTAL RECORD  
RACK #90**  
16 slots. Each holds  
12 records



*Bitter*  
**SELF SERVICE  
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Available with 25 or 45 pockets and  
space for about 75 albums.



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**LISTENING  
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Permits custom-  
ers to do their  
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Macy's New Music Center  
New Illustrated Catalog on Request

**A. BITTER CONSTRUCTION CO.**  
721 E. 133 Street · New York 54, N. Y.



*We also*

**SPECIALIZE IN  
BUILDING  
SOUND-PROOF  
RECORDING  
BOOTHS**

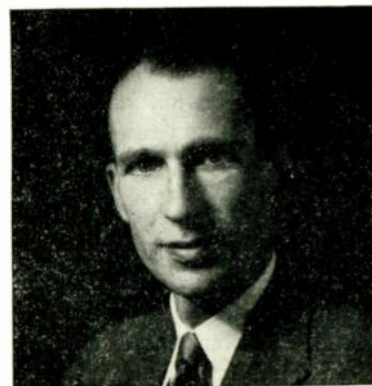
# Some Advantages of The Disc Recorder

By **THOMAS B. ALDRIDGE**, General Sales Manager  
Presto Recording Corporation

**T**HE disc method of recording is the oldest and the only method which is universally interchangeable on all types of disc playback machines. It is the only method which permits a recording to be made and reproduced by anyone, any place in the world. Mechanical applications are fewer in recording and playing back the disc than those inherent in any other of the numerous recording media, such as wire, film, tape, etc.

The disc is the only method which allows a master to be utilized in making large quantities of duplicate discs. For example: the phonograph record. The other methods of recording necessitate individual re-recordings, thus limiting and practically prohibiting a particular recording being made in volume.

The disc method has proved its usefulness in teaching voice, music, language and dramatics. Many schools, in addition to using small, inexpensive discs, have individual instructors make master recordings of their Glee Clubs, Orchestras or speeches during important functions and supply from these masters proc-



**Thomas B. Aldridge**

essed phonograph records for students, parents and friends.

Many professional people in music, radio, dramatics use recorders for self-criticism and self-improvement. The disc method enables them to produce for themselves audition records to be presented to talent agencies. Dealers handling the various recording units, such as wire, tape and disc, must select the method and accessory equipment which will satisfy the greatest number of customers. In my opinion, the disc method is the one most admirably suited to accomplish this purpose.

## Future of Wire Recorder

By **ARTHUR A. BERTRAM**, Chief Engineer  
St. George Recording Equipment Company

**R**ECORDING on wire offers great advantages over all other mediums from the standpoint of convenience, economy, permanence, playing time, dynamic range and noise level. In addition, the fidelity is comparable to the best disc recordings, and the wire has certain other unique advantages especially suited for the amateur and home trade.

Perhaps the greatest appeal of the wire recorder is the fact that it is so convenient and fool-proof to use. In disc recording the cutting head must be accurately adjusted to secure the proper depth of cut, and the chip must be carefully watched lest it foul or catch. Test cuts must be made, and a slight error means that a new cutting stylus must be in-

stalled. Too much volume momentarily during the disc recording may cause crossover and ruining of the record. This is particularly objectionable since it is not apparent until an attempt is made to play the record.

In magnetic recording, no adjustments are necessary, there is no chip, and neither cutting stylus nor playback needle is required. The wire possesses unique self-limiting qualities which take care of minor overloads, and the only effect of a very great momentary overload is to introduce a slight distortion in the low tones for the duration of the overload. Magnetic recording equipment is extremely simple to use, and requires no special skill.

## WIRE RECORDERS

The chief selling points of the magnetic recorder, however, lie in the unique facilities it offers. Let us imagine a piano student who owns a wire recorder. Such a student could have his teacher record a passage on the wire, followed by a somewhat longer period of silence, then followed by another passage by the teacher, and so on. Now then, at his leisure the student can listen to the teacher's interpretation on the wire, then in the blank spaces record his own efforts at the same passages. When he now plays back the wire he will hear his own playing and that of the teacher in close proximity, allowing him to criticize himself. Thus having had the opportunity to hear his own mistakes, he can go back on the same wire and re-record his bad passages over and over, each time comparing his own playing with that of his teacher.

More of the unique features of the wire recorder can be utilized by the proud father who wants to catch some of baby's first words. The recorder can be placed by the baby's crib and left turned on for the full hour. If at any time the child says anything worth keeping, the section of wire on which the priceless words were recorded for posterity can be snipped out with a pair of scissors, and transferred to another spool. The ends of the wire are joined together with a simple square knot, which can not be heard as it passes through the head.

There are potentialities in the market for the wire recorder that are not yet fully comprehended, one application after another suggesting itself as the recorder meets more customers. Believe me, it's one of the coming best-sellers!

**INSIDE INFO...**

**"ELEMENTS OF MAGNETIC TAPE RECORDING and 999 APPLICATIONS"**

*by A. C. Shaver*

**ORDER NOW**

**AVAILABLE AT ONLY 25¢**

**AMPLIFIER CORP. of AMERICA**

396-8 Broadway — New York 13, N. Y.

Radio & Appliance JOURNAL • November, 1947

Recoton

**RETAILER'S**

**Back with a BANG!**

**IMPRINTS**

Good news for RECOTON dealers! We are resuming our old policy of imprinting retail store names and addresses on needle packages. What better package to start with than that carrying the widely-famed and heavily-demanded SUPERTONE PHONED.E...

With your order for 10 cards or 10 cartons, your name and address are imprinted FREE on every Supertone package.

**Hottest Offer in Years!...**

Offer expires December 10th...

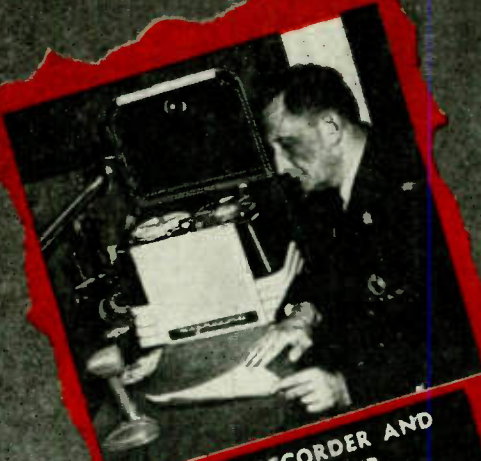
**ORDER 10...GET 11**

With your order for 10 cards (or cartons) of Recoton SUPERTONE Phoned.E. you receive an EXTRA CARD (or carton) of 50 Imprinted Packages FREE.

**RECOTON CORPORATION**  
251 FOURTH AVENUE, NEW YORK 10

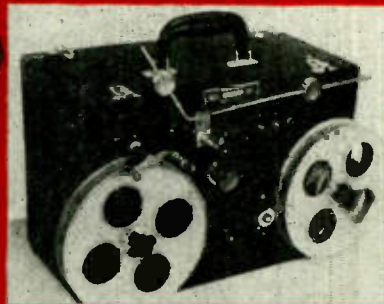
**ORDER FROM YOUR DISTRIBUTOR**

# 1948 - PREVIEW OF NEW



## SOUND RECORDER AND REPRODUCER

This new magnetic tape recorder is called the "Magnesonic" and is designed for use as a high fidelity amplifier and PA system. Lists at \$179.50.



## MILES REPRODUCER

The "Filmgraph" Model JVC records sound on film. Excellent for use in conjunction with 16mm motion picture projector. Price is \$450.00 complete.



## ELECTRONIC SOUND ENGINEERING

Shown above is the new high-fidelity "Polyphonic Sound" wire recorder. Comes with portable carrying case. Lists \$350.



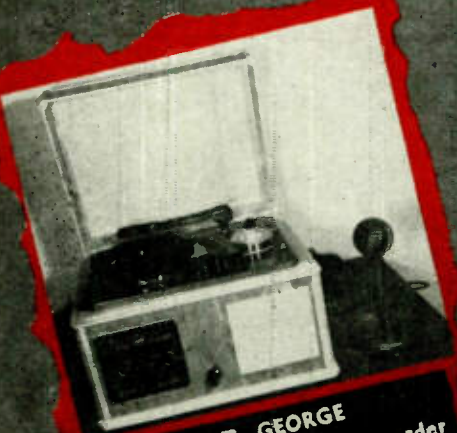
## PIERCE WIRE RECORDER

Model 55B, a heavy duty model, designed specifically for office dictation. Comes with full spool of stainless steel wire, recording sound for more than one hour. Cost is \$400 plus tax.



## AMPLIFIER CORP. of AMERICA

A magnetic tape recorder which records and plays back on a tape 1/4 inch wide. Particularly useful to record collectors. Model 900-C. \$485.



## ST. GEORGE

A combination wire recorder and record player. Can make wire recording direct from discs. Lists at \$135.00.



## BELL RE-RECORD-O-PHONE

Model RC-47. A versatile, complete portable recording unit. Disc recording and playback speeds of both 78 and 33 1/3 RPM.



## AUDIO INDUSTRIES

Ultratone Model PR-7, combination radio-recorder-phonograph. Dual speed recorder makes records at 33 1/3 or 78 RPM.



# HOME RECORDERS - 1948



## AUDAR

Model RE-B portable disc recorder with speed changing control for 78 or 33 1/3 RPM recording and playback. \$129.95 inc. tax.



## WAGNER-NICHOLS

A high fidelity disc recorder which has "divorcement of tracking functions from sound groove." List price is \$129.95.



## WILCOX-GAY

Model 6B10 "Recordio," a portable recorder, radio-phonograph, disc type. Excellent for home use, students, etc. List price is \$175.00.



## EFUSH DEVELOPMENT

Model shown is the BK-401 "Soundmirror," a magnetic paper tape recorder which is excellent for all kinds of home recording.



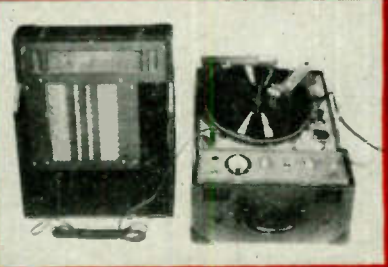
## EAR

The "Dynasart" Model WC-311-D, a portable, de luxe combination including AM radio-learecorder, one full hour spool of wire with cue disc, radio time clock. Lists at \$595.00.



## RCA VICTOR

A new portable wire recorder which features a foolproof plug-in cartridge which completely eliminates handling of wire. Suggested list price is \$195.00.



## PRESTO

The Presto Model K is a portable disc-type sound recorder and PA system. Contains magnetic cutting head, full-sized 6 tube amplifier, rubber-tired turntable. Lists for \$348.00 less microphone.



## WEBSTER CHICAGO

Model 50 wire recorder, a fast, efficient wire recorder that records at 2 ft. per second; re-winds at 14 ft. per second. Lists at \$149.50. Also make a Model 79 which lists at \$50.

**THE IDEAL PAIR FOR HOME RECORDING!**

For cutting —

**Brilliantone**  
RECORDING NEEDLE

For cutting direct on all coated aluminum, paper or glass base discs. Machine-lapped to insure a mirror-like finish... a clean, quiet-cut groove.

For playback —

**Actone**  
TRANSCRIPTION NEEDLE  
100% Shadowgraphed

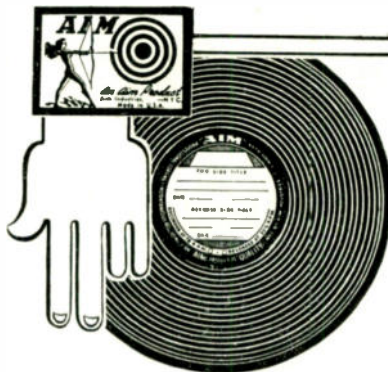
Made to fit the groove cut by the Brilliantone Recording Needle. Used by top radio stations and transcription companies.

*Bagshaw*

**H. W. ACTON CO., Inc.**

Sole Distributor  
370 Seventh Ave., New York 1, N.Y.

Send for New Catalog "K" and Current Price Lists.



Manufactured by

**AIM INDUSTRIES**

41 Union Square, New York 3, N.Y.

GRamercy 5-8231

Where quality counts—where success is measured by the faithful reproduction of the human voice—"AIM" Record-Blanks lead the field. Uniform cut and heavier coating mean successful cutting even by amateurs. The low needle wear and high degree of permanence mean they can be played back many, many times with clarity, fidelity and lack of surface noise.

Aim Industries is also a national distributor to Jobbers for the famous Soundcraft Line of Recording Blanks. Private Label business will receive special attention.

