

RADIO & APPLIANCE JOURNAL

30th

Anniversary Issue



1916

THE OLDEST COMPLETE
DEALER MAGAZINE

1946

...This issue 30,000 copies...

SNYDER MFG. CO.

Presents

a new line

**MICROPHONE
STANDS**

Features

- A two-section, triple chrome-nickel-copper plated telescopic staff.
- Heavy cast iron base, beautifully finished.
- Range—30" closed, 60" extended.
- "Quick-Grip" locking nut.

\$7⁷⁵
LIST

MS-1

SNYDER MFG. CO.

PHILADELPHIA 40, U. S. A.



BUSINESS IN BRIEF

Retail Prices Go Up

Following President Truman's blanket decontrol order on November 11, price gains of at least 10% showed on the retail level. Small electrical appliances, such as toasters and electric irons were up 10%; larger appliances like refrigerators and washers were up 15%. Further increases will depend upon whether manufacturers increase their prices and whether consumers are willing to pay more for what they buy. The long range outlook as seen by department store economists will show a somewhat higher retail price index through 1947 than the prewar index because of increased labor and materials cost. The peak of price increases is expected before the end of the year. For the first quarter of 1947 prices are expected to be 5% higher than under OPA ceilings, but by April a downward trend even on consumer durables is expected as supply catches up with demand. Prices on most merchandise in stock or already ordered will not be increased.

Radio Men Plan National Radio Week

More than 30,000 radio dealers from all over the nation will participate in National Radio Week this year from November 24 to 30. This year the Radio Manufacturers Association is combining with the National Association of broadcasters to promote the week. Tie-in posters calling attention to the new radio sets and urging listeners to tune-in on new fall radio programs, are being prepared by the RMA for distribution to dealers for window and showroom displays.

More Freight Cars

New freight car orders, as of October 1, amounted to 61,419 cars, an increase of 23,104 over the same month of 1945 and 11,250 over September, 1946. Also on order on October 1, were 555 locomotives as against 535 on the same date in 1945. New freight cars in service the first nine months of 1946 totaled 30,625 compared with 30,590 for the same period in 1945.

Radio Inventories Shortened

Despite the fact that many New York stores are down to the lowest radio stock level of the year, most buyers are watching the merchandise picture more closely than they have in the past year to avoid being caught with a large inventory on Jan. 1. The New York radio buyers expect a sharp post-Christmas sales decline which may include a price cutting campaign. Instructions to buyers to trim existing stocks into good condition by Christmas or by inventory date means primarily the elimination of sub-standard and high-priced merchandise of the novelty type, which may soon be replaced by goods of better quality and at competitive or sub-competitive levels.

Business Likes Election Results

As a result of the recent elections, a better feeling prevails among financial and business leaders for the first time in many years. The stock market, anticipating the Republican victory, showed the strongest election-eve gains since 1932. The effects of the election on the nation's economy hinge on the Republican plans for a 20% tax slash and a paring of the budget, two points which will be watched closely by the financial community. Ending of all Government controls on business is anticipated to be one of the first moves the Republican Congress will make, in addition, an attempt to make unions more responsible for their actions in getting wage increases.

Electric Equipment Wanted

Adequate wiring of the country's homes offers tremendous opportunities to electrical equipment manufacturers for selling new installations declared H. E. Merrill, chairman of the plan committee of the National Adequate Wiring Bureau. Mr. Merrill, basing his estimates on the number of new homes to be erected by 1952, predicted that "normal estimates of potential market opportunity would expand by at least 400,000 ranges, 1,400,000 furnace controls, 345,000 water heaters, 70,000 refrigerators, 305,000 ironers, 1,610,000 small kitchen and dining appliances and a multitude of smaller items."

NERA Plans Dealer Helps

The National Electrical Retailers Association meeting in Chicago in October featured a panel discussion on Dealers' problems as part of its program of building up membership in the organization. The problem of dealer discounts, which dealers still consider too low, especially in radio and traffic appliances, was a major point discussed. Paul Kees, president of the association and a dealer himself, declared that with today's overhead running about 21%, dealers needed at least 35% discounts. NERA's program, as announced by C. C. Simpson, managing director of the organization, will include: issuing an appliance trade-in guide book after the first of the year; urging manufacturers to allocate more funds for dealer cooperative advertising; working for proper discounts; clarifying the factory guarantee program on major appliances, sponsoring laboratory programs to test household electrical appliances; and encouraging individual manufacturers to establish suggested list prices on appliances. In addition, NERA intends to work with the wholesalers to stop the practice of wholesalers selling direct to consumer.

N. Y. Wage Earners Get More Money

The increased earning power of industrial workers in New York City has far outstripped the rising cost of living according to Thomas Jefferson Miley, secretary of the Commerce and Industry Association of New York, who also made public an analysis and chart gotten up by the association from figures gathered by several governmental and private agencies. An advance of 44% in the cost of living index for the city from the 1940 average to August 1946, was shown by the Bureau of Labor Statistics and for the same period, the New York State Department of Labor reports that the average weekly earnings of factory workers have jumped 99.4%, from \$28.52 for 1940, to \$56.88 for August, 1946. New York City's \$56.88 compares with the average industrial wage of \$44.61 for the rest of the country.

Airplane Built Homes

Assembly-line production of aluminum houses by some five aircraft factories in the near future was announced by Deputy Housing Expediter Robert A. Irwin in October. The production of these houses will remain a sideline with the aircraft manufacturers, who will continue to build airplanes. Mr. Irwin predicted that, if the companies start producing soon, total output for 1947 might reach 100,000 homes. The houses will cost about \$7,000 or less for a two-bedroom unit installed, including the cost of the lot, he estimated. The officials of the Goodyear Aircraft Corp. in Akron and the Taylorcraft Aviation Corp. of Alliance, Ohio, have already announced plans for the construction of prefabricated aluminum homes for sale to war veterans at a cost of \$5,000-\$6,500.

Small Industries Get Research Service

Regional research institutes, founded by local business groups are now giving small industries research service on a par with that found in large companies' organizations, Dr. W. A. Lazier of the Southern Research Institute recently explained. The non-profit organizations are providing at a minimum cost the technological assistance which is increasingly needed by all businesses.

Credit Picture Watched

Credit lines for appliance dealers may be shortened after Christmas, credit executives have indicated, if anticipated price corrections result in a business set-back. Such a set-back at a time when heavy production of appliances reaches the dealers would mean a tough buyers' market and might result in a high mortality among new dealers. These dealers have already suffered from the slow deliveries since V-J day and if supplies do not reach them before the Christmas sales, many credit agencies predict a financial strain for the small dealers. Credit grantors emphasized that the present credit situation is sound and their only fears are of price and demand conditions after Christmas. They are watching the business horizon carefully and have indicated that close surveillance will be given all appliance dealer credit applications if there is any change in the business picture.

Industrial Buyers Strike Predicted

The widespread belief among businessmen that the United States may be in for a period of lowered business activity when supply and demand becomes equalized in a growing number of industrial fields seems to be bolstered by the October report of the Business Survey Committee of the National Association of Purchasing Agents which reports that "Buying at any price, to keep a plant running, may be approaching an end." This implies an industrial buyers' strike. But, despite a general pessimism, the NAPA survey committee has found that "the backlog of orders still appears to be on the increase. Employment is at a high level, and further increases in production volume are limited only by the shortage of basic materials and operating supplies."

Retail Prices At 25 Year Peak

Retail prices reached their highest point in September since November 1920, the National Industrial Conference Board revealed in releasing their quarterly index of prices. The index is based on quoted retail prices for consumers' goods and services purchased by moderate-income families and uses the base year 1923 as 100. Prices on September 15 at 114.6, compared with 108.2 in June. The index in November, 1920, was 115.7. Each of the sixty-five cities surveyed by the board reported an increase in prices since June ranging from 3.5% in Dallas, Texas to 8.9% in Minneapolis, Minn. Food prices in the third quarter showed the sharpest advance—13%—while the fuel and light prices had only a 3.3% rise.

