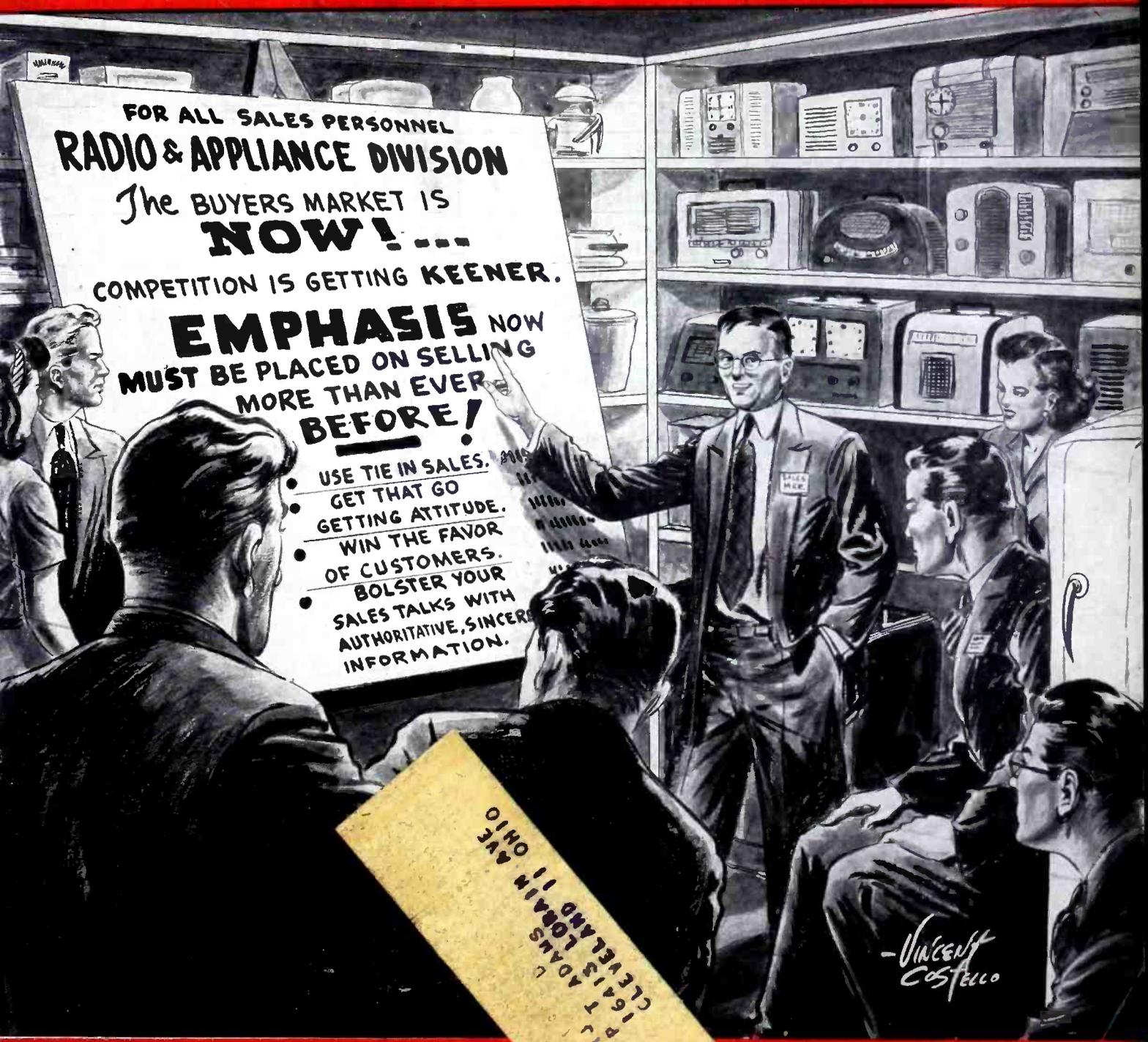


RADIO & APPLIANCE JOURNAL

August
1947

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



FOR ALL SALES PERSONNEL
RADIO & APPLIANCE DIVISION
 The BUYERS MARKET IS
NOW!...
 COMPETITION IS GETTING KEENER.

EMPHASIS NOW
 MUST BE PLACED ON SELLING
 MORE THAN EVER
BEFORE!

- USE TIE IN SALES.
- GET THAT GO GETTING ATTITUDE.
- WIN THE FAVOR OF CUSTOMERS.
- BOLSTER YOUR SALES TALKS WITH AUTHORITATIVE, SINCERE INFORMATION.

R. T. ADAMS
 16415 TORBAIN AVE
 CLEVELAND 11 OHIO

Vincent Costello

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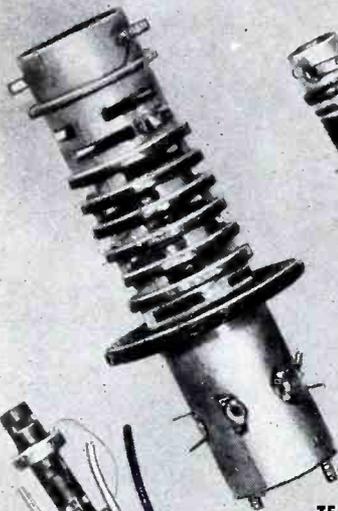
Super

ELECTRIC PRODUCTS CORP.

PRECISION COMPONENTS for the ELECTRONIC INDUSTRY

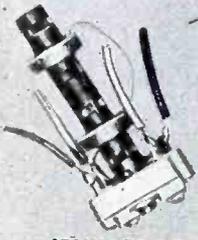
These electronic components are examples of the superiority of SUPER design and craftsmanship techniques. Built into each is the kind of durable quality and performance that compliment the units in which they are used.

In addition to the components described, SUPER will build to customer specification.

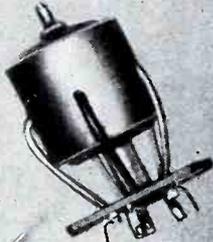


2 BAND
OSCILLATOR
COIL

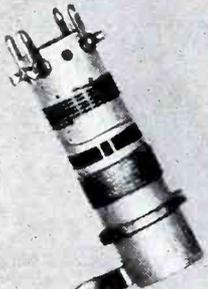
TELEVISION
HI-VOLTAGE COIL



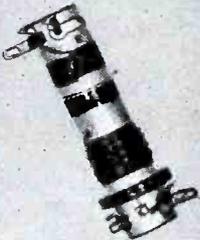
STANDARD I-F
TRANSFORMER
455 kc



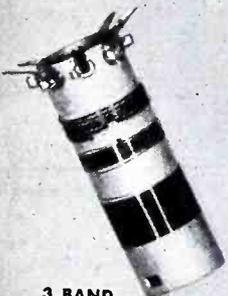
OSCILLATOR
TRANSFORMER
35-50 kc



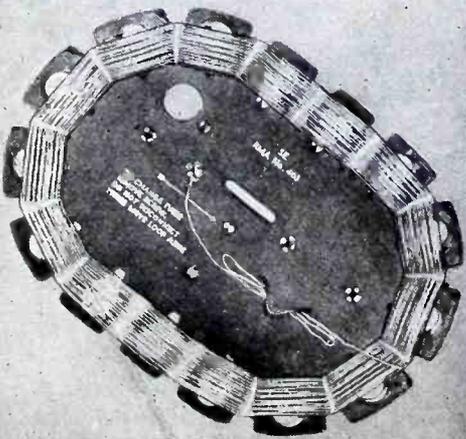
3 BAND
ANTENNA
COIL



2 BAND
ANTENNA
COIL



3 BAND
OSCILLATOR COIL



LOOP ANTENNA

USE OF THE FOLLOWING SUPER ELECTRIC CO. COMPONENTS <i>Indicated by dots</i>	420 mmf RMA STANDARD GANG			365 mmf RMA STANDARD GANG			35 mmf	
	TUNING RANGE			TUNING RANGE			TUNING RANGE	
	535- 1620 kc	1.6- 5.6 mc	5.6- 19.25 mc	535- 1620 kc	2.0- 6.0 mc	6.0- 18.0 mc	88- 112 mc	TELEVISION
OSCILLATOR COIL	•	•	•	•	•	•	•	•
LOOP ANTENNA	•			•				
ANTENNA COIL	•	•	•	•	•	•		
R-F INTERSTAGE TRANSFORMER	•	•	•	•	•	•	•	
BAND PASS ANTENNA COIL (Double Tuned)	•			•				
BAND PASS R-F COIL (Double Tuned)	•			•				

STANDARD I-F TRANSFORMERS 455 kc

STANDARD F-M COILS

I-F 10.7 mc ($\frac{3}{4}$ " x $\frac{3}{4}$ " and $1\frac{1}{4}$ " x $1\frac{1}{4}$ " Square Can)
COMBINATION AM-FM I-Fs, 455 kc and 10.7 mc

TELEVISION COILS

VIDEO I-Fs 12.75 mc and 26.4 mc
VIDEO I-F ASSEMBLIES CENTER FREQUENCY 23.52 mc
SOUND I-Fs 21.9 mc

SOUND DISCRIMINATOR — 21.9 mc

VIDEO PEAKING AND FILTER COILS

LOOP ANTENNAS by SUPER

1. MULTI-BAND COMBINATION LOOP ANTENNA AND RADIO BACK
2. BROADCAST LOOP ANTENNA AND RADIO BACK COMBINATION WITH PHONE JACK, OUTSIDE ANTENNA CONNECTION, ALIGNING TRIMMER
3. HIGH Q LOOP ANTENNA, POLYETHYLENE INSULATED WIRE
4. BASKET WEAVE LOOP ANTENNA

SUPER ELECTRIC PRODUCTS

C O R P O R A T I O N

1057 Summit Avenue

Jersey City 7, N. J.

"Selling Days are Here Again!"



The one theme that was stressed in the Philco Convention at Atlantic City in June was "Back to Normal." At one point, the entire assembly of Philco distributors broke into song to hail the theme... "Selling Days are Here Again!"

It was the high spot of the presentation of Philco's advertising and promotional plans for 1947 and '48. It brought back memories of Philco's sales achievements when everybody said that "times were tough" in the radio business. Those were the days when Philco rose to leadership and showed the whole appliance industry what it means to sell.

The buyer's market is coming back but Philco isn't waiting. Official newspaper advertising figures for the first quarter of 1947 showed that Philco advertising lineage totalled more than 50% of the radio industry!

And that's only the beginning! Selling days are here again... and wise radio dealers know that those are the days when it pays in sound sales and profits to concentrate on Philco.

For 17 years, America has said...

**When there's a choice,
it's a**

PHILCO

Gentlemen:

Apropos La Verne Townsend's very pointed letter, Ye Ed sure did a neat job of whitewash on a situation palpably plain for these many years—the manufacturers and BIG distributors are out for today's business and you know what you can do about it, Jack.

I started a small appliance business last Spring—and in my enthusiasm began contacting various outlets as

to new merchandise—foolish boy. The honeyed replies I got as to how thrilled we are to hear from you and our super dooper vice president in charge of sales will bust right out and get your name on the dotted for as many as you want. However, while every hardware store utility and department store in the vicinity shows washers and vacuums (my specialty) I go out and buy old floosies for five and ten dollars to rebuild at a 200

per cent mark-up—not a bad racket at that.

Of course, I can't order a coupla hunnert bucks of tie-in mdse. (have you ever heard of that, La Verne). I have yet to see one of these hot-shot reps of Hustle-Bustle Vacuum or Washing Machine Co. darken my door.

So maybe I still have a lot to learn. But the more I learn the less I like the smell of it.

Carl Foerster,
Reliable Appliance Shop,
Waukegan, Ill.

• This is the third dealer diatribe we have printed dealing with alleged discriminations practiced against them by jobbers and manufacturers. We have provided space in which they could air their grievances and have even taken their side in the controversy. Therefore, we resent Mr. Foerster's allegation of "whitewash" and challenge him to show wherein we whitewashed the record franchise situation. In all fairness, we feel that the manufacturers and jobbers should be heard from and offer them space here to replay to Dealers Fletcher, Townsend and Foerster. ED.

Dear Mr. Kolbe:

In listening to your speech at the meeting of the "Qeama," on Wednesday evening, June 25th, your words seemed to refer directly to me. I am having all the difficulties of acquiring franchises that you spoke of.

I have gone to numerous distributors for franchises of the white goods and can't seem to get anywhere with them. I have also written numerous letters to both manufacturers and distributors without results. Consequently, this letter to you in the hope that you may be able to help us as you have helped others.

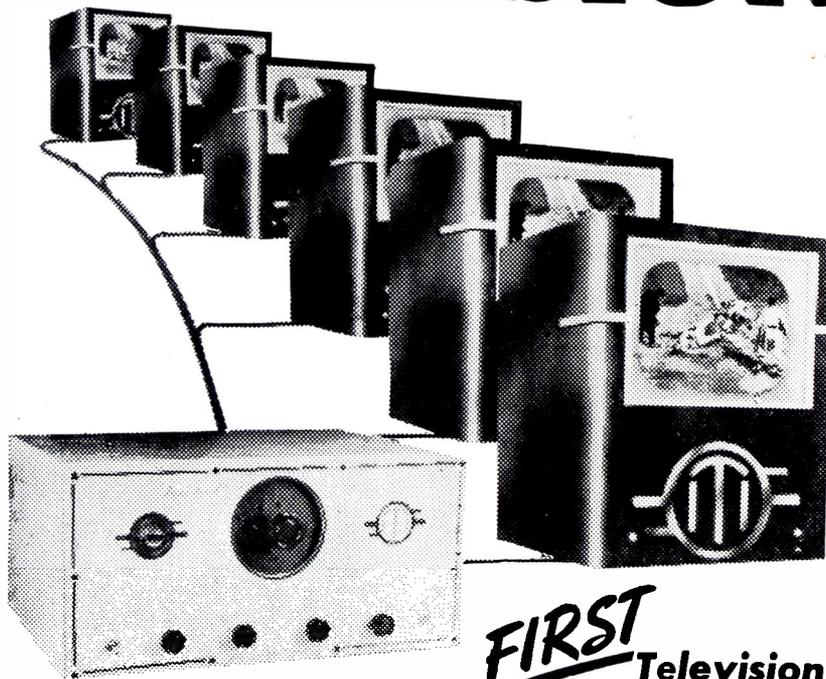
For some information concerning our company, we opened our doors October, 1946, are in a good location, store front 22 ft., windows down to within six inches of the sidewalk, inside store 25 ft. x 35 ft. All this I have shown each company I have visited, and still no hopes for refrigerators or washing machines of the well known makes from any of them.

We have accounts with GE, Westinghouse, Bruno-NY, Times Appliance and numerous others. Have contacted these companies personally and by mail a dozen or more times. We have franchises on the Maytag and Automatic Duo Disc washers only, at present, though we receive very little from them.

Anything you may be able to do for us will be greatly appreciated.

Paul J. Paradiso,
National Appliance Co.,
Corona, N. Y.

STOP LOOK . . . BEFORE YOU BUY TELEVISION



FIRST Television to Feature . .

Two unit construction permits multiple viewing screens and controls to be placed in the most advantageous locations. Continuous coverage of all 13 Television Channels and FM.—Two direct view picture sizes available: 12¾ x 17¼ or 9½ x 12¾ inches. Four megacycle bandpass in all video circuits.—Flywheel synchronization and regulated focus—Audio is push-pull throughout. Heavy duty mechanical and electrical design.



INDUSTRIAL TELEVISION INC.

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

DA-1

PLEASE WRITE OR CALL FOR COMPLETE INFORMATION

NAME ADDRESS TEL

RADIO & APPLIANCE JOURNAL

AUGUST, 1947

Vol. 64

No. 7

Contents • August • 1947

RADIO	
Guest Editorial—By Frank A. Hiter	9
Phone Vision—Fact or Fancy?	10
New Radios on Parade	12
Merchandising Public Viewing Television—By Horace Atwood, Jr.	14
If You Want to Sell Television Sets—By Lee Hart	16
FM and Television News	17
RECORDS AND PHONOGRAPHS	
Guest Editorial—By Herbert Borschart	19
Blindness No Handicap to Dealer Jim Albertson	20
New Phonographs and Needles	22
APPLIANCES	
Guest Editorial—By T. G. Haney	29
'Big' Appliance Profit—By Ernest W. Fair	30
New Appliances	32
PARTS AND SERVICING	
Guest Editorial—By Donald Cush	33
Should You Pity the Poor Serviceman?	34
New Parts on Parade	38
QEAMA—Live-Wire Dealer Association	40
Distributor News	43
Trade News	44
Picturing People in the Industry	46
Advertisers' Index	48
Journal's End	50

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THIS MONTH'S COVER



That the time has come for aggressive selling is demonstrated by Art Director Vince Costello's cover this month, which depicts a dealer giving his salesmen a pep talk on the finer points of how to get those extra sales during the August doldrums.

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

BUSINESS IN BRIEF

Women Broadcasters to Back National Radio Week Program

Assurance that the NAB Association of Women Broadcasters will take an active role in the celebration of National Radio Week, Oct. 26-Nov. 1., was given the joint RMA-NAB National Radio Week Committee at a recent meeting in New York.

Mrs. Dorothy Lewis, NAB Coordinator of Listener Activity, joined the program committee and said that women broadcasters, who last year conducted the highly successful Radio Week letter-writing contest, will participate in this year's activities wherever possible.

Among new promotion ideas discussed by the joint committee was that of urging listeners to write their favorite radio stars during National Radio Week. C. K. Carmichael, of Benton & Bowles, was made an ex-officio member of the joint committee to assist in publicizing Radio Week plans among advertising agencies and program sponsors.

W. B. McGill, advertising director of Westinghouse Stations, Inc., Philadelphia, was chairman of the meeting. Others in attendance included: Hugh M. P. Higgins, NAB assistant director of broadcast advertising; E. P. J. Shurick, of Free & Peters; J. N. (Bill) Bailey executive director of the FM Association; James D. Secrest, RMA director of publications; and Miss Melva Chesrown and Nora Hammesfahr of the Fred Eldean Organization.

Bendix Ups Prices On Ironer and Dryers

Bendix Home Appliances, Inc., South Bend, Ind., has advised its distributors of a price hike on its ironers and dryers, explaining that "increased production costs on the ironer and dryer have carried us beyond the break-even point."

New price for the automatic home ironer, which formerly retailed at \$199.50 is \$219.50. The new price for the electric dryer, formerly priced at \$199.50, is \$219.50, while the gas dryer, formerly tagged at \$219.50, now sells for \$239.50.

May Tube Production Reflects Seasonal Decline

Radio receiving tube production during May dropped to 14,575,237 units, reflecting the anticipated seasonal decline, from the 16,181,672 tubes produced in April, according to a tabulation of reports by RMA member-companies.

Of the May production 7,969,315 tubes were sold for new set equipment, 3,279,920 for replacements, 3,291,922 for export, and 34,080 to

No Prices Change For Zenith

The following message has been sent to all Zenith distributors and dealers by H. C. Bonfig, vice president:

"It is not only our intention not to change prices but we hope we will not have to raise any of them."

RMA Launches Campaign To Sell More Radios

In order to stimulate demand and sell more radio receiver sets, the Radio Manufacturers Association has launched an intensive Merchandising Public Relations campaign.

This drive will be backed up individually by all members of the Association, comprised of the leading radio manufacturers. The basic theme will be a radio for every member of the family, radio as an individual possession.

The program is a realistic approach to the radio industry's problems. Specifically, it aims to: 1. Maintain the present or normal demand. 2. Expand this demand and thus develop new markets. 3. Obsolete radios. 4. Minimize the problem of trade-ins.

Crosley Ups Price On Refrigerator Line

The Crosley Division of Avco Corp. has announced to its dealers the following increases in retail prices of its refrigerator line:

Model SE747 has been advanced from \$249.95 to \$269.95, while Model SE947 has been increased from \$289.95 to \$309.95. The price hikes were said to be forced by the wage increases recently granted by the company.

Vacuum Cleaner Sales Up

Factory sales of household vacuum cleaners in April broke all records for the third consecutive month, according to industry-wide figures announced by C. G. Frantz, secretary-treasurer of the Vacuum Cleaner Manufacturers' Association. April sales of 330,426 cleaners were an all-time high and compared to 321,515 (correct) in the preceding month and were 107 per cent above those for April, 1946, when the total was 159,558.

Norge Div. Hikes Prices

Increased material and wage costs have forced the Norge division of Borg-Warner Corp., Detroit, Mich., to raise prices "to a moderate extent" on four models of refrigerators, it has been announced by Howard E. Blood, president of the division. The new prices became effective July 1. government agencies. Receiving tube production for the five months of this year amounts to 88,305,323 units.

RMA Annual Reports Cite Return to Full Production

Return of the radio industry to full production and prewar competitive practices and the inauguration of many new RMA industry services for manufacturers highlight the annual reports of officers and committee chairmen of the Radio Manufacturers Association.

Covering RMA activities for the past fiscal year 1946-47, the reports indicate that the radio industry has put behind it most of the wartime and reconversion material shortages and is now face to face with the problems of a normal competitive market.

Retiring President R. C. Cosgrove, of Cincinnati, in his report concluding three years service as RMA head, emphasizes this return to normalcy and the high rate of production in 1947.

"All of the elements of normality in the radio business are here—very much so," he said, and cited overproduction, unbalanced inventories, and cut prices as indicative of the recent industry trend.

The return of the radio industry to normal competition was not without its casualties, the RMA Credit Committee reported. Twenty-four manufacturers failed during the past year with liabilities of \$7,844,043 as compared with eight with liabilities of \$4,232,000 in 1945-46, Chairman E. G. Carlson, of Chicago, reported. These included nine set, seven amplifier and record player, six component, and two electric clock manufacturers.

May Radio Set Output Drops; Television Continues Climb

Radio set production dropped slightly in May from the high level it has maintained during the first four months of 1947, but television receiver output continued to climb, the Radio Manufacturers Association announced. May production of all types of radio receivers by RMA member-companies dropped to 1,316,373 as compared to April's estimated total of 1,548,540 sets. The weekly average output for May was 329,093 as compared with 351,945 in the previous month.

The decline in the production rate was not unexpected as industry leaders have estimated the year's total will be approximately 15 million, whereas monthly production up until May was at the annual rate of 18 million sets.

FM-AM receivers produced by RMA members in May totalled 84,507 broken down as follows: 13,035 table models, 3,001 consoles, and 68,471 radio-phonograph combination consoles.

ZENITH IS STILL THE HOTTEST LINE IN THE INDUSTRY



That's Because of the Value-Giving, Sales-Making Features Made Possible By Zenith's Policy of

RADIONICS EXCLUSIVELY

FIRST IN FEATURES

Watch shoppers on any radio sales floor. What set catches the interest of the crowds?—a Zenith, of course! That's because *every* model in the Zenith line is packed with features that actually *mean* something—features that reflect the design and engineering "know-how" developed during Zenith's years in the industry—features that insure *value*.

FIRST IN DEMONSTRABILITY

Zenith radios and radio-phonographs are *easy* to sell, because their features are the kind that you can actually *demonstrate*. The Cobra Tone Arm, for example, permits the most dramatic tone arm demonstration ever made. The Zenith "Radiorgan," the Silent-Speed Record Changer, the big, black dial, the Zenith Wavemagnet—all these are features you can show . . . features your customers will notice and want.

FIRST IN PERFORMANCE

From the original engineering blueprint to the finished sets that come out of the final testing booth, every Zenith is built to *work* . . . built with all the skill, the knowledge, the *pride of achievement* that marks this organization. The final test of every radio is how it *performs* . . . and Zeniths are built to pass that test with flying colors. Hundreds of thousands of well-satisfied Zenith owners attest to *that*.

ZENITH RADIO CORPORATION
6001 W. DICKENS AVENUE • CHICAGO 39, ILL.