**WRITE FOR OUR NEW RECORDING BLANK CATALOG**  
*Also Music Box and General Accessory Catalogs*

**NOW NEW NOW**

... A Midget Inductor Unit which will pick up and/or record incoming and outgoing telephone conversations. Perfect clarity and absence of hum!

**REQUIRES NO PHYSICAL CONNECTION TO TELEPHONE!**

Can Be Used . . .

- ... Under the telephone base of desk credle type telephone.
- ... Inside base of desk type phone.
- ... Inside Ringer Box of Telephone.
- ... Outside of telephone earphone receiver shell.

May be used with standard type Audio Amplifier and/or recorder. NO SPECIAL SKILL OR TECHNICAL KNOWLEDGE NECESSARY.

Complete with shielded 5 ft. cable and jock or plug. Block bakelite housing. Individually boxed.

List Price ..... \$25.00  
Distributor's Net ..... 11.25  
Dealer's Net ..... 15.00

Manufactured by

**MILES REPRODUCER CO., Inc.**

812 BROADWAY NEW YORK 3, N. Y.

Cable Address: "Milesman" New York

**New Smash Hit For Holiday Selling!**

**KASSON**

**Electric CHRISTMAS TREE TURNER**

NOW your customers can enjoy the spectacular beauty of their LIGHTED Tree in MOTION



IT'S for the home, or any place where Christmas is festive. The KASSON Turner not only makes the tree go 'round and 'round three times a minute . . . it has a built-in two way receptacle for the tree lights! Sturdy, all metal, adjustable to almost any tree, it will easily turn a fifteen footer—in fact, it is designed to carry up to 200 lbs. The holder is waterproof, too. A.C. motor is a self-starter, and built to last for years.

The KASSON Electric Christmas Tree Turner packs tremendous promotional appeal. DISPLAY IT AND SELL IT! Let it turn a full-size tree with lights twinkling, in the department and in your windows. Watch the traffic . . . and the profitable sales! Write or wire us NOW for literature, price and discount information. IMMEDIATE DELIVERY.

**GENERAL DIE AND STAMPING COMPANY**  
267 Mott Street New York 12, N. Y.

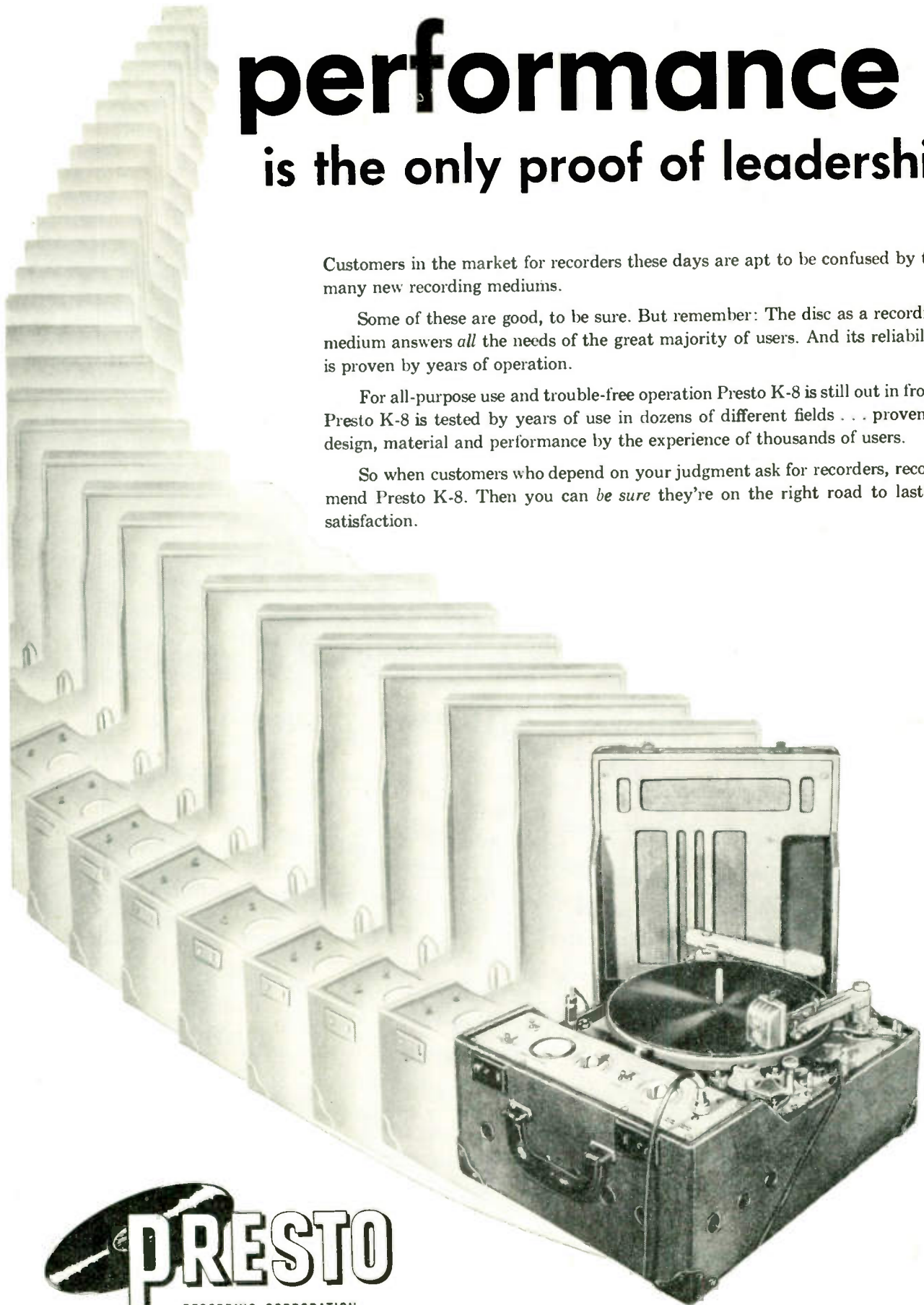
# performance is the only proof of leadership!

Customers in the market for recorders these days are apt to be confused by the many new recording mediums.

Some of these are good, to be sure. But remember: The disc as a recording medium answers *all* the needs of the great majority of users. And its reliability is proven by years of operation.

For all-purpose use and trouble-free operation Presto K-8 is still out in front. Presto K-8 is tested by years of use in dozens of different fields . . . proven in design, material and performance by the experience of thousands of users.

So when customers who depend on your judgment ask for recorders, recommend Presto K-8. Then you can *be sure* they're on the right road to lasting satisfaction.



**PRESTO**

RECORDING CORPORATION  
242 WEST 55TH STREET, NEW YORK 19, N. Y.  
WAITER P. DDWNS, LTD., IN CANADA

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT & DISCS

# Here's how to sell home recording...

WITH  
**Recordio**

*Visualize* for your prospect how RECORDIO ... the world's finest home recording instrument ... becomes their "life of the party" and capture its care-free merriment for future enjoyment.

*Show* your customer how to record his favorite radio shows, symphony orchestras, or historical events ... just as they were broadcast.

*Recall* the many happy family get-togethers that deserve to become family mementos ... instantly available in sound.

*Demonstrate* how easy it is for anyone to make a personal "voice letter" to send to absent family members or friends ... a four-minute letter with personality.

*Dramatize* the wide variety of events that can be recorded and kept indefinitely for future enjoyment down through the years.



**SELL ENTERTAINMENT...**

**SELL Recordio!**

Increasing publicity for home recording in all its forms is arousing public interest. Here is a brand new, uncrowded market for your sales efforts. Make sure, however, that you choose a home recorder with an experienced past and a promising future ... RECORDIO by Wilcox-Gay. Every RECORDIO sale brings you at least *twelve additional sales a year* of RECORDIO Discs and Needles.

**PUT YOUR MONEY ON  
A PROVEN WINNER...**



**Recordio**  
U. S. PAT. OFF.  
by WILCOX-GAY

135-N

**WILCOX-GAY CORPORATION • CHARLOTTE, MICHIGAN**

# APPLIANCES

A SECTION OF RADIO & APPLIANCE JOURNAL

Guest . . .

## EDITORIAL



ALLYN R. HECK

Automobile dealers believe that any car, regardless of condition, is good enough to start someone off with car transportation and on his way with a desire for a better vehicle. The same type of reasoning can be used with profit by appliance dealers says Allyn R. Heck, Merchandise Manager for Westinghouse Household Refrigeration Department.

### Capitalizing on Our Opportunities

ALL merchandising revolves around a service given to a customer. That service begins when the salesman helps the customer select the refrigerator or range which will do the best job for that particular customer.

It includes getting into the customer's kitchen or home to determine her needs in electrical equipment and then selling her appliances to satisfy those needs. It includes keeping those appliances in working condition. It includes helping the customer dispose of her old refrigerator or range when the new one is delivered.

Who can say whether one type of service is more important than another, and right now who can deny that handling the customer's "trade in" can be an added service to the customer and an added profit to the dealer as well.

Today, with acute shortages of many appliance items, there are lots of prospects who would be glad to own a good used appliance in preference to none at all. The dealer could handle them on a most profitable basis.

In the future, those purchasers of used equipment would provide just the backlog of prospects for new appliances the dealer will need when the buyer's market arrives.

Most recent surveys indicate that replacement sales will account for a total of anywhere from 70 to 89 per cent of the total new refrigerator sales by 1950. If this is true, it behooves the manufacturer, the distributor and the dealer to get themselves better organized to develop new customers through the profitable sale of "trade ins."

The first step would be for all distributors to organize a complete service and reconditioning set-up for dealers.

The second step would be for manufacturers, their branches or distributors, to outline a program of merchandising "used appliances" which would include a rating of the value of the various models each manufacturer has sold in the past so that the dealer might know what he could allow for a "trade in" without too much risk.

The third step would be for the dealer to set up attractive displays of used merchandise and follow this phase with the same interest he follows in merchandising new appliances.

Present day economics lend great assistance to the sound establishment of some of the foregoing practices, if we only capitalize on the opportunities that we have. The new appliance consumer, as well as the ultimate used appliance consumer, is entitled to that service from the dealer. Let's give it to Mr. and Mrs. Consumer before the time arrives when they will demand it.

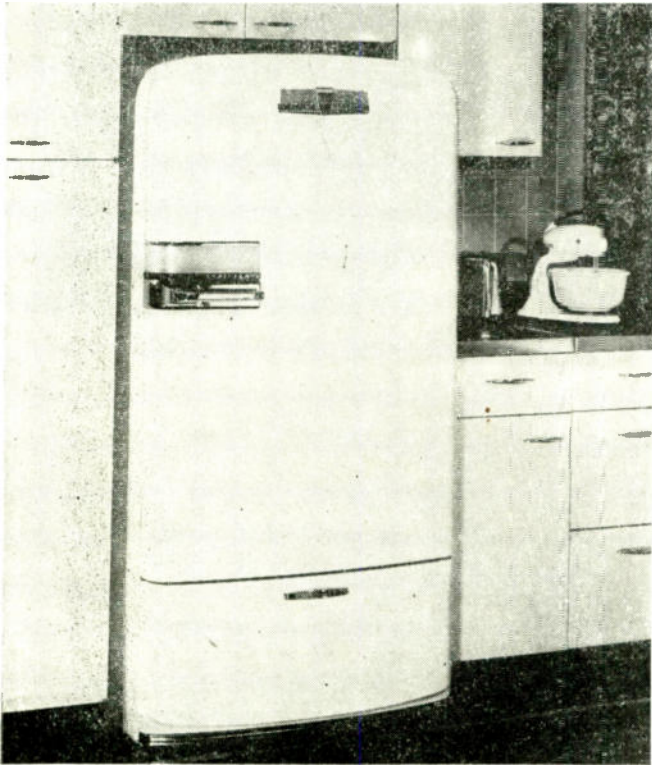
NOVEMBER  
1947

# SELLING REFRIGERATORS

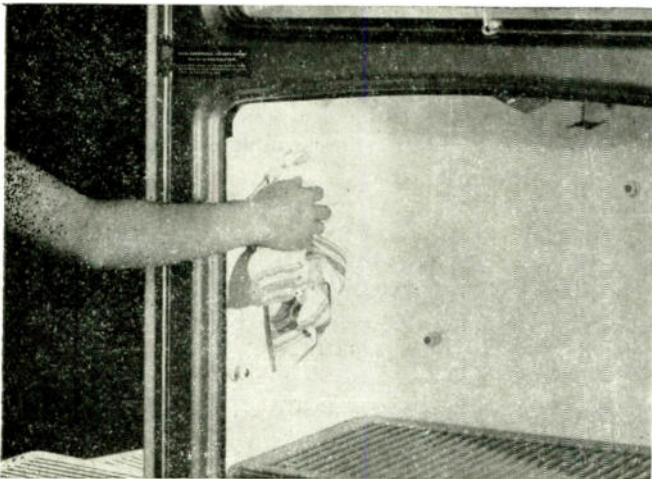
## IT TAKES "KNOW HOW" TO SELL THEM

*Here's How to Answer Your Customers' Questions Intelligently*

A FEATURE OF RADIO & APPLIANCE JOURNAL



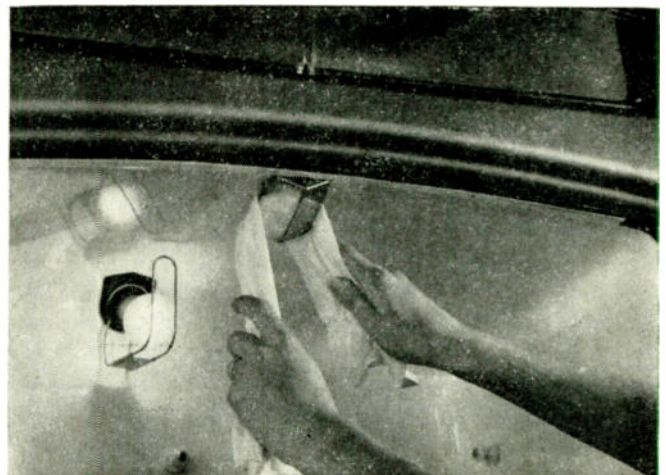
Admiral's 'Dual-Temp' Model 957 incorporates many of the latest improvements in home refrigeration. Outstanding sales point of the Dual-Temp is the fact that it requires no defrosting in moist cold compartment. In addition, its high humidity Moist Cold Compartment and built-in Freezing Locker with individual temperature control are excellent sales points.