Home Appliances in Demand

Attendance at the first postwar Rochester, New York, Better Homes Exposition in late October, was definitely encouraging for department stores, home furnishings stores, appliance retailers and others connected with household-goods retailing. Major and small appliances, kitchen units, and other home decoration items attracted chief interest at the Exposition, and retailers reported that numerous orders were taken for appliances despite shortages in some lines. Visitors were apparently willing to wait for merchandise.

Vacuum Production High

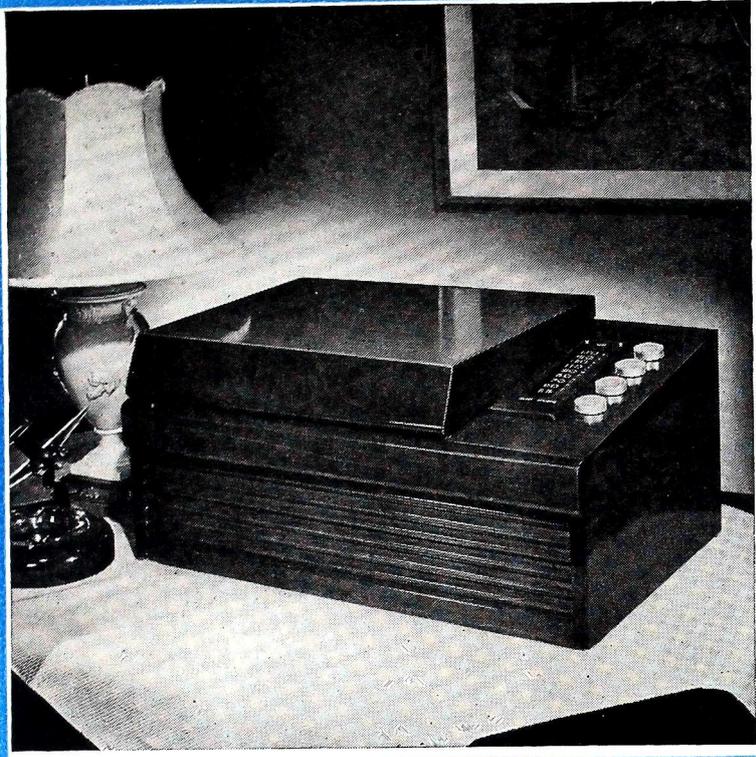
Shipments of domestic portable vacuum cleaners totaled 938,000 units valued at 25 million dollars for the first six months of 1946. The March increase, when shipments were 27% greater than February, was the greatest. June shipments set a postwar high of 180,000 units. Hand-type cleaners represented 4% of the total number of portable vacuum cleaners shipped during the first six months of 1946. Of the standard type shipped during the same period, 53% were tank type and 47% bag type models.

G.E. Plans "Big Ticket" Distribution

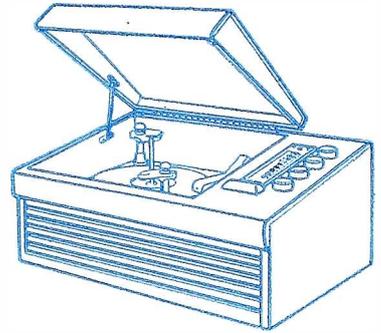
General Electric's "big ticket" program, allocating extra GE automatic irons, toasters, coffee makers and triple-whip mixers to key dealer and distributor accounts chosen on the basis of their 1941 sales performances, is ready to go into effect. The campaign will be run nationally and shipments of merchandise will start in November and continue through the rest of the year. While production does not warrant national advertising, the company will suggest that dealers advertise locally. In cases where GE can support such an ad with sufficient merchandise, it will back up the program with feature sheets, counter displays and newspaper mats, all of which will be given to the distributor for redistribution to dealers.

Survey Appliance Market

31.8% of urban families are planning to buy radios, including television sets, although 95.3% already own them, according to "The Collier's Market," research department of the Crowell-Collier Publishing Company. Despite the fact that 51.4% of these urban families now own an automobile, 30.6% want to buy one. Automatic refrigerator ownership figures were placed at 62%, with 20.2% of the families planning to buy; kitchen range ownership, 92.8%, planning to buy—11.5%; washing machines 50.2%, and planning to buy, 20.9%. Percentages for other appliances were: vacuum cleaners 54.9 and 13.6; electric irons, 92.6 and 11.4; automatic electric toasters 30 and 13.7; electric food mixers, 21.5 and 10.8.



The Crown Princess



*S*atin walnut finish

accented by an edge-lighted dial gives this new Air King radio-phonograph a beauty of appearance equalled only by the purity and naturalness of its tone. Styled with simple dignity, it fits naturally into any decorative scheme. Engineered by Air King, it wins the enthusiasm of the critical musician. And, produced by Air King, its quality demands no penalty of price.

Features that make the Crown Princess a superlative instrument include:—

Six tube (including rectifier) superheterodyne for standard broadcast. Two dual-purpose tubes give eight-tube reception. AC or DC. Automatic changer for ten- or twelve-inch records. Permanent Alnico No. 5 magnet speaker. Featherweight, low-pressure tone arm. Permanent needle. Crystal pick-up. Automatic volume control. Full range tone control. Beam power output. Built-in loop aerial.

The Royalty of Radio Since 1920

AIR KING

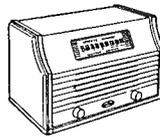
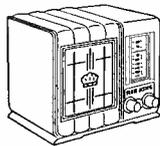
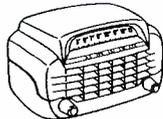
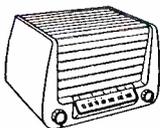
RADIO

Brooklyn

Division of

HYRION RADIO & ELECTRONICS CORPORATION

The Royal Family of Radio



THE Regent

THE Crown Prince

THE Duchess

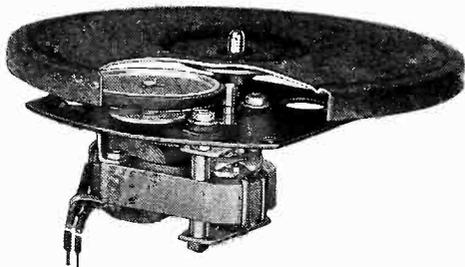
THE Marquis

THE Baron

THE Baronet

THE Royal Highlander

Smooth Running
Smooth Selling
 with
Smooth Power



You'll build smoother performance into your phonographs, recorders and record-changers when you equip them with GI *Smooth Power* Motors.

Every unit in our wide line provides that combination of quick pick-up, unvarying speed and velvety operation which pleases customers and makes your selling job easier.

For smooth running and smooth selling, *standardize* on *Smooth Power Motors*.



RADIO & APPLIANCE JOURNAL

ALEX H. KOLBE
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MAL PARKS
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JANICE JOHNSON
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On page 25 of this issue, we have reproduced the cover from the first issue of the Talking Machine Journal, November, 1916, and superimposed the first Radio Journal page which appeared in our magazine in March, 1922.