ONLY ZENITH OFFERS SALES FEATURES LIKE THESE



RADIONIC
COBRA TONE ARM



ARMSTRONG F-M



WAVEMAGNET



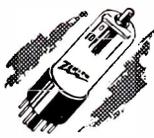
RADIORGAN



SILENT-SPEED RECORD CHANGER



3-GANG CONDENSERS



NEW SUPER-SIX TUBE



80% MORE POWERFUL
PHONOGRAPH MOTOR



More than "just a slogan"

Smart radio salesmen have learned to "take the mystery out of FM"—it sells better because it sounds better. And that's why Bendix FM is proving its superiority everywhere!

FM is not "all alike"—there are great differences in parts, circuits, performances and tone—and on all four counts Bendix FM is rated tops!

The Bendix ratio detector FM circuit uses only 16 component parts and one tube in contrast to the widely used "discriminator type" circuit which requires as many as 26 component parts and three tubes. This engineering difference leaves extra room in Bendix FM for added quality in audio performance, and for superior tone. The rejection of static is markedly better on low signal from the stations.

There are real reasons why Bendix is "FM at its Finest"—reasons built in by experts!

Bendix Radio

HERE'S WHAT THE TECHNICIANS SAY

In competitive tests by the outstanding independent radio research laboratories Bendix FM sets have been rated at the top! And in the *real* competitive test—on the showroom floors of dealers everywhere—Bendix is also earning top rating because it sounds better, sells better!

Every Bendix Radio which features FM also affords the finest Standard Broadcast reception and phonograph reproduction—unexcelled in each price bracket.

AND ONLY BENDIX RADIO DEALERS HAVE IT!

Bendix FM is just one more reason why America's smartest radio franchise is Bendix Radio! There's extra selling magic, extra advertising punch, extra dollars of profit in Bendix—The Real Voice of Radio!



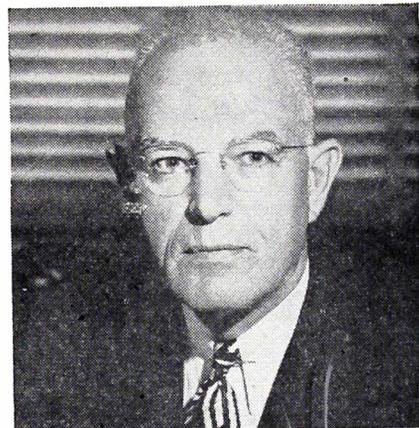
BENDIX RADIO DIVISION of
BALTIMORE 4, MARYLAND



Guest

EDITORIAL

This hard-hitting appraisal of conditions in the radio industry was prepared exclusively for RADIO & APPLIANCE JOURNAL readers by Frank A. Hiter, vice president of Stewart-Warner Corp., Chicago, Ill.



FRANK A. HITER

America Wants Quality!

LET'S take a square look at radio's situation.

It's no news that there's a national clamor campaign afoot to BRING DOWN PRICES. But the clamor boys don't say where the reduction shall come from. What is to be cut, besides prices? Quality? Labor's share of the sales dollar? The manufacturer's share? The distributors', or dealers' or salesmen's?

Labor has given its answer already! It has demanded and gotten wage increases, practically across the board, which has added to the cost of labor content.

Manufacturers—so far—have “absorbed” this increase. How long they can go, paying more to produce merchandise WITHOUT INCREASING PRICES, is a more pertinent question than “can manufacturers cut prices?”

Distributors and dealers could cut their share of the consumer's dollar—but not unless they want to liquidate and GO OUT OF BUSINESS!

Quality, then, remains as the final target of the price reduction advocates. BUT, here the consumer would balk. Some “off-brand” manufacturers have found THAT out already!

No, the public has demonstrated the fact that it wants quality. It has ignored the shoddy, refused the unknown and rejected the bait of supposed “bargains.”

Any dealer who today keeps his capital tied up in efforts to force that unwanted merchandise onto the public, is ON THE WAY OUT.

Stewart-Warner's advice to dealers has been: “Get your inventory down; keep it down to wanted brands.”

“Stick to list prices.”

“Put your selling effort against the quality end of your lines; make customers with the brands you are going to keep; don't alienate them with inferior “bargains.”

“Point out to reluctant-to-buy prospects the tight rope walking job the quality radio builders are doing RIGHT NOW, in regard to holding present prices. There is more likelihood of increases than of price cuts!”

“Resurrect your pre-war practices of SALES DIRECTION and MERCHANDISING. Use COMPETITIVE selling! Go out after customers! It's later than you think!”

Candidly, Stewart-Warner does not expect to end 1947 with as many dealers as it had at the beginning of 1947. The gravy-train opportunists are dropping out fast.

It does, however, expect to end the year with better dealers, — dealers who are merchandisers; Dealers who have highly saleable radio sets, well advertised, well made, highly regarded and competitively priced.

Our 23 years of making and selling quality radios, in boom and in depression times, have taught us that “nobody goes broke selling people what they want.”

America wants QUALITY. The manufacturer who produces quality—and the dealer who SELLS it—never had greater opportunity for a stable, healthy business than the one facing the radio industry today.

AUGUST
1947

Phone Vision — Fact or Fancy?



ZENITH'S E. F. McDONALD, JR.

A RADICAL innovation in television transmission, announced during the past month, would—if successful—obsolete all present television sets—with devastating results to dealers now stocked with video equipment. This latest development in the television industry — Zenith Radio Corp.'s "phone-vision"—has stirred up considerable interest, but very little official comment.

This revolutionary video innovation, as announced by Zenith President Commander E. F. McDonald, Jr., passes the cost of programming on to the consumer by splitting the complicated bundle of frequencies that make up a television picture and sending certain key frequencies to the subscriber over his telephone or electric power wire. The remaining frequencies are broadcast in the usual manner, but the resulting picture is a confused blur unless the key frequency is received by wire.

The reason for the lack of official reaction to the Zenith brainchild is that most industry leaders say they "just don't know enough about it yet." The bulk of the industry got its introduction to "Wired Television" through an article in Collier's Magazine of July 3rd. Up until then it was a closely-guarded secret in the Zenith family. So far, it has evoked a lot of curiosity and questions and industry leaders and television programming officials have expressed a desire to inspect the machine before venturing official comments.

The "Phone Vision" model comes as a result of Commander McDonald's objection to present-day television, which bills the production costs to advertising sponsors, as in AM radio. He has taken the position that television production costs are too prohibitive for any advertising sponsor, pointing out that televising a program of the type of the Jack Benny show would run to \$10,000,000 annually.

Phone vision, according to Commander McDonald, will enable set owners to receive free all standard television broadcasts, and in addition to receive and be charged for top flight entertainment features that may otherwise be seen only in theaters.

The secret to phone vision is the transmission by wire of key frequencies. As pointed out in the Collier's article, a set tuned to the transmitter broadcasting a "fee" program will show only a blurred and jumpy mixture of light and shadow, unless it also receives by telephone the key frequency that unscrambles the blur. The unscrambling takes place in a device attached to the telephone and to the television set. Technical details of the device are being kept secret by the Zenith company, but Commander McDonald says that the device to be installed by the telephone company and connected to the line and television receiver will be small enough not to be in the way and shouldn't exceed \$5 in cost, installed.

"There will be no monopolistic control of the new development," Commander McDonald said. "Licenses will be readily available to broadcasters and to manufacturers of television receivers."

Commander McDonald proposes to call the new system "Phone Vision"—a name which cannot be copyrighted or registered and which will belong to the industry, as have been the case with "radio" and television."

First, there's the matter of approval by the Federal Communications Commission. Second, it would be necessary to get permission from



Picture on top shows reception of phone vision picture as seen on ordinary television receiver without the key frequencies. Picture below is from same transmitter but the key frequencies needed to unscramble the picture have reached the receiver by telephone wire.

the telephone companies to attach the unscrambler devices. In the third place, a lot of sets will have to be manufactured and sold, because the present video sets will not be able to receive wired television.

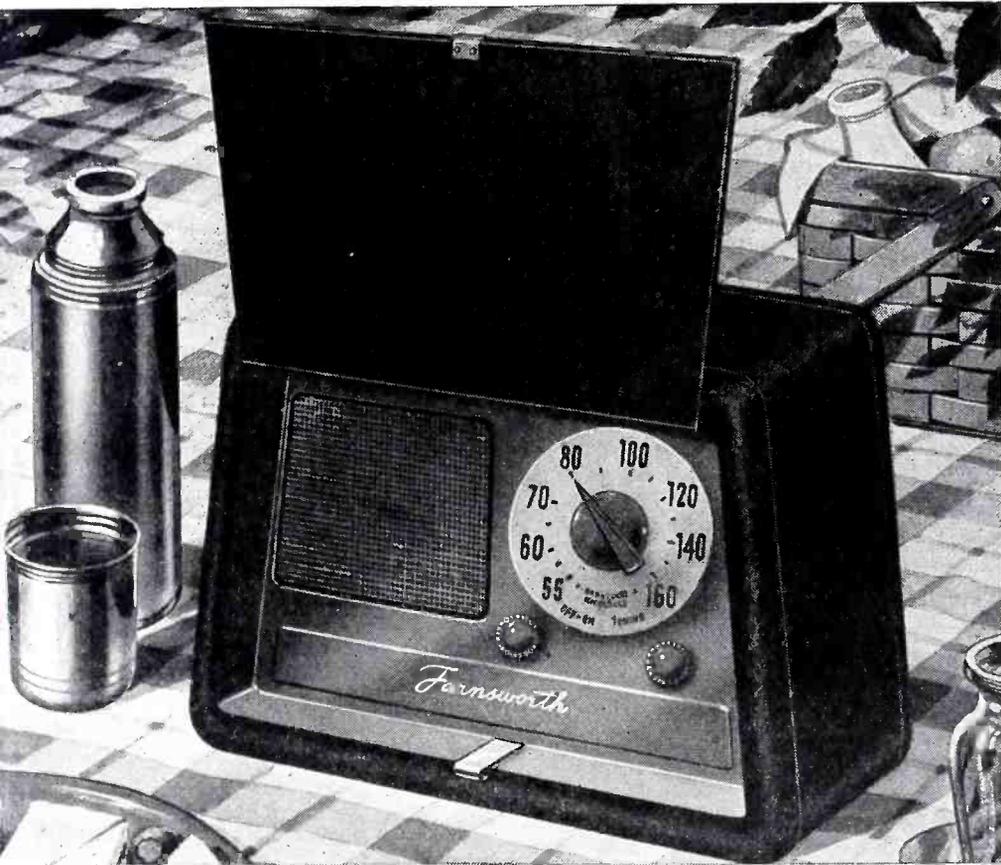
J. R. Poppele, vice president and chief engineer of WOR, key Mutual New York station, suggested that the Zenith case may parallel that of the Muzak company when it comes before the Federal Communications Commission. The Muzak company was denied an application for a "pipsqueak" frequency that could be properly tuned only by their clients on the grounds that it would be monopolistic. He also suggested that the fact that wired television could not be received on standard video sets would be a strong factor against it. But he expressed a desire to see the Zenith set in action before commenting on its commercial value or its possible influence on television programming.

Both NBC and CBS television officials declined to comment on the wired television set on the grounds that they weren't sufficiently familiar with it.

Designed for Giving

THE FARNSWORTH TRIPLE PLAY

Model GP-350



's a tuneful, colorful personal portable that looks and carries like a smart vanity case. In rich, brown leatherette. Contrasting, easy-to-read dial. Plays like a dream—at home or on the go. Remarkably-clear tone. Battery, AC or DC operation. And when your customers see the name, Farnsworth, they'll know it's dependable. They'll buy it for gifts—they'll use it for their very own.

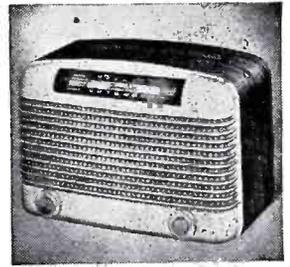
Customers count on Farnsworth for fidelity, for performance, for style, for superb engineering. They know that every Farnsworth

model—phonograph-radio, teletset, portable or table model—is built to exacting standards of quality. Each reflects traditional Farnsworth craftsmanship. There's a Farnsworth radio for everyone—proving that excellence need not be expensive . . . combining quality with modest cost in every price range.

With protected prices, proper margins and "room to sell," the Farnsworth dealer finds his franchise more valuable every day. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

Farnsworth
Television • Radio • Phonograph-Radio

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



A Farnsworth Table Model



Farnsworth Chairside



Farnsworth Combination



Farnsworth Television Table Model



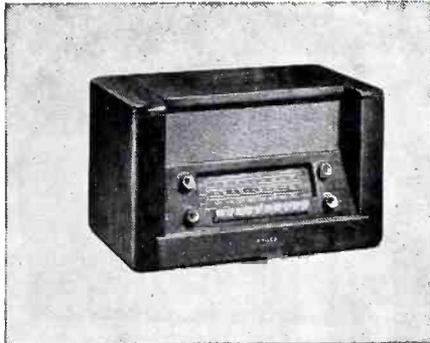
Farnsworth Heppelwhite



Farnsworth Chippendale

NEW RADIOS

PHILCO Model 482



First 1948 Philco radio, Model 482, features advanced FM system for noise-free high fidelity reception of FM programs, as well as standard broadcast and shortwave reception. The receiver utilizes eight postwar radio tubes plus a rectifier and is housed in a high-lustre duotone cabinet of solid walnut and birdseye maple-grained hardwood with a gold and tan open-weave grille for full sound flow. Cabinet dimensions: 12 by 20 by 12 and five-eighths inches. Price: \$149.95, complete with built-in triple aerial system, AM-FM shortwave. Please mention RADIO & APPLIANCE JOURNAL, August, 1947, when writing to manufacturer (Philadelphia, Pa.).

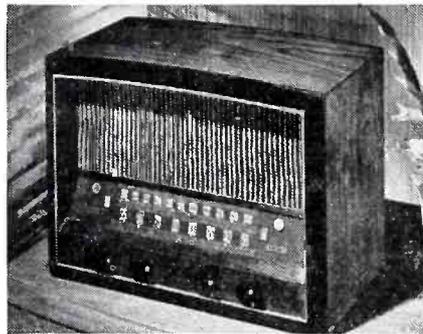
AIRADIO FM Unit



Airadio, Inc., of Stamford, Conn., has put on the market this self-sufficient tuner-receiver FM unit, which can be quickly "jacked" into AM console-type sets to take advantage of larger speaker set-ups. Set will receive signals at any frequency in the 88-108 mc. band. The specially designed broad-band FM antenna transformer needs no further tuning after installation and makes possible excellent sensitivity, without the necessity of an external antenna. Please mention RADIO & APPLIANCE JOURNAL, August, 1947, when writing to manufacturer.

RCA Table Model FM

This is the first of RCA Victor's table model receivers, Model 68R3, incorporating FM as well as standard broadcast reception. The set, 12 and one-half by 17 by 9 and one-half inches wide, is finished in walnut veneer. Its grille cloth is a deep brown with a golden stripe effect. The model has a "slide rule" inclined dial for ease in tuning, and twin side lighting for dial illumination. A phonograph in-put jack is built into the set for use with record players.



The set is the first of a series of table models combining AM with FM, ranging in price from about \$79.95 to \$95. Please mention RADIO & APPLIANCE JOURNAL, August, 1947, when writing to manufacturer (Camden, N. J.).

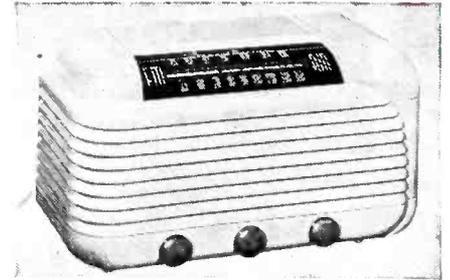
SPARTON FM Model 1005

This model features exclusive Giantenna (built-in aerial on both AM and FM), futura dial, dual-purpose tubes, two built-in record storage cabinets, continuous tone control, Eterna-Gem ruby needle. The finish is Golden Wheat and is rubbed to a soft satin lustre that brings out the texture of the selected mahogany veneers. Will accommodate 10-inch and 12-inch albums on either side with a total record capacity of 20 albums. Cabinet is 32 and one-half by 33 and one-



quarter by 16 and one-quarter inches. Retails at \$229.95. Please mention RADIO & APPLIANCE JOURNAL, August, 1947, when writing to manufacturer (Sparks - Withington Co., Jackson, Mich.).

STEWART-WARNER Model A72T2



Stewart-Warner table model AM-FM set, Model A72T2, also available in mahogany plastic, A72T2. It has seven tubes, plus selenium type dry rectifier, and built-in antenna for both AM and FM bands. Band coverage is 540-1600 kc on AM and approved 88-108 mc., on FM. Set has five-inch permanent magnet dynamic speaker and is approved by Underwriters' Laboratory. Please mention RADIO & APPLIANCE JOURNAL, August, 1947, when writing to manufacturer (333 N. Michigan Ave., Chicago, Ill.)

HALLICRAFTERS Model EC-404

The Hallicrafters Co., 4401 W. Fifth Ave., Chicago 24, Ill., has announced its new line of AFC on FM



consoles, including Model EC-404. AFC on FM (Automatic Frequency Control for Frequency Modulation reception) is the development which makes feasible push-button tuning on FM stations, by correcting electronically any error in the mechanical setting of the push buttons. Model EC-404 console, which retails for \$600, has an 18th Century Georgian break-front credenza, which is available in either mahogany or walnut. It contains twin high-efficiency permanent magnet speakers for high fidelity and good volume. Please mention RADIO & APPLIANCE JOURNAL, August, 1947, when writing to manufacturer.

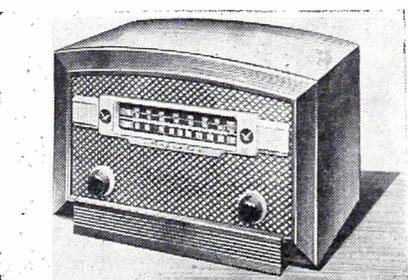
ON PARADE . . .

FM-PILOTUNER



The FM-Pilotuner, manufactured by Pilot Radio Corp., 37-06 36th St., Long Island City, N. Y., is a complete, separate FM "translator" that can be attached to any standard radio receiver, phonograph or amplifier system, without interfering with normal operation. It has 5 miniature tubes plus selenium rectifier, 3 gang copper condenser, tuned RF stage for increased sensitivity, precision machined coils, built-in FM antenna, special attachment for outside FM dipole antenna, precision tuning with no drift or fading. Housed in a walnut wood cabinet, the Pilotuner measures eight and three-quarters by six and three-quarters by five and thirteen-sixteenths inches. Lists for \$29.95. Please mention RADIO & APPLIANCE JOURNAL, August, 1947, when writing to manufacturer.

MAJESTIC Model 8FM744



Majestic Radio & Television Corp., Elgin, Ill., has announced its new line of radios and radio-phonograph combinations, including Model 8FM-744, a table model AM-FM set. The cabinet, with a rich walnut finish, measures 16 and three-quarters by 10 and three-quarters by 9 and one-sixteenth inches. It has standard AM and FM wavebands and an 8-inch permanent magnet Alnico 5 speaker. It features a special Majestic built-in FM antenna; continuous variable tone control with bass boost circuit; uses miniature tubes; Majestic FM "Electric Noise-Gate" and has Underwriters' approval. Please mention RADIO & APPLIANCE JOURNAL, August, 1947, when writing to manufacturer.

Radio & Appliance JOURNAL • August, 1947

SIGNAL ELECTRONICS Empress Model

Signal Electronics, 114 East 16th St., New York 3, N. Y., has announced its Empress model portable, featuring Signaloop, which is said to reject all electrostatic noise and will pick up weak stations even in hotels and apartment houses where reception might be poor. Another feature is a leatherette covering. Two models are featured — the Empress—3-way portable at \$29.95 and the Playboy

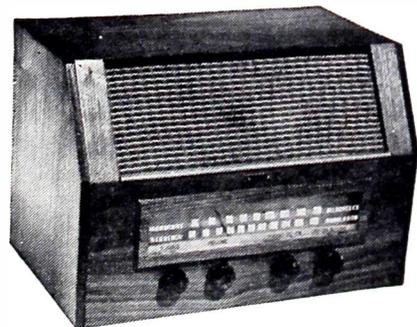


battery model at \$19.95. Please mention RADIO & APPLIANCE JOURNAL, August, 1947, when writing to manufacturer.

JOHN MECK FM Receiver

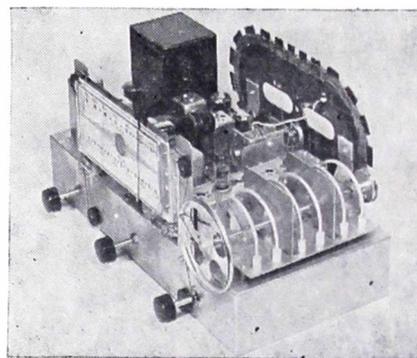
A new line of FM-AM Receivers covering the entire new standard FM band 88-108 megacycles and 550-1750 kilocycles AM, has been announced by John S. Meck, President, John Meck Industries, Incorporated, Plymouth, Indiana.

The new Receivers including table and console models are equipped with self-contained antennas and need no additional antennas for local broadcast reception; however, simple jumper arrangements make possible use with preinstalled outside antennas. A phono switch and terminal are also provided for easy connection to record players. The units meet all RMA Standards, and are housed in handsome walnut cabinets. Retail prices



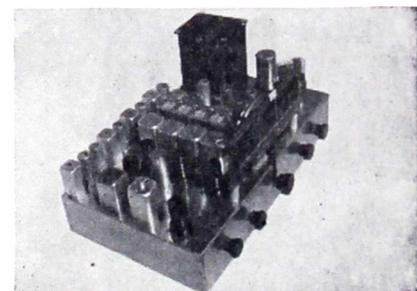
\$79.95 to \$149.00 (including phonograph with automatic record changer). Please mention RADIO & APPLIANCE JOURNAL, August, 1947, when writing to manufacturer.

"APPROVED" Model 311



Approved Electronic Instrument Corp., 142 Liberty St., New York, N. Y., has announced Model 311 AM-FM tuner. The model, measuring 10 by 17 by 3 inches (chassis), has standard AM-FM tuning ranges, and a slide-rule dial. The tuner has been designed for P.A. installations or home receiver use or wherever a high fidelity amplifier is available. A good ground connection must be provided. In most locations, no outside antenna is required for AM reception. For FM reception, a 300-ohm line, di-pole, terminated antenna system is required. Please mention RADIO & APPLIANCE JOURNAL, August, 1947, when writing to manufacturer.