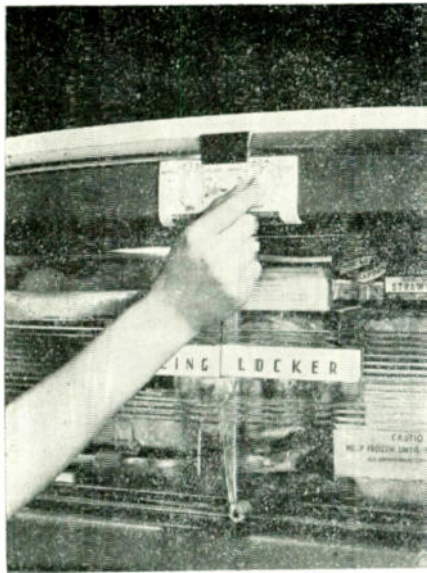
**1** Women customers will appreciate the ease with which Moist Cold compartment can be cleaned. Shelves remove quickly and efficiently; solution of warm water and baking soda will do the rest. Caution customers against the use of wax-type cleaners because they prevent an even distribution of the moisture. Exterior should be washed with warm, soapy water; rinsed and wiped dry.

*The refrigerator shown on these pages is Admiral Corporation's new Dual-Temp Model 957. Admiral agrees with us that the dealer, in order to chalk up a successful sales record for refrigerators, must have special knowledge of all the technical features contained in the unit he sells. All pictures on this and the facing page have been submitted through the courtesy of the Admiral Corporation, Chicago.*

**S**ELLING a refrigerator poses a different problem for the radio and appliance dealer than that involved in selling a radio, record album or toaster. To begin with, a refrigeration unit costs a good deal more, and its purchase is usually the culmination of month's of planning and saving by the buyer. In any purchase involving an expenditure of \$150.00 or more, you can be certain that the customer is going to ask a lot of questions, and you had better be prepared to answer them, quickly and intelligently, if you want to write that sales contract. This is the first of a new series of sales-pix features to appear each month in RADIO & APPLIANCE JOURNAL. Designed to help you increase your merchandising knowledge and ability, each feature will deal with a specific type of appliance.

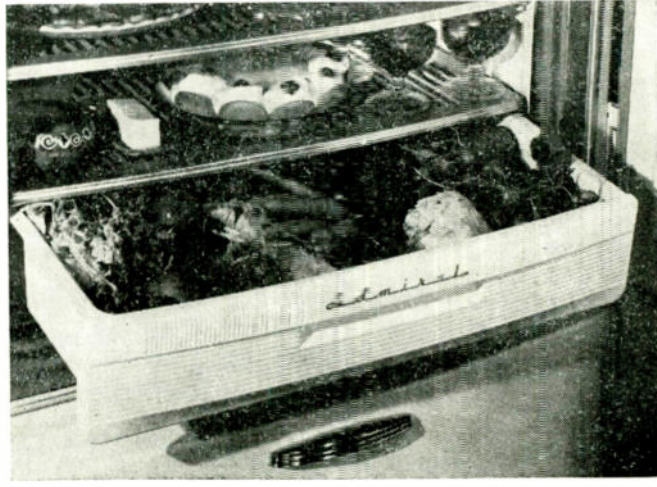
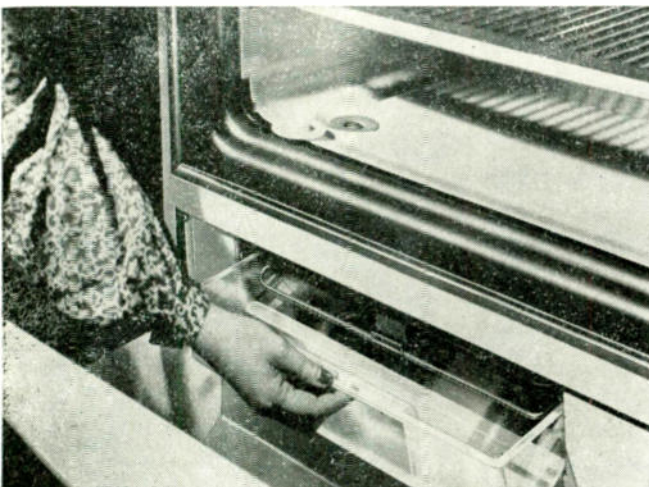
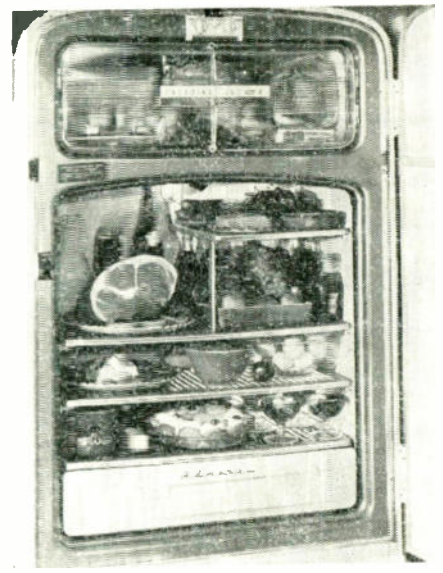


**2** Call attention to the care of the Sterilamp, which produces ultra violet rays and ozone to retard bacteria and mold growth and eliminate odors. Sterilamp should be wiped with a clean, soft cloth since dust or other deposits can affect the efficiency of the lamp's rays.



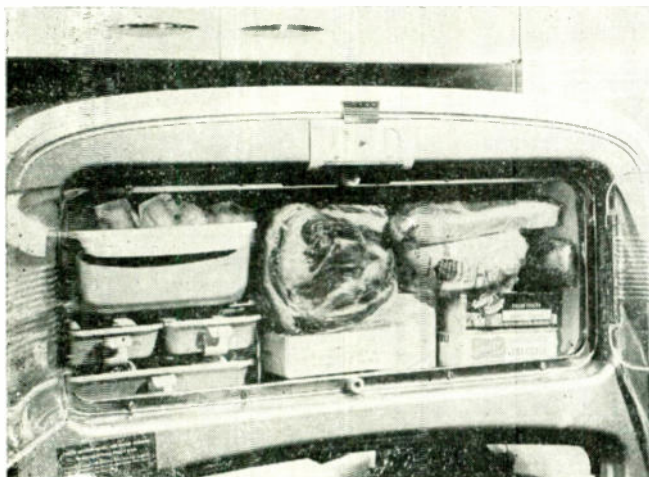
**3** Call customer's attention to separate controls on Moist Cold compartment and Freezing Locker. "N" or normal position on Moist Cold compartment maintains a constant of 38°F. "N" position on Freezing Locker maintains a temperature of zero to 10°F. Adjustment of control gives higher or lower temperatures, as desired.

**6** Uniform temperature throughout Moist Cold Compartment makes it possible for housewife to place food anywhere in the compartment, an excellent feature which should be stressed by the dealer. High humidity (85% relative) eliminates necessity for covering foods. Some foods, such as milk and fruit juices, are covered to retain their vitamin content.



**4** Your women customers will be thankful for the elimination of the hated job of defrosting, which is never required in the Dual-Temp. Cooling coils are imbedded in the walls, and temperature is kept above freezing—hence no collection of frost. Admiral's "Moistrol" disposes of excess moisture, which is channeled through drainage tube in bottom of Moist Cold Compartment to plastic tray located in top of storage bin. Heated coils passed through tray evaporate moisture.

**7** Call attention to this roomy, sliding drawer which provides a handy and convenient storage bin for fruits and vegetables. They'll stay crisp and fresh. It would be a good idea to fill your store model with wax replicas of fruits, etc., to give the customer an idea of realism.

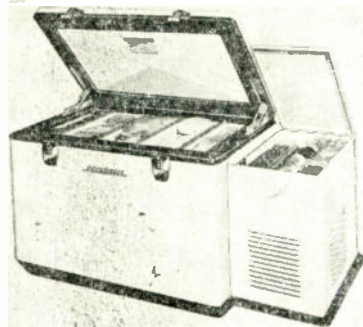


**5** Tell customer that all food placed in Freezing Locker must first be properly wrapped or packaged in moisture-vapor-proof material. This section has room for making and storing eighteen pounds of ice cubes, enough for any party! Ice cream may be stored for an indefinite period, when control is on normal position. For quick freezing, turn control to coldest position.

**8** Finally, impress customer with fact that not an inch of space is wasted, as exemplified by this spacious dry storage bin which provides extra storage space for packaged and canned foods and bottled items.

# NEW APPLIANCES

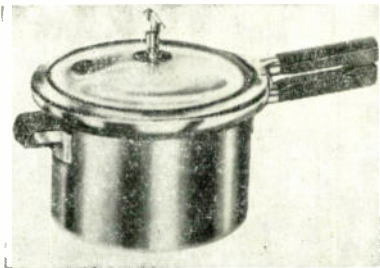
## New Deepfreeze Unit



Shown here is one of the three new models added to the Deepfreeze home freezer line, making it "the most complete line of home freezers on the market". The Model B-16 shown here has a 16 cubic foot capacity and will appear on the market in November according to an announcement by F. F. Duggan, General Sales Manager of the Deepfreeze Division, Motor Products Corporation, North Chicago, Illinois. This model holds more than 560 pounds of assorted perishable foods, has a counter-balanced lid, metal food storage dividers, temperature control, and carton storage compartments. Price delivered and installed \$599.50.

## Troubee Pressure Cooker

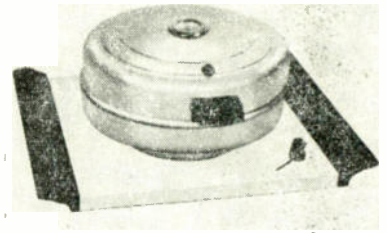
Two new model pressure cookers have been added to the production lineup of Traubee Products, Inc. of 924 Bergen St., Brooklyn, N. Y. The Model No. 65 shown here is a 6½ quart pressure cooker and is made of extra heavy drawn aluminum and has a highly polished finish. It has a balloon type molded gasket and possesses



a simple safe locking device. Fair Traded list price is \$13.95 in the east, slightly higher in the west.

Discover the new home recorder market. See the special section in this issue. Pages 21-36.

## Automatic Waffle Iron



The Gem automatic waffle iron is the newest product made by the Newark Appliance Corporation, 92-96 South Sixth St., Newark, N. J. This model has built-in temperature control and is U.L. approved. It will list for \$10.95 and operates on AC current only. It is now in production and available.

## New Model "Broilking"



International Appliance Corporation, 2 East 23rd St., New York City, is now in production on its latest model Broilking, which it calls the "Aristocrat #400". This is the first time since 1942 that this model is being delivered to dealers. Carrying a list price of \$19.95 east of the Rockies, the Broilking is a compact, oblong, all-purpose broiler which will also toast bread, warm rolls and muffins and perform many other cooking tasks.