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MINERVA *Makes Radio History...*

with **NEW TABLE MODELS!**

EACH AN
ELECTRONIC MASTERPIECE



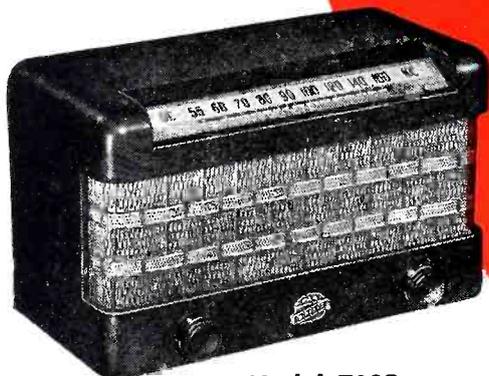
Model 702H

6 tube AC-DC superheterodyne—loop antenna—RF stage — Illuminated slide rule dial — beam power output — Alnico V dynamic speaker — flawless plastic cabinet — walnut or mahogany.



Model 117-3

8 tube—2 band AC-DC superheterodyne—Push-pull beam power output—Tone control—6" Alnico V dynamic speaker. Illuminated dial. Exquisite cabinet of selected mahoganies.



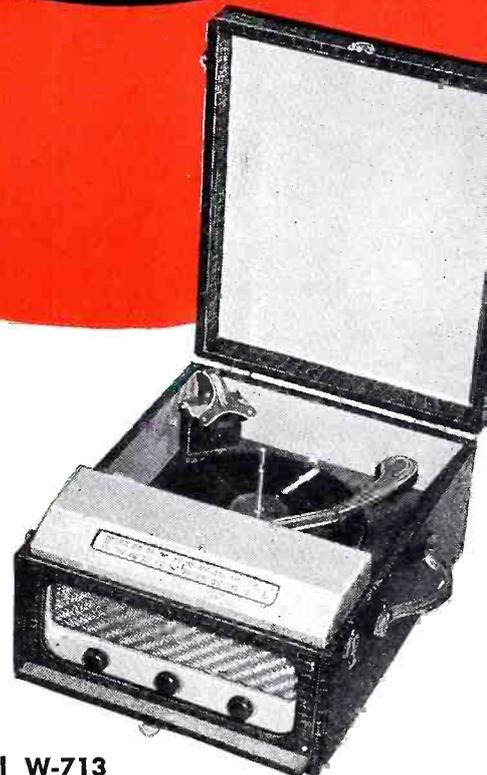
Model 702B

6 tube AC-DC superheterodyne—built-in loop antenna—RF stage—Alnico V dynamic speaker—Full vision inclined slide rule dial—Plastic cabinet—walnut or mahogany—with woven duotone metal grille.



Model W-728

5 tube AC-DC superheterodyne—Self contained loop antenna—Powerful Alnico V dynamic speaker—Beam power output—Edge lighted slide rule dial—Streamlined hardwood cabinet maple or walnut finish.



Model W-713

6 tube radio phonograph with automatic record changer—AC only—removable radio unit slips into cabinet for full range phonograph reproduction or supplies excellent broadcast reception by itself. Unit operates with closed lid. Leatherette covered. Easy portability.

**IMMEDIATE DELIVERY
ORDER NOW!**



Since 1919 The Aristocrat of Home Radios

A few territories now open for live-wire distributors. Write today for details.

MINERVA CORPORATION OF AMERICA

238 William Street • New York 7, New York

ESTIC SALES:

va National Sales Corporation, 78 Reade Street, New York 13, New York • EXPORT SALES: 238 William Street, New York 7, New York

Editorially Speaking

IT isn't very often that an editor has the privilege of associating at the 30th Anniversary of a publication such as your RADIO & APPLIANCE JOURNAL. While I naturally have a deep sense of satisfaction that it was me who was given this privilege, I also feel a personal sense of responsibility to do everything in my power to carry on the tradition of leadership established by the late Glad Henderson when, in November, 1916, he started this publication under the name of Talking Machine Journal.

In carefully studying the 360 monthly issues which we have published since that time, I have learned one lesson which I think is quite apropos to our present problems. This is the fact that any industry and those engaged in it have a vitality and continuity which should do much to dispel any fears we might have with regard to the future.

Back in 1916 the talking machine industry was entering a period of tremendous growth which was to continue almost until 1929 when radio really hit its stride. Everybody at that time felt that records and phonographs were doomed by this new form of entertainment and yet, today, we find that records and phonographs not only have kept many dealers in business during the war but produce a large volume of business and profit for them today.

Another thing I learned in studying the old issues of your RADIO & APPLIANCE JOURNAL is the fact that each year brings new problems which we have to survive. When at the start of the war government clamped down on the manufacturer of radios, appliances, phonographs and the other items we sell, a great many people in the industry foresaw a one hundred percent mortality among dealers. Contrast this pessimistic outlook with the fact that today there are more radio and appliance dealers than ever before in the industry's history.

Now we are confronted with the doleful prophecies of men within and without the industry who are predicting a buyers' strike and severe depression sometime in 1947.

Assuming that we do have a buyers' strike, people will still buy radios and appliances as evidenced by the fact that you and I lived through the tough times of the depression and the tougher times during the war. Suppose there is an economic recession in 1947. It cannot be as prolonged or as bad as the one we had in 1932 so the fact remains that if each individual radio and appliance dealer will take heart from the experience of the past thirty years and devote himself to energetically and efficiently selling his merchandise in his own locality, he will have very little to worry about.

In fact, the history of the radio and appliance industry, as portrayed in the pages of RADIO & APPLIANCE JOURNAL during the past thirty years, gives me an honest feeling of optimism which I would like to impart to every radio and appliance dealer who is confused by the problems of today. Intelligent buying, hard-hitting selling and attention to your own business has always paid dividends and if you will take that as a guidepost during the years to come, perhaps we will be privileged to celebrate the Fiftieth Anniversary of RADIO & APPLIANCE JOURNAL together.

Mal Parks



Going Places...

**EXPERIENCE IS PROVING THE
SOUNDNESS OF FARNSWORTH'S
SELECTIVE DEALER POLICY**

WHEN you signed your name to a Farnsworth franchise, you gained more than identification with a famous line . . . you laid the foundation for a sound business future.

As a selected Farnsworth dealer you are benefiting in these ways:

LIMITED COMPETITION—You are one of a few. There are only one-fourth as many Farnsworth dealers in your market area as there are dealers representing other lines. Hence, four times the sales potential!

REPUTATION—You are in good company. Every Farn-

worth dealer is reputable . . . has been selected only on his qualifications to conform to the Farnsworth franchise requirements.

PROTECTED PROFITS—You enjoy a proper margin on a line brilliantly engineered and aggressively promoted. Furthermore, your Farnsworth profits are safeguarded through established fair trade practices.

Farnsworth is a high quality line. Yet, excellence need not be expensive. Farnsworth products are competitively priced and sold by dealers whose stores are recognized as quality outlets for radio, phonograph-radio and television sets. Farnsworth, as a quality line, will continue to have quality representation. 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 • Halstead Mobile Communications and Traffic Control Systems for Rail and Highway • The Farnsworth Phonograph-Radio • The Capehart • The Panamuse by Capehart

Congratulations . . .

Radio and Appliance Journal

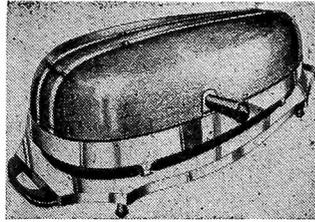
on your

THIRTIETH BIRTHDAY

John F. Rider Publisher Inc.

New Radios

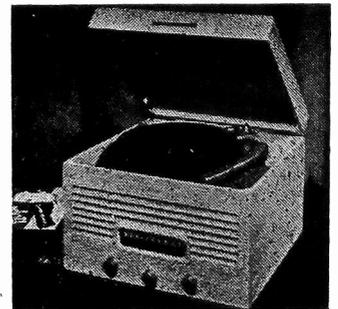
Mac-Lane Electric Broiler



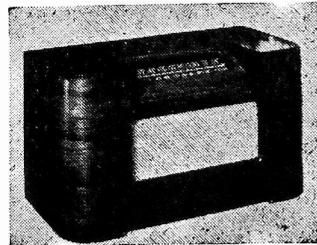
A new electric broiler, claimed to be larger and more efficient than any now in use, has been placed on the market by the Mac-Lane Manufacturing Co., 200 Oliver St., Newark, N. J.