COLLINS FM-AM Tuner

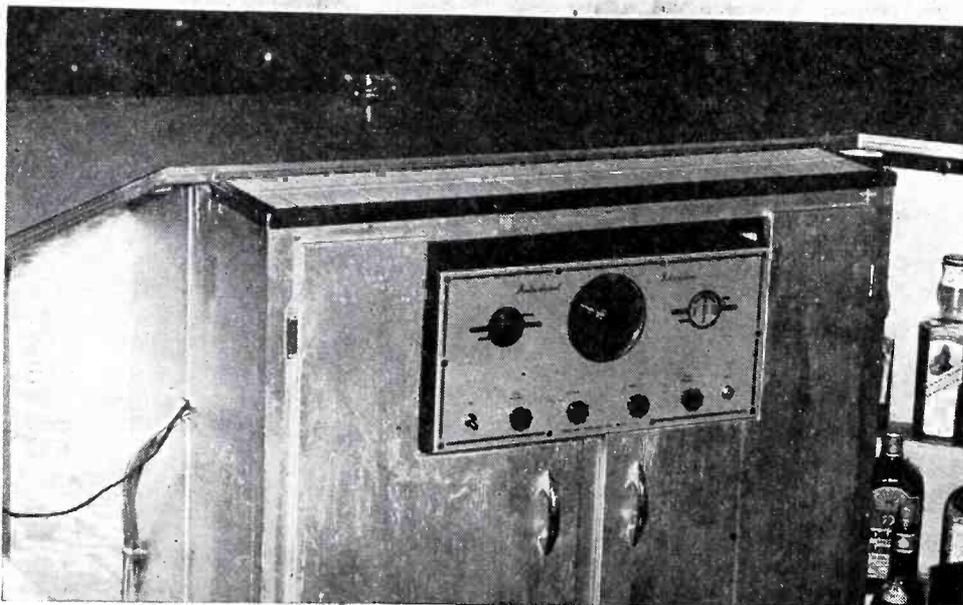
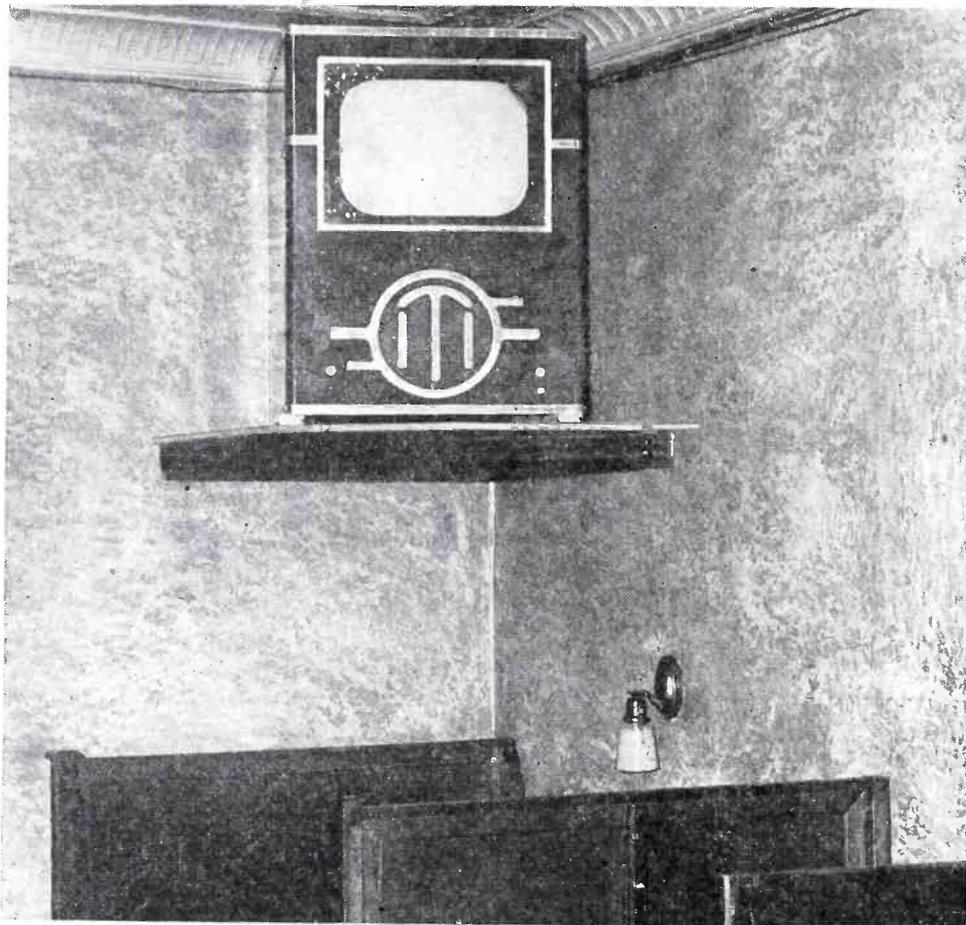


The Collins 17-tube FM-AM Tuner is designed to meet the need for the highest possible fidelity obtainable from radio broadcast signals, according to the manufacturer.

FM electrical features are: Tuning range: 87.5 MC to 108.5 MC; Image ratio: 150 to 1; antenna matches 300 ohm line; tracking error 3 DB or less; Intermediate frequency: 10.7 MC; about 10 microvolts for complete limiting; miniature tubes throughout; FM r-f supply voltage regulated with VR-150 tube; 7" illuminated tuning dial; 6AL7-GT tuning eye. Please mention RADIO & APPLIANCE JOURNAL, August, 1947, when writing to manufacturer (Collins Audio Products Co., Westfield, N. J.).

Public Viewing Te

The possibilities Are Tremendous, but it Takes Plenty of Leg-work, according to Horace Atwood, Jr., President of Industrial Television, Inc., Nutley, N. J.



ONE of the most important markets for television receivers is the Public Viewing installation in Clubs, Taverns, Restaurants, and Schools. It is important not only because of its immediate sales possibilities, but because the Public Viewing receiver will introduce many potential customers to television. The receiver manufacturer and the dealer should bear this in mind when designing or selling to this group, if they wish to see rapid expansion of the home receiver market.

Merchandising public viewing receivers requires specialized product design and sales techniques. The prospective customer must be sold on television as a permanent part of his establishment and not as a novelty feature. To do this you must show him how an installation can be tailored to his needs. Give him your advice on the placement and number of viewing screens, pointing out how mistakes in location might draw his patrons from the bar, or create a traffic jam in the street outside. Explain how proper screen placement can fill booths or tables ordinarily empty, or bring the transient customer further into his establishment and keep him longer.

Remote control of the receiver and multiple viewing screens are musts in this kind of service. Extremely

Pictured here the ideal installation for public viewing television. Above, the video screen in a vantage point where it can be seen by all. Below, the controls under the counter where they remain in exclusive care of the management.

vision



HORACE ATWOOD, JR.

TELEVISION NEWS IN BRIEF

Video Photoing Machine Announced by N. Y. Firm

The new television business is joined with the old amusement arcade business with the manufacture of a new-type television machine by International Mutoscope Corp., Long Island City, according to William Rabkin, president.

The object of the new television machine is to provide an adequate television viewing screen and at the same time provide a mechanism for photographing the image, inside the equipment, merely by pressing a button.

The machine will operate on an interlocked coin mechanism for viewing and photographing. "All clear," for photographing will be signalled by a white light, and a red light will indicate it is time for another coin. Exposure time for photographing any image is set at 1/25 of a second. The print is automatically developed and delivered in one minute.

Possibilities for this machine are limitless, according to Mr. Rabkin. The primary outlet would be the popular amusement arcades, where patrons can select the television program they wish to view and, as a particularly fine image is screened they press a button and get a permanent print of the scene. Distribution plans call for the first units to be placed in the early fall.

Sports-View Television To Show Its New Line

The Sports-View Television Co., temporary offices at 387 Bushwick Avenue, Brooklyn, N. Y., will shortly reveal to the trade their line of home and bar television receivers. The home video sets will feature 10" and 12" picture tubes. Their sets for tavern and hotel installations will have 12" and 15" picture tubes.

Under the name of Television Industries, the company will also shortly market a 13-channel front end and a complete i.f.-section, wired and pre-tuned with FM sound, all combined in one small chassis, as a unit for distributors and manufacturers.

West Coast Video Sponsorship

Making its initial entry into the West Coast Television picture, the Ford Motor Company, in behalf of its southern California dealers, has contracted with Paramount's Station KTLA for the sponsorship of one sporting event per week telecast from the Olympic Auditorium in downtown Los Angeles. Ford initiated sponsorship of the series on July 2nd.

(More TV News Page 17)

large pictures in general are not necessary, but wide angle viewing is a definite requirement which precludes the use of most projection systems. Bright pictures are necessary since many public places are required by law to maintain minimum illumination standards.

Plenty of leg work is necessary to sell the tavern owner. He won't come to see you in most cases, and don't expect to go to see him before mid-afternoon. Salesmen who sell him his regular merchandise can furnish you good leads, but you must do the selling yourself. Your installations can be your best salesmen. Many owners will allow a discrete card showing who sold the equipment on or near it; others will hand out your card in response to inquiries. To get this cooperation, the customer must, of course, be satisfied, and there is much the salesman as well as the product can do to insure this.

Do not slight the important task of explaining how to operate the receiver at the time of installation. Many a service call is due to improper tuning adjustments which a properly instructed customer could have corrected. An instruction book is not enough—television tuning is a more complicated task than the average person can be expected to learn properly without verbal instructions.

A word of caution is in order which will make the installer and serviceman's tasks easier. Public places as a class are difficult television installations and often the use of special power lines to the meter; filters on cash registers, antenna adjustments, and other expedients are necessary to obtain first rate recep-

tion. These possibilities should be explained to the customer in advance. A good way to put it is to compare his first period of television service with the "break-in" period of a new car. Invite him to report the peculiarities of his installation to the serviceman, and schedule a routine service check several weeks after installation whether or not a customer complaint has been received.

The tremendous amount of advance publicity given television has oversold it to some, and they may feel let down if its limitations are not factually explained. A good installation will easily sell itself.

Many promising branches of this field have not yet been touched. Schools, institutions, and hospitals are good prospects, which will require special consideration. The amount of educational material being telecast is more than sufficient to warrant installations in high schools. Think of the quickening interest in current history by the pupil who sees the President address Congress, or sees a vital UN debate! It is up to you to point this out to the school authorities. Trial installations or loans may break the ice.

Television in public places will remain important to the manufacturer, dealer, and serviceman as the industry develops. Keep abreast of the new ideas in this field to reap your share of its benefits.

If you Want to Sell Television Sets - - -

KNOW TELEVISION

BY LEE HART

Assistant Director Broadcast Advertising
National Association of Broadcasters

THE most successful salesmen are the ones who combine a knowledge of the merchandise they're selling with a knowledge of why a person would want that merchandise. In other words, they're the ones who can speak most convincingly of the benefits their prospects will get from the merchandise being sold.

This offers a big challenge to a salesman of television receiving sets. Prospects for products which are familiar (like radios, electric irons, record players, etc.) need only be sold on why the salesman's particular brand of merchandise will do a better job of fitting their needs or wants.

Prospects for television receiving

sets must be sold, not only on the particular brand of equipment, how it's operated and serviced, but on the general and specific benefits which they can expect from this new form of communication itself.

3. Keep up with local television programming through regular contact with TV stations in his community so he can arrange demonstrations at a time when the program fare is of particular interest to the prospect (i. e., sports events—men; style shows—women) or when there is a good general selection of programs.

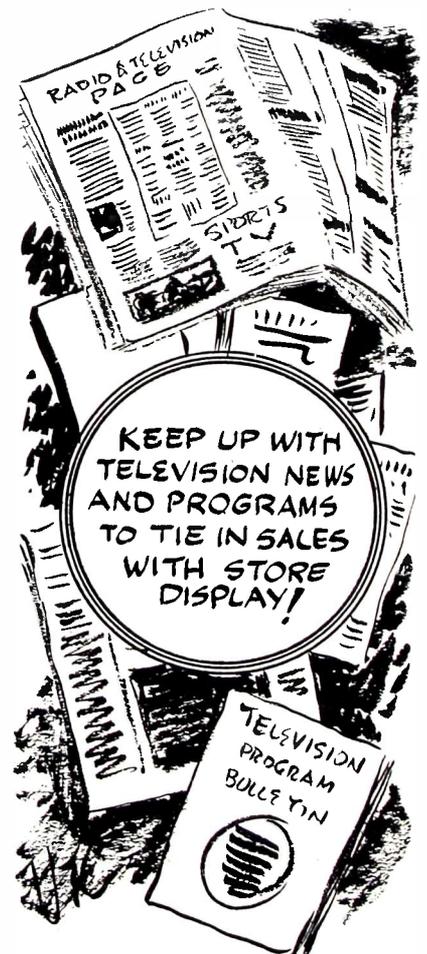
An ordinary yet interesting process of self-instruction of this kind can mean the difference between success and failure in the salesmanship techniques for television receivers, because it adds the specialized television information which is necessary to do a convincing job in every step of your customer relationship.



The salesman of television receiving sets can prepare himself for meeting these added demands simply by learning more about the medium himself. He can:

1. Read books and magazines on television so he can speak with authority on everything from facts and figures to the photographic and producing techniques of drama, sports, news, special events, politics, education, variety and film representations.

2. Get behind the scenes and see for himself how television works so he can give a first-hand, human interest interpretation, both to his own study and to his prospect-demonstrations.



FM *and* TELEVISION NEWS

A SECTION OF RADIO & APPLIANCE JOURNAL

Bendix Factometer Shown in Philadelphia

Philadelphia radio dealers and FM broadcasters are prepared to open up a big market for FM radios following introduction of the Bendix Radio FactoMeter.

The FactoMeter answers the reception problem which has dogged dealers on almost every FM sale, asserted J. T. Dalton, general sales manager for radio and television, Bendix Radio Division of Bendix Aviation Corp. It takes the guesswork out of the installation, halts unnecessary service costs and prevents the greater percentage of warranty returns, he pointed out.

"The FactoMeter is best described as an AM-FM set that is portable to any light socket," said Dalton. "It is equipped with a small, telescopic antenna and a precision meter which accurately translates the strength of incoming signals on the antenna.

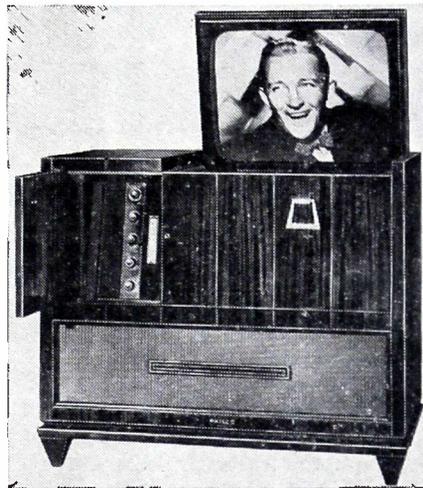
"Since the very short waves of FM are only about ten feet long, as compared with the thousand foot wave length of standard broadcast, variations may occur within five feet. Thus, in the average living room there are apt to be several spots where FM reception is dead. At the same time, there are apt to be several that are noticeably high. This is determined by watching the meter as the operator explores the room with the FactoMeter."

U. S. Television Sales Up

At the annual stockholders' meeting of the United States Television Mfg. Corp., June 24, Hamilton Hoge, president, told stockholders that sales figures in the second quarter of 1947 are up substantially over sales for the first quarter.

In the three months ending March 31, 1947, the corporation earned \$128,404.30 after allowance for taxes, equivalent to 40 cents a share on the 319,000 shares outstanding. Mr. Hoge estimated that earnings for the second quarter of 1947 appeared to be very satisfactory. He also said that results for the first three weeks in June were the most successful of any similar period in the company's history. He said that up to this time, the television industry has only scratched the surface of the very large sales demand that appears to exist.

Projection Screen Model Introduced by Philco



This Model 2500 projection television receiver, recently introduced by the Philco Corp., provides a large-screen picture, 15 by 20 inches in size, with a claimed four times greater brilliance and far sharper contrast than any other projection television receiver. It employs a new "micro-lens" directional screen and "key-stone" front projection optical system developed in the Philco Research Laboratories. The picture made possible by this new technique is clearly visible in daylight or lighted room.

RCA Expands TV Policy

RCA Victor's Television Owner's Policy, which has been an outstanding success in its application to the company's initial table model television receivers, will be established for the new RCA Victor complete entertainment console, Model 641 TV, which incorporates AM, FM, international shortwave, and Victrola phonograph as well as television, it was announced by J. B. Elliott, vice president in charge of home instruments.

The policy covers an antenna to receive the television and FM broadcast signals, installation of receiver and antenna, instruction on operation and care of the receiver, any necessary service and maintenance work for a full year from the time the receiver is installed, replacement of any necessary parts (including the television picture tube) for one year, and reorientation of the antenna to receive the signals of any new television or FM broadcasting stations which may go on the air within the service area during that period.

To Reduce FM Receiver Prices

The proposal of the Federal Communications Commission to modify the allocation plan for F.M. station assignments, which in effect would double the frequency separation between adjacent stations in the same community, would make possible lower priced F.M. receivers than heretofore available, according to R. B. Dome, Electrical Consultant, Receiver Division, General Electric Co.

"An important function of any receiver is to select one signal from among the many simultaneously intercepted by the antenna and to exclude all of the others," he explained. "This selective process becomes more and more costly when stations are closely spaced because selection is accomplished by a series of tuned circuits and more of such circuits are required as the stations are spaced more closely."

He said that field tests made under actual broadcasting conditions have indicated that doubling the frequency spacing from the present 400 kilocycles to the proposed 800 kilocycles would permit the reduction of the number of tuned circuits from eight as needed at present to about four.

Zenith Launches FM Schools

A nation-wide series of schools conducted by Zenith Radio Corp. to teach correct servicing of FM radio receivers was held in Milwaukee recently. Classes were sponsored by the Morely-Murphy Co., Zenith distributor, and attended by dealers' radio service men from four Wisconsin counties.

The series of FM schools, originated under the supervision of Frank Smolek, Zenith's general service manager, will bring to distributors' and dealers' technicians throughout the country up-to-the minute methods of servicing FM. Present plans provide for identical meetings to be held in 21 cities from New York to San Francisco.

G-E Completes Relay Circuit For Commercial TV

The General Electric Co. has a one-way microwave radio relay circuit ready for commercial television operation between New York City and Schenectady, N. Y., and will extend the circuit to Syracuse, N. Y., if these plans are approved by the Federal Communications Commission.

FM-AM Transmitter Equipment Sales Up for First Quarter

Sales of AM and FM broadcast transmitting and studio equipment increased by nearly \$400,000 during the first quarter of 1947 over the last quarter of 1946, according to the Radio Manufacturers Association.

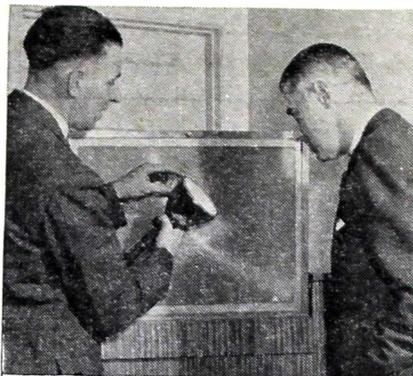
Deliveries of domestic broadcast transmitter and studio equipment by RMA member-companies totaled \$3,257,394 in the first quarter of 1947 against \$2,863,440, which also included television equipment sales, in the fourth quarter of 1946. Television transmitter and studio equipment sales figures were not included in the 1947 quarterly tabulation as insufficient companies filed reports.

Deliveries of AM transmitting equipment increased from \$788,567 in the fourth quarter of 1946 to \$1,135,868 in the first 1947 quarter, while FM transmitter equipment sales rose from \$389,844 to \$943,812 during the same periods.

G-E Advances A. F. Wild

A. F. Wild has been appointed sales manager of television equipment in the General Electric transmitter division at Syracuse, N. Y., it has been announced by P. G. Caldwell, manager of the division's sales. Prior to his new appointment, Mr. Wild was employed in the sale of aviation electronics equipment for the transmitter division.

G-E Perfects New TV Tube



Vincent J. Schaefer, left, General Electric engineer, explains to W. Hayes Clarke, sales manager of receiving tubes for the Electronics Department's Tube Division, the revolutionary features of the new aluminum-backed television picture tube. The new tube, to be used in television receivers similar to the large-screen set in the photo, triples brilliance and clarity on viewing screen of home television models.

Research labman Schaefer conceived the idea during wartime experimentation with the preservation of snow crystals.

RCA Victor Executive Says Video Reaches 25,000,000

Television today broadcasts to regions in which lives nearly 25,000,000 people in eight metropolitan markets, Dan Halpin, RCA Victor Television Receiver Sales Manager, told members of the Electric Institute in Washington, recently. He estimated that by 1948, television broadcast service will be extended to cover the area in which 10,000,000 additional people live. The stations going on the air between 1948 and mid-1949 will bring television service to, conservatively, 15 additional cities, he added.

Among the tips for the stimulation of television receiver sales which Mr. Halpin gave were:

1. Make sure that every sale is made to customers living where good reception is possible.
2. Direct sales effort at public places, country clubs, and other locations where the receivers can sell themselves by demonstration.
3. Invite organizations collectively for demonstrations.
4. Keep stores open in the evenings when the best programs are on the air and prospects who work during the day can see the shows.
5. Have the set operating in the store window and invite prospects to come in for demonstrations with window signs, providing that city ordinances do not forbid such demonstrations.
6. Use direct mail so selected customers can preview new models before public announcement in the papers.
7. Seek out particular local and specialized appeals in your city or neighborhood for stimulation of television receiver sales.

Video Demand Outside N. Y. Growing, Says Hoge

Television set owners in thirteen states, the District of Columbia, and Mexico now have United States Television receivers, it has been announced by Hamilton Hoge, UST President, New York. The number of states where UST sets are located is expected to increase due to the number of television stations planned in many states.

"The demand for television receivers from the area outside of New York City has steadily grown. It now exceeds by 120% the demand of the Metropolitan area," Mr. Hoge stated.

To help spread the new medium, this firm is concentrating on shipment outside New York City. In areas where television programs are new, large-screen projection receiver is especially wanted because its 25 inch by 19 inch, or 475 square inch, picture can be seen by hundreds of people in one public space.

TRANSVISION SCOOP!

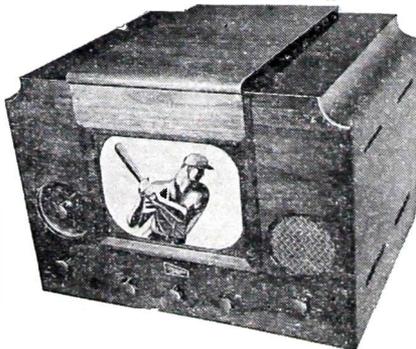
NEW! SENSATIONAL! 12" TELEVISION KIT by TRANSVISION It's TOPS IN TELEVISION VALUE!

1 1/2 TIMES BIGGER PICTURE THAN WITH 10 INCH TUBE.

Again! Transvision leads the field with a magnificent 12 inch Television Kit! Engineered for easy, rapid assembly.

See it, hear it! The great performance of this superb set will shatter all your previous conceptions of television quality and value. It's the TOPS IN TELEVISION! BUY IT AND SAVE SEVERAL HUNDRED DOLLARS with this outstanding television receiver!

CHECK THESE FEATURES — Standard Model
12 inch picture tube (magnetic type) . . . Picture size 75 square inches (1-1/2 times bigger picture than with 10" tube) . . . R. F. Unit factory wired and pre-tuned gives reception on all television channels . . . 4 mc. bandwidth for full picture definition . . . 9,000 volts second anode potential for brightness and contrast . . . 3 stages of picture I. F. factory wired and pre-tuned . . . 2 stages of factory pre-tuned and aligned I. F. coils . . . High fidelity FM sound reproduction . . . 22 tubes and 12 inch picture tube . . . Maximum picture sensitivity (better than 50 microvolts) . . . Stabilized synchronizing circuit assures firm picture . . . Advanced Transvision television circuit provides exceptionally clear pictures . . . As easy to tune as your home radio . . . Finest quality, guaranteed parts used throughout . . . Overall chassis size: 20" wide x 18" deep x 18" high. Complete with all tubes, 12 inch picture tube, specially designed folded dipole antenna with 60 ft. of lead-in cable, and complete easy-to-follow instructions . . . Nothing more to buy.



DE LUXE MODEL WITH SUPERB BUILT-IN FM RADIO.
Same as above, plus the following **ADDITIONAL FEATURES** . . . 50-216 mc. continuous tuning. Covers the entire FM band and all 13 television channels . . . Cut-off switch eliminates unused tubes when set is used only as FM receiver.
CABINETS — Table and console models with beautiful rubbed wood finish available at moderate additional cost. Table model measures 24" wide x 17" high x 18" deep. Fully drilled, packed in air-cushioned carton.

See your local distributor, or for further information write to:
TRANSVISION INC., Dept. R.A.J., 385 North Ave., New Rochelle, N. Y.

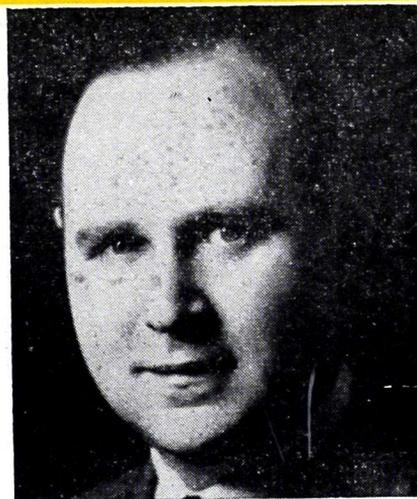
RECORDS AND PHONOGRAPHS

A SECTION OF RADIO & APPLIANCE JOURNAL

Guest...