## "Selectron" Clock

Alco Sales Company, 96 Fifth Avenue, New York City, announces current production on its new "Selectron" electric clock, which turns radios on and off. This unit may also be used to turn on or off such household electrical appliances as lights, heating pads, toasters, percolators, etc. It has a 6 foot cord and is fully guaranteed.

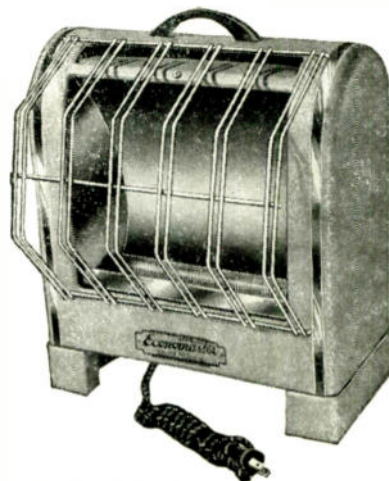
Please mention RADIO & APPLIANCE JOURNAL, Nov. 1947, when writing to manufacturers.

## Dealers' Choice!

# Economaster

## ELECTRIC HEATERS

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

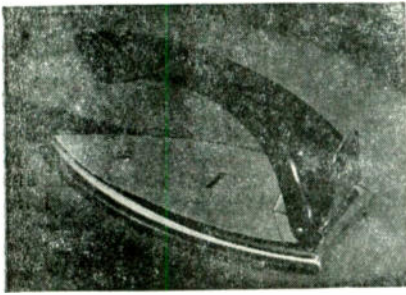


INTERESTED DISTRIBUTORS WRITE

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

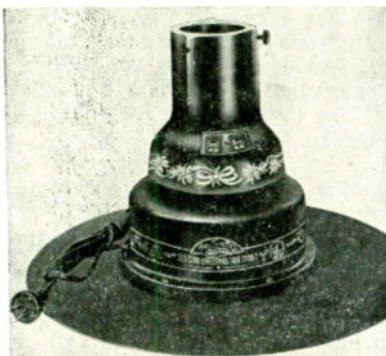


## Folding Travel Iron



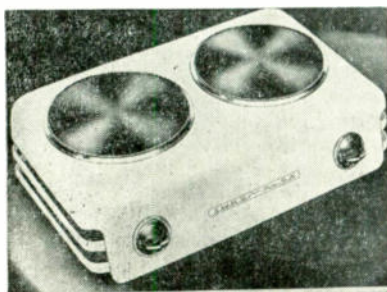
Winsted Hardware Manufacturing Co. has introduced this new AC-DC folding travel iron which is equipped with an accurate fabric heat indicator, and is claimed to possess the strongest handle made. Rated at 375 watts, the Durabilt iron weighs less than 2 pounds and folds down to 1½ inches. Retail price is \$6.95 including Federal excise tax.

## General Die



General Die and Stamping Company, New York City, has developed the "Kasson" electric Christmas tree turner which makes the tree revolve three times a minute. Designed primarily for home use, this rotating unit is also designed for holiday merchandise displays in store windows. The turner is adjustable to almost any size tree and is built to carry a load up to 200 lbs. It has a self-starting A.C. motor which is completely enclosed in an all-steel housing. Steel base is 18" in diameter and the all-over height just 10".

## Chromalox

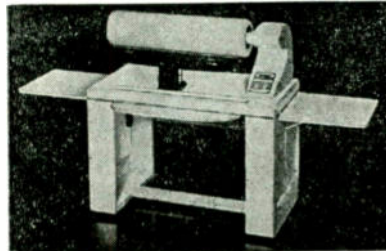


A new Chromalox double unit hot plate has been announced by Edwin L. Wiegand Co., 7541 Thomas Blvd., Pittsburgh, Pa., a two-unit electric range, as regular range heating units and switches are used. Frame of this

# New Appliances

## Bendix

A standard model ironer now is in production by Bendix Home Appliances, Inc., South Bend, Ind. Features are an adjustable lap board, height adjustment to fit the operator, three open ends, adjustable knee con-



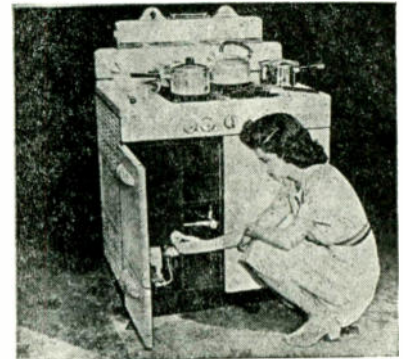
trols, adjustable show which can be released four inches from the roll and an accessible release bar. Finished in white Dulux, it is 34½ inches long, 18¼ inches deep and 36 inches high. Please mention RADIO & APPLIANCE JOURNAL, Nov., 1947, when writing to manufacturer.

unit is one-piece, heavy gage metal stamping, with acid-resisting white porcelain enamel finish. Both single and double unit hot plates are supplied for operation on either 118 or 236-volt current and with units rated at 1200 W. or 2000 W. Please mention RADIO & APPLIANCE JOURNAL, Oct., 1947, when writing to manufacturer.

## Reeves-Ely Buys Waring

Reeves-Ely Laboratories, Inc., a subsidiary of Claude Neon, Inc., announces the acquisition of all the outstanding stock of Waring Products Corporation, formerly 50 per cent owned. Reeves-Ely Labs occupies a prominent position in the electrical and electronics industry with such products as: ship-to-shore radio phones, radar gunfire equipment, and other highly technical products.

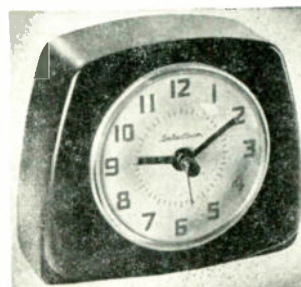
## Roberts & Mander



Roberts & Mander Corp., Hatboro, Pa., has announced the latest addition to its line of gas ranges, the "All-Gas" model LJ-85D. Standing 39 inches high, it features a gas room heater with thermostat control, plus the Centra-Cook Top (four burners grouped in center of range-top, providing work space on both sides). Shipping weight is 325 pounds. Can be used with manufactured, mixed or natural gas. Please mention RADIO & APPLIANCE JOURNAL, Nov. 1947, when writing to manufacturer.

NOW — LOW PRICED FOR XMAS SALES

## Selectron RADIO CONTROL CLOCK



Turns Your Radio  
ON or OFF  
**\$6.95**  
new low  
Retail  
List Price

FOR: Night Lights,  
Heating Pads,  
Toasters, Percolators,  
other appliances.

Check All These Fine Features of the Selectron!

- SELF-STARTING, automatic electric operation—no winding
- CLEAR LEGIBLE DIAL
- ATTRACTIVE — Plastic non-shatterable case
- Maroon and Ivory
- KEEPS PERFECT TIME
- FOR ALL APPLIANCES
- FULLY GUARANTEED
- SIX FOOT CORD
- PRECISION ENGINEERED

And, Remember, SELECTRON Is Priced For Fast-Selling!

DEALERS: See Your  
Jobber Or Write Direct

JOBBERS:  
Territory Open

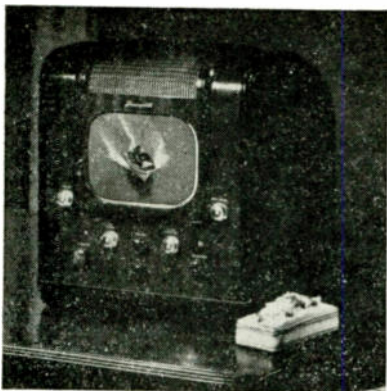
**ALCO SALES CO.** National Sales Representative  
96 FIFTH AVE., N.Y. 11, N.Y.  
CHelsea 2-1890

# NEWS ABOUT FM AND TELEVISION

## Brightest Future

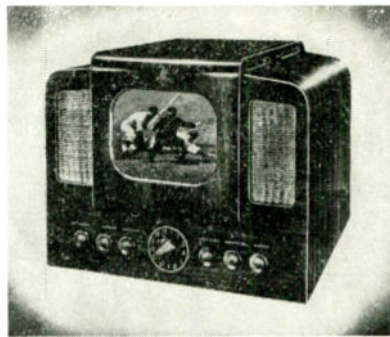
"Television is the future of radio; it is a new tool for the alert and aggressive merchandiser," declared Frank M. Folsom, Executive Vice President of RCA's Victor Division in an address before the Marketing Club of Harvard's Graduate School of Business Administration last week. "By the end of 1947, it is estimated that there will be between 150,000 and 175,000 television receivers in the United States; by the end of 1948, about 750,000, and from there on the number will increase rapidly as mass production gets under way at an accelerated pace. Television also will become a coast-to-coast service, and possibly by 1950, there will be a nation-wide network in which stations will be linked by coaxial cable and automatic radio relay stations," said Mr. Folsom, adding that consumer demand has far exceeded the most optimistic expectations. To those merchants who have the vision and the courage, backed by clear thinking and hard work, to make the most of this great instrument, belongs the future.

## Fornsworth Television



Farnsworth Television & Radio Corp., Fort Wayne, Indiana is now offering a new table model television receiver—Model GB-220—which was placed on the New York and Philadelphia markets September 8th and will be available in other television cities later this year. Priced at \$349.50 this set has a newly developed 10-inch picture tube which provides a 52 square inch picture. The new picture tube, known as the Visiron, has an aluminized panel back which provides greater brilliance and prolongs tube life. The compact cabinet is available in either mahogany or blonde finishes and is 16 inches wide, 18 inches high at the front, tapering to 13 inches at the back and 22 inches deep. Please mention RADIO & APPLIANCE JOURNAL, November, 1947 when writing to manufacturer.

## Table Model Television



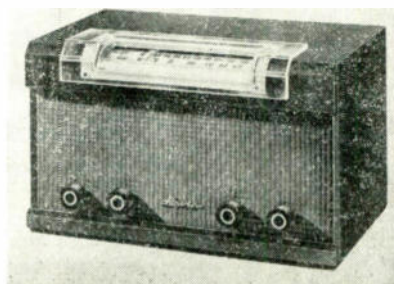
Emerson Radio & Phonograph Corp., 111 Eighth Avenue, New York, N. Y. has come out with a new table model television set. Priced at \$375.00, the table model set affords complete television coverage with a 52 square inch screen. Engineered into this received are wide electronic research and efficiently designed components to give the utmost in performance. Please mention RADIO & APPLIANCE JOURNAL, November, 1947 when writing to manufacturer.

## Not an Idle Dream

International television is not an idle dream, but is "nearer than most people may realize," said Brig. Gen. David Sarnoff, President and Chairman of the Board of RCA, in a talk before members of the United Nations recently. The General said he could "foresee the day when we shall look around the earth, from city to city and nation to nation, as easily as we now listen to global broadcasts. Therefore, 'Freedom to Look' is as important as 'Freedom to Listen' for the combination of these will be the radio of the future."

We'd go the General one better and say that 'Freedom to Look' is even stronger because evidence obtained through the eyes usually outranks that gained through auditory means. Once we can get a look at the rest of the world, and even more important—once the rest of the world can get a look at our way of life, then perhaps we shall have the beginnings of a foundation for international understanding and peace.

## Noblitt-Sparks Combination



Noblitt-Sparks Industries, Inc., Columbus, Indiana announces a new model 182 TFM radio containing the following features: handsome mahogany veneer cabinet trimmed in modern style; two wave fans, AM and FM; 8 tube, AC-DC Superheterodyne; 15 true circuits; continuously variable tone control. Containing all the qualities desired in a good receiver, this set has good sensitivity. Please mention RADIO & APPLIANCE JOURNAL, November, 1947 when writing to manufacturer.

## New Use for Video

When the American College of Surgeons held their convention at the Waldorf-Astoria recently and saw televised for the first time an actual operation performed at New York Hospital, several miles distant, the newspapers carried the news to the entire world. Later, Dr. A. W. Allen, president of the American College of Surgeons, commented: "This is a teaching medium that surpasses anything we have had in the past. I never imagined television could be so effective until I actually saw it demonstrated here."

Why, Doctor, if only you had talked with your local radio-television dealer, you would have known it much sooner. Incidentally, how many dealers have approached their local dentists and doctors to discuss the possibility of placing television in crowded waiting rooms?

## FM Converter



John Meck Industries of Plymouth, Indiana has announced release of the new Meck FM Converter which makes it possible for the listener to hear frequency modulation programs. The new device, which will sell for \$19.95, can be attached by any radio-service-man in a few minutes. Please mention RADIO & APPLIANCE JOURNAL, November, 1947 when writing to manufacturer.