Aviola Radio Model 518

This five tube automatic phonograph combination plays 12 ten-inch or 10 twelve-inch records. Changer is of die cast construction, and the set has a lifetime needle in oilite type bearings. Aviola Radio Corp., Phoenix, Ariz., builds the model.



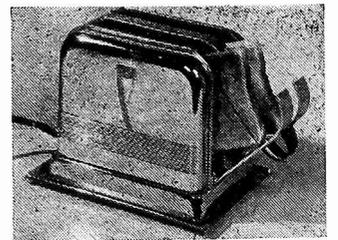
Crosley Model 56-TJ



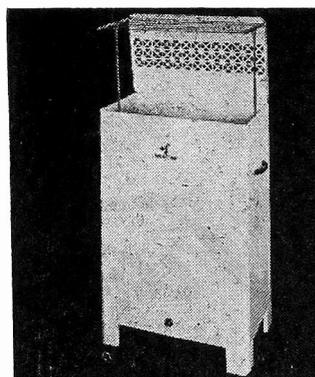
Crosley Corporation Manufacturing Division, Cincinnati 5, Ohio, makes this walnut cabinet Minuette table model. The set boasts automatic sensitivity control, husky permanent speaker, and enclosed loop antenna.

Tip-Out Toaster

National Acoustic Products, 120 N. Green St., Chicago, Ill., has recently announced this new, different, tip-out toaster. The toaster comes complete with detachable tray and full cord.



Monitor Clothes Drier



Model CD-H, a simply operated compact home drying unit of steel and aluminum construction, is built by the Monitor Equipment Corp., Riverdale, New York City 63. The drier can be used as a room space heater or dirty clothes hamper when not used for drying.

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

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

SPECIAL! SERVICEMEN'S COST

\$18.00 LIST PRICE \$33.35

For Radio Servicemen Starting a Repair Business . . .
For Established Radio Servicemen Who want to Save Time and Energy . . .
These 4 Popular JFD Kits have everything needed for 75% of all radio service work.

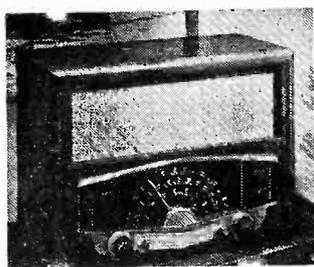
1. **B25A 9449 Kit.** Assortment of 25 Dial Belts in Metal Container. Includes FREE 64-page JFD Servicemen's Manual, listing belts for more than 1500 set models.
2. **5C25 Dial Cable & Cord Rack.** Contains 5 Metal Spools of fast-moving dial cables and cords.
3. **770 Ballast Kit.** Contains five JFD Improved Aircooled AC-DC Adjustable Ballasts. Suitable for more than 95% of all ballast tube replacements.
4. **8P-100-MC Plug Assortment.** 100 radio battery plugs, in 25 different popular types. Sturdy Metal Container. Includes FREE Battery plug folder with technical data and schematic diagrams of all plug types.

COMBINATION List Price Value, \$33.35
Model "Big 4" Servicemen's SPECIAL Net Price \$18.00

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

and Appliances

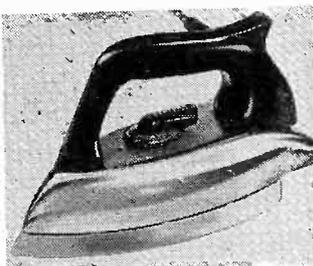
Zenith AM-FM Model



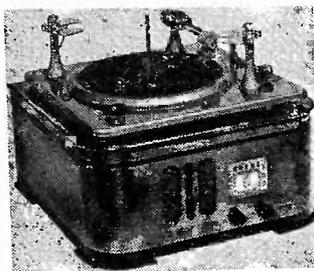
Production of this table model number 8HO32 began in September. The new model provides for Armstrong wide-band FM reception. Zenith Radio Corp., 1601 W. Dickens Ave., Chicago 39, has announced distribution of the new radio.

Glide-O-Matic Automatic Iron

Shipments of the new Glide-O-Matic electric irons are now going out to stores and wholesalers in all parts of the country. This automatic iron is manufactured by Century Precision Works, Inc., 503-7 West 56th St., New York City.



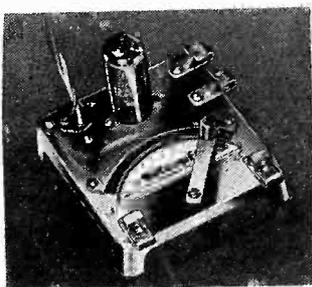
Dearborn Table Combination



Delivery to retailers within two weeks is promised by the builders of this combination, model 500 W, walnut finish, or 500 B, wheat finish. The set is made by Dearborn Industries, 122 West Hubbard St., Chicago 10, Ill.

Kitcraft Miniature Receiver

Laco Products, Inc., 614 N. San Vicente Blvd., Los Angeles, Cal., announces its new Kitcraft model 200, a miniature tube radio receiver kit for the teenager. The kit includes building and operating instructions with many diagrams.



Emerson Dual Purpose Receiver



A new development in radio operates this set with both standard speaker and moulded magnetic earpiece for the hard-of-hearing. The dual purpose set is made by Emerson Radio and Phonograph Corp., 111 Eighth Ave., New York City 11.

THE WORLD'S SMALLEST PORTABLE PHONOGRAPH



MADE BY
THORENS
OF SWITZERLAND

THORENS #55

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

REXON
••• INC •••
GENERAL
DISTRIBUTORS

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

The Perfect Gift

FEATURE
Brembrandt
FOR CHRISTMAS



PORTABLE
ELECTRIC
PHONOGRAPH
by REMINGTON

REMINGTON RADIO CORP.
80 MAIN STREET, WHITE PLAINS, N. Y.

The "Hit Line" for 1947



DeWALD
 "Connoisseur"
 RADIO-PHONO
 COMBINATION
 with
 AUTOMATIC
 RECORD CHANGER
 Model A605

If you want **SOMETHING BETTER**
 demand

DeWALD

A Famous Name In **RADIO** Since 1921

For Full Particulars Write To

DeWALD RADIO MANUFACTURING CORP.
 440 Lafayette Street • New York 3, N. Y.

HERE'S THE PORTABLE NEW OSCILLOSCOPE

The **POCKETSCOPE**

LIGHT, FLEXIBLE
 INEXPENSIVE
 AND COMPLETE

A 2" "pocket-size"
 'scope incorporating
 the cathode ray tube,
 vertical and hori-
 zontal amplifiers,
 linear time base os-
 cillator, synchroniza-
 tion means and self-
 contained power
 supply.



\$66
 f.o.b. Phila.

- So **SMALL** in size (4" x 6 3/4" x 10")
- So **LIGHT** in weight (5 3/4 lbs.)
- So **COMPLETE** in performance
- So **INEXPENSIVE** in price
- Plus **WIDE-ANGLE VISION**: on shelf, on floor, on bench
- Plus **RETRACTABLE LIGHT SHIELD**: for increased visibility

FOR DELIVERY

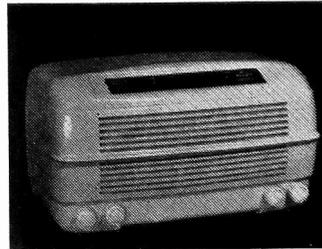
Contact your nearest jobber. If he doesn't have the **POCKETSCOPE** available, contact us direct.