EDITORIAL

RADIO & APPLIANCE JOURNAL is indebted to Herbert H. Borchardt, executive vice president of the Recoton Corp., New York, for this month's illuminating guest editorial on the phonograph needle picture as it exists today.



HERBERT H. BORCHARDT

The Needle Industry Comes of Age

AT present many dealers have the impression that the phonograph needle picture is badly involved. Some feel there are too many different numbers on the market today and too many conflicting claims to add to the confusion.

Actually, if you take time to study it, you will see that the majority of needles can be channeled into three types: (1) Steel Needles, (2) Precious-metal-tipped needles, (3) Sapphire, more popularly known as "jewel-tipped" needles. Any other needles on the market are merely variations of these main types.

STEEL NEEDLES are most commonly used. They must be changed often, however, to reduce record wear to a minimum. Needles equipped with precious metal and sapphire points last much longer, of course. PRECIOUS METAL NEEDLES are fitted with a permanent type point that has a high percentage of osmium alloy. These needles will stand up under thousands and thousands of plays. They eliminate the annoyance of constant changes. SAPPHIRE-TIPPED NEEDLES are fitted with points that are shaped of precious stones with exact precision. This is possible because of the hardness of the stone. They last longest and provide the smallest degree of record wear.

Now here is the basic reason for the large variety of needle types within these three categories. There are so many different types of pickups of various weights and qualities, such a wide range of amplifiers and loudspeakers on the market today, that the needle manufacturer must put out enough types of needles to satisfy each user's needs. For example, there are types made to bring out the individual qualities of such recordings as dance music, popular ballads, instrumental and symphonic numbers, bel canto and operatic as well as choral recordings. And, of course, there is always the problem of consumer budget and competitive pricing to be considered and solved.

These are the factors the manufacturer must consider in setting up his lines. Every needle, no matter whether popular priced or expensive, is a precision product that can be produced only by skilled craftsmen. In addition every needle must be able to follow the tiny modulation line with hair-line exactness. And every needle must be crafted so that the life of the record is preserved.

The needle market has reached the stage where skilled workmanship and advanced technical knowledge have made available the finest needles known to science. We must consider the public our partners. It is the responsibility of those who sell needles to help the public choose the right needles for the right purpose. It is a public relations job that is being carried on every day through advertising, publicity, display, selling and every other medium used to promote a better appreciation of needles by both the retailer and the consumer.

AUGUST
1947



Blind Record Dealer Jim Albertson easily selects a record by means of his Braille file system.

BLINDNESS NO HANDICAP TO JIM ALBERTSON

He's One of the Nation's Best Record Dealers

BLINDNESS, for many years believed to be an insurmountable handicap, has slowly become no more of an obstacle to a full enjoyable life than a minor bodily impairment. With the aid of new scientific developments, the blind are taking their rightful place as useful members of their communities. And each year they add to the fast-growing total of new accomplishments.

Jim Albertson's career is a classic example.

On May 13, 1944, Jim established his own business, the Queen Anne Record Shop in Seattle, Washing-

ton. This was truly an important step.

The retail record trade, tough, highly competitive, is one requiring full use of mental physical faculties, especially sight. Eyes are in constant play; to read record labels, catalogues, listings, inventory controls, tabs and other items vital to the maintenance of a record shop. The average record dealer will tell you that it is more than enough for him to handle. For one who is blind "it would be impossible."

Jim proved this erroneous conception to be wrong in '44, and since

then has been providing additional proof. His thriving business is outspoken testimony to rugged will and disregard for adversity.

He knew the sun must be shining in full glory that morning inside with the realization of a dream that had been nine long years materializing. Ever since he had arrived in Seattle in 1935 from the State School for the Blind, Vancouver, Washington, he had spun gossamer visions of owning his own record shop. An avid record collector, with more than 3,000 in his collection, he had filed away in his prodigious memory

countless classifications of classical, semi-classical and popular music. But to open a record store of sufficient size took hard cash, and all he had was two dollars, just enough to buy two 12-in. records. So he went to work.

At the Light House, a non-profit Seattle organization for the blind, he got a job making brooms. He worked hard and assiduously, his goal drawing closer with the little he managed to set aside each week. For nine years he struggled, until he had saved \$900. Not much to open a full-fledged business, but enough for Jim to roll up his sleeves, arrange for a location and secure record franchises.

There was much scurrying around, many consultations, a host of details to iron out and a constant fluttering in his stomach to quell, but he kept right on going until the day he threw open the doors and posted a "Grand Opening" sign for all to see. He had finally arrived.

Minor headaches piled up. A cash register was unobtainable in those days, so for the first week in business Jim used his mother's muffin tins for a change drawer. Other improvisations on wartime scarcities were made, with Jim's rich sense of humor adding a touch of whimsy to ingenious substitution.

From the first, his store attracted customers and made money. Besides being the only record shop in a neighborhood shopping section, the Queen Anne was a well-designed establishment, attractively furnished,

Jim (in center) waiting on customer at booth demonstrator. He knows the location of every album shown on the racks.



with a huge variety of records. And of course the news that the proprietor was blind appealed to the "will-to-do" instinct of the population, compelling hundreds to visit the store. It was a major achievement, a towering triumph over the fickleness of fate, and Jim, as he closed the doors that night, was filled with a well-being he had never known.

His selling methods are unique. Customers are constantly amazed at his powers of memory. Each morning he memorizes the albums on display, and without hesitation, can pick out the one requested. His steps are so sure and his accuracy so unerring that many a customer has been left open-mouthed in astonishment upon learning he is blind. He has not failed yet to pick up the right album or record.

Jim is aided in locating merchan-

dise with the use of cards marked in Braille. These cards, affixed to all albums and single records, bear the name, number and price for facile identification. Classical albums are displayed alphabetically and vertically by composer; popular albums are grouped by artist's names. Albums are arranged for 100 per cent self-selection.

Now 33, Jim became blind when he was 12 as a result of a sledding accident. He studied the violin and piano in selected schools and constant playing with orchestras and chamber music ensembles provided him with a thorough musical background.

Apart from his lack of sight, he is a healthy, robust young man with a penchant for good music and salmon fishing. He enjoys taking visiting salesmen to nearby Puget Sound, mixing talk of records and business with rods, reels, lines and salmon flies.

He married in 1945 and shortly afterward he and his wife adopted Larry, a thirteen-year-old boy. A member of the Lion's Club, he is chairman of the Lion's Club Committee for the blind.

Jim's complete mastery over what was formerly regarded as a tragic affliction has inspired everyone he has come in contact with. His successful career should serve as a beacon-light pointing the way to a new lease on life.

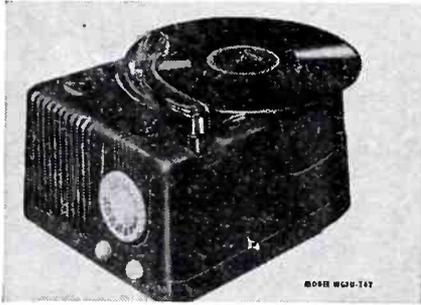
Blindness is no longer an obstacle . . . it is but an added stepping-stone to a happy life.



Jim Albertson, right, showing John Marramore, left, and Bert Proctor a framed dollar bill of first sale.

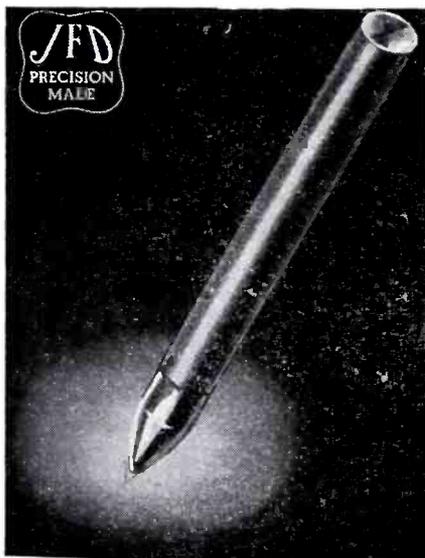
... New Phonographs and Needles ...

SONORA Model WGFU-242



MODEL WGFU-242. Walnut plastic phono-radio. Superhet tuning 535-1620 KC; built-in loop—needs no aerial or ground; full-featherweight crystal pickup; arm-rest; push-button motor switch; plays both 10" and 12" records. Underwriters approved. Size: 9¾" wide, 12¾" deep, 6½" high. Tube complement: one 12SA7, one 12SK7, one 12SQ7, one 35L6GT, and one 35Z5GT. Price: \$39.95. Also Model WGFU-241. Ivory plastic phono-radio. Same as above, but ivory. Price: \$42.95. Please mention RADIO & APPLIANCE JOURNAL when writing for manufacturer information: Imberman and DeForest, 25 E. Jackson Blvd., Chicago 4.

JFD Ruby Sapphire Needle



JFD Manufacturing Co., Inc., has recently announced the assembling of their new 1947 line of Phonograph Needles. The new line consists of eight phonograph needles, one Juke Box sapphire needle and two cutting styluses. The phonograph needles range from the popular 15-cent needle to the fine ruby sapphire needle which JFD guarantees forever by registered certificate, (see illustration).

Literature describing JFD phonograph needles may be had upon request to Dept. M, JFD Manufacturing Co.,

Inc., 4117 Fort Hamilton Parkway, Brooklyn 19, New York. Please mention RADIO & APPLIANCE JOURNAL, August, 1947, when writing to manufacturer.

AUDIO Two-Tube Phono

Newest product from the factories of Audio Industries, Michigan City, Ind., is a two-tube phonograph amplifier, featuring a five-inch permanent magnet speaker; plays 10 or 12-inch discs. Plywood case is covered in blue leatherette with contrasting lining. Retail price is \$29.95.

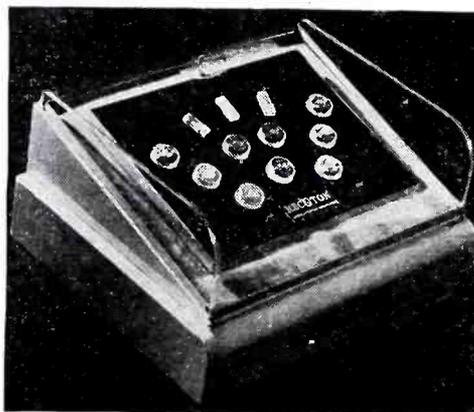


Please mention RADIO & APPLIANCE JOURNAL, August, 1947, when writing to manufacturer.

RECOTON Needle Vendor

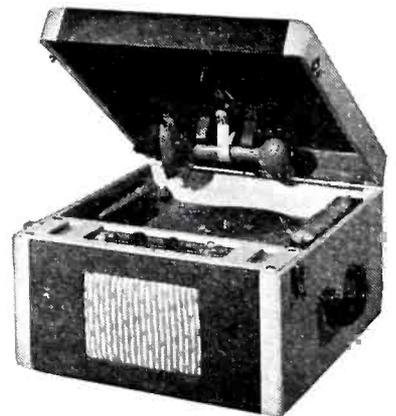
The new custom-built needle vendor developed by Recoton is streamlined in plastic and metal and works on the principle of a cigaret vendor, displaying the company's entire jewel-tipped needle line in a de luxe showcase setting.

A new plan makes vendor available to all dealers, for the first time. The dealer pays for a dozen needles and receives the vendor free, plus selling aids. Please mention RADIO & APPLIANCE JOURNAL, August,



1947, when writing to manufacturer (251 Fourth Ave., N. Y. 10.)

AUDAR Disc Recorder



A new portable disc recorder that incorporates many characteristics of studio type units has just been announced by E. W. Applebaum of Audar, Inc., Argos, Indiana.

Built to provide professional performance, yet priced for consumer sale, this Audar Model RE-8 includes a high output amplifier, neon recording level indicators, 6½" heavy duty PM dynamic speaker, and hand microphone with seven feet of cable. All switching from recording to playback is governed by a single control which automatically makes the proper tone compensation adjustments. Entire unit furnished in two-tone leatherette carrying case measuring 15⅞" x 17⅝" x 9¾". Retail price \$129.95. Please mention RADIO & APPLIANCE JOURNAL, August, 1947, when writing to manufacturer

EMERSON Model 549



Emerson Radio and Phonograph Corp., 111 Eighth Ave., New York 11, N. Y., has release of its new all-electric automatic record player model 549. Priced at \$39.95 the complete electric phonograph with automatic changer and amplifier for continuous playing of 10-inch or 12-inch records is finished in two-tone simulated leather. The set features a 3-tube amplifier, 6-inch oval Alnico 5 permanent dynamic speaker and a self starting constant speed AC motor. Please mention RADIO & APPLIANCE JOURNAL, August, 1947, when writing to manufacturer.

DISCS DOTS AND DATA

Arthur Freeman Heads Apollo Chicago Office

Hy Siegel, president of Apollo Records, 342 Madison Ave., New York, and Henry Servais, general sales manager, announced during their attendance of the NAMM convention in Chicago, the appointment of Arthur Freeman to the managership of Apollo's Chicago branch office.

The new manager is adding extra salesmen to the territory and will concentrate on cooperation with dealers and operators in Illinois, Indiana, Iowa, Missouri, Minnesota and Wisconsin.

Abridged Version of "Messiah" Issued by Bibletone

For the first time in the history of the record industry, an abridged version of Handel's great oratorio work, "The Messiah," has been released by Bibletone, Inc., New York, at the low price of \$4.70, including tax, which places this album within the reach of all lovers of great music.

Condensed to four records, this album contains 24 minutes of carefully selected recordings packed full of the most precious musical gems of this oratorio master-work . . . with full consideration for continuity, both artistic and scriptural.

Electrovox Introduces New Walco Needle

A popularly priced, genuine diamond tipped phonograph needle has been introduced by Electrovox Co., Inc., manufacturers, formerly of Newark, N. J., now of East Orange, N. J. The Walco Diamond carries a list price of \$12.50, one-fourth the cost of diamond needles heretofore offered to record buyers.

Decca to Make 50-Cent Record

Decca Records, Inc., New York, will soon market a new fifty-cent record series under its "Blue Label," which will enable Decca to have records in each price class and also permit the company to reissue some titles which have been unavailable for some years.

Larger Plant for Electrovox

The Electrovox Co., manufacturers of Walco phonograph needles, have acquired a new and larger plant at 66 Franklin St., East Orange, N. J. Branch offices will remain unchanged at 224 S. Michigan Ave., Chicago, Ill., and in Los Angeles at 2216 West 11th St.

Musicraft Reorganized

Musicraft Records, Inc., New York, now thoroughly reorganized and re-financed, has launched a campaign to regain its position as the leading independent record company, it has been announced by President Jack Meyerson.

AUTOMATICALLY PLAYS TWELVE 10" OR TEN 12" RECORDS



GI-RC130
Combination Record-Changer Recorder

CUTS RECORDS UP TO 10"

ONE SIMPLE LEVER ADJUSTMENT

Smooth Power COMBINATION RECORD-CHANGER • RECORDER



GI-RM4 Rim Drive, Heavy-Duty Electric Recording Motor



GI-R90 Dual-Speed, Home Recording and Phonograph Assembly



LX Rim Drive, Constant-Speed Electric Phonograph Motor

Your customers will like the simplicity and fine performance of this unique combination *Smooth Power* unit.

They'll enjoy the ease of operation with one simple lever for quick changing from one size record to another, to remove records or to set for manual operation and recording. They'll appreciate the smoothness and quietness of the record-changer. They'll admire the brown iridescent finish and streamline plastic trim on self-indicating "Reproducer" and "Recorder" arms.

And, of course, they'll value the quiet, vibration-free operation of the *Smooth Power* Motor.

Send for details. Ask us for complete information on this popularity-building combination that can add new sales appeal to your products . . . and on the complete line of *Smooth Power* Phonomotors and Recorders.

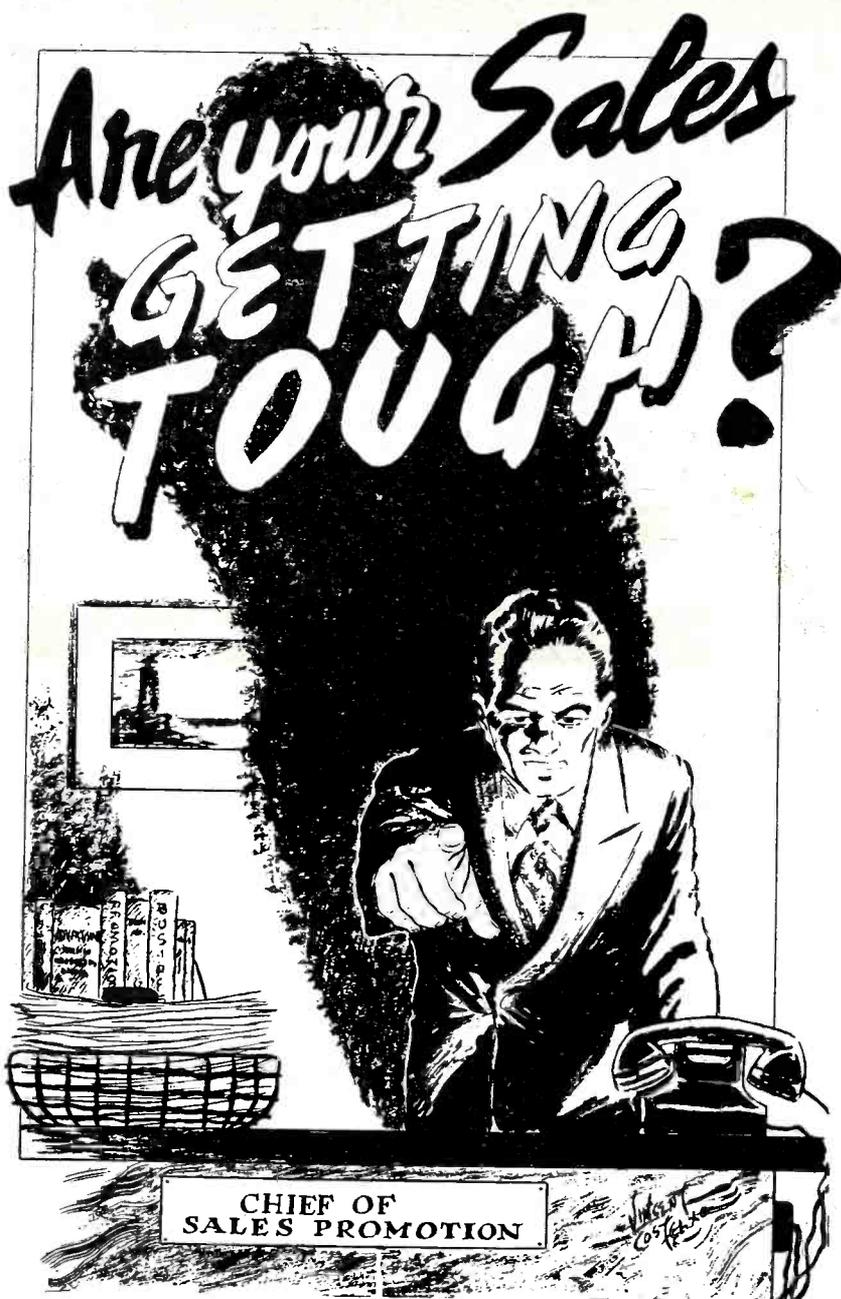


THE GENERAL INDUSTRIES co.

DEPT. MT

ELYRIA, OHIO

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



30,000
AUDITED
CIRCULATION

✓
30 YEARS OLD
1916 - 1946-47

✓
30,000 SATISFIED
READERS, ALL
PROSPECTIVE
CUSTOMERS FOR
YOUR
MERCHANDISE

✓
30 RADIO and
APPLIANCE DEALER
ASSOCIATIONS
ALL PLEASED
BECAUSE
OF CLOSE
COOPERATION

✓
OUR ADVERTISING
RATES
ARE VERY
LOW!

During the war years it was difficult to evaluate any publication. The acid test of any publication is what can it do for you when the sales of your products get tough.

NEW NAMES and NEW PRODUCTS are already HERE hence the dealer has a greater variety of the better made products to CHOOSE from.

NOW he can be CHOOSEY!!!

To MEET this new competition tell YOUR story in the 30-year-old-complete dealer publication.

RADIO & APPLIANCE JOURNAL

1270 Sixth Ave. RKO Building, Radio City New York 20, N. Y.



Again
CROSLEY

is there!

NOW WITH THE SENSATIONAL

CROSLEY *S***pectator**

...the perfected TELEVISION receiver with FM sound

table model—priced for Mass Selling! • • •

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

Are your Sales
**GETTING
TOUGH**

30,000
AUDITED
CIRCULATION

✓
30 YEARS
1916

Yes!

AND YOU'RE THERE, TOO, WITH THE
CROSLEY Spectator
on your floor—in your windows—featured in your ads!

Are you one of the many Crosley Dealers lucky enough to be located in a community within range of telecast programs? Then here is wonderful profit news for you—the Crosley SPECTATOR—the *perfected* table model Television Receiver with FM sound—is priced for *mass selling!* Not an experiment, the amazing Crosley SPECTATOR is the triumphant result of years of development and research by the very electronic engineers who filled many of our Country's wartime television needs. The Crosley SPECTATOR is a major scientific victory—it's in full production now—you can make immediate deliveries! And every Crosley SPECTATOR you sell makes new friends for you—*important profits* today and in the future!

What it is The amazing Crosley SPECTATOR is cased in a richly grained walnut table cabinet (14½" x 26" x 19"). The "Global View" Picture Screen is 52 square inches in area, framed in darker walnut to improve viewing, and protected by a sheet of plate glass that minimizes light reflections. The Lok-in-Tune synchronizer automatically "locks" the SPECTATOR in tune with the selected station; holds pictures steady and clear through electrical disturbances caused by appliances, signs, door bells, storms. All-13 Channel Selector provides quick, easy tuning of all 13 television channels. The SPECTATOR produces clear, brilliant pictures and static-free *natural* quality sound even in weak signal areas.

How it works The Crosley SPECTATOR is as easy to operate as a table model radio. Stations within receiving range are represented by numbers from one to 13 on the dial of the All-13 Channel Selector. To tune, simply turn Selector switch to the number assigned to the desired station—and pictures from that station are automatically locked in tune—clear, bright, lifelike, on the "Global View" Screen. Precision control of high fidelity FM sound is provided by a radio-type knob on the front panel. So brilliant are the steady, perfectly focused pictures seen on the "Global View" Screen that it is never necessary to darken the room for perfect reception.



Here it is

Who are your prospects? Your best prospects for wonderful Crosley SPECTATOR are . . . everyone can afford a medium priced console-type radio-phonograph combination! Remember—every Crosley SPECTATOR you sell almost immediately sells several more. The new owner, proud of his SPECTATOR, invites his friends to see the big show in his living room. The Crosley "Global-View" Picture Screen is large enough to afford as many as 12 persons a perfect "divorced seat view," each set you sell becomes, overnight, the talk of the neighborhood—seen, heard, and wanted by scores of people with the money to buy! The SPECTATOR in your window, on the floor or in your customer's living room, is its own salesman!

THE
CROSLEY
*S*pectator

SPECIFICATIONS

27 tubes, 3 rectifiers. All-13 Automatic Channel Selector. All-13 Channel coverage—44-216 m.c. Area of "Global View" Picture Screen, 52 square inches. Image size, $6\frac{3}{8}$ " x $8\frac{1}{2}$ ". Pictures electronically stabilized by Lok-in-Tune Synchronizer. Pictures are bright and clear without room darkening. High sensitivity. F-M sound system. 5" Speaker. All controls on front panel. 4 watts maximum power output. Smart, modern walnut cabinet, $25\frac{1}{2}$ " wide, $14-11\frac{1}{16}$ " high, $19-1\frac{1}{16}$ " deep. AC power requirement: 105-125 Volts, 60 cycles. Power consumption: 380 Watts. Weight, 85 lbs. Shipping weight, 98 lbs. Underwriters' Laboratories Approved. Guaranteed by CROSLEY Division—AVCO Manufacturing Corp., Cincinnati 25, Ohio.