# PARTS AND SERVICING

A SECTION OF RADIO & APPLIANCE JOURNAL

## Guest... EDITORIAL

Harry A. Ehle, vice president of International Resistance Co., Philadelphia, stresses the need for overall planning by service technicians. Do you want a two-man shop, a six-man shop, or one even larger? Then set a goal and work toward that objective.



HARRY A. EHLE

### Planning For Progress

**W**HAT would I do if I were a service technician in business today? Of course, none of us know unless we are actually in it. There are, however, a few ideas which I believe I would make use of, ideas which it seems to me the successful operators are using.

First, I believe I would try to do some serious, hard-headed planning for the future. Believing in the future of the service business as it exists today, and in its expanded opportunities with the more popular use of F.M. and Television, I would attempt to analyze and forecast the possibilities of my business in my community.

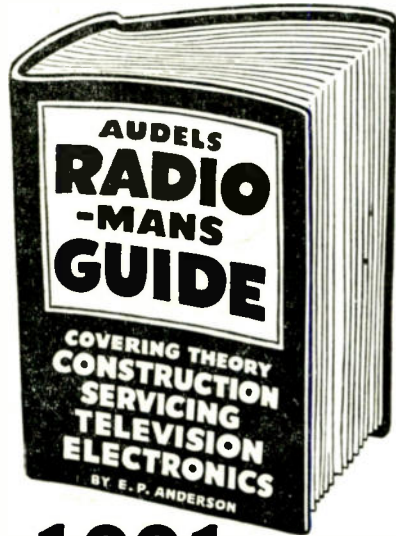
If the potential is there for a two man shop, a four man shop, a six man shop or even larger, I would decide just *what kind* of a shop and *how big* a shop I eventually wanted to have. This would then become *my objective*.

Having thus established my overall plan, I would then set out to accomplish it by not overlooking a single "bet" that would help me reach my goal or exceed it. If my plans include expanding my personnel, I would start looking for the right kind of young man or men and get them started on a training program which might include the technical end of F.M. and Television, *and some Sales training* as well. I would want to make certain that I, myself, understood the best and most efficient way to go about a service job and that my men were trained to do the job my way.

Realizing that you can always do a better job, I would try to keep an open mind to suggestions of other distributors and manufacturers . . . and I would most certainly be on the alert for ideas used by other business houses which might be successfully adapted to my business.

Actually, if you or I did all of these things, I suppose we would be the *perfect servicemen*. I know that we can't do them all, but I am a firm believer in "knowing where you are going"—in establishing a worthwhile objective which can be attained, and then going after it.

NOVEMBER  
1947



## 1001 RADIO FACTS AND FIGURES

AUDELS RADIOMANS GUIDE—914 Pages, 633 Illustrations, Photos, Wiring Diagrams, 38 Big Chapters, covering Radio Theory, Construction, Servicing, including Important Data on Developments in Television, Electronics and Frequency Modulation, Review, Questions and Answers, Calculations & Testing. Highly Endorsed—Indispensable for Ready Reference and Home Study.

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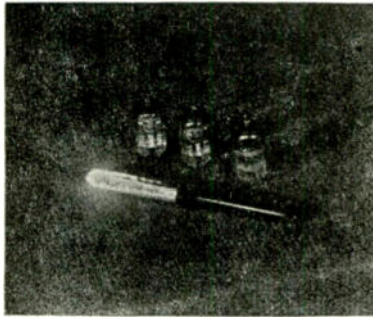
Please send me postpaid for FREE EXAMINATION books marked (X) below. If I decide to keep them I agree to mail \$1 in 7 Days on each book ordered and further mail \$1 monthly on each book until I have paid price. Otherwise, I will return them.

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 Employed by \_\_\_\_\_ (RAJ)

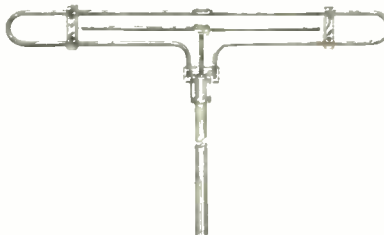
# New Component Parts

## Miniature Television Tubes



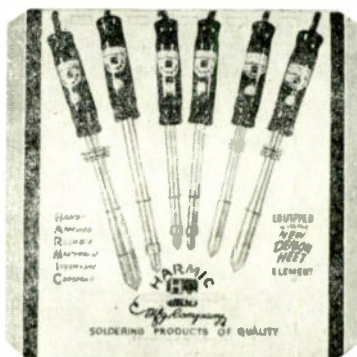
Three new nine-pin miniature tubes have been developed especially for use in FM and television receivers by the Tube Division of General Electric's Electronics Department at Schenectady, N. Y. The new miniature tubes are 7/8 inch wide and 2-3/16 inches high. Further information on the tubes for FM and television receivers may be obtained from GE's Tube Division in Schenectady.

## FM Dipole Antenna



Capable of giving undistorted television reception at 100-mile line-of-sight from the transmitter, the new Philson FM and television folded dipole antenna features a center variable signalator, tunable by rotation with the dipole which sharpens the picture and eliminates "ghosts." Individually boxed, Model FD-160, 4 feet upright, lists at \$17.00.

## Soldering Iron

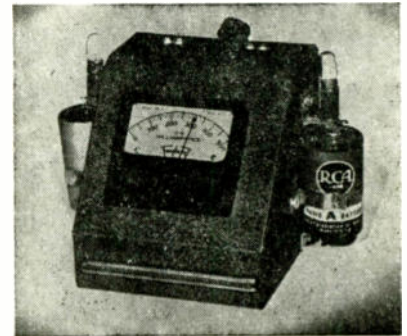


The Harmic Manufacturing Co. has developed Mighty-mite electric soldering iron, designed to retail for 49c. The deluxe Mighty-mite, individually packaged, will list at only 59c and is available for immediate delivery. To help merchandise these items, the

Harmic Company is making available to dealers two sizes of three counter display units which hold six different models of the Harmic electric soldering iron.

## Tube Tester

"Seeing is Believing" is the principle behind the clever test instruments recently devised by Radio



Parts of Arizona, RCA Tube Department western distributor, to demonstrate to dealer customers the superiority of RCA's new D.S.O. 36 "sealed in steel" Radio A battery. The instrument makes it possible to compare the ampere-hour capacity of the RCA dry cells and ordinary dry cells. The device has two identical circuits, each containing a #43 miniature lamp for a load, and 1 1/2 volt dry cell as a power source. The instrument has been so successful as a sales demonstrator that the Arizona distributor has made it standard equipment for his field sales force.

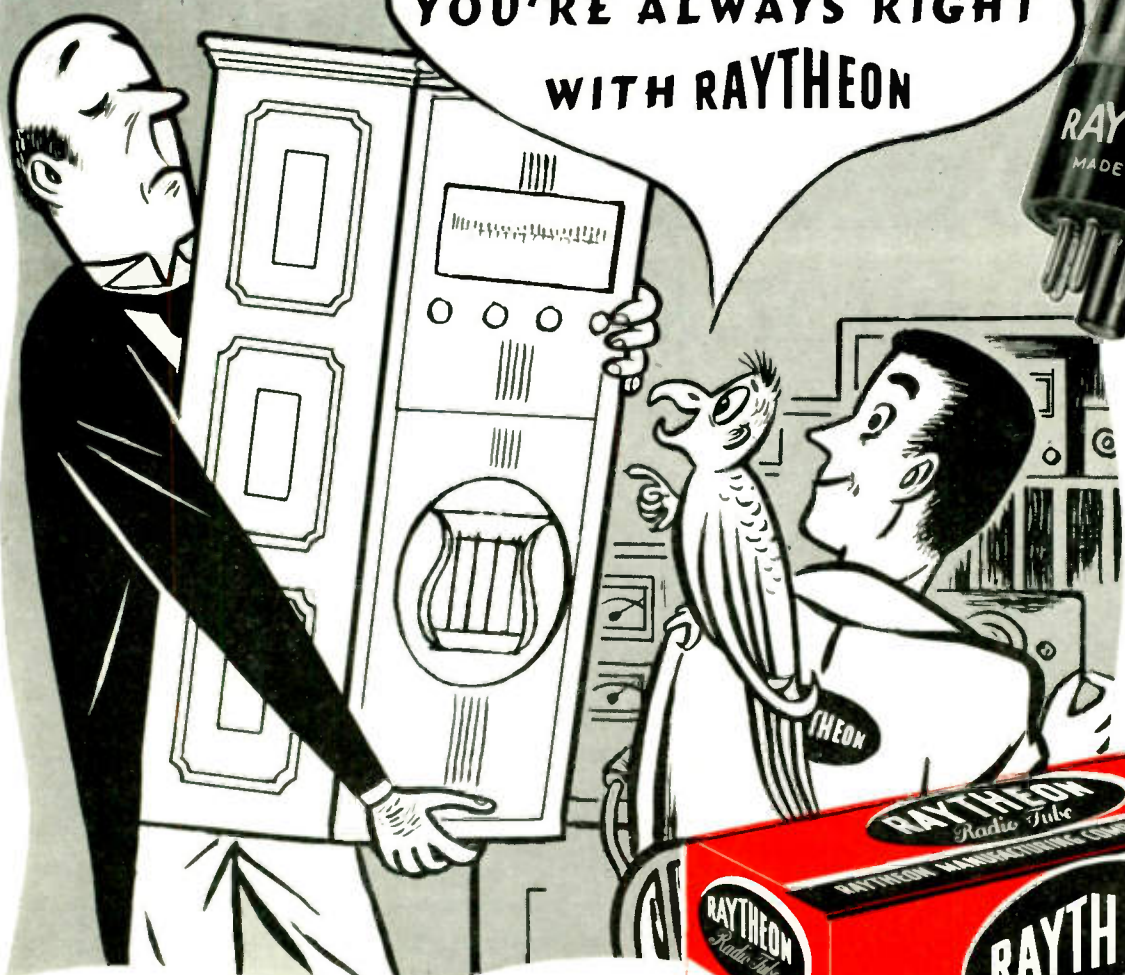
## Capacitance Electrolytics



The Aerovox Corp., New Bedford, Mass. announces the addition of high capacitance low voltage units to its line of Type PRS for midget-canned Dandee electrolytics. The new units are available in six low voltage ratings: 6, 12, 15, 18, 25 and 50 volts DC working. Please mention RADIO & APPLIANCE JOURNAL, Nov. 1947, when writing to manufacturer.

RAYTHEON TUBES...  
MASTER'S ORDERS

YOU'RE ALWAYS RIGHT  
WITH RAYTHEON



BUY RAYTHEON TUBES!