WATERMAN PRODUCTS CO.
 INCORPORATED
 PHILADELPHIA 25, PA.

New Radios

Olympic Model 6-601



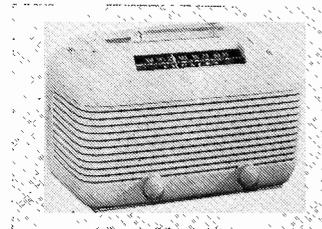
Performance of this super-powered broadcast and short-wave receiver is comparable to that of an expensive console, according to its manufacturer, Olympic Radio and Television, Inc., 3401 38th Avenue, Long Island City 1, N. Y.

AuthOtone "Sentinel"

A door announcer for small shops and professional offices to announce visitors automatically with harmonious, non-jarring chime tones, has just been announced by Auth Electric Co., 34-20 45th St., Long Island City 1, N. Y.



Crosley Model 56-TH



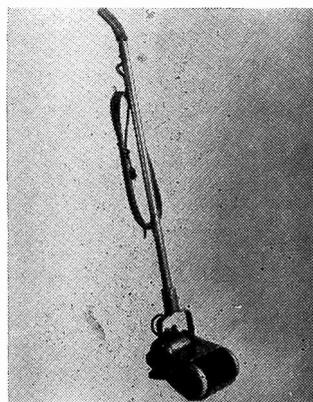
An attractive ivory plastic cabinet with retractable carrying handle is a special feature of this Minuette table model made by the Crosley Corporation Manufacturing Division, Cincinnati 25, Ohio.

ECA Table Model

Electronic Corp. of America, 170 53rd St., Brooklyn 32, N. Y., will release shortly the ECA model No. 201, a new and improved table model employing miniature tubes. The 5 tube model is housed in a two-tone wood cabinet.



Universal Floor Polisher

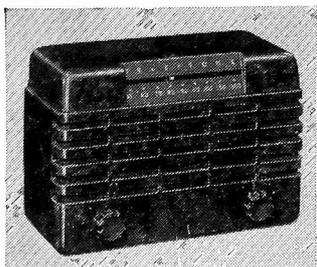


Now available in limited quantities is the new Universal floor polisher with fingertip switch and tough bristle. The floor polisher is heavy enough to do a real polishing job and yet light enough to be carried everywhere. Landers, Frary and Clark, New Britain, Conn., make the polisher. For further details dealers may contact Universal distributors.

nd Appliances

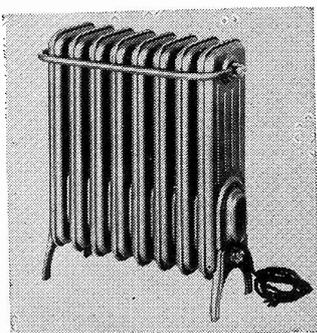
Tele-Tone Dyna-Mite

Tele-tone's newest offering, a diminutive powerbilt table model is hailed as the first small postwar radio at a prewar price. Tele-tone Radio Corp., 609 West 51st St., New York City 19, introduced the set with national advertising and dealer merchandising aids.



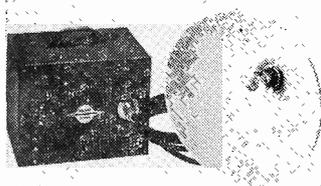
Water-less Radiator

A radiator that uses no water or steam and yet gives off heat almost instantly has been developed by a new Detroit organization, the Henry J. Morton Associates.



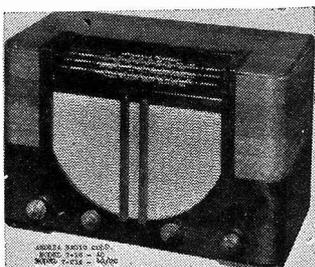
Kluge's Portable Strobo-Light

Despite a low price tagged to this new AC operated portable Strobo-Light manufactured by Kluge Electronics, Inc., 1041 North Alvarado St., Los Angeles 26, Calif., it has all the advanced features demanded in modern photography.



Andrea Table Radio

This attractive table radio in contrasting walnut veneers comes in two models, the T-16 (AC), and the T-U16 (AC-DC). The models are manufactured by the Andrea Radio Corp., 27-01 Bridge Plaza North, Long Island City 1, N. Y.



Dearborn Console Combination

This Model 100 W, walnut finish, or 100 B. wheat finish, is available for sale directly to retailers only. This is a 5 tube super-heterodyne radio with automatic changer, built by Dearborn Industries, 122 West Hubbard St., Chicago 10, Ill.



Congratulations . . .

RADIO and APPLIANCE JOURNAL

on your

30th ANNIVERSARY

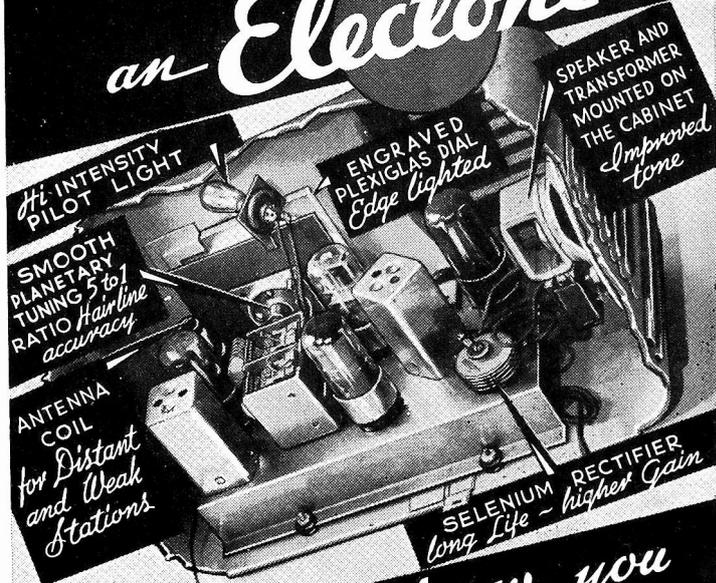
of Publishing Service
to the Industry

WILCOX GAY CORP.

MAKERS OF RECORDING INSTRUMENTS
FOR HOME AND PROFESSIONAL USE

Charlotte, Michigan

*We Cut Open
an Electone*



*to Show you
the EXPENSIVE REFINEMENTS
unique in a low priced
table model*



NORTHEASTERN ENGINEERING, INC.
MANCHESTER NEW HAMPSHIRE

ENGINEERS AND MANUFACTURERS OF THE BEST IN ELECTRICAL AND ELECTRONIC EQUIPMENT

Good news for FM and TELEVISION set owners

KINGS

tunable
dipole
antenna

Now . . . **KINGS ELECTRONICS** brings you the answer to low signal interception . . . a **TUNABLE dipole antenna**. Weak stations can be brought in clearly and powerfully by a simple adjustment of the calibrated arms. Truly a tremendous advantage over antennae of conventional design. And note the range! The Kings Dipole covers all bands from 62 mc. to 840 mc. for reception of black-and-white, color and experimental television, as well as FM and amateur communication.

The Kings Dipole is a well-constructed, sturdy, corrosion-resistant antenna that will please your customers and build good-will and sales for yourself. Don't delay . . . write today for further information about this unique, powerful **TUNABLE dipole**.

Model A1-100. List price

\$2250

(Antenna only)

TRANSMISSION LINES AVAILABLE WITH KINGS DIPOLE ANTENNA

Cat. No. 500. Special weather-proofed line having the correct surge impedance to match the Kings antenna and the standard television receiver.