Promotion like this

TELLS YOUR CUSTOMERS

"You're really **THERE** with your **CROSLEY** **Spectator**



TELEVISION PROMOTION MANUAL . . . Packed with sure fire ideas and suggestions you can use to promote TELEVISION and the sale of the Crosley SPECTATOR in your territory. Contains tie-in ideas for dealers and television stations, ad patterns for dealer and station use, radio spot announcements, publicity releases—all in one bundle to boost your sales and store traffic!

NEWSPAPER ADS . . . Co-operative ads in mat form to run over your signature. They'll arouse interest . . . create store traffic—put money in your till! Readers of your local newspapers will see and read these compelling messages—come to your store for a demonstration of the Crosley SPECTATOR!

COLORFUL PASS-OUT PROMOTION . . . Eye-attracting folders tell the SPECTATOR story in dramatic, sales-stimulating words and pictures. Ideal for store pass-out and to use as direct mail promotion. Include one with each monthly statement to your customers!

BIG, ALL-COLOR NATIONAL AD . . . Hard-hitting — the type of ad that will really make people want the SPECTATOR! Builds sales for you, too! Think of how many of your customers read the Saturday Evening Post, Colliers, and the magazine supplement in leading Sunday newspapers. These mass circulation publications will carry the SPECTATOR story—*your* story—to homes in your territory. Reprints will be available for mailing—and blow-ups for window, store and counter display. It all adds up to a spectacular promotion for a spectacular money maker—the SPECTATOR — by Crosley!

IF YOU'RE A CROSLEY DEALER

YOU'RE REALLY THERE WITH THE **CROSLEY** **Spectator**

CROSLEY

Division—**AVCO** Manufacturing Corporation
Cincinnati 25, Ohio

APPLIANCES

A SECTION OF RADIO & APPLIANCE JOURNAL

Guest...

EDITORIAL

This month's appliance guest editorial comes from T. G. Haney, vice president in charge of sales, National Pressure Cooker Co., Eau Claire, Wis., who traces the history and refinement of today's pressure cooker.



T. G. HANEY

Pressure Cooking Is No Modern Miracle

PRESSURE COOKING is not a modern miracle of the past decade as some of its recent and self-appointed foster-parents would lead one to believe. The principle behind steam-pressure cooking is nothing new. The successful adaptation of this principle of pressure cooking in a pressure saucepan is an accomplishment of more recent origin, but the National Pressure Cooker Co. had successfully experimented with the principle even prior to World War I.

At that time this company was already manufacturing what was known as "canner retorts" for commercial canneries. When the United States Department of Agriculture determined that many cases of food poisoning prevalent in the country were traceable to the consumption of canned foods, it instituted a diligent research for preventive measures and reached the conclusion that the scientific way to prevent such poisoning was pressure canning. The canner retorts were the answer to the problem, and these retorts, though cumbersome and crude, embodied all the basic principles of pressure canning and cooking and were forerunners of the pressure cookers as we know them today.

The manufacture of utensils adapted to successful canning, commercially and in the home, was still in its infancy when the research facilities at the National Pressure Cooker Company were put to the development of home-pressure cooking. Specialists were brought to the research department and gave intensive study to the numerous problems involved in the manufacture of a successful pressure cooker. This research is a continuing process, aimed at improvement in service and design. Hundreds of ideas and models are given the severest clinical scrutiny and the most critical of tests in the search for a completed product which merits the sustained confidence of the customer.

Perhaps the most troublesome "bogey man" to contend with in the effort to popularize the pressure cooker is the question of safety. The usual question asked is this one: "Is the pressure cooker safe?" The answer to that is a definite "yes." The directions for its use are few and simple to understand, and by following them there will be fewer hazards than in ordinary open kettle cooking.

The Presto Cooker, as an example, features safety devices which are distinctive of no other pressure cooker. The indicator weight, which is clearly marked with bands to show pressure at 5, 10 and 15 pounds (permitting both canning and cooking), offers a safety advantage in allowing a controlled escape of steam above the 15-pound pressure which serves as a reminder to reduce the heat application.

No, the pressure cooker is not the product of an overnight vision. It is the result of long and careful planning by a company in which the research department always keeps its information account open, by sifting realities from illusions, by patiently gathering, analyzing and testing facts, and then courageously acting on those facts.

AUGUST
1947

"BIG" APPLIANCE

Dealer Sappington of Oklahoma City Ignores the Small Ones to Concentrate on Frigidaires and Washers

By Ernest W. Fair

IN these days when every electrical appliance dealer is bending over backward to secure all possible small appliances for his store it is unusual to find one who has made no effort to follow suit because he feels it more profitable to concentrate on refrigerators and washing machines.

He is George Sappington, owner and manager of the Oklahoma Appliance Co., 406 North Broadway, Oklahoma City, whose store is located on one of the principal thoroughfares outside of the high-rent business district.

Sappington has been in the electrical appliance business since 1924. Sales ran up to \$500,000 a year fea-

turing washing machines and electrical refrigerators and he has never deviated from his policy of full concentration on these two lines. He indulgently displays irons and similar items in the store for customers who ask for them, but, makes no effort to push their sale.

The store occupies an average front with no special display features and uses 1,750 square feet of selling space and about twice that much total space for offices and spare parts department. In 1941 his customers purchased \$153,000 worth of the two major appliances and

Sappington believes they will spend better than \$200,000 this year. His average customer spends about \$75 with him.

There's only one month of the year in which his business slides off badly and that is December, he explains, since people do not ordinarily give refrigerators and washing machines as Christmas gifts. July usually is his best month.

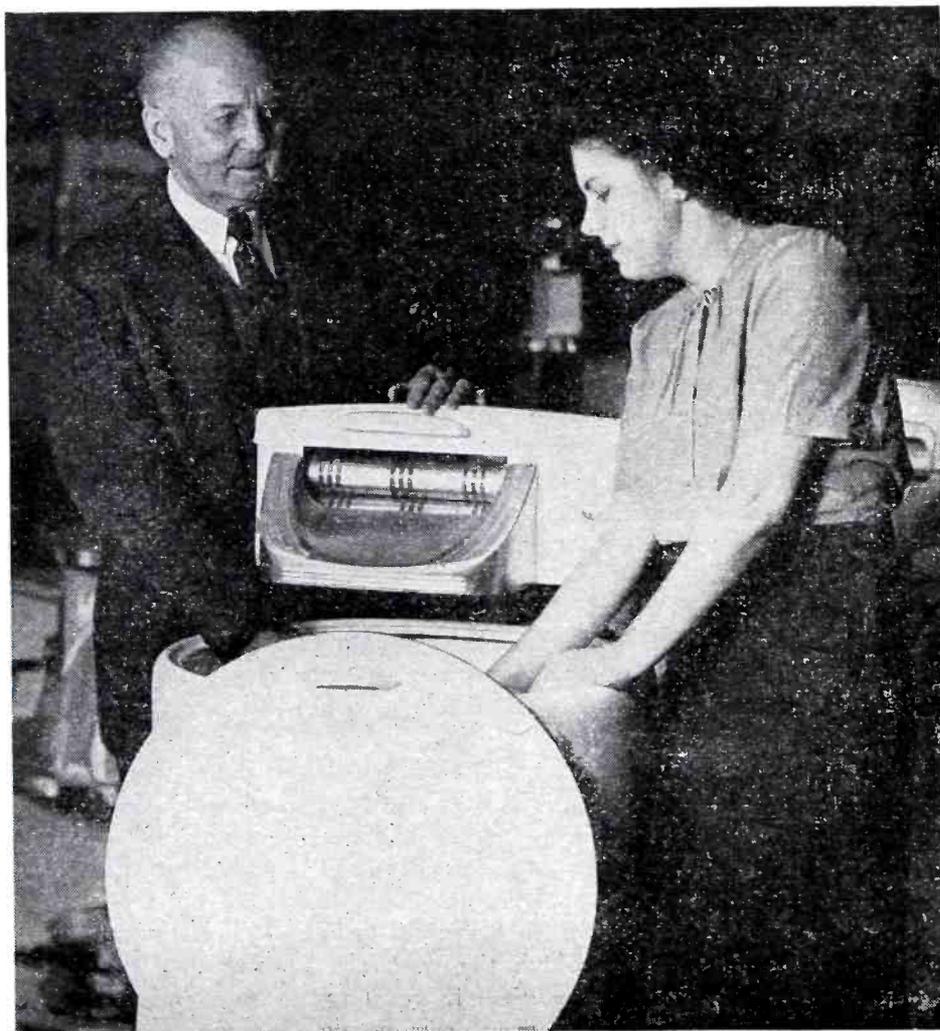
"I prefer to concentrate on refrigerators and washing machines because they sell best," Sappington explains. "They are always the demand items even when there are ample electrical appliances on the market. And I've found that it is much more profitable to spend \$5 in selling a washing machine or an electric refrigerator than it is some appliance retailing at \$20.

"The market has always been good and will always be good for refrigerators and washing machines. From my past experience I can hardly say as much for smaller electrical appliances.

"Even today the electrical appliance retailer is finding it necessary to start organizing outside selling efforts and I feel it is much more profitable to direct these efforts toward sale of the big items than the small ones."

Sappington started in business in 1924. Early in 1946 he took in N. H. Hickman as a partner. He began business with the Maytag line of washers and then took on refrigerators and some smaller side lines. Today he sells the ABC line of washers and Frigidaire's as his main items.

He believes that house-to-house salesmen are the best method of promoting sales and that added com-



Owner Sappington doesn't leave the selling to his salesmen. Here he demonstrates a new washer to a housewife in his busy store.

PROFIT

Dealer Sappington keeps a hold on customers by maintaining an orderly stock bin of complete replacements for all appliance lines carried.

missions and bonuses paid to these salesmen instead of extensive advertising expenditures in local newspapers build more sales.

Sappington organizes such sales efforts with special crews for each large article. These crews concentrate only on the sale of that one line, as for example, Frigidaires, and while they will not overlook a chance to make a sale of a washing machine, radio or vacuum cleaner, their chief efforts are concentrated on the sale of their specialty lines.

"I have found this method more effective," he explains, "simply because if a salesman concentrates on one item he becomes better and better acquainted with that item. If he has to be able to sell a half dozen items then he must divide his interests and his ability to learn and the net result is that he has a smattering of knowledge about each of the products he is selling and not a great deal about any of them.

"By specializing in electrical refrigeration my salesmen soon become experts in that line; they know every feature and every detail of the boxes they are selling . . . they can discuss not only the refrigerator, its line and the whole theory of electrical refrigeration intelligently, but they are better equipped to answer customers questions, combat their objections or refute the claims or arguments of competitors."

When leads come into the store for a prospect for any one of these items that prospects name is turned over to the salesman who has the line.

His location brings in a great deal of store traffic and many sales of heavy appliances are made in the store by Sappington, Hickman and the staff. And in most cases veteran George Sappington will be right out there doing the selling.



"I've always felt those dealers who kept hid in their offices all of the time were making a mistake," he explains. "Customers like to deal with the man who runs the business. They know what he says will be straight because he's basing his business success on being honest and truthful."

In store selling Sappington believes in elaborate explanation of electrical appliances and selling them upon their ability to deliver the work and service the customer expects of them rather than solely on their eye appeal or upon the quotation statistics.

Making certain that customers are satisfied has been one of the keystones of Sappington's business. Early in his experience he found that a customer could be thoroughly sold at time of purchase but then begin to have doubts brought on by criticism from someone else or reading rival advertising.

"Make sure your customer knows all about the appliance when you sell it," he explains, "and you'll have less customer dissatisfaction. Insofar as you can take down the

machine or appliance and show them how it works; what makes it work and the good features of the appliance. Today there are more good selling features hidden from the customer in a modern electrical appliance than are observant to the eye—these should be brought out for that customer to see."

Sappington maintains a large parts stock and repair department at his place of business in an orderly bin fashion as shown in the accompanying illustration. He believes electrical appliance dealers should do this because their customers expect it of them and because it is a good method of holding a customer to the store until the customer is ready to purchase a replacement.

His chief line is refrigerators in which he believes he will do better than \$100,000 this year and he attributes continued top rank in refrigerator sales enjoyed by his firm due to the push given them in outside selling and the location of his store which is in the middle of an area containing particularly large payrolls, has ample parking space and considerable foot traffic.

NEW APPLIANCES

HAYLO Gas Heater



Rustproof, dentproof Haylo gas heaters, attractively styled for modern homes and apartments, are now available in production quantities, according to the Heater Division of McCulloch Motors Corp., Los Angeles 45. Haylo heaters are built entirely of high-pressure aluminum-alloy die-castings. Exterior finish is a soft brown glaze. The smooth finish, combined with smooth lines, makes the Haylo easy to keep free of dust and dirt. The interior is the natural bright color of the heat-resistant aluminum alloy, which increases radiant-heating effectiveness. Capacity of the M-70 unvented heater, as approved by the American Gas Association, is 6,000 BTU, with natural, manufactured, or L-P gas. Dimensions are 11½ by 6 by 12 inches long. Weight is only 4¼ pounds, complete with valve. Please mention RADIO & APPLIANCE JOURNAL, August, 1947, when writing to manufacturer.

IONA Electro-Mix

The "Electro-Mix" manufactured by the Iona Manufacturing Co., Hartford 6, Conn., introduces a new portable electric food mixer with a patented specially designed beater that is ideal for household mixing tasks.

NEW DUAL WHEEL TRUCK FOR APPLIANCES

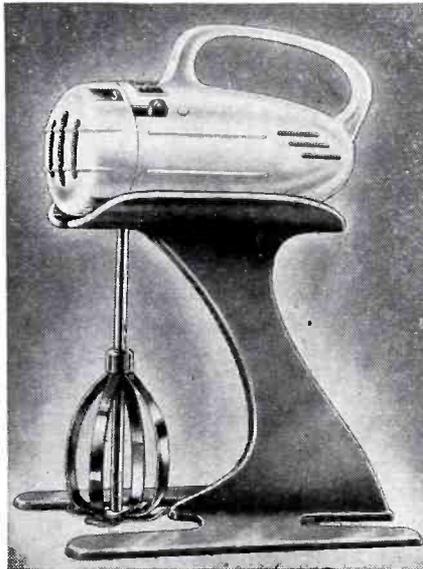


Rolls like baby buggy on 4 big (Dual) 8 x 2 rubber tires. Unusually resilient, quiet. Easily handles refrigerators, and all appliances up to 1000 lbs., 54 in. ht.; 24 in. nose; 13 ft. web strap. Also handles crates, boxes, bags, etc. \$31.95 f.o.b. Over 15,000 Handees trucks sold by mail. Send back express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

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

The beater fits easily into beverage glasses, cocktail shakers and has more than enough power required to mix cakes, mash vegetables and to whip candy and ice cream.

The "Electric-Mix" weighs less than two pounds, operates on either AC or DC and is equipped with an extra-long cord so that it can be used at the stove, table or sink without changing electrical outlets. Made to retail at \$10.95; varia-colored stands to match kitchen decorations retail



at \$1.00 extra. Please mention RADIO & APPLIANCE JOURNAL, August, 1947, when writing to manufacturer.

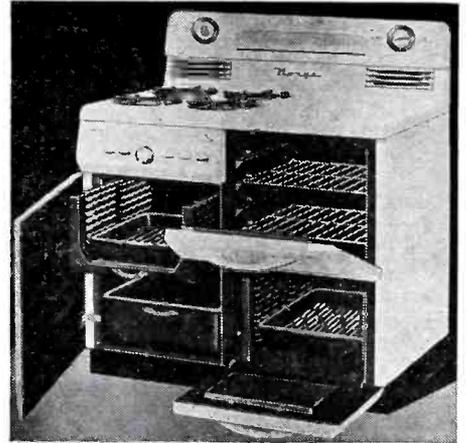
APPLIANCE IND. Model G-555



Appliance Industries of America, 1830 N. Winchester Ave., Chicago 22, Ill., have announced production on their Model G-555 Steadi-Glo sandwich grill. This model grills two single or double sandwiches simultaneously and has been designed for rapid boiling or fast-frying.

All sandwiches are assured uniform grilling by the improved sliding hinge, an outstanding feature of the model which measures 11 and one-eighth by 9 by 3 and one-half inches. Please mention RADIO & APPLIANCE JOURNAL, August, 1947, when writing to manufacturer.

NORGE Gas Range



Norge two-broiler gas range equipped with "concentrator" burner; hidden fluorescent light in back panel; built-in electric timer clock and appliance outlet; combination oven valve and heat control. Both broilers are deep to provide increased capacity. Please mention RADIO & APPLIANCE JOURNAL, August, 1947, when writing to manufacturer (Norge Division of Borg-Warner Corp., Detroit, Mich.).

G-E Coffee Maker

This fully automatic General Electric coffee maker, the P18, is one of the five new coffee makers announced at the Housewares Show in Philadelphia. The P18, like all other G-E coffeemakers, has wide-mouthed glass bowls to make the after-coffee clean-up easy.

Handles have been redesigned for greater coolness and ease in handling and streamlined plastic stove cools rapidly, can be handled quickly after use. For further information, write General Electric Co., Editorial Service, 1285 Boston Ave., Bridgeport, Conn. When writing to manufacturer, please mention RADIO & APPLIANCE JOURNAL, Aug., 1947.



PARTS AND SERVICING

A SECTION OF RADIO & APPLIANCE JOURNAL

Guest... EDITORIAL

This month's comprehensive guest editorial on the coil industry comes from Donald B. Cush, vice president and director of sales for Super Electric Products Co., Jersey City, N. J.



DONALD B. CUSH

Coil Outlook Bright For '48

IMMEDIATELY after VJ Day, radio manufacturers were faced with the problem of changing plants, equipment and personnel from supplying the needs of the Armed Forces to one equally great—that of supplying the demand for radio receivers created by the four-year lapse in production.

Due to scarcity of raw materials, occasioned by demands of the Armed Forces for more and more equipment, it was only logical that radio manufacturers would concentrate on small table model receivers for the first few months of post war production. This intensive production program, calling for millions of small receivers to be produced in a little more than a year's time, placed a heavy burden on coil manufacturers.

During this period of intensive small receiver production, the engineering departments of the various radio manufacturers were busily engaged in the design and development of console models, phono-combinations and portables. These were gradually put into production during 1946 and helped to sustain the heavy load placed on coil manufacturers. However, in late 1946 and the first months of 1947, radio production had more than equalled demand, which, coupled with the uncertainty as to the future of business in general, caused a definite curtailment of radio production. This in turn resulted in a decreased demand for coils as well as other components. Coil manufacturers, relieved of the extreme pressure of the preceding 18 months, now were in a position to devote some time to the design of coils for FM and Television in anticipation of the heavy demand for these components, soon to be made by manufacturers of FM and Television Receivers.

As a result, special techniques are now being developed for mass production of television coils and transformers to bring the set price within the reach of the average consumer.

It has been predicted by industry leaders that 250,000 television receivers will be built this year and 1,500,000 in 1948. Add the normal requirements for A. M. coils to these figures and the outlook for the coil industry is bright indeed.

It is of utmost importance that all manufacturers of radio components keep uppermost in mind that cost reduction will result in lower priced sets; and thus maintain an active consumer market. New methods of production are the only present means of accomplishing this; since there is little indication, at the present time, of price reductions of raw material and lower labor costs.

New machinery, improved plant layout, incentive systems and other modern devices must be utilized to their fullest extent. Competition among manufacturers has become keen enough to spur management to aggressive action in connection with necessary improvements.

It is the writer's opinion that the outlook for 1948 is for the biggest year in the history of coil manufacturing and the entire Radio-Electronic industry.

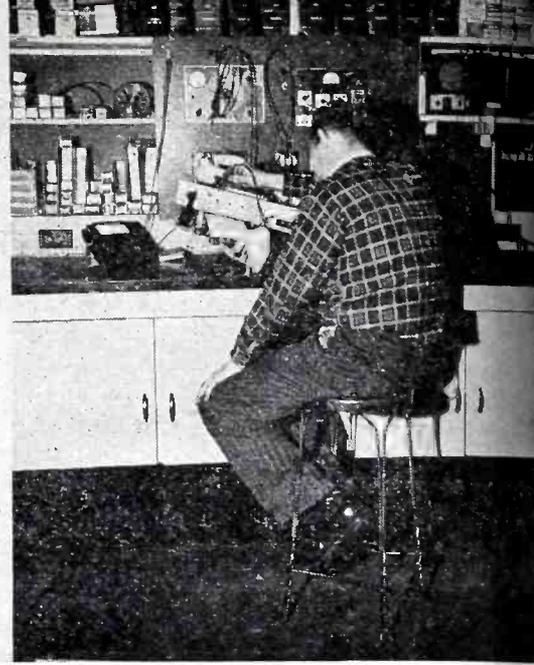
AUGUST
1947



1. It was a sunny day when this customer brought in his set.



2. "Call back at five," instructs our unsuspecting serviceman.



3. Then he sets to work checking the set.

Should You PITY THE POOR

DURING my four years of radio servicing, I have found several ways to determine the trouble faster than the average methods. In radio servicing you must be able to do a lot of planning before you go into a set that requires repairing or adjustments.

The modern radio will put the fixer or handy man out of business. Some radio servicers today use the old method of checking all the parts in it before they locate the trouble. Why

do all of that when one can think a bit before he enters the task of repairing a radio, and make more money and give faster work if he plans his service methods and follows them as much as possible? I have located many troubles by a few tricks that I learned the past four years. It saves time and money to remember these things. For example, I have listed several below.

A radio comes into my shop, brought by an average customer who

complains, "My radio is dead and I want you to fix it."

I take the radio and lift it out of the box and talk to him at the same time.

"How does it act?" I ask.

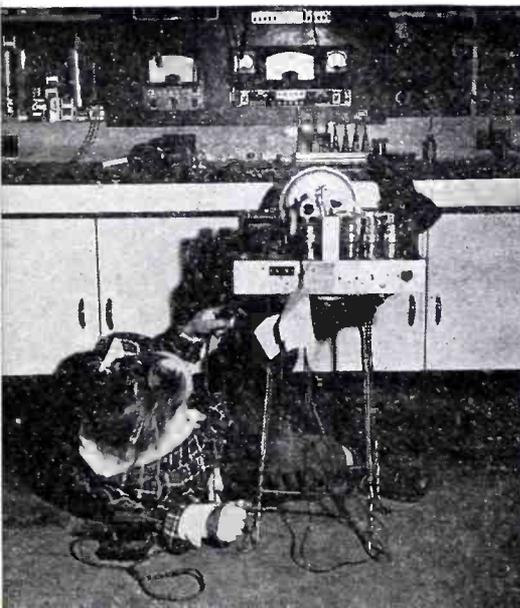
"It went off just like that," he explains, snapping his fingers.

"Does it make any sound at all?"

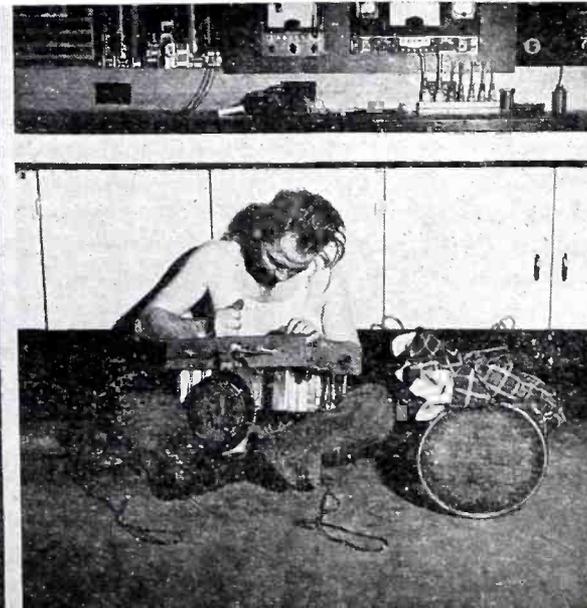
"No, it's dead as a hammer," he replies, adding, "I am going now and will leave it for you to fix."