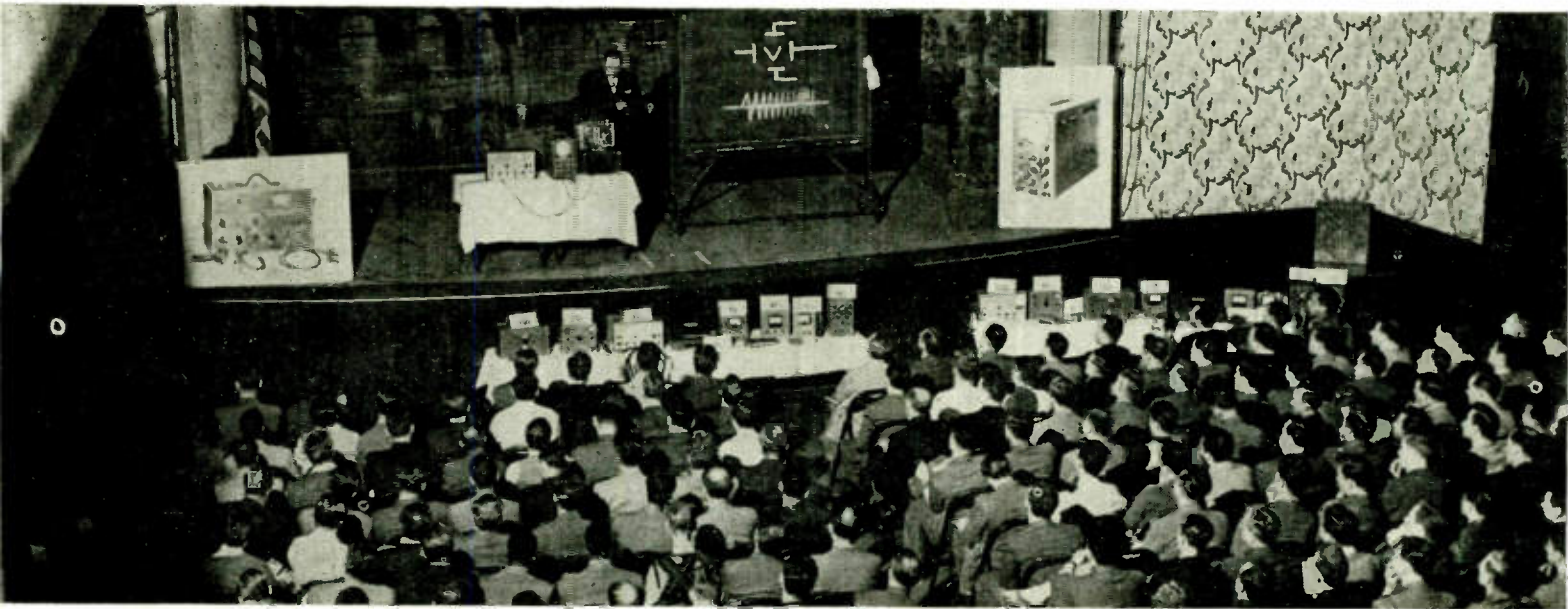
*Excellence in Electronics*

- RADIO RECEIVING TUBES
- SPECIAL PURPOSE TUBES
- TRANSMITTING TUBES
- HEARING AID TUBES



*Designed to give years of service*  
*Plenty of Distributors to assure you service*  
*Essential to perfect radio service*

**RAYTHEON MANUFACTURING COMPANY**  
RADIO RECEIVING TUBE DIVISION  
NEWTON, MASSACHUSETTS      CHICAGO, ILLINOIS

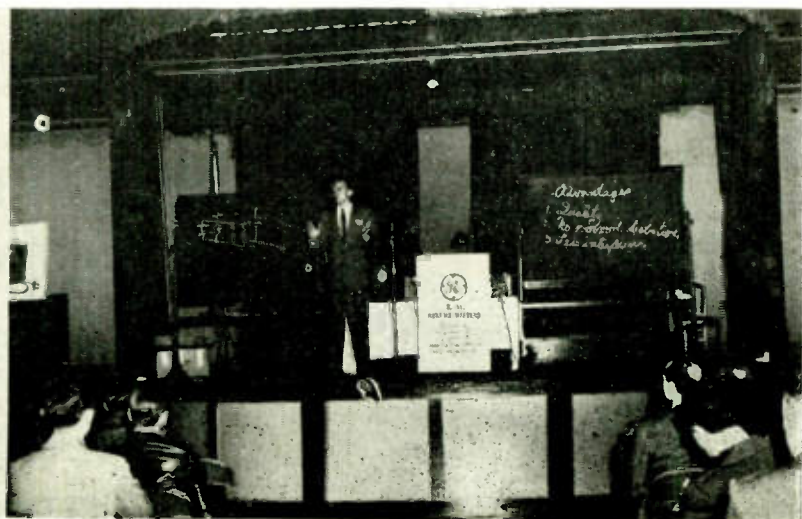
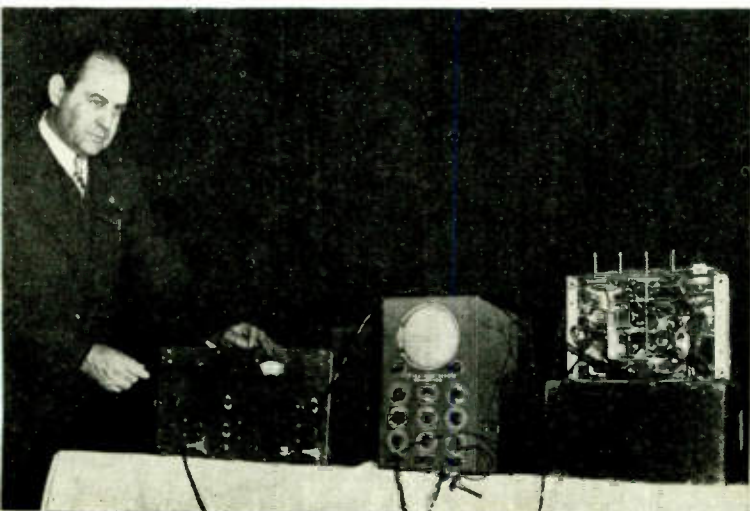


## Travelling FM Radio Workshop

Over 4,500 service technicians have attended the travelling FM radio workshop sponsored by the General Electric Company. High mark of the first ten meetings held to date was the meeting at New York City where 750 radio technicians and servicemen gathered to learn the latest news from G-E engineers. Organized and conducted to aid local technicians service FM radio receivers, the travelling "clinic" will tour 23 cities before December 23.

Accompanying the FM caravan, which is equipped with a variety of servicing units and miscellaneous demonstration equipment is a staff of experienced G-E engineering personnel. H. A. Crossland, sales manager for G-E's Electronics Department's Specialty Division announces that the first ten meetings were held at Hartford, Boston, New York, Pittsburgh, Cleveland, Columbus, Detroit, Chicago, Milwaukee and Minneapolis.

In the photo at top of page, J. F. McAllister, section engineer of the Specialty Division's Precision and Test Equipment Section, outlines an FM servicing procedure at the Detroit meeting of the travelling workshop. Photo at lower left shows George F. Devine, Commercial Engineer of the Specialty Division, explaining a point in servicing FM receivers using several service units. Picture at lower right was taken at the New York meeting, which attracted the largest turnout of any of the meetings held to date, evidencing a strong interest on the part of service men in gaining new and up-to-date technical information on advances made in their respective fields. A well-informed service man means a better-satisfied customer. Technically proficient service men will also provide a strong motive for self-regulation to eliminate some of the abuses which periodically result in attempts for licensing and other restrictive measures.



## Service Men Receive "Poor Press"

One parts manufacturer challenged the statement in the September 29th issue of Life Magazine, which carried the story on the "Repair-It-Yourself Radio". Life, (26,000,000 readers) had said: "It will also be watched with dismay by those radio repairmen who have relied on the customer's ignorance of electronics to foist huge repair bills on him." Taking sharp issue with this remark, Harry A. Ehle, dynamic vice president of International Resistance Company wrote a letter to the editor of Life, exclaiming, in part: "In your article on the "Repair-It-Yourself Radio" you have

been careful to point the finger of unfavorable publicity only at those radio repairmen who have relied on the customer's ignorance of electronics to foist huge repair bills on him—but it seems probable your readers will be left with the impression that ALL radio repairmen charge excessive prices. To me, it seems unfair to thus inferentially indict some 60,000 independent small business men . . . the radio service technicians."

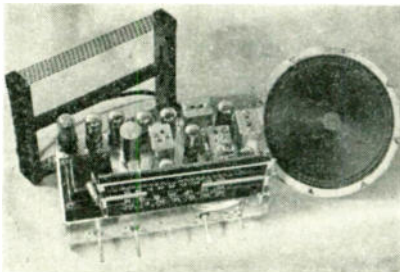
Aside from "Life's" nasty crack at service men, most experts are of the opinion that pre-assembled components will not seriously threaten the need for capable service technicians.

## Here's a new horizon for Profits!

# ESPEY

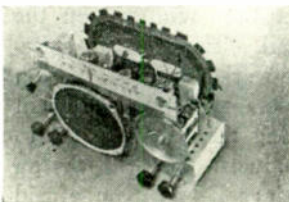
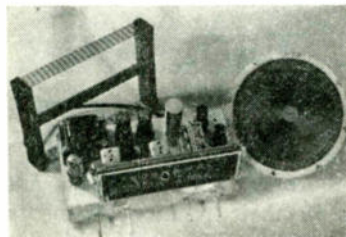
### Custom-Built Chassis

Keep in step with the times! Custom installations allow the serviceman to cash in on a profitable and untapped field. Write us today for full information on these custom-sales opportunities.



Model 7-B: Here is a beauty! AMIFM superheterodyne, with 11 tubes, including rectifier. Operates on 105-125 volts AC, 50-60 cycles. Features automatic volume control, tone control, 10" Alnico No. 5 speaker, slide rule dial, loop antenna for AM and folded Dipole for FM reception. Wired for phonograph operation. RMA listed. This superbly engineered receiver is supplied ready to operate, with tubes, speaker, antennas, and all necessary hardware for mounting in a table cabinet or console.

Model RR-14: Another "natural"! Eight tube (inc. rectifier) superheterodyne receiver covering AM and two short-wave bands. Operates on same current as 7-B above. Volume and tone controls, 10" Alnico No. 5 speaker. Wired for Phonograph operation. Built in loop antenna, with provision for external antenna if desired. Lighted slide-rule dial. Supplied complete with tubes, knobs, speaker, antenna and all necessary hardware to install in table or console cabinet.



Model 97-A: tube (inc. rectifier) Superheterodyne receiver, operating on same current requirements as models above. Features 6" Alnico No. 5 speaker, automatic volume control. Receives on broadcast and one short-wave band. Wired for phonograph, lighted slide rule dial, built-in loop antenna. Like both models above, the 97-A is licensed under RCA and Hazeltine patents, and is RMA listed. Supplied complete with tubes, fully wired and ready for operation.

For full details about these chassis, and the custom field, **WRITE TODAY**

**ESPEY** MANUFACTURING COMPANY, INC.  
528 EAST 72<sup>ND</sup> STREET-NEW YORK 21, N.Y.



**RADIO WAREHOUSE INC.**  
73 East Mill St., Akron, Ohio



Better get on our  
**MAILING LIST!**

If you haven't sent us your name and address, do it now and be sure of getting our monthly **BARGAIN BULLETIN** and all special Deals we offer

**NO CHARGE — IT'S FREE!**

CLIP THIS COUPON TODAY



**OLSON**

**RADIO WAREHOUSE INC.**  
73 E. Mill St., Dept. 110, Akron, O.

Sure, put me on your List.  
I want to save time and money.

- I have a Service Shop.  
 I am an Amateur or Experimenter.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

# DO YOUR SALESMEN SELL?

"I'll take that bet," replied this account of ours, a leading Eastern Radio Parts Distributor.

He had agreed with us that it certainly could not hurt his staff of six outside and three inside salesmen to have us brief them on the major selling points of our manufacturers' lines that he handled . . . But he reared up on his hind legs when we intimated that his salesmen may not be as well versed as they should be in the facts about the items they sold.

"I haven't given my boys a product check-list test myself," he admitted, "but these men have been in my employ an average of at least three years or more per man and they should know by now what they are talking about."

"We'd like to make a little wager," we told him, "that you will be greatly surprised at some of the elementary and basically fundamental facts associated with their products that your salesmen should but don't know and the knowledge of which will jack up your sales for these items as much as 200 or 300 per cent, and more in some cases."

The questions asked by the salesmen at the meeting held later that evening surprised each of those present and the most surprised person of all was the distributor himself.

For instance, only three of the nine men present knew that a moderately priced signal generator they had been selling had a range of 75 kilocycles to 150 megacycles, a phenomenal spread for an item in its price class . . . or that it went up to 50 megacycles on fundamental frequency. Three of the nine men did not know the difference between the standard and deluxe models of a nationally advertised television kit they were selling, despite a wide price differential between the two models and the fact that this was one of the most profitable items they had and one of the

by

DAVE KUBRICK  
and  
IRV BROWN  
PROGRESSIVE  
MARKETERS

"hottest" items in the entire radio field. Questions at other jobber sales meetings we held were in a similar vein.

These are examples of facts that are neither technical nor mysterious and the knowledge of which will certainly help every salesman sell more of the products he carries. As former Sales Managers for leading electronic and other manufacturers, we've had ample opportunity to observe,



IRV BROWN      DAVE KUBRICK

from the sales manager's side of the fence, the operations of jobbers and dealers in their relations with the manufacturer. Now, as Manufacturers' representatives for several national lines and in the thick of the game in the dual roles of sales manager and salesman for our factories, we have the unusual opportunity of seeing first hand the application and direct results of the sales manager's efforts right down the line.

This article in no way means to imply that every organization or every salesman is lax in attempting to obtain and/or disseminate the facts connected with the products they sell. Those who are on the ball in this respect are generally the acknowledged leaders in their respective fields or



groups. Yet too many jobbers, their profit and loss statement a little in the black, sit back with the smug assumption that the products they sell are properly presented by their salesmen.

. . . Too many dealers fail to realize that the lost sale might have been made if the salesman knew a little more about the item.

. . . Too many manufacturers do not get into the field enough to learn for themselves whether the organizations selling their products know as much about them as they should.

How can we get the facts? . . .