Cat. No. 500-50. 50 feet. \$ 8.75 List Price

Cat. No. 500-75. 75 feet. \$10.70 List Price

Cat. No. 500-100. 100 feet. \$12.60 List Price

Cat. No. 501. Ultra low-loss transmission line of the co-axial type. Especially recommended for minimum loss of power from antenna to set. Has highest efficiency of any line for this purpose.

Cat. No. 501-50. 50 feet. \$17.50 List Price

Cat. No. 501-75. 75 feet. \$23.75 List Price

Cat. No. 501-100. 100 feet. \$30.00 List Price

Cat. No. 501-150. 150 feet. \$42.50 List Price

Cat. No. 501-200. 200 feet. \$55.00 List Price

Price includes 2 Co-axial Connectors: J-PL-259, J-SO-239.

KINGS ELECTRONICS

372 CLASSON AVENUE, BROOKLYN 5, N. Y.

manufacturers of

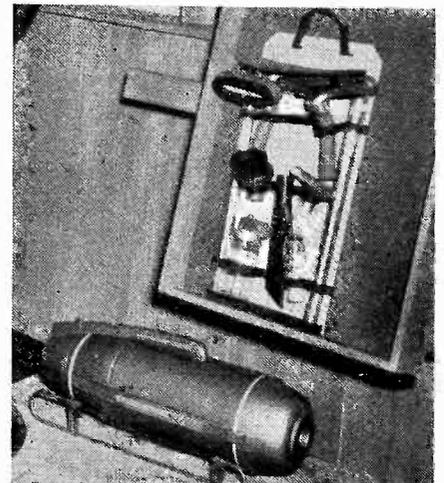
MICROPHONE PLUGS AND JACKS • CO-AXIAL CONNECTORS
TELEVISION ANTENNA • VARIABLE CONDENSERS • WAVE GUIDES
WAVE TRAPS • RADAR ASSEMBLIES AND SPECIAL EQUIPMENT

New Radios and



Crosley "Shelvador"

Crosley's new 1946 nine foot "Shelvador" refrigerators are now being delivered to distributors throughout the country from Crosley Corp., Manufacturing Division, Cincinnati 25, Ohio. Continuing the theme of Crosley refrigeration, "Twice as much food to the front within easy reach" the SE-946 refrigerator features the famous Crosley "Shelvador" which provides five square feet of extra front row storage space. The hermetically sealed electrosaver unit, with ten point temperature control is "quiet as a kitten" with all moving parts sealed in and hushed in oil.



Universal's Vacuum and Parts

Tank type vacuum and appliances shown are part of the new home equipment line being developed by Landers, Frary and Clark, New Britain, Conn. The cleaner, as well as a new floor polisher, is now being produced in quantity.



US Television Set

This television set in magnificent imported mahogany cabinet has been placed on sale in New York department stores. Chief feature of the new machine is the large size—21 inches by 16 inches—screen. The set is one of several cabinet models, United States Television Mfg. Corp., 3 West 61st St., New York City 23, is marketing.



Crosley Combination Model 146-CS

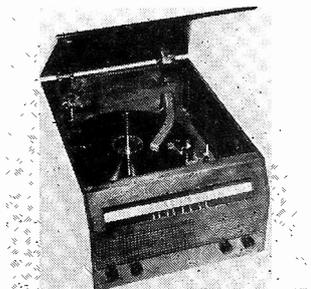
This mahogany combination with a spacious cabinet boasts a jam-proof automatic record changer for 10 and 12-inch records with an automatic stop after the last record. Crosley Corp., Manufacturing Division, Cincinnati 25, Ohio, has this attractive set in production now.

PRIVATE LABEL RADIOS FOR —

- ★ RETAIL CHAINS
- ★ FURNITURE CHAINS
- ★ BUYING COMBINES

CONTRACT RUNS - - -

- ★ Table Model Radios and Combinations
- ★ Console Combinations—Including Television
- ★ 3-Way Portables—Phonographs



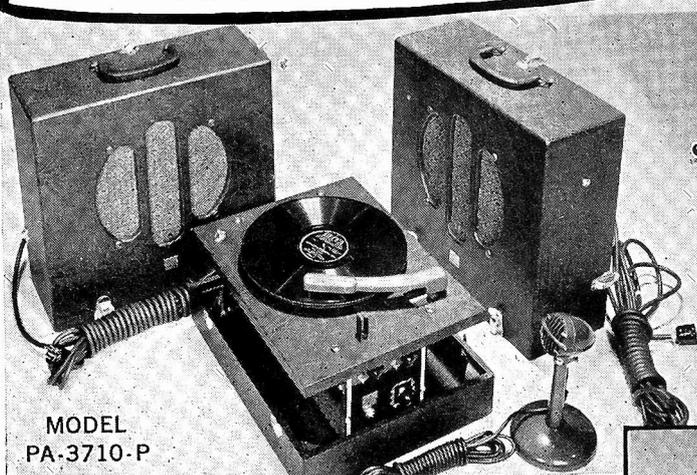
First of the pre-war radio manufacturers in the New York Metropolitan area to win the Army-Navy "E."

ESPEY MANUFACTURING COMPANY, INC.

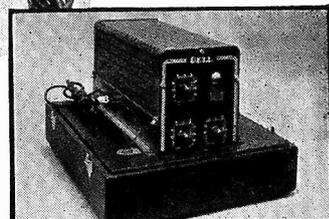
528 EAST 72nd STREET, NEW YORK 21, N. Y. • BU. 8-2300

BELL BAND-MASTER . . . New Leader in SOUND

VALUE



MODEL PA-3710-P



Low-Cost 10-Watt Portable Sound Unit

● Amplifier-phono unit and two 10" heavy-duty speaker housings with auxiliary equipment fit snugly into one compact, easy-to-carry Bell BAND-MASTER unit and provide sound coverage of any medium-sized auditorium for public address, recordings, or "live" music. Reversible amplifier base, at right, protects the phono turntable. The Bell BAND-MASTER Model PA-3710-P puts top quality and value into the low-price field.

For wider choice and bigger profits, sell the complete line of Bell permanent and portable sound systems. Ask your nearby Bell distributor for full details.

- Self-Contained 12" Phono Unit
- 3 Inputs—Phono, Mike, Instrument
- Beam-Power Output Tubes
- Inverse Feedback Stabilizer
- Quality Tone and Fidelity



BELL SOUND SYSTEMS, INC.

1197 ESSEX AVENUE COLUMBUS 3, OHIO
Export Office: 4900 Euclid Ave., Cleveland 3, Ohio

Readers Write

My Dear Mr. Parks:

Your article, "A Brief Lesson in Merchandising," published in the September issue of your publication, was mailed to me in a spirit of jest by one of our more reputable resources.

After reading the article, I came to the conclusion that for a publication purporting to uplift the radio and appliance field, your reporting is both backward and inaccurate.

It is the opinion of people of note in the field, and the opinion of reputable competitors, that our approach to presenting radio and appliance products to the New England consumer is sound, practical, and in good taste. Our groundwork is carefully laid, our contacts thoughtfully made, and our advertising prepared with a sense of responsibility in a growth that allowed our embracing this field.

It might have been well, not to say courteous, if some research had preceded your indictment of us as "a men's furnishings store." We proudly outgrew our confining shell as a men's store a year ago (after 73 years of honorable service to New England in that role), and, like the Chambered Nautilus, sought "more stately mansions" to accommodate our growth. This was expressed in a half-million dollar expenditure from which we emerged in March of this year as a six-floor department store . . . not to mention appliances and radios in a spacious street floor setting (and all this in addition to our 73-year-famous men's wear) . . .

To re-state our case: The Continental has approached the appliance and radio field with careful thought and planning. We foresee there an important postwar future, and we have spent—and plan to continue to spend—considerable money to advance its cause in New England. Our advertising, merchandising, and general procedure are keyed to good taste and to conscientious methods, as anyone would testify who has taken the trouble to look into the matter.