As he is leaving I place the radio

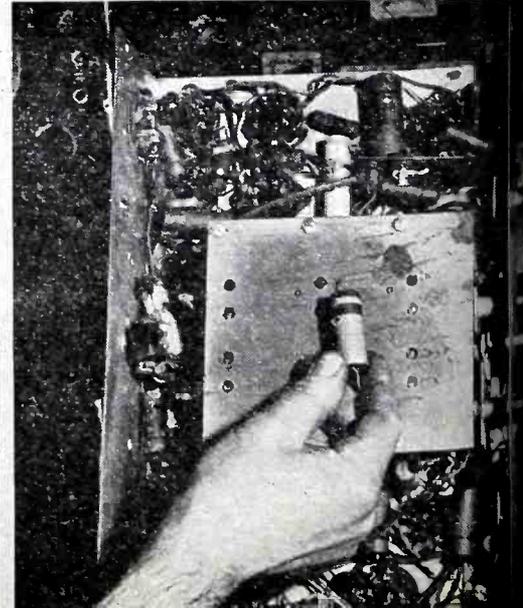
7. And he struggles—

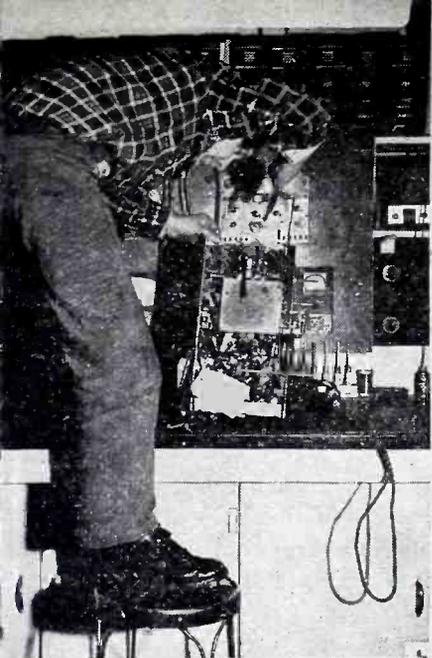


8. And he sweats.



9. He finds the trouble—a 50 cent condenser.





4. First, he pulls—



5. Then he pries—



6. He works.

"YES" Says Eric Wahleen of Everett, Wash., who took these amusing pictures.

"NO" Says Cecil Quesenberry, Radiotriician of Indian Valley, Pa., author of the accompanying article.

SERVICEMAN?

on my bench and plug it into a battery or power line. (I check my batteries often and know that they are good.) I turn on the radio and it is dead or is it? It won't talk, but I can hear a small sound like ashes sliding off metal roofing. I touch the aerial to the ground and found that a loud click is heard in the speaker. I hook up the antenna and ground and find that a click is heard also. I turn the dial and find that it turns too easy. I look at the gang

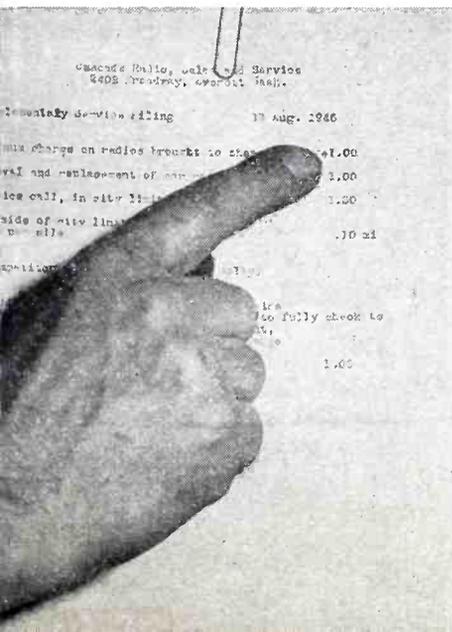
condenser and see that it does not move. The station pointer is moving over the dial. I see then what's the matter. One of the dial cords is broken. I replace it. I turn on the radio and find that it plays. All right. It has been repaired.

As I put it aside and place my charge on it, the door opens and another radio comes in—dead, as the owner would say.

I turn it on and touch the aerial to the ground and don't hear a

click as I should. I then use my SG and turn it on at the IF freq. and get a clear strong signal. While I have the SG connected I check the trimmers to give the strongest signal. I then set the radio to 600KC and the SG also to 600KC. I hear no signal. What do I do then? I say to myself, "The IF circuit is open but it still doesn't pick up a station." One trouble could cause that: The Osc. of the radio. I set
(Please turn the page)

10. He checks the chart.



11. The customer protests—



12. The radio repair man has that frustrated feeling.





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

WARD

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

Aerials

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

Announcing

RICHARD H. "DICK" ROFFMAN

Has opened offices at
33 West 42nd Street, Suite 1133
New York 18, N. Y.
Tel. PEnn. 6-0596

FOR PUBLIC RELATIONS AND PUBLICITY

Mr. Roffman recently resigned as advertising and promotion director of Traubee Products Inc., of Brooklyn, makers of the Time-Saver lines of pressure cookers and waterless cookware. Inquiries for public relations, promotion and publicity as well as advertising counseling service solicited. All will be given prompt attention.

Founder — Perfect Housewife Contest promotion; one of initiators—I Am An American Day program; originator—Real Stories from Real Life radio show; for many years editorial staff member, N. Y. Journal-American; formerly chief associate editor, THIS MONTH magazine; one-time radio and promotion director, Hillman Periodicals; and publicity consultant to advertising agencies, public figures, educational organizations, theatrical personalities.

(Continued from page 35)

the radio to a local station and just lay the SG leads near the aerial and turn it on to "unmodulated." I then turn the SG across the dial slowly and suddenly the station comes in. What happened? The Osc. in the radio set was not working and the SG took its place. It only turned the SG to a freq. that the radio was supposed to Osc. and the station came in. That is a sure check on the Osc. of a radio. I then checked the Osc. coil and find that it is defective. I install a new one and do a complete tune-up job (It is necessary) and the radio is okay again.

Wasn't that easier than checking all the tubes? If the IF signal comes in okay there is a strong chance that the tubes are all right. If it didn't come in very strong, I would then check the tubes in a checker.

Another set came in. It played, but it kept changing volume. I noticed that it sounded a lot like a bad volume control. I moved the control a bit and it played all right. I installed a new control and it was okay again.

I had another radio to come in later and it worked, too, but one couldn't understand it. It had a 3Q5 output tube. I knew that type of tube would get like that sometime, so I took a new one and installed it and all was well again. I always say "Recognize trouble by its effect."

Of course, when I use the tricks and they fail (rarely) I then check all tubes and then, if necessary, check voltages on the tubes. If these are okay, I know it is in the signal circuits. Here is where the SG does well again. Use an audio signal and connect it to the sec. detector. If there to the speaker is all right, then we move towards the aerial to the next tube. Failure to get a signal with an RF signal from the SG will indicate the trouble. You must use an RF signal for the IF circuits and stages between the sec. detector and the aerial. After you pass the gang condenser you will have to get the dial on the radio with the dial on the SG. before a signal can be heard.

The above method will locate three-fourths of all troubles that occur in a radio set. Simply notice the effects and they will lead you to the troubles.

... Late Parts News ...

American Volume Control Announces New Models

American Volume Control Corp. President H. C. Parkhurst has announced that the company has produced new, improved models of its volume controls, and that it will shortly offer a complete line of line resistor cords, line cords, and wire wound resistors. Further information on these new products can be obtained by writing directly to the company at 115 Liberty Street, New York, N. Y.

New Portable Sound System

A new portable sound system for small halls, lodge rooms, hotel meeting rooms and similar uses where a permanent sound system is not warranted has been announced by Mark Simpson Manufacturing Co., Inc., Long Island City, New York.

Known as Masco's MAS-808, this system consists of an 8-watt amplifier and one heavy duty 10 in. P.M. speaker in a two-tone fabricoid covered carrying case. The amplifier has sufficient power to drive a second speaker. Masco, one of the fastest growing

manufacturing firms in the sound business, feels that this new model will fill the needs of small parties, conventions, meetings, dances, etc., that are planned for unwired halls. The company's optimism has been justified by initial orders, far surpassing expectations.

News of "The Representatives"

"The Representatives" appear to continue their activities by frequent, live meetings by all chapters and addition of members by six of the chapters, reports Dave Tobias, publicity chairman.

The California Chapter has added: Dean A. Lewis, 65 Ninth St., San Francisco, Calif. The Los Angeles Chapter reports the addition of: Harold A. Kittleson, 623 Guaranty Bldg., Hollywood, Calif.; Arthur W. Philo, 470 E. Orange Grove Ave., Pasadena, Calif., associate.

The other chapters report the addition of one member each: Buckeye Chapter: Walter J. Brauer, 15631 Lakewood Ave., Lakewood, Ohio; Chicago-Land Chapter: Alek K. Gianaras, 3624 W. North St., Chicago, Ill.; New England Chapter: Irving I. Kahn, 3324 Main St., Hartford, Conn.; Dixie Chapter: V. Hutto, 255 Mathews Ave., N. E., Atlanta, Ga.

Thorens Changer Adopted For R.C.A. Custombilt Set

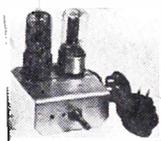
Another leading radio manufacturer has made arrangements to incorporate the Thorens CD40 record changer into its most exclusive radio combinations, according to Rexon, Inc., New York, distributors of the Thorens changer in this country.

The R.C.A. Custombilt radio, will soon be offered with the Thorens CD40 record changer installed.

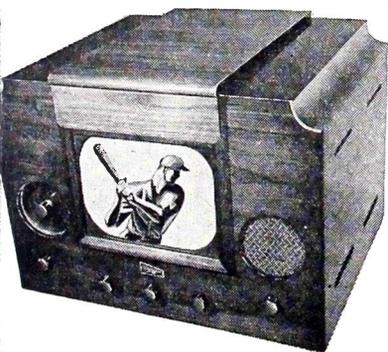
The exclusive quality of the Thorens changers, made in Switzerland, first came to notice with its adoption by the Scott Radio Laboratories, Inc. for their best sets. The nation's top radio engineers have praised it for its simplicity of operation.

AMPLIFIER FOR CALL SYSTEM or Phono. Amplifier \$1.95

Compact-Wired Ready to Operate Uses 35Z5 — 50L6
25 PER CENT DEPOSIT REQUIRED
N. J. INDUSTRIAL CO.
309 Elm Street, Newark 5, N. J.



New Twelve-inch Television Kit Announced by Transvision, Inc.



Transvision, Inc., 385 North Ave., New Rochelle, N. Y., is producing a 12-inch television kit that is meeting with considerable acceptance in the industry. In addition to the 12-inch picture tube, the standard model features a screen of 75 square inches, an RF unit factory wired and pretuned to give reception on all television channels,

9,000 volts second anode potential for brightness and contrast, high fidelity FM sound reproduction, 22 tubes and maximum picture sensitivity. The overall chassis size: 20 inches wide by 18 inches deep and 18 inches high. Set comes complete with all tubes, plus 12-inch picture tube, specially designed folded dipole antenna with 60 feet of lead-in cable, and complete, easy-to-follow instructions, with nothing more to buy.

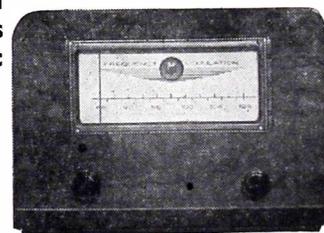
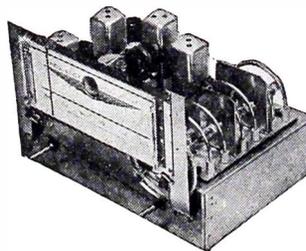
The DeLuxe model contains all the above features, plus 50-216 mc. continuous tuning, covers the entire FM band and all 13 television channels. Cut-off switch eliminates unused tubes when set is used only as FM receiver. Further information may be had by writing to the factory in New Rochelle.

Radio & Appliance JOURNAL • August, 1947

THE OUTSTANDING FM TUNER OF THE YEAR

Resonant Lines Tuned Front End - No Slides Stable Non-Microphonic No Iron Core Slugs No Variable

\$59⁵⁰
Net



SPECIFICATIONS

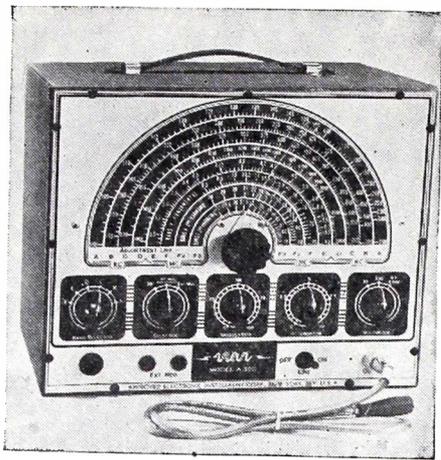
Power supply: 117 volts, 60 cycles Power consumption 35 Watts. Circuit: superheterodyne. Tuning range: 88-108Mc. Intermediate frequency: 10.7 Mc. (iron core tuned, ceramic insulation) Band width: 150 KC. Sensitivity: 10 microvolts for full limiting. Frequency drift: negligible after 5 minutes. Output volts: average 2 volts RMS. Output impedance: 200,000 ohms.

Hum Level: 70db below average output. 8 tubes: 1-6AG5 RF Amplifier, 1-6J6 osc., mixer, detector. 2-6SH7 I.F. amplifiers, 1-6SH7 limiter, 1-6AL5 discriminator, 1-SY4 rectifier, 1-6U5 indicator (tuning eye). Antenna: 300 ohm line (dipole). Chassis: No. 16 U.S.S.G. steel cadmium plated .0003. Weight: Approx. 15 lbs. (packed). Chassis dimensions: 8x12x3x8 1/4 in. Dial: sliderule. Dial opening: 3x7 3/8. Pointer travel: 6 in. Tuning ratio: 16:1. Tuned lines: brass, silver overlay .0005 thick. Contact springs: phosphor bronze, silver overlay, .0005 thick. Contact arms: lucite bars. Front end: unit construction, floated. Cabinet: walnut veneer, hand rubbed. Controls: tuning, volume with "on-off" switch. Chassis, complete with tubes, built in power supply, installed in illustrated cabinet.

Dealers and Jobbers—Write or Phone for full particulars to:

APPROVED ELECTRONIC INST. CORP.

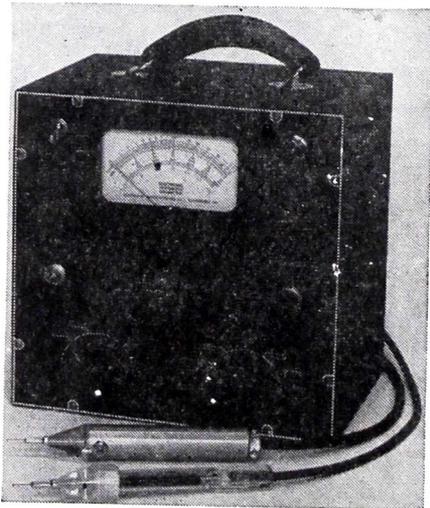
142 LIBERTY ST., NEW YORK 6, N. Y.
BARCLAY 7-9830 CABLE: FREQMOD



The new lower retail price of \$39.50 for its Model A-200 signal generator has been announced by the Approved Electronic Instrument Corp., 142 Liberty Street, New York 6, N. Y. Designed for testing and aligning in the broadcast and short-wave frequencies. The unit has eight R. F. bands covering 100 KC through 75 MC; very low leakage, with power transformer electrostatically shielded; 3-step RF attenuator; negligible harmonic output; specially designed stable two-terminal RF oscillator; cathode follower output tube; internal and external modulation, 0 to 100%; coaxial output lead; 4 tubes.

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

ELECTRONIC Mfg. Co. Ohmeter



Television type vacuum tube ohmmeter Model 110 reading to 15,000 volts D.C., with O.C. ranges 3-30-150-300-600-3000-15,000 volts. A.C. ranges 3-30-150-300 volts good to 300 megacycles. Ohms: 1000-10M-100M-1 Meg-100 Meg. High D.C. voltage readings and high frequency A.C. readings that are necessary in servicing television receivers are available in this instrument. Also ideal for servicing regular receivers, F.M., transmitters and other equipment. This model is manufactured by

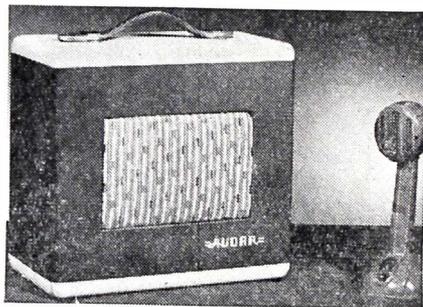
Parts on

Electronic Mfg. Co., Harrisburg, Pa. When writing to manufacturer, please mention RADIO & APPLIANCE JOURNAL, August, 1947.

AUDAR Amplifier

Audar, Incorporated, Argos, Indiana, announces the "Bingo" amplifier, a complete versatile PA system, with a large number of uses. Having sufficient power for audience coverage up to 300 or more persons.

The Model MAS-4 includes: (1) a high output crystal microphone for

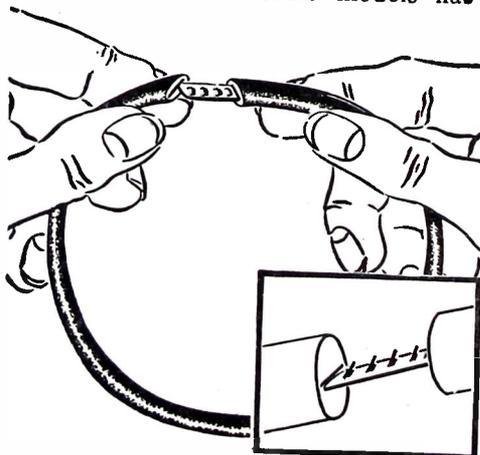


hand or desk use, designed for close talking, with 20 feet of microphone cable and connector; (2) amplifier, transformer powered, 3½-watt beam power output, full wave rectifier, specially designed for voice reproduction; (3) speaker — 6½ in. permanent magnet dynamic heavy-duty type with volume control.

Speaker, and amplifier are contained in two-toned leatherette carrying case, equipped with 6 foot line cord and plug for use in 150 volts 60 cycle AC. Total weight is 7 lbs. 14 oz., size of carrying case 11¼ in. x 6 in. x 10 in. Retail price, \$49.50 f.o.b. Argos, Indiana (Federal excise tax included). Please mention RADIO & APPLIANCE JOURNAL, August, 1947, when writing to manufacturer.

WALSCO Universal Dial Belt

A universal dial belt that eliminates the need for the 96 different sizes required to fit all radio models has

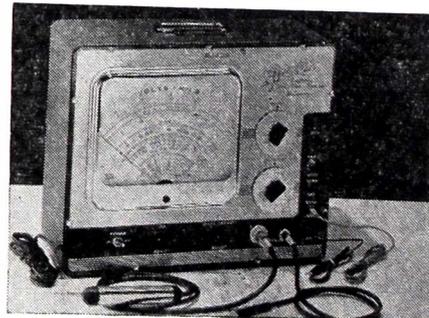


been developed by the Walter L. Schott Co., Beverly Hills, Cal. This new "Walsco Unibelt" is manufactured in continuous lengths, and put up on spools containing belting for an average of 5 to 8 dial belt replacements. The simple construction of this new belt is made possible by using a patented, zipper-like connector that is inserted in each end of the UNIBELT. Because the belt comes in open lengths, it permits quick installation without taking the dial mechanism apart. As a result, an hour's job can be done within a few minutes. Please mention RADIO & APPLIANCE JOURNAL, August, 1947, when writing to manufacturer.

HICKOK Multi-Tester

The Hickok Model 209 Electronic Volt-Ohm, Capacity-Multi-Tester with a low capacity, high frequency probe is designed for use in measuring any voltage, capacitance or resistance that may be encountered in any radio receiver, without any danger of damaging meter from overload. Very light loading of D.C. circuits under test is due to isolating resistor in probe. Its large 9 in. meter with a longer scale affords easier and more accurate reading.

This new meter measures D.C. voltages across A.V.C. discriminator and limit circuits (D.C. circuit rejects all



A.C. voltages). Polarity reversing switch permits use on D.C. without changing lead connections. It measures resistance accurately from .1 ohm to 10,000 megohms. Measures A.F., I.F. and R.F. voltage from 30 cycles to 300 megacycles. Makes any D.C. current measurement required, including plate current, cathode current, or power supply drain. The power supply required is 105-125 volts, 50-70 cycles A.C.; its power consumption is 20 watts at 115 volts.

This instrument and meter is fully manufactured by the Hickok Electrical Instrument Co., 10616 Dupont Avenue, Cleveland 8, Ohio. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, August, 1947.

Sprague Telohmike TO-3



Fast, simplified operation is the keynote of the new TO-3 De Luxe Telohmike capacitor-resistor checker just introduced by the Sprague Products Co., North Adams, Mass. TO-3 Telohmike is a bridge-type capacitance and resistance analyzer with built-in d-c volt-milliammeter. Direct reading calibrated dial is color coded to correspond with selector switch. Capacity ranges are from .00001 to 2,000 mfd. in 4 steps. Resistance ranges are 2.5 ohms to 25 megohms in 3 steps. D-C meter range is 0-15; 150; 750 volts — 0.15; 15. and 75 m.a. Insulation resistance range indicated by direct meter reading is 0-2500 megohms. Electrolytic leakage is measured in m.a. at rated d-c voltage. Capacity and power factor of electrolytic capacitors are measured with rating polarizing voltage applied. Power factor measurement range is from 0-50% at 60 cycles. Price \$59.70 net. Please mention RADIO & APPLIANCE JOURNAL, August, 1947, when writing to manufacturer.

PREMIER Signal Generator

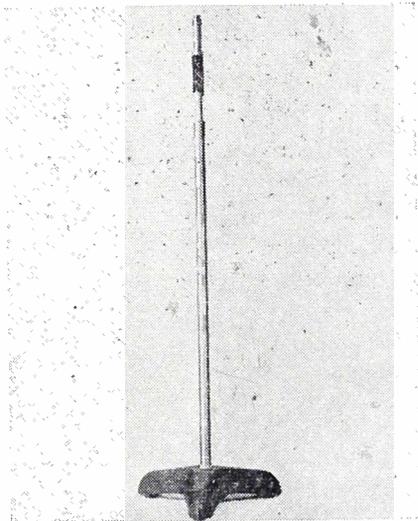
For testing and aligning AM, FM and TV receivers, Premier Electronic Laboratories, 382 Lafayette Street, New York 3, N. Y., recently announc-



ed its Model 570 Signal Generator. Among its outstanding features are:

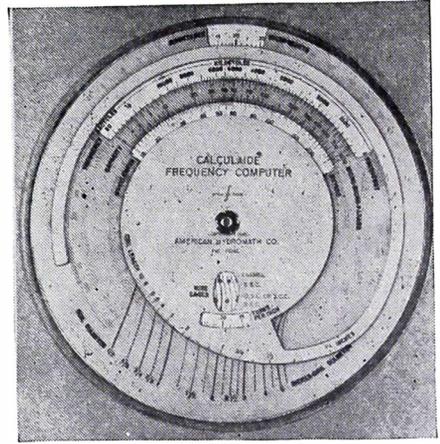
Micromaster Band Spread Dial, giving a total scale length of about 60 inches, for sharp, critical tuning. Use of air trimmers on all bands to retain original calibration regardless of temperature or humidity changes. R.F. oscillator electron coupled to a Buffer stage, which is modulated, for frequency stability. Calibrations accurate and stable to better than 1%. Coils, attenuator and line filter individually shielded, then entire chassis is completely shielded. A shielded line filter reduces line leakage to negligible point. Net price is \$54.75, complete with tubes and coaxial cable. Please mention RADIO & APPLIANCE JOURNAL, August, 1947, when writing to manufacturer.