Manufacturers spend barrels of honest-to-goodness dollars in publication advertising, printed literature and other sales aids that are placed at the direct disposal of the jobber, dealer and consumer. It's humanly impossible to read every line of every circular or ad describing every item handled.

It is not enough to suggest to your salesmen that they read up on the items they sell. The average salesman, since he works on a commission basis, is reluctant to take sufficient time off during the working day to study his products. If he works on a straight salary he may be afraid to be seen reading on the boss' time.

Did we hear someone say that the salesmen should do it on his own time? Perish the thought and heaven forbid. It is the direct responsibility of management to see that the sales staff is properly indoctrinated with merchandising information.



## Case for Magnetic Tape Recording

(Continued from page 28)

perfect adjunct to the radio enthusiast, for it enables him to start recording every selection—change his mind in the middle—back track (reverse shuttle to the beginning of the selection) and reset to erase and rerecord the next selection over the undesired portion! This process can be repeated indefinitely. No tape is wasted! Commercials (the broadcasters may not like this!) can be snipped out of the recorded program, and the break patched with a piece of "Scotch Tape", so that a nice continuous flow of desired program material may be assembled on a single reel to give a full hour of uninterrupted play.\* (An advanced

*\*The cut-out section can be spliced on to the end of the roll, so that the length of the reel remains intact.*

tape handling technique will enable you to stop recording during commercials, so that no subsequent splicing or editing will be required.)

Immediate "on the spot" recording may be made for your potential customers by direct microphone pick-

up. Instantaneous playback right in the store is easily demonstrated over and over on the same tape without wasting an inch!

The extreme simplicity, versatility, economy and this unbelievable fidelity is a sure "sales clincher". (In a very simple comparative demonstration, it is impossible to tell the difference between the original radio program and the magnetically tape recorded version.) No other recording medium can produce such exceptional results with so reasonable initial and operating costs. A commercially available model actually puts 10,000 cycles on to the tape, and plays it back so that you can easily hear it!

The profit potentialities for magnetic tape recording is as unlimited as its potential application. For the serious minded record collector, magnetic tape recording is a must. Radio dealers with phonograph and record departments will find magnetic recorders an easy selling and natural money making auxiliary.

A casual knowledge of magnetic recording and playback principles enables serious minded record collectors to immediately sense some of its profound advantages over the more conventional recording and playback systems.

The magnetic tape recorder may be connected to any radio for pick-up of radio programs and may also playback through the radio or other special amplifying equipment the user may have.

This new and highly perfected form of recorded and playback means is not subject to seasonal demands, and offers such unlimited horizons for general and special application that no wide awake radio dealer, jobber, or distributor can afford to miss the opportunity of looking into the unique and unusual profit-making possibilities offered by this intriguing recording project.

The writer will be pleased to answer questions from readers if addressed care of this magazine. To insure speedy replies, please include a postage prepaid and addressed envelope.



HERE'S a new and highly profitable business that's a deal natural for the radioman who wants to supplement his income with a minimum investment in both time and money. Today, individuals like yourself, all over the country, are realizing big dividends with TRADIO, the radio functionally-designed for coin operation in hotels, tourist camps, hospitals, etc. And they're doing it right in their own backwards, too.

● **Big Earnings, Steady Income**  
TRADIO has pioneered in this new and flourishing post-war field. Get in on the ground floor and assure yourself of financial security for life.

**Trodio ★ Tried ★ Tested ★ Proven**  
TRADIO sells to operators only through franchised distributors. No rotues are sold. We'll put you in touch with the distributor in your territory if you'll phone Asbury Park 2-7447 or write Dept. V-11.



**TRADIO, Inc.** ASBURY PARK NEW JERSEY

**LOOK to WARD**

for **OUTSTANDING FM Antennas**

Ward FM antennas stand head and shoulders above the field for value. Available in straight or folded dipole types (with or without reflector kit), they adapt easily to varying individual requirements. Providing the maximum electrical efficiency needed for finest FM reception, they are easy to install securely. Their trouble-free operation assures you extra profits. Write for free catalog today.

**WARD**

THE WARD PRODUCTS CORPORATION  
1523 EAST 45th STREET, CLEVELAND 3, OHIO


*Aerials*

EXPORT DEPARTMENT: C. W. Brondes, Manager, 4900 Euclid Ave., Cleveland 3, Ohio  
IN CANADA: Atlas Radio Corp., 560 King Street W., Toronto 1, Ontario, Canada

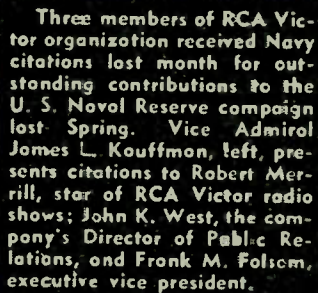
# Journal

## PICTORIAL

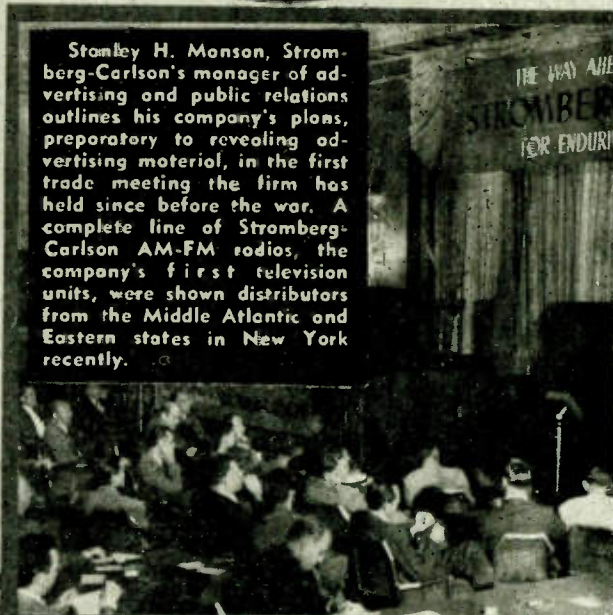
A  
RADIO & APPLIANCE  
JOURNAL  
FEATURE




Stepping up the pleasures of air travel on United Air Lines New York to Chicago run is Hostess Fancy Simons, shown boarding the plane with the new, de-luxe General Electric portable radio. "Fancy" recharges the wet-cell battery with AC power in her home, thus being prepared to catch the fancy of the passengers with their favorite programs.




Three members of RCA Victor organization received Navy citations last month for outstanding contributions to the U. S. Naval Reserve campaign last Spring. Vice Admiral James L. Kouffman, left, presents citations to Robert Merrill, star of RCA Victor radio shows; John K. West, the company's Director of Public Relations, and Frank M. Folsom, executive vice president.



Stanley H. Monson, Stromberg-Carlson's manager of advertising and public relations outlines his company's plans, preparatory to revealing advertising material, in the first trade meeting the firm has held since before the war. A complete line of Stromberg-Carlson AM-FM radios, the company's first television units, were shown distributors from the Middle Atlantic and Eastern states in New York recently.



Emerson-New York, Inc., leading Eastern distributor of Emerson radios, and jobbers of many nationally-known radio parts, tubes, and accessories, have completely modernized and streamlined their parts sales rooms. New, streamlined self-service racks makes possible efficient service.



Truck is shown loading a plane with Jewel's new and popular "Pixie" portable radios. Shipment is being made to Reliance Merchandise Co., Los Angeles distributors. Jewel Radio Corporation, New York Manufacturers of "Pixies" made the shipment which arrived the next day and was immediately on retailers shelves and display windows.





Turhan Bey, Eagle-Lion movie star, was a recent visitor at the Emerson Radio and Phonograph plant in New York City. Bey, whose hobby is radio electronics, was impressed with the production pace seen in the various Emerson departments. Emerson has an exclusive tie-in with the Eagle-Lion producing company for the use of Emerson radio and television models on all movie sets. Max Abrams, president of Emerson, explains highlights to Bey.



Paul Whiteman, noted orchestra leader, shows how easy it is to play records on Philco's new Model 1260 radio-phonograph. Showing more than a casual interest in Paul's activities is Fred Ogilby, sales manager of Philco Corporation's Radio Division.

IN RADIO  
CARLSON  
PROFITS!



This group of happy Bendix retail salesmen are shown waiting in happy anticipation to board the Yankee Stadium Special which took them to the third game of the Series. Each salesman was awarded the trip as a prize by the distributor, Krisch-Radisco, for selling the greatest number of Bendix washers during the second half of September. Krisch-Radisco executives A. J. Leach and C. P. Logan are standing 11th and 12th from left.



Celebrating the successful conclusion of arrangements for television coverage of the World Series, the most widely televised event up to now, are eleven of the industry's most ardent boosters. Shown at the Stark Club in the usual order, are: H. M. Winters, Joseph B. Elliott, Max Krich, M. F. Blakslee, Dan Halpin, Paul Krich, W. W. Cone, Jan K. West, Andrew Leach and Irving Sarnoff.



Stromberg-Carlson executives C. J. Hunt and S. H. Manson put on a professional demonstration of the "Chinese Modern" AM-FM radio phonograph combination, one of the highlights of the company's first trade showing for its Middle Atlantic and Eastern distributors held last month in New York.



It was a gay and liquid time at the pre-ve showing of Sonora Radio & Television Corporation's at the Hotel Pennsylvania in New York City. Joe Gerl, Sonora's president, (dark suit) raises a toast to the success of the new line. Second from left is Henry Feinberg of Barth-Feinberg, N. Y. Distributor for Sonora.

# TRADE NEWS

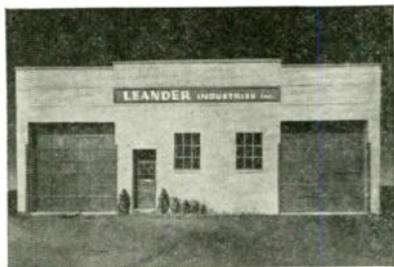
## RCA Inst.'s Elects Van Deusen

Election of Major General George L. Van Deusen as President and a Director of RCA Institutes, Inc., has been announced by David Sarnoff, President and Chairman of the Board of Radio Corporation of America. General Van Deusen commanded the Eastern Signal Corps Training Center during the last war. He is a graduate of West Point, Class of 1909, and holds degrees from Yale University. RCA Institutes is the oldest radio school in America and is devoted exclusively to instruction in radio and electrical communications and associated electronic arts.

## Zenith Leases New Building

Zenith Radio Corporation has leased the four-story building at the northeast corner of 25th and LaSalle Streets, Chicago, announces Hugh Robertson, executive vice president of the company. The new building contains about 70,000 square feet of floor space which will be used immediately to increase Zenith's manufacture of radio sets. Robertson said that his company has not been able to meet demand and that it still must allocate all of its production even though doing business at twice the prewar rate.

## Leander Expansion



Leander Industries, Inc., manufacturers of the Leander 3-way portable, has moved into a new building offering increased production facilities. With orders for 10,000 sets, which according to Robert Blumstein, president, were booked at the San Francisco Electronics Trade Show, Leander has launched a dealer-help program which will include a mat service and window display material. Coincident with this dealer program is a comprehensive advertising schedule to appear in your "Journal" to keep you fully informed of all new developments at Leander. Mr. Blumstein has also announced the appointment of Henry Krueger, 735 Laguna Street, San Francisco, as west coast representative for Leander, and of Claude Erlanger, 228 West Fourth Street, Los Angeles.

## RADIO INDUSTRY LEADERS AT RMA FALL CONCLAVE



Radio industry leaders from northeastern, east central and mid-western producing areas gathered in New York City's Hotel Roosevelt on October 13-16 for their annual RMA Fall Meeting to consider new problems and plans for promoting FM and television receiver sales. Several new projects for aiding television were considered by the RMA Board of Directors. Photo at top shows the Advertising Committee in session. Center: the Parts Division, and lower picture shows the Set Division executives.

## Farnsworth Operations Manager

## Admiral Appoints H. J. Allen



WILLIAM CLAUSEN

Appointment of William Clausen as manager of operations for the Farnsworth Television and Radio Corporation was announced recently by E. A. Nicholas, president. Mr. Clausen will maintain his office at Farnsworth headquarters in Fort Wayne and will have charge of all manufacturing and related activities at the company's plants.



W. C. JOHNSON

W. C. Johnson, general sales manager, Admiral Corporation, Chicago, announced recently the appointment of Herbert J. Allen as Central Regional Sales Manager. He will handle both Admiral Radios, Dual-Temp Refrigerators and Electric ranges. Mr. Allen is a graduate of the University of Wisconsin and has had extensive experience in the radio field.