You did not take this trouble. We

feel that you owe us a retraction of your belittling and uninformed statements in your September issue.

Nat Corson.

**General Manager
The Continental
Boston, Mass.**

* * *

** * * We are happy to print Mr. Corson's letter despite the fact that he evidently did not read the article in question, (Page 17, September, 1946, Radio and Appliance Journal), very carefully.*

Anyone who read that article would know that our quarrel was not with The Continental, but with trade publications in this field who featured men's furnishing stores as the latest and best radio and appliance outlets. We wonder how Mr. Corson would feel if we advised our 30,000 readers to put in a complete line of haberdashery, men's furnishings and other soft goods which would be in direct competition with him.

Finally, if Mr. Corson can find any "belittling" or "uninformed statements" in the article in question, we will be glad to make a handsome retraction, but we will not deviate one inch from our basic premise which was this . . . that Radio and Appliance trade papers should represent radio and appliance dealers and not indulge in cheap, sensational journalism by featuring a men's furnishing store such as The Continental, thus giving other competitive types of retailers the idea that they, too, should go into the radio and appliance business.

* * *

Dear Mal:

Your illustrated article on iron repairing is "the nuts," the more the merrier.

Jerry J. Liucci.

**Kolb & Crawford Co.
Peham, N. Y.**

* * *

** * * Jerry's nice letter is typical of many which we received about the newly designed September Radio and Appliance Journal. We have more Radio and Appliance servicing Photo-Features planned for future issues.*

RADIO & APPLIANCE JOURNAL

Jackson
KARY-KASE

PORTABLE RECORD CARRIER



**Record Carriers—Speaker Baffles
Replacement Cabinets
Phonograph Cases**

Write for Catalog

JACKSON INDUSTRIES, Inc.
1708 S. State St. Chicago 16, Ill.

CONGRATULATIONS

to Radio Journal

and to

Dealers Smart Enough

to Recognize

"RECORD ACCESSORIES"

Values

For instance:

**Portable and Kiddies'
PHONOGRAPHS**

List from \$7.50 to \$25.50

Write for Circular

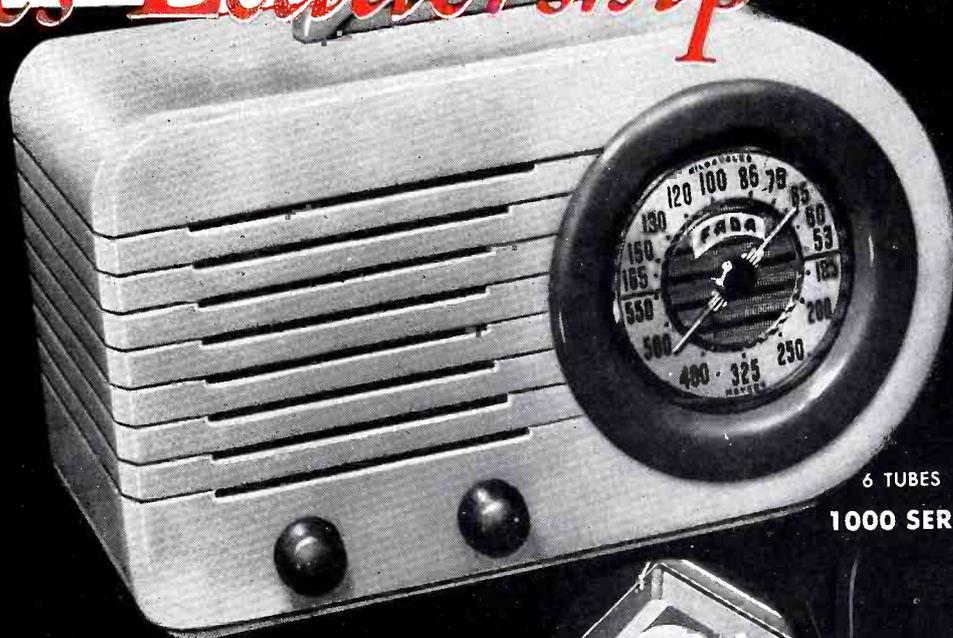
Record Accessories Corp.
314 West 52nd Street
New York 19, N. Y.

Sales Leadership

NATION-WIDE
POPULARITY

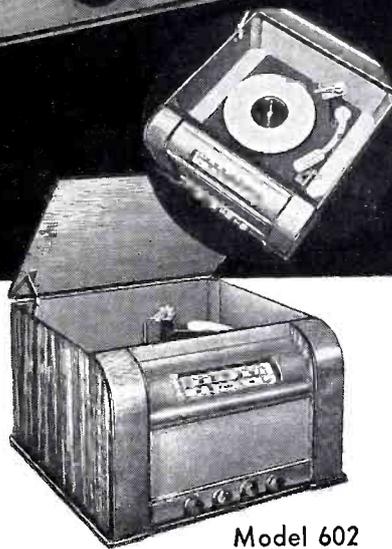


FADA 5-tubes — plus-rectifier-tube models are equipped with the new FADA "Sensitive-Tone" ... assuring greater sensitivity and clearer reception.



6 TUBES
1000 SERIES

FADA



Model 602

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



637 SERIES

Superheterodyne AC de luxe Portable Radio-Phonograph with Automatic Record-Changer.

Each of the new 1946 FADA models shows that high degree of national popularity—that amazing consumer sales appeal which indicates true leadership!

FADA leadership is based upon a 25 year record of performance — superior tone, superior beauty, superior engineering . . . plus 25 years of consistent national advertising and sales promotion.

FADA leadership is reflected in sales! For greater sales—this year, and next year and the years to come — you can depend on FADA — "the radio of tomorrow — today!"

YOU CAN ALWAYS DEPEND ON

FADA Radio

Famous Since Broadcasting Began!

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

Presenting
An Outstanding New Model by
ELECTRO TONE



The magnificent new Table Model Combination Radio and Automatic Phonograph that is destined to equal, or even surpass in popularity the regular Electro-Tone Manual Electric, Automatic and Combination Portables.

The new Electro-Tone Table Model combines the latest in electronic achievement for brilliance of tone... the finest in exclusive styling for beauty of design... the most expert craftsmanship for richness of cabinet. Truly Superlative... Truly Electro-Tone... Truly a Winner!

Model 555 Table Model Combination Lists at \$107.50

Cabinet of lustrous Mahogany or Walnut Hand-Rubbed Piano Finish
Seeburg 3-post automatic changer
plays 100 12" or similar 10" records
6 tube AC radio
heavyweight crystal pickup
6" PM speaker-Alnico V
check mounted for perfect performance

enclosed loop
1000 cone coils
full vision slide rule dial
operated tone control
automatic volume control

See the Manual Electric, Automatic Record Changer and
Combination Portables by Electro-Tone

WORTHY OF
THE MASTER



ELECTRO TONE
CORPORATION

Nationally Distributed by
MONARCH SALES CO., INC.
11 & 12th Street, New York 3, N.Y.

221 Hudson St., Hoboken, N. J.

F. M. & TELEVISION DEVELOPMENTS

San Francisco Will Get Television

The San Francisco Chronicle (newspaper) has been granted permission by the FCC to construct a television station in San Francisco. The new station will transmit on channel 11 and is believed to be the first television planned in the city. No equipment has yet been purchased or installed, although the paper has engaged a former NBC and RCA electronics engineer as television advisor.