EASTERN Mike-Stand



The microphone floor stands made by Eastern Mike-Stand Co., 56 Christopher Avenue, Brooklyn, N. Y., are speedily adjusted downward by gentle pressure on their "Speed-A-Just Slide-Lock Sleeve Release." The upper movement is made by grasping the upper tube section at any point, which can be freely rotated completely around in either direction at any height. Although the stand has no thumbscrews or chuck collars, its locking mechanism is guaranteed not to fail and to hold a weight many times greater than that required for the heaviest duty studio type microphone. Illustrated is Model EF 163: tripod base style, 15-inch base diameter; height adjustment: 42-66 inches; total weight: 17 lbs.; list price: \$30.00. All bases have gray wrinkle finish; tubing is polished chromium. Please mention RADIO & APPLIANCE JOURNAL, August, 1947, when writing to manufacturer.

Calculaide Frequency Computer



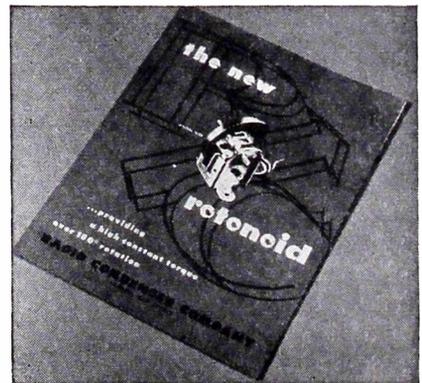
The "Calculaide" frequency computer devised by American Hydromath Co., 145 West 57th St., New York 19, N. Y. This new frequency computer correlates, in one setting, the natural frequency and wave length of a circuit comprising a coil and condenser with the physical dimensions of the coil and the capacity of the condenser.

Since all answers are given at only a single setting, the computer greatly simplifies resonant circuit calculations. Inductance values can be determined for widely varying physical dimensions of coils, such as high-power transmitting coils or the smallest single-layer receiver coils.

Additional information may be had by writing American Hydromath Co. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, August, 1947.

R/C Rotonoid Bulletin

A four-page, two-color bulletin describing the new R/C Rotonoid has been announced by the Radio Condenser Co. of Camden, N. J. This bulletin gives details of construction, possible variables and a list of suggested applications in which a power unit, such as the Rotonoid, with a constant torque through 180 deg. rotation, might be used. The bulletin contains photographs of the unit in energized and de-energized positions as well as dimension drawings. A chart showing the torque curves at various voltages is also included. When writing manufacturer, please mention RADIO & APPLIANCE JOURNAL, August, 1947.





QEAMA OFFICERS—Shown at a recent meeting, officers and board members of the aggressive Queens Electrical Appliance Merchants Association, seated, left to right: Ben Nierenberg, publicity chairman; Joseph D. Loscalzo, president; William Prokopf, vice president; and John Pristos,

board member. Standing, left to right: Robert Murphy, membership chairman; Gerald Nierenberg, attorney; Robert Kearns, board member; William Noah, house chairman; Marino Jeantet, secretary; and Gabriel Luff, corresponding secretary.

QEAMA

Live-Wire Dealer Association

Queens, Long Island, Group Holds 'Trade Paper' Night and Learns About Store-Modernization

THE important part that trade papers play in the life of the radio and appliance dealer was the theme of the June meeting of Queens Electrical Appliance Merchants Association (QEAMA), attended by a large turnout of dealers at Jeantet's Restaurant in Corona, N. Y., on June 25.

Publisher Alex H. Kolbe of **RADIO & APPLIANCE JOURNAL** helped Program Chairman Prokopf arrange the program and was one of the chief speakers. He spoke on "How Dealers Can Benefit From Trade Papers." He outlined five steps in which the trade paper can be of service:

1. By giving the merchant latest

news and developments in the industry and information on new merchandise.

2. By providing various free services to dealers, such as sales helps, window aids and sales promotion ideas.

3. By extra personal services as in helping the dealer to obtain hard-to-get merchandise and contact manufacturers and wholesalers.

4. By sending stories and pictures of retail activities to trade papers the dealer places himself in a position to be noticed by manufacturers and jobbers who are seeking retail store outlets to handle their lines on an exclusive agency basis.

5. The trade paper serves as liaison of good will between jobber, manufacturer and dealer. "Without offense to friends or foes, we sketch your world exactly as it goes." Trade politics are discussed and ventilated in trade magazines and the man who has no interest in trade politics is uninformed as to what goes on in the industry.

Mr. Kolbe congratulated the association on the fine showing it is making and urged dealers to read their trade papers to arm them for harder sales days ahead. He also asked that they feel free to call on him or his staff at any time and added that



At left, Journal Publisher Alex H. Kolbe addressing the QEAMA group, flanked on the left by President Loscalzo and on the right by program chairman, William Prokopf. At right, Malcom W. Erb of the Pittsburgh Plate Glass Co., spoke to the dealers on store-modernization.



RADIO & APPLIANCE JOURNAL could be of excellent service to them.

Earl Lifshy, managing editor of *Retailing Home Furnishings*, New York, spoke on the "Importance of the Trade Newspaper to Dealers." He outlined how trade magazines can serve dealers and suggested ideas for dealers to check up on.

Malcom W. Erb of the Pittsburgh Plate Glass Co., spoke on "Main Street Turns Its Face to the Future." His talk dealt with how dealers could improve their sales appeal by store modernization.

"I believe, you, the retailer," he said, "are facing the most critical period in your history. If you don't face up to it, you will be defeated. He suggested that many dealers need to make a complete overhaul of their selling attitudes. "Modernizing a store is wasted," he declared, "if the dealer doesn't have a sales force that knows how to sell."

Mr. Erb suggested that dealers planning extensive renovations enlist the aid of experts in designing and architecture. The store front, he stated, must serve three functions to be successful: (1) It is the medium through which the store is identified. (2) It is the medium for the display of merchandise. (3) It is the medium through which entrance to the store is gained. "Modern design," he declared, "does all possible to break down the barrier between the customer on the sidewalk and the salesman on the inside."

At the conclusion of his talk, Mr. Erb showed slide films demonstrating how stores had increased their beauty and sales potential through modernization.

Joseph Loscalzo, president, presided and announced that the association now has 146 members, of which 102 are dealers. Reports were heard from committee members at the business session which preceded the program.

Radio Dealers Shown New FM Sales Device

Turning a service device into a selling tool, Bendix Radio announced their FactoMeter met with tremendous acceptance from the Philadelphia radio dealers who witnessed its premiere recently.

According to J. T. Dalton, general sales manager for radio and television, the ability to demonstrate FM actually for the first time in the homes of the public has opened the way to a vast market for FM radio.

"From this day on, the summer slump will no longer be an accepted fact in this industry," he declared. "Today the thunder shower is the radio salesman's best friend. He takes his FactoMeter and proves FM's quiet, static-free reception. He is able even to plug it into the family radio and prove the sound difference in FM right on the old set. It's a natural for any capable salesman!"

Allied Stores Head Sees Television As Powerful Merchandising Factor

"Television will soon be one of the most powerful factors in the movement of merchandise in retailing," B. Earl Puckett, president of Allied Stores Corporation, said in a recent address at Allied's New York store, Gertz of Long Island in Jamaica.

Puckett spoke before a special press and manufacturer's showing of the RCA-Victor-Allied Stores Television Caravan production at Gertz.

"Television is a live medium, a medium which may be seen and heard, a medium with possibilities embracing all previous ideas of advertising and selling plus a host of new ideas and presentation methods," Puckett said. "Television is the greatest opportunity and challenge confronting the promotion-minded retailer today." Appearing at the special showing as the entertainment highlight were Ed and Pegeen Fitzgerald, well known radio stars, who gave an irreverent interpretation of the regular Television showing.

In commenting on his store's second experiment with Television in a year, Max Gertz, vice president of Gertz, said "Television can be a powerful force to bolster our economy. Television is more than an advertising medium. It actually makes sales. Retailers who do not study this marvelous new medium and take advantage of what they learn may be at a competitive disadvantage within a few years or even months." Russell A. Brown, vice president of Allied, stressed the point that Television Caravan production, which will ultimately show in 22 Allied stores from coast to coast, is designed to educate store personnel as to what Television is at

first hand. "By working with Television and seeing the demonstrations of the various products and the entertainment supplementing these demonstrations, our store people will derive practical, first hand knowledge of this medium that will prove very helpful when we begin using Television as a regular part of our promotion and sales set up in a few years," Brown said.

The Television Caravan features demonstrations of products made by Westinghouse, B.V.D., Hickok, Presto Cooker, Koroseal, Sherwin-Williams, Hoover Electric Cleaner and United State Rubber Co. Three national magazines, Pic, Charm and House Beautiful also have featured demonstrations in the showings. Entertainment features consist of televising people from the audience and various audience participation stunts. Television receivers are located throughout the store and in windows, showing the action as taking place in the main Television studio located in Gertz on the fourth floor.

The Caravan gives about three to four showings daily in each store and reproduces on the largest scale ever attempted to date a complete Television studio set up with twelve different "acts" covering a program lasting about an hour and fifteen minutes.

Arrangements for the Gertz showing of the Television Caravan were made by Harold R. Merahn, Gertz sales promotion manager, and Walter Spiro, display manager. Samuel H. Cuff, general manager of the Caravan, originated the plan. Louis A. Sposa is tour manager of the Caravan and its director during the showing.

Stewart-Warner Names TV Service Dealers

Four more appointments under the new mandatory installation and service plan have been announced by N. J. Cooper, service manager of the Radio Division of Stewart-Warner Corporation, Chicago.

Named as "Authorized Stewart-Warner Television Service Stations" for the Los Angeles, Detroit, Bridgeport, Conn., and Albany-Troy, N. Y., areas were the Los Angeles Radio and Sound Maintenance Company, Los Angeles, Calif., the K. L. A. Laboratories, Inc., Detroit, Mich.; Siwy & Gomperts, Bridgeport, Conn.; and Albany Radio Service, Albany, N. Y.

Previously appointed to serve the Greater New York and Greater Chicago areas were the Temco Service Corporation, New York City, and Television Engineers, Inc., Chicago.

The plan for the installation and

servicing of the new Stewart-Warner "Videorama" television sets was first announced last month. It calls for appointment of one or more Authorized Stewart-Warner Television Service Stations in each active television transmitting area in the nation. Those appointed will be under direct contract with Stewart-Warner but also will be subject to supervision by the company's territorial distributor.

Seven NERA Chapters Formed

Seven new chapters, located in Ohio, Wisconsin, and Arizona, have been added to the National Electrical Retailers Association's local chapter roster, according to C. C. Simpson, managing director. This brings the chapter total to eighteen, he added, not counting the already established local associations which are now affiliating themselves with NERA.

R.T.A. Distributors Expands Organization

Harold Grabilove, vice president of R.T.A. Distributors of Albany, N. Y., announces the following organization changes and additions:

Appointment of Don Davison as manager of R.C.A. Division. Don Davison has come to R.T.A. from the Deep-Freeze division of Motor Products Corp., where he was eastern regional manager.

Charles Levine has been appointed as merchandising and sales promotion manager for all lines carried by R.T.A. Previously he was advertising and sales promotion manager of a large southern manufacturer.

Richard W. Fay has been appointed sales manager of the RCA Victor Record division. For eight years previous to his present appointment, except for four years in the Air Corps, he had been actively engaged in record sales and promotion in Eastern New York.

Al Barry, who has been with the organization for the past 12 years, continues as general field sales manager as does Roy Pennell as appliance sales manager.

Walter Fliesler, manager of the parts and service division, has been actively engaged in this phase of the business since 1928.

Officers of the company are Hyman Shapiro, president, and Harold Grabilove, vice president. Oscar Rasken, CPA, is secretary and controller. Operating executive of the company is Harold Grabilove, who recently returned from active duty as lieutenant junior grade in the U. S. Navy.

'Printed Circuit' a Future Possibility

A combination phonograph amplifier, AM receiver, FM receiver and television set in one small cabinet is considered a possibility for the future by National Bureau of Standards scientists who developed the "printed" electronic circuit.

Each circuit in the cabinet would be a separate subassembly, built in plug-in fashion. The operator could plug in whichever circuit he desired to use at any particular time.

This and other prospective uses of printed circuit techniques are discussed in an article which will appear in the July issue of *Domestic Commerce*, monthly publication of the Department of Commerce.

Advanced by Westinghouse

J. H. Stickle, a veteran of 20 years in the radio advertising field, has been appointed advertising and sales promotion manager of the Home Radio Division of the Westinghouse Electric Corp., Sunbury, Pa. Mr. Stickle will take charge of the advertising and promotional campaign now being planned for the introduction of the new Westinghouse radio line.

Permoflux Presents Speaker Line



L. M. HEINEMAN

L. M. Heineman, president of Permoflux Corp., announces the inauguration of the Permoflux line of speakers, transformers, pickups and microphones to the jobber trade. Two complete factory plants will continue to serve the Eastern and Western territories, the Eastern plant at 4900 West Grand Avenue, Chicago, Ill., and the Western plant at 236 South Verdugo Road, Glendale, Calif.

"Permoflux has decided to enter the jobber field," Mr. Heineman stated, "because we feel that we have the most complete line of loudspeakers ever offered the jobbers. We are able to supply this complete line due to the varied types and sizes of speakers which Permoflux designs for and supplies to the radio set manufacturers."

Traubee Twist—Time Pressure Cooker by Crosley

Traubee Products Inc., of 924 Bergen St., Brooklyn, N. Y. 16, makers of the Time-Saver pressure cookers, has made a tieup with several independent record companies whereby the former will promote the use of certain recordings which take a particular time to play in connection with the use of their cooker utensil.

Thus if the recipe book calls for five minutes of Time-Saver pressure cooking in a particular instance then the Traubee company will promote with special literature, streamers and in other ways the playing of a certain Bing Crosby or other record which takes five minutes to run off.

Announcement has just been made by Charles Weisser, sales manager for the Emerson Radio and Phonograph Corp. of the appointment of three new distributors for the distribution of Emerson Radios in their respective territories. The firms are: Brown, Rogers, Dixson, Columbia, South Carolina, Edgar A. Brown Co., Cleveland, Ohio, and Hughes, Peters Co., Cincinnati, Ohio.

G-E Announces FM and Video Lead-In Cables

FM and television lead-in cables designed to connect antennas with receivers for minimum transmission loss, have been announced by the Specialty Division of General Electric Company's Electronics Department.

Available in three sizes with impedances of 100 and 300 ohms, they may be used also for amateur transmitters and special purpose wiring in electrical instruments, according to R. S. Fenton, in charge of the sale of radio parts for the division.

Further information and specification sheets on the newly-announced lead-in cables are available on request to the Specialty Division, G. E. Electronics Department, Wolf Street Plant, Syracuse, N. Y.

Arc Radio Seeking Reps

William B. Berg, sales manager of Arc Radio Corp., 523 Myrtle Ave., Brooklyn 5, N. Y., is seeking manufacturers' representatives in several territories. At present Arc has the following representatives:

Randall Co., Inc., 19 N.W. 20th St., Miami, Fla., Gulf States; Gusky Bros., 401 Penn Ave., Pittsburgh 22, Pa., Western Pa. Eastern Ohio and West Virginia; Fred W. Ahrbecker Co., 1916 N. Meridan St., Indianapolis 2, Ind., Indiana and Kentucky; Radio Products Sales Co., 238 W. 15th St., Los Angeles, Calif., Southern California and Hawaii; R. E. Smiley and Assoc., 404 Cunard Bld., 503 Market St., San Francisco 5, Calif., Northern California; Associated Sales Agency, 1807 Laws St., Dallas, Texas, Southwest.

Officers Elected by Luzerne, Pa., Servicemen

The Radio Servicemen's Association of Luzerne County (Wilkes-Barre, Pa.) has elected the following officers who will serve through the term ending December, 1947:

C. F. Bogdan, Wilkes-Barre, president; E. Nowicki, Nantrioke, Pa., vice president; J. A. Renville, Luzerne, Pa., treasurer; and E. L. Maneval, Wilkes-Barre, secretary.

RCA Tube Booklet

Brand new in all respects and crammed with useful technical information, this new booklet includes 113 types. Each tube type is covered by text description, liberal tabular technical data, and terminal diagram. More important types are illustrated. The Phototube Section includes tube dimensional outlines as well as spectral-sensitivity curves, and is sufficiently complete for equipment-design work.

This new booklet, CRPS-102, may be obtained from RCA Tube Distributors at 10 cents a copy, or by sending in 10 cents direct to Commercial Engineering, Tube Department, Radio Corporation of America, Harrison, N. J.

DISTRIBUTOR NEWS

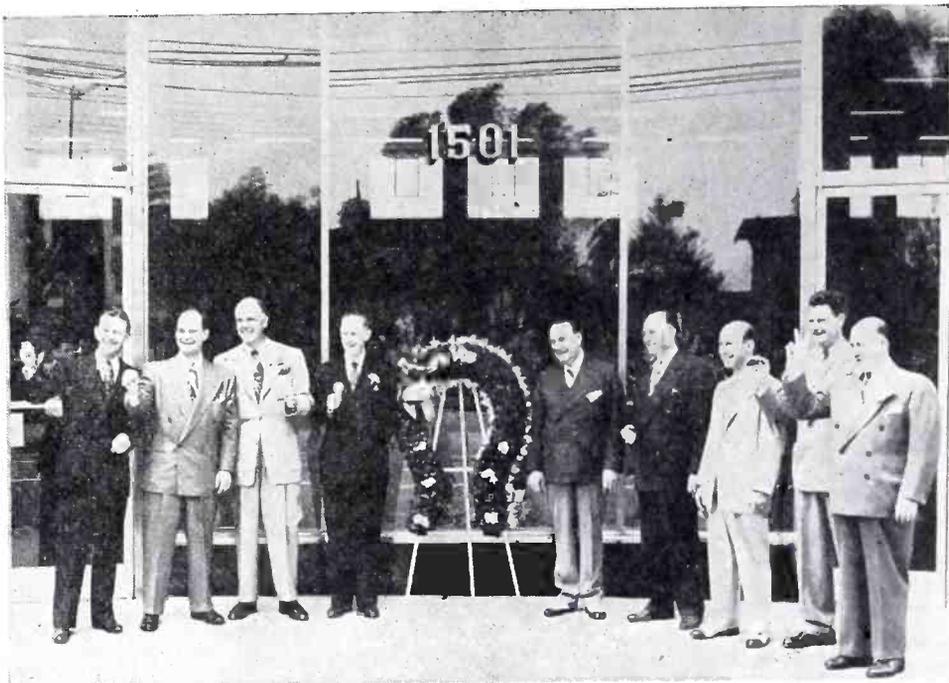
PLENTY OF CALIFORNIA FANFARE AT L.A. JOBBER OPENING

New Sparton Line Shown To New York Dealers

Over a hundred exclusive dealers in the Metropolitan New York area were guests of Sparton Distributor Victor Meyer at a Waldorf-Astoria hotel luncheon on June 30th to meet Sparks-Withington officials and inspect the new Sparton line.

At the meeting the company introduced six new table model sets retailing from \$19.95 to \$79.95. The top model is the only radio-phonograph combination. Three console models in various types of cabinet woods also were introduced. All are radio-phonograph combinations, with both AM and FM facilities, and retail for \$229.95.

In addition to Mr. Meyer, who presided, the dealers heard from Harry G. Sparks of Jackson, Mich., president of Sparks-Withington; Ed C. Bonia, Sparks-Withington general sales manager; and C. C. Wilmot, of the Brooke, Smith, French & Dorance, Inc., advertising agency.



Georgia Distributor Moves to New Quarters

Electronics Distributing Co., distributor of Farnsworth radios and phonograph-radios in the major portion of Georgia, has moved into spacious new quarters on Peachtree Place at West Peachtree Street here and has greatly expanded its specialized merchandising operations.

The finely-appointed offices and showrooms are flanked by a large warehouse area with easy street access. The well-coordinated setup speeds dispatching and service for the firm's selected dealers.

Cody Laird is president of Electronics Distributing; Harry H. Hunt is vice president and general manager; R. H. Dobbs, Jr., financial and marketing specialist, is secretary-treasurer.

GALA OPENING took place in Los Angeles recently when Radio Products Sales, Inc., distributors of electronic equipment, opened their new \$250,000 quarters at 238 West 15th St. During the three-day opening, some 5,000 persons attended and 2,500 buffet meals were served. Officers, shown here, left to right: Charlie Sexton, president; Tom Lynch, vice president; Doug Dumas, sound recording manager; Phil Turcotte, main store manager; Bob Kane, radio and appliance sales manager; Pete Brazan, purchasing agent; Ed Rimy, industrial electronic manager; Frank Judd, credit manager, and Dave Wilson, parts and tubes manager.

New Garod Jobbers Named

Lou Silver, sales manager of Garod Electronics Corp., Brooklyn, N. Y., announces the appointment of Radio Product Sales Co., of 238 W. 15th Street, Los Angeles, Calif., as Garod Radio distributors in Southern California.

Southern Woodenware and Hardware Co. of 2409 Morris Avenue, Birmingham, Ala., has been appointed exclusive Garod distributor for Alabama.

Capital Bedding Co. of Allentown, Pa., branch of Capital Bedding Co. in Harrisburg, has received the franchise

to distribute Garod products in the counties of Berks, Schuylkill, Lehigh and Northampton, Pennsylvania.

Appointed by West Coast Firm

D. A. McMullen, manager, radio and appliance division, J. N. Ceazan Company of San Francisco, announces the appointment of Charles D. Rhoades as appliance representative for the Sacramento area.

Prior to his service in the Navy, Mr. Rhoades was active in merchandising circles in the Sacramento area.



KENNETH A. CONNELLY

Connelly New Distributor For Bendix in Northwest

Bendix radios are now being distributed in the Seattle and Spokane territories by the F. B. Connelly Co., it has been announced by J. T. Dalton, general sales manager for radio and television, Bendix Radio Division of the Bendix Aviation Corp. Operations are headed by Kenneth A. Connelly, president, and Frank C. Porter, vice president and general manager, from their Seattle headquarters office. In order to serve the territory adequately on Bendix radio, the Connelly organization is opening a Spokane subsidiary under Frank G. Connelly, president.



FRANK G. CONNELLY

EMERSON SHIPS RECORD LOAD OF RADIOS BY AIR-EXPRESS



Pictured here is the scene at Newark Airport as 8,824 pounds of Emerson radios were air-expressed to Bared Bros. in Havana, Emerson Cuban distributor. Most of the 185 cartons were stowed in the newly-developed cargo "canoe", left, which is attached underside of Constellation fuselage when loaded. Shipment was handled by Air Division of Railway Express.

New Admiral Device Ends Refrigerator "Drip"

The last inconvenience of the modern refrigerator has been eliminated with development of a new moisture evaporator, Admiral Corp., Chicago, revealed last month.

In the new model of its "Dual-Temp" refrigerator, the company has eliminated the need for emptying the drip tray. Moisture condensed from within the storage space is evaporated from the pan through use of a warm coil, known as the "Moistrol," which uses heat generated by the cooling unit.

Although Admiral is producing refrigerators at a record rate, the company does not expect to meet the demand for more than a year, declared L. H. D. Baker, vice president in charge of the appliance division.

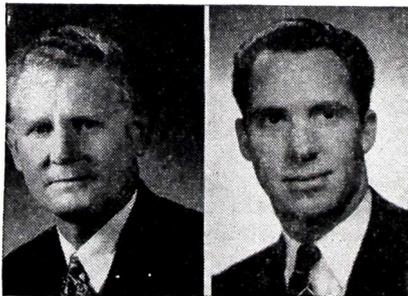
Transvision Exhibit Held

Transvision, Inc., 385 North Avenue, New Rochelle, N. Y., manufacturers of television kits and video kit components, held a demonstration and exhibit of their new 12-inch kit and new FM and video-circuit developments at the Waldorf-Astoria Hotel, July 30th, 31st, and August 1st. Jobbers and service-dealers from all over the country attended. Assisting General Manager Herbert Suesholtz and other Transvision officials were David Kubrick and Irving Brown of Progressive Marketers, 41 Union Square, New York City.