# DISTRIBUTOR NEWS

## McDonald Dealer Meetings

McDonald Brothers, Philco Distributors in Memphis, Tenn., have just concluded a series of dealer-training meetings in Memphis and outlying sections. Meetings were held in Jonesboro, Arkansas, Grenada, Mississippi. McDonald reps taking part were Gene McIntyre, Leo Norman, Vic Neef and Dan Hammer.

## Air King Jobber

Air King Products Co., Inc., of Brooklyn, has appointed J. M. Cartwright & Sons of Memphis, Tennessee and Atlanta, Georgia as sales representatives for the states of Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Florida, Georgia, North and South Carolina and Virginia.

## New Farnsworth Jobbers

Farnsworth Radio & Television Corp. has named Walder Radio & Appliance Co., 809 N.E. Second Street, Miami, Florida to handle distribution of Farnsworth products in six Florida counties. Roy J. Schneider is president of the Walder Company. Nelson & Small, Inc., 68-78 Union Street, Portland, Maine, has been appointed Farnsworth distributor for the entire state of Maine and several counties in New Hampshire.

## Krich-Radisco Trains Salesmen



The Krich-Radisco Company, realizing that the seller's market in big appliance sales is rapidly drawing to a close, has initiated a comprehensive program for training prospective-house-to-house salesmen for their dealers. After an intensive screening, those salesmen selected receive a thorough briefing on the products distributed and are given basic training in sales psychology, public speaking and sales demonstrations. The Krich-Radisco firm has exclusive representation in Northern New Jersey for 11 major appliance manufacturers. It expects to do a business in excess of \$15,000,000 this year.

## Change in Admiral Distribution

Beginning October 1, the distribution of Admiral radios and refrigerators and electric ranges in New York City will be transferred from Bale Distributing Company to an Admiral factory-owned branch. The new Admiral distributing branch will be known as Admiral Corp. New York Distributing Division and will, for the present, share quarters with the Dale organization at 40 East 32nd Street, N. Y.

## Emerson "Weekend-at-Waldorf" Contest

Two Emerson Radio & Phonograph Corporation Distributors, the Erskine Healy Inc. Rochester, New York and the Warren Radio Inc., Erie, Pennsylvania have announced "Weekend at the Waldorf" contests for Emerson retail dealers and salesmen in their respective territories.

## CORRECTION

Due to an error, the Advertisers' Index in the October issue listed Hart-Lehman as the advertising agency for the H. W. Acton Company. All advertising for the Acton Company is handled by Robert Halley & Co., Inc., of New York.

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# Journal's End

By The Staff

**I**T certainly took a lot of will power this past month to stick close to the desk and get out your streamlined RADIO & APPLIANCE JOURNAL . . . all that crisp Fall weather and football! Maybe well get to see the Army-Navy game.

Been disturbed by those flashy, full-page newspaper ads by the big chains? No need to worry. Most of the stuff being offered is reject merchandise and cancellations. Just one way of clearing up an unbalanced inventory. Business in general continues good and healthy, with new all-time highs in production, people employed, income . . . and unfortunately, prices.

Glad to report that component parts trade is more than holding its own, with manufacturers shipping promptly. Bulk of current parts output going to long-established parts jobbers and service men. Our reliable grapevine reports a sharp increase in servicing business for new radio-phono sets. What's wrong with record-changing mechanisms, Mr. Manufacturer?

What a shindig those DUMONT fellows put on at the swank Park Avenue Tapestry Room on October 30. Occasion was the prevue of DuMont's first table model Video—FM with 12" tube. DuMont's new ad director, NORMAN MARKWELL, who succeeds MILTON ALEXANDER, told us they expect to have 10,000 of the new models distributed by year's end. That's going some . . . and ties right in with our own forecast of a million television receivers to be sold in next twelve months.

Those buttons you hear popping come right from our collective vests over here at R.A.J. Cause of it all is our CCA membership, finally attained after five years of darn hard work. CCA means CONTROLLED CIRCULATION AUDIT, and in magazine publishing is the equivalent of a college degree. Your Journal is now the only dealer magazine in this industry with a guaranteed, certified, controlled circulation of more than

30,000. Thanks too, to you dozens and dozens of nice people who wired, wrote and phoned in to tell us how glad you are of our getting CCA rating. Makes us feel like proud poppas!

Had a pleasant office visit with amiable and well-informed ANTHONY DILLON, new sales manager at CONTINENTAL RECORDS. Tony's tremendously enthusiastic about future record business, as well he should be since he did a topnotch sales organization job for Continental.

Even though we couldn't make the KRISCH-RADISCO dealer-training dinner in Newark on October 30, (wish some genius would invent a gadget to enable a fellow to be in two places at the same time), we're told it was hugely successful, drawing hundreds of radio and appliance dealers from Northern New Jersey.

Congratulations to G. L. HARTMAN who becomes new sales manager of BELMONT RADIO CORP. Same to JAMES H. KELLY, who assumes post of sales manager for FARNSWORTH TELEVISION AND RADIO CORP. Personable BILL SHIPLEY, formerly with CROSLLEY, now takes over helm of sales manager for PHILHARMONIC RADIO CORP. which is moving to larger quarters at 119 West 57th Street, New York. That was a professional and impressive showing put on by SOUND RECORDER AND REPRODUCER CORPORATION's president, STANLEY SCHARY, at the press exhibit of their new magnetic tape recorder. Lots of interest . . . while we're on recorders, don't miss the SPECIAL HOME RECORDER SECTION which appears on pages 21-36 in this issue of the Journal. Loads of good information. IT's a scoop!

Verbal orchids to STROMBERG-CARLSON for their splendid gesture in donating two attractive FM-radio phonographs to the Veterans' hospitals at Canadaigua and Bath, New York. How about other companies emulating? Hundreds of thousands of war wounded still in hospitals.

Saddened to hear of the untimely death of IRWIN NEVINS, vice-president of BITTAN-NEVINS CO. and well-known and admired figure in the radio-electronics industry.

Successful entry of the W. T. GRANT COMPANY into the radio and appliance field has other chain big-wigs buzzing with activity.

JOHNNIE MECK tells us via long distance that he assumes full charge of sales for John Meck Industries. Good luck, Johnnie, and congratulations to MR. AND MRS. BEN GROSS, GROSS DISTRIBUTORS, INC. who recently constellated to Beverly Hills for the wedding of their son Bob to Ruth Koretz. Bob is sales promotion manager at Gross.

ADMIRAL CORPORATION's appointment of E. ROBERT GLAUBER as sales manager for its New York Distributing Division focuses attention on the company's expanded sales plans. Happy to learn of RAY TURNBULL's appointment as GENERAL ELECTRIC's commercial vice president for the Pacific District. Ray succeeds RAYMOND M. ALFORD, who retires after 43 years of distinguished service.

OLYMPIC RADIO & TELEVISION's prevue of its now HOTELEVISION is truly a revolutionary innovation in multiple television reception. Hotelevision's president, JACK WINER, succeeded in getting us as enthusiastic as he is about the tremendous potentialities about this newest development in television reception. We'll tell you all about it in the December RADIO & APPLIANCE JOURNAL. Happy to hear that likeable IRVING KANE, president of CLEAR-VUE TELEVISION CORP. of Brooklyn has cleared the decks for a real, thoroughgoing production and merchandising program in 1948. He'll be ably assisted by RAY BENECKE, newly-appointed general manager. Television news is really *hot* this month! Here's another: MINERVA TELEVISION CORP. OF AMERICA has combined all sales and production facilities at new HQ at 238 William St., New York. DICK MATTISON, general mgr. tells us that Minerva plans a complete new line of receivers for the coming year.

BOB FERREE is new jobber sales mgr. at INTERNATIONAL RESISTANCE CORP., Philadelphia, succeeding ROBERT BAGGS, who returns to his first love—advertising—with the Harry P. Bridge Co. in Philly.

# Admiral

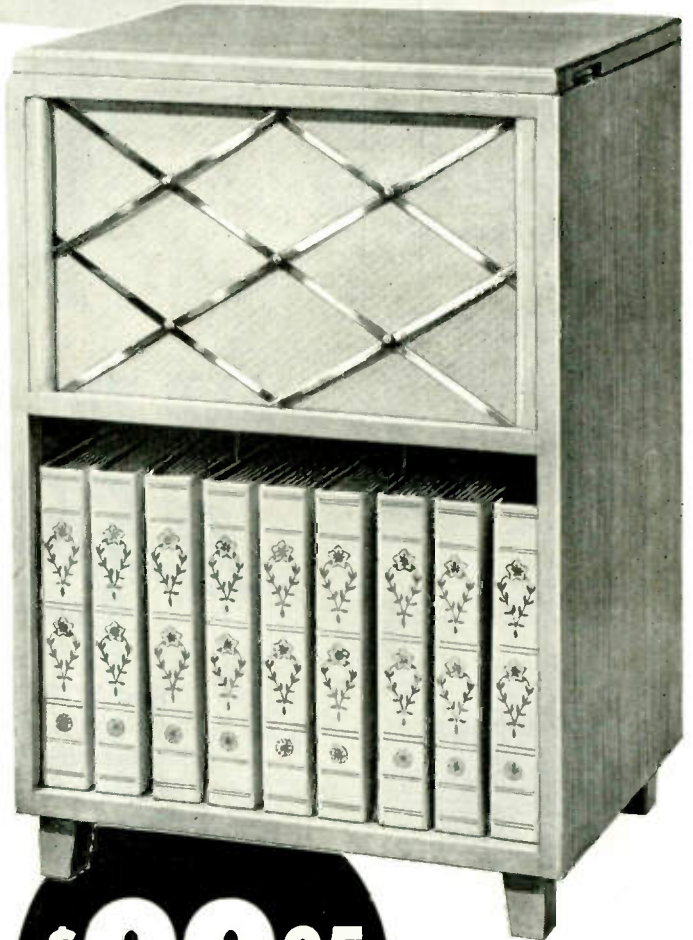
*America's Smart Set!*

## The Lowest-Priced Nationally Advertised Radio-Phonograph Console on the Market

This is the most phenomenal radio-phonograph value in America today! You'll give it an "Oscar" for being so thrillingly smart, so compact! Costs less than many table models, yet it has the sensational Miracle Tone Arm which is standard equipment on Admiral's highest-priced consoles. What an edge you've got with this set!

### ALL THESE FEATURES!

- New Miracle Tone Arm
- High-speed changer plays up to 12 records automatically
- High fidelity audio system
- Variable tone control
- Alnico No. 5 dynamic speaker
- Storage space for 108 records
- Available in walnut, mahogany, or blonde veneers



**\$99<sup>95</sup>**

Model 60  
(Walnut)

Prices slightly higher  
in South and West

with **NEW MIRACLE TONE ARM**

THE GREATEST IMPROVEMENT IN  
RECORD PLAYING SINCE THE INVENTION OF THE PHONOGRAPH



A startling achievement! Admiral's new Miracle Tone Arm uses no coil, no crystal, no filament, no special tubes! These are *prime causes* of distortion. The new Miracle Tone Arm *eliminates them entirely!* Even oldest records come to life with vivid brilliance unmarred by needle scratch or other disturbing surface noise. Ultra-sensitive pick-up point.



*Christmas is Coming*



FM-AM; Phono-combination lined oak or regular mahogany.



The best word in FM-AM Table Models.



AC-DC Superhets. Compact, powerful, efficient, beautiful.

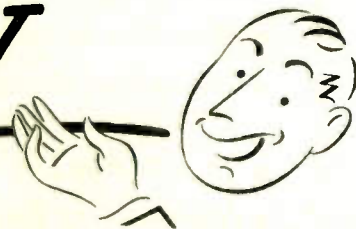


AC-DC and Battery Portables, Super performing.



The "Treasure Chest" Sensation of the industry. AC-DC and Battery Superhet. 8 1/4" x 5" x 4 1/2". Weighs only 5 1/2 pounds with batteries.

**AND THE Sentinel LINE IS  
HERE NOW**



And NOW is the time to get set for the biggest Christmas selling in all radio history! Sentinel is ready—ready with the finest, most complete line ever offered—a radio for every room in every home; for every purse and purpose . . . AM and FM, Battery and Electric—Consoles and Portables, Table Models and Radio Phonographs, backed by full-color, full page advertisements in leading national magazines.

**CASH IN ON RADIO'S BIGGEST SELLING SEASON—CONTACT YOUR SENTINEL DISTRIBUTOR TODAY!**

SENTINEL RADIO CORPORATION • EVANSTON, ILLINOIS

FOR STUDIO TONE IN YOUR HOME

**Sentinel** *Radio*