Radio-Activity Check Tube Perfected by Raytheon

The Special Tube Section of Raytheon Manufacturing Co., Newton, Mass., has announced the commercial availability to type CK570AX, non-microphonic electrometer triode. This tube was developed for portable radio-activity meters, and makes possible for the first time unlimited production of simple, low-cost health survey meters for the protection of personnel working in the radio-activity and X-Ray fields.

FIGURE IN G-E CHANGES



Frank A. Stortz, Jr., left, former heating appliance sales representative in San Francisco, has been appointed sales manager of the General Electric Fan Division. At right, Robert S. Blake, who has been named as appliance service supervisor of General Electric's southwestern district, with headquarters in Dallas, Texas.

Balcom Names RMA Chairman Of Committees for 1947-48

RMA President Max F. Balcom has announced appointment or reappointment of chairmen for RMA committees for the fiscal year 1947-48 as one of his first acts as new head of the association.

Former RMA President R. C. Cosgrove will continue active in the RMA organization. In addition to being added to the Association's Finance Committee, headed by Treasurer Leslie F. Muter, Mr. Cosgrove has been appointed as chairman of the RMA-NAB Committee for liaison with the National Association of Broadcasters on major industry problems. Mr. Cosgrove also has been added to the Executive Committee of the Set Division and to the committee for liaison with the FM Association. Director L. F. Hardy continues, by reappointment, as chairman of the RMA-FMF Liaison Committee.

Dr. W. R. G. Baker continues as Director of the RMA Engineering Department, under reappointment by President Balcom, which also continues his membership on the association's Board. Dr. Baker has reappointed Virgil M. Graham as Associate Director of the RMA Engineering Department, and L. C. F. Horle as RMA Chief Engineer and Manager of the RMA Data Bureau.

Other committee appointments:

Amateur Radio Committee: Chairman—Lloyd A. Hammarlund, Hammarlund Mfg. Co., Inc., New York; Vice Chairman — R. C. Sprague, Sprague Electric Company, North Adams, Mass.

Credit Committee: Chairman — E. G. Carlson, Croname, Incorporated, Chicago; Vice Chairman, Eastern — Wm W. Paul, Radio Condenser Co., Camden, N. J.; Vice Chairman, Western—Edw. Wolf, Oak Mfg. Co., Chicago.

Excise Tax Committee: Chairman — Joseph Gerl, Sonora Radio & Television Corp., Chicago.

Industry Statistics Committee: Chairman—Frank W. Mansfield, Sylvania Electric Products, Inc., New York; Vice Chairman — H. P. Alspaugh, RCA Victor Division, Camden, N. J.

Advisory Committee on Legislation: Chairman—John W. Van Allen, Liberty Bank Bldg., Buffalo, N. Y.

Membership Committee: Chairman —Thos. A. White, Jensen Manufacturing Co., Chicago.

Purchase Orders Committee: Chairman—Ben Abrams, Emerson Radio & Phonograph Corp., New York.

School Equipment Committee: Chairman—Lee McCanne, Stromberg-Carlson Company, Rochester, N. Y.; Vice Chairman—A. K. Ward, RCA Victor Division, Camden, N. J.

Personnel Changes

Amperex Electronic Corp., 25 Washington St., Brooklyn, N. Y., announced that Nicholas Anton, Vice President in Charge of Manufacturing, had been elected President effective July 1. Dr. A. Senauke, retiring President, has become Chairman of the Board of Directors.

The Shaw Distributing Co. of Charlotte, N. C., distributors of home appliances in the two Carolinas, announce through O. N. Shaw, president, the appointment of Merrill L. Richey as Coleman Heating Equipment Service Engineer. His duties will be to maintain close contact with Shaw's dealers and installation men, helping with installation and service problems that may arise in the territory.

John W. Krueger is the new vice president and general manager of the Seeger Refrigerator Company's Evansville Plant, according to Walter G. Seeger, president.

Mr. Krueger was formerly General Superintendent of Frigidaire's Plant No. 2, which employs more than 10,000 men. Mr. T. L. Pantz, also of Frigidaire, will be Mr. Krueger's assistant.

John S. Holl, General Manager of the Saint Paul plant, who has been in charge of the Evansville plant since Arthur J. Lowell left last spring to take a position with Sears Roebuck and Co., will return to his capacity in the Saint Paul plant.

I. & M. Sufrin, Stewart-Warner Radio Distributors in the Pittsburgh Tri-State Trading Area, have increased their Sales Force by the appointment of:

Charles D. Irving, who will cover the Northwestern territory.

Milton H. Klein, who will cover the Northeastern territory.

William P. Wampler, who will cover the Southeastern territory.

Harry J. Kraus, who will cover the Southwestern territory.

Promotion of John D. Woodward to the post of manager of the RCA Aviation Equipment Engineering Group has been announced by M. C. Batsel, chief engineer of the RCA Engineering Products Department. Mr. Woodward will supervise the development and engineering of aviation radio communication and navigation equipment for both commercial and military aircraft. Mr. Woodward has been associated with the Aviation Section of the RCA Engineering Products Department since 1945, and was supervisor of government equipment until his present promotion.

New Electronic Lab's Phono Combo to Cost Under \$100

In recognition of the growing consumer demand for an inexpensive console radio with the performance of a high-priced set, Electronic Laboratories, Inc., of Indianapolis, announced June 11 start of production of a new 10-tube radio-phonograph that will sell for less than \$100.

This represents brand-new merchandise, available at a price only because the company is one of the country's few manufacturers to make almost every radio part in its own facilities, including hard-to-get cabinets, manufactured in its plant at Harbor Springs, Mich.

At the same time, Walter E. Peek, vice president, announced that Sid Joffe will sell nationally Electronic Laboratories' entire line of "Orthosonic" radios. Mr. Joffe, who has been in the radio business the past 28 years, will make his headquarters at 192 Lexington Ave., New York City. Sales will be direct from factory to department stores, music shops and other similar outlets.

Motorola Shows '48 Radio Line

Adhering to the policy of creating a radio for every room and a radio for every purpose, Motorola has produced an array of 1948 home radios designed as the complete answer to tomorrow's radio needs. The complete line of 27 Motorola home radios—FM and AM Golden Voice consoles, radio phonographs, portables, FM and AM table models and television receivers—have been presented in distributor pre-showings in Chicago, New York, New Orleans, and San Francisco during June, under the direction of W. H. Kelley, general sales manager, who was assisted by W. H. Stellner, vice president in charge of the home radio division, and Victor A. Irvine, advertising and sales promotion manager.

Sentinel Announces 6 Models

The Sentinel Radio Corp., Evanston, Ill., announces the addition of six radio models to their present line. Outstanding is the new Table Model with FM and AM — AC and DC, which, according to E. G. May, Sales Manager, is "the perfect extra radio, whether or not a Console is already in the home."

Model numbers are 302-I and 302-T. Another addition is Model 293-CTB, a blond mahogany version of Sentinel's small Console type of Phono-Radio Combination, known as the Baby Grand. Sentinel further broadens their present line with the announcement of the popular priced Model 309—in Walnut or in Ivory cabinet, (only 8" x 5" x 5½"). List price on this radio is as low as \$19.95.

Lance C. Ballou, Jr., has been appointed promotion manager of the United States Television Mfg. Corp., New York, Hamilton Hoge, president, has announced.

Rogers Heads Sales for Owens-Illinois Subsidiary



R. W. Rogers, former sales manager of the Industrial Glassware Division of Libbey Glass, has been named sales manager of the Industrial and Electronics Division of Kimble Glass, according to S. J. McGiveran, General Sales Manager. Mr. Rogers' appointment is made as a part of the integration of Kimble Glass as a division of the Owens-Illinois Glass Co.

Mr. Rogers, has been in charge of sales of industrial glassware for the Libbey Glass Division since 1942 when he was placed in charge of special development of glass for war purposes.

Transfer of sales activities of the Industrial and Electronics Division from Libbey to Kimble becomes effective immediately. The manufacturing operation will be transferred at a later date.

Joins West Coast Firm



Jack Totten, formerly with Gilfillan Bros., Inc., has been named vice president in charge of sales for the Remler Co., San Francisco. Mr. Totten is well known in West Coast appliance circles, having for a number of years been Northern California branch manager for Gilfillan. The announcement was released by Remler President R. C. Gray who stated that Remler, which formerly operated in Western states only, is going national and that distributors will be appointed throughout the country to handle a complete new Remler line priced from \$19.95 up.



● **ADMIRAL OPENING**—R. A. Graver, right, vice president of Admiral Corp., presents the first table-model radio produced in the firm's new assembly plant at Harvard, Ill., to John L. McCabe, Harvard mayor. The plant was built by Admiral to handle much of its small-set production.



● At left, the appointment of Leo B. Pambrun as director of advertising, sales promotion and public relations for Majestic Radio and Television Corp., has been announced.

● The two men picture below have figured in recent Bendix appointments. Paul J. Reed, left, is the new manager of Bendix Radio for the New England district. Stewart Roberts, right, has been named director of advertising and sales promotion for Bendix Home Appliances, Inc., South Bend, Ind.



PICTURING

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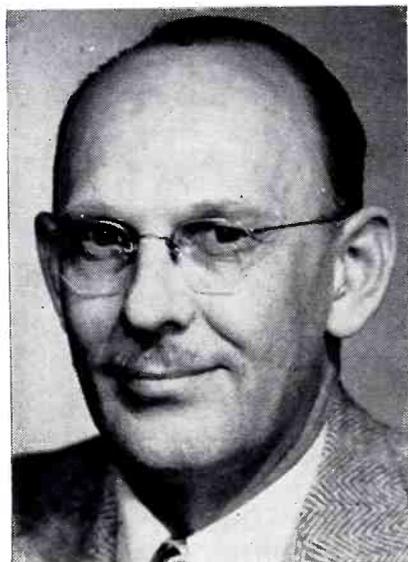
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IN THE INDUSTRY



A RADIO & APPLIANCE JOURNAL
FEATURE

● **SPARTON SMILES**—The beaming countenances were occasioned by the recent showing of the new Sparton line to New York dealers at the Waldorf-Astoria. Kneeling in foreground, left, is Harry G. Sparks, president of Sparks-Withington Co.; right, foreground, Victor Meyer, Jr. In rear, left, Ed C. Bonia, Sparks-Withington general sales manager; and at right, Victor Meyer, Sparton distributor, who was luncheon host.



● At left, appointment of Thomas Penfield as Market Analyst of the Crosley Division—Avco Mfg. Corp., has been announced by S. D. Mahan, director of sales and advertising.



● At right, William J. Peltz has been appointed to the executive staff of Philco Corp. to carry out special assignments in the various divisions of the corporation.

● **NORTH MEETS SOUTH**—When Bill Carruthers, left, sales manager of R. G. Sceli & Co., Hartford, Conn., and Elmer T. Kinkade, Kinkade Radio Supply Co., Tampa, Fla., met at RCA Tube Dept. home office at Harrison, N. J., to look over RCA's line of "radio-engineered" batteries.



Air King Acquires More Space



Air King Products Co. has acquired an additional plant at 170 53rd St., Brooklyn, N. Y., to meet the growing demand for Air King radios. The company will continue to operate its present factories.

The new plant has 110,000 square feet of space and occupies a whole city block. According to David H. Cogan, President of Air King, the new building will make possible the straight line manufacture of radios on one floor. Belt gravity conveyors will be used to speed the larger components to the production line directly from the warehousing area.

In addition to the production facilities, the building contains large modern offices, showrooms, and conference rooms. Mr. Cogan pointed out that this expansion move was necessitated by Air King's Wire Recorder, FM and Television program in addition to its increased radio receiver commitments.

RMS Line Being Improved

Word from Radio Merchandise Sales, 550 Westchester Ave., New York 55, N. Y., is that they are now hard at work improving their speaker baffles and replacement cabinets for early Fall. These and other improvements in the RMS line, said the company's Sidney Pariser, are in answer to the growing need for higher quality and better design in cabinets and allied products. Further information can be had by writing direct to RMS.

Super Electric Products Announces New Coil Lines

Super Electric Products Corp. is now engaged in the development and manufacture of a complete new line of R.F. and I.F. Coils for standard one to three band A.M., F.M. and Television receivers.

SALESMEN WANTED

Topnotch, experienced manufacturers representatives for United States and abroad for a complete "never done before" quality line of "Phona-Record" accessories. Lowest consumer prices and top pre-war discounts to jobbers, chain and syndicate stores. Merchandising to be backed-up with national advertising. Commission only. Write Box T.S. RADIO & APPLIANCE JOURNAL, 1270 6th Avenue, New York 20, N. Y.

August • 1947

APPROVED ELECTRONIC INST. CORP.	37
Agency: Sternfield-Godley Co.	
BENDIX AVIATION CORP.	8
Agency: McManus, John & Adams, Inc.	
CROSLY RADIO CORP.	25, 26, 27, 28
Agency: Roy S. Durstine	
FARNSWORTH TELEVISION & RADIO CORP.	11
Agency: N. W. Ayer & Son, Inc.	
GENERAL INDUSTRIES CO.	23
Agency: Fuller & Smith & Ross	
HANDEES CO.	32
Agency: Everett D. Biddle	
INDUSTRIAL TELEVISION, Inc.	4
Agency: Conti Adv. Agency	
KLYSTRON TUBES	49
Agency: Kolbe Publications	
KOLBE PUBLICATIONS	24
N. J. INDUSTRIAL CO.	37
Agency: Direct	
PERMO, Inc.	52
Agency: Wm. Hoffman & Co.	
PHILCO CORP.	3
Agency: Hutchins Adv. Agency	
RICHARD H. ROFFMAN	36
Agency: Direct	
SUPER ELECTRIC PRODUCTS CO.	2
Agency: Scheck Adv. Co.	
TRANSVISION, Inc.	18
Agency: H. J. Gold	
U. S. TELEVISION	51
Agency: Huber Hoge & Sons	
WARD PRODUCTS CO.	36
Agency: Burton Browne Adv.	
ZENITH RADIO CORP.	7
Agency: Critchfield & Co.	

In addition, a complete line of R.F. power supply coils is available. These units range from 4 to 30 KV output voltage at currents of 300-800 micro amperes. These coils can be supplied as complete kits or as individual units at competitive prices.

John W. Wolfe, formerly R.C.A. Project Engineer, and Simon A. Golbert, formerly chief engineer for Yardeny Labs., are collaborating.

Vacuum Cleaner Sales Up

Factory sales of household vacuum cleaners zoomed to unprecedented heights in March, according to an announcement by C. G. Frantz, secretary-treasurer of the Vacuum Cleaner Manufacturers' Association.

The March total of 320,047 was 17 per cent ahead of 272,927, sold in February, and topped the March, 1946, figure, 140,166, by 142 per cent.

Land-C-Air Named As Herman Smith Rep.

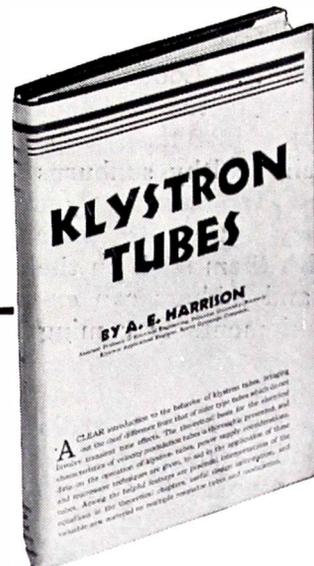
Herman H. Smith, owner of Herman H. Smith, Inc., manufacturers of electronic components and hardware, have announced his appointment of Land-C-Air Sales, Inc., 14 Pearl Street, New York City, to represent his firm in the eastern territory; and also, the appointment of Mr. Henry M. Krueger of 990 Fulton Street, San Francisco, California, to represent the firm in the northern part of California. Smith products include small and large propeller points, slide rule pointers, dealer's dial pointer kit, threaded phone tips, clip-in sockets, insulated grid caps and many others.

Presenting . . .

a complete analysis of

KLYSTRON TUBES

THEORY • OPERATION • APPLICATION



HERE'S a book that provides you with a complete analysis of the theoretical principles, operation, and practical applications of klystron tubes. It clearly explains and describes velocity modulation, the basic principle of the klystron tube. It tells how this new process of velocity modulation works to transform electrical energy into radio frequency energy and how it has made possible the phenomenal extension of the radio spectrum to the superhigh-frequency region. The book also discusses the versatility of klystron tubes, telling how they are used as oscillators, amplifiers, frequency multipliers, and detectors or mixers. Well over 125 photographs, charts and diagrams are provided to illustrate the text material.

Just
Out

KLYSTRON TUBES

By A. E. HARRISON

271 pages, 6x9,
139 illustrations
\$3.50

Assistant Professor of Electrical Engineering, Princeton University;
Formerly Klystron Applications Engineer, Sperry Gyroscope Co.

Here is a clear introduction to the behavior of klystron tubes, bringing out the chief difference from that of older type tubes which do not involve transit-time effects. The theoretical basis for the electrical characteristics of various types of velocity modulation tubes is thoroughly presented, and data on the operation of klystron tubes, power supply considerations, and microwave techniques are given, to aid in the application of these tubes. Among the helpful features are practical interpretations of the equations in the theoretical chapters, useful design information, and valuable new material on multiple resonator tubes and modulation.

Brings you important data on:

- klystron amplifiers
- tuning cavity resonators
- velocity modulation
- beam loading
- overbunching
- frequency multiplication
- transit-time effects
- space-charge debunching
- electron ballistics
- general oscillator theory
- oscillator characteristics
- low-level amplifiers
- modulation coefficients
- inherent characteristics of klystrons
- phase relations in klystrons
- velocity sorting
- electronic regulators
- wave guides
- low frequency techniques
- and many others

CONTENTS

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 2. CAVITY RESONATORS
 3. ELECTRON-BUNCHING THEORY
 4. KLYSTRON AMPLIFIERS
 5. KLYSTRON FREQUENCY MULTIPLIERS
 6. REFLECTION BUNCHING
 7. REFLEX OSCILLATORS
 8. TWO-RESONATOR OSCILLATORS
 9. MULTIPLE-RESONATOR TUBES
Oscillator-Buffer Tubes
Cascade Amplifier Klystrons
Amplifier-Multiplier Tubes
 10. MODULATION OF KLYSTRONS
Frequency Modulation
Phase Modulation
Amplitude Modulation
Pulse Modulation
Klystron Detectors
 11. KLYSTRON TUNERS
 12. KLYSTRON OPERATION
 13. KLYSTRON POWER SUPPLIES
 14. MICROWAVE MEASUREMENT TECHNIQUES
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- GLOSSARY OF TERMS AND SYMBOLS
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RADIO AND APPLIANCE JOURNAL,
1270 Avenue of the Americas, New York 20, N. Y.

Please send me Harrison's KLYSTRON TUBES by return mail. I enclose \$3.50 in full payment.

Name

Address

City..... Zone (if any).....

State

THESE humid August dog days are the kind we wish we were out fishing in some cool mountain lake, instead of slaving over a hot typewriter. . . . Looks like a lot of our manufacturer friends have been doing just that, judging from their healthy sunburns and tall tales of the ones that got away, as they return to their desks. So with them back on the job, dealers and jobbers can expect better shipments in coming weeks. . . . Honored by a recent visit from Ronald Waters of Atwater, Ltd., well-known radio and record jobber of Auckland, New Zealand, who told us there is a fertile market for American made goods in his country. He'd like to hear from manufacturers of low-priced traffic appliances and feels he can do a job for several lines.

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NEW... World's Largest Screen - 3 1/3 Sq. Ft.
So big, your customers will see every detail from anywhere in the tavern or club! 475 square inches of brilliant Television pictures!

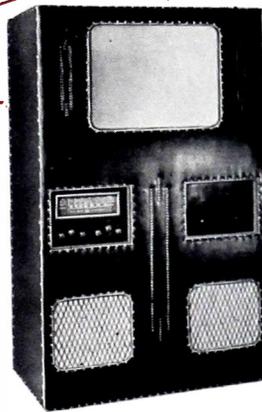
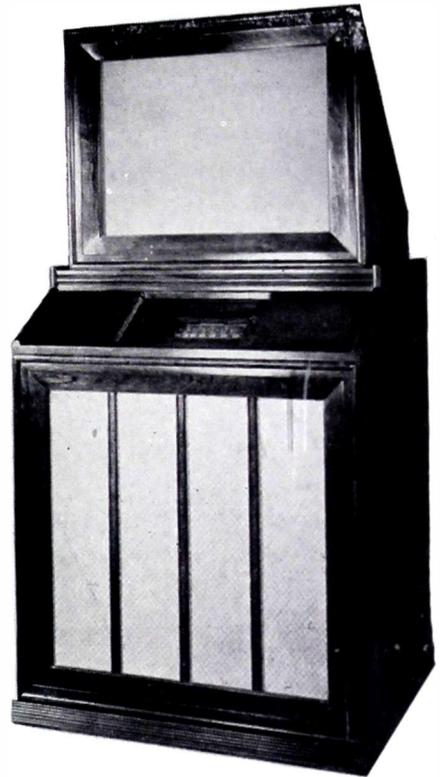
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No flickering pictures, no blurred images. Kills static caused by ringing doorbells, refrigerators, elevators, other electrical devices.

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Designed by Daleo... a new high in television cabinetry... makes any tavern, club, or restaurant look far more attractive.

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The super-sized baffle assures clear, faithful sound reproduction.



UST TAVERN TELE-SYMPHONIC. Decorator model. Same television features as PIC model but covered in rich leatherette. Available in a rainbow of colors; wine, blue, green, brown and cream. Blends delightfully with any color scheme. Includes FM, AM, and short-wave radio. Convenient terms. Immediate delivery. Same price as PIC model.

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\$1,995

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**Big Profits
For YOU!**

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"One Full Year Ahead"

UNITED STATES TELEVISION

MFG. CORP.

3 West 61st Street, New York 23, N. Y.

Circle 6-4255



UST TELESONIC,

beautiful 5-way console, the complete entertainment instrument for the home. Shows brilliant 10" direct-view pictures. No drawing of blinds, no dimming of lights ever necessary. Includes FM, AM, short-wave radio and automatic phonograph. An outstanding value that compares with other sets selling for \$1,500.

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UST
Window to
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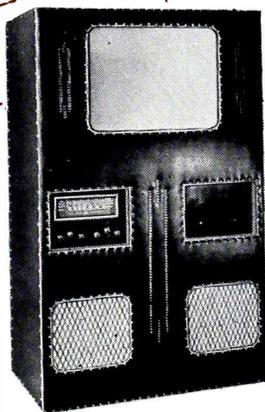
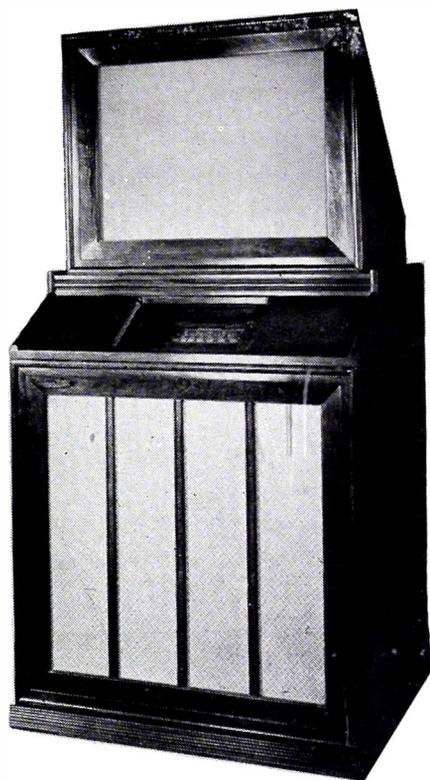
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(11) 1050
*No finer
needle
at any
price*



\$2.50



Beautifully packaged
in a useful record
brush

Through the unending efforts of PERMO
engineers and technicians,
you have the spring-action Fidelitone
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the full knowledge
"there's no finer needle at any price".

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CHICAGO 26

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