FM Education

A program, designed to educate people in areas not served by FM and, generally, to promote FM before the public has been announced by the Zenith Radio Corp. The company has requested its distributors to contact licensees and offer to aid in getting FM stations rolling. Promotional material for use in local newspapers, explaining in non-technical language the advantages of FM and its method of operation, has been sent to dealers. The kit also includes prepared advertisements to be used by local stations. The Zenith program also calls for spotting FM receivers in areas where a new FM station is about to be set up so that listeners can hear FM without delay.

Television Advertising Techniques

The sprinkling of advertisers who have already invested in television advertising have found the field a "red hot" sales medium full of marvelous possibilities but dangerous for the novice and demanding techniques differing from those used in any other medium. Filmed commercials seem to be generally preferable to live ones and short commercials were found to be more effective than long ones. Some products have a definite affinity to television advertising—household appliances for example, which can be demonstrated. Mr. Joseph E. Byne, general sales manager of the Plymouth division of Chrysler Corp., declared at a recent Plymouth and General Electric television show that television would prove an especially effective sales medium for companies whose products demand high performance testing.

Electronic Color Television

Electronically produced color television pictures were shown for the first time by RCA at its Princeton laboratories. Proving that flickerless, all-electronic color television is practical without rotating discs or other moving parts is a revolutionary step in television science. This new development will be made available to the whole radio industry according to Brig. Gen. David Sarnoff, president of RCA. Other executives warned however, that, as estimated back in December 1945, color television still cannot be brought to the present stage of black and white television for another five years.

Television at the UN Assembly

The importance of television in the gathering of news is being demonstrated at the United Nations conference in New York. Reporters who are unable to obtain accommodations in the assembly room are getting a first hand view of the proceedings by television. Press headquarters at the General Assembly have been supplied with the television receivers with the RCA Victor division supplying the image orthicon cameras to pick up the action and NBC cameramen operating the equipment. Newsmen made profitable use of a similar television service last spring, at which time more than half of the 700 or more reporters covering the meetings turned to receivers for their most intimate contact with the proceedings.

Torchlight and Television

Television may be a most important factor in the next presidential campaign, if the predictions of Prof. Barclay S. Leathem, head of the department of dramatic arts at Western Reserve University and a member of the educational committee of the Television Broadcasters Association, come true. According to Prof. Leathem, the candidates will have to recognize the tremendous influence video broadcasts will have in industrial centers where most of the television stations are located. This will require candidates to use showmanship, and they will have to employ a whole staff of experts to put their campaigns across, he believes.

Broadcasters Eye FM

Some of the answers to the whys and whens of FM set production came to light during the FM panel discussion at the NAB Chicago convention in October. Dr. W. R. G. Baker, chairman of the RMA engineering committee and vice president of General Electric, and Charles R. Denny, Jr., acting chairman of the FCC were on the receiving end of the questions asked by the broadcasters. Emphasizing that the figures were his own, Dr. Baker estimated that by the fourth quarter of 1947, a minimum of 30% of all receiving sets produced would contain FM, and added that for the complete year of 1947, his guess was that 15 to 20% of total production would include FM. To the question: Did the FCC regard the new wave lengths as final, so that manufacturers could go ahead with their plans without fear of further changes? the answer was "yes."

Improvements in manufacturing techniques, plus the development of more powerful transmitter units plus competition will be the major factors in bringing the price of FM receiver sets down, the inventor of FM, Major Edwin H. Armstrong believes. As guest of honor at the NAB convention in Chicago last month, Major Armstrong discussed the current status of FM broadcasting with the broadcasters themselves.

Televised Road Signs

Motorists may soon see television projected on outdoor advertising panels if the studies now being made by television experts for John Donnelly and Sons, a New England outdoor advertising company, prove the feasibility of the plan. The advertising company believes that the use of television on outdoor panels will enable them to carry a greatly expanded volume and would also increase the artistic scope of outdoor advertising and make quick message changes the rule rather than the exception. Placement of the television projectors would probably be determined by such traffic pattern tests as stressed by the Traffic Audit Bureau during its traffic survey in Fort Wayne, Indiana, earlier this year.



The record label that brings the solace and inspiration of sacred music to millions of families . . . right in their own homes



Album AV
THE BEST LOVED
HYMNS—Vocal

- Rock of Ages
- The Old Rugged Cross
- Lead, Kindly Light
- What a Friend We Have in Jesus
- Abide With Me
- Nearer My God To Thee
- Softly And Tenderly
- In The Sweet Bye And Bye
- Jesus, Lover Of My Soul
- Onward, Christian Soldiers

Album A. THE TEN BEST LOVED HYMNS—Organ

- Album B. THE BIBLE SPEAKS
- Album C. CHRISTMAS AT THE ORGAN
- Album D. HYMNS OF INSPIRATION
- Album E. HYMNS OF GLADNESS
- Album F. MELODIES THAT LIVE FOREVER
- Album G. BELOVED GOSPEL HYMNS
- Album H. HYMNS CHILDREN LOVE—Organ

Album HV. HYMNS CHILDREN LOVE—Vocal

- Album J. HYMNS OF COMFORT AND JOY
- Album K. HYMNS OF FAITH
- Album L. "THE LORD'S PRAYER" and "THANKSGIVING HYMN"
- Album M. HYMNS OF CHRISTIAN GLORY
- Album N. MORNING AND EVENING WORSHIP on the CATHEDRAL CHIMES

- Album P. CHIMES AT CHRISTMAS TIME
- Album SP. JUBILEE SPIRITUALS
- Album SW. THE STAMPS
- Album W. WEDDING TUNES

also SINGLE JUBILEE SPIRITUAL RECORDS and STAMPS QUARTET RECORDS

Album CH—"Adventures in Bibleland" . . . Contains Bible Stories for Children Illustrated in Color—32 p. Picture Book—Record Album.

Dr. Poling in the Christian Herald says, "Best Seller 'Adventures in Bibleland'." Booklet of words and music included in each album of hymns.

Write for Illustrated Catalog

EXCLUSIVELY
DEVOTED
TO
PRODUCING
THE FINEST
IN
RELIGIOUS
RECORDINGS



354 Fourth Ave., New York

Television Future Predicted

Out of its formative stages technically, television is still groping about waiting for its commercial maturity according to reports from the two-day, second television conference which took place in New York last month. The twelve hundred televisers present predicted that next year will see the full-fledged emergence of television as an industry in itself.

Televisers and programmers at the conference declared that the lack of a mass audience is traceable to scarcity of machines. The manufacturers are hopeful, despite some shortages and production difficulties, of turning out up to 50,000 sets by the end of the year, and from 200,000 to 750,000 in 1947. Dealers anxious to demonstrate sets to customers, were present to request stations to air some daytime programs.

Speakers at the conference voiced their confidence in the budding industry and answered some of the many questions that cropped up in regard to it. The question of how many receivers and when they could be produced got a variety of replies. Ernest H. Vogel, vice president in charge of sales of Farnsworth Television and Radio Corp., declared that the objective must be set at between 750,000 and one million television receivers in 1947. Frank W. Mansfield, director of sales research for Sylvania Electric Products, estimated, on the basis of a company survey, that a demand for 420,000 sets would exist against a predicted output of 400,000.

Manufacturers displaying receivers at the exhibition were DuMont, General Electric, Farnsworth, Philco, RCA, and Telicon. DuMont showed three console models in seven differently styled cabinets priced from \$600-\$2,400, expected to reach the market late in October with deliveries increasing through November and December. General Electric upped the price on a video-AM radio console to be made available late this year to \$480 from \$350; four models planned for next year, including a projection-screen set priced at \$1500, will be in production by March. Five models, including two table sets in teardrop shaped cabinets, one of aluminum, were displayed by Farnsworth and are expected to retail at

from \$250 to \$300; the two are already in production but the other three, console models, are slated for delivery in 1947. Philco displayed only one set, a laboratory model, RCA showed four 1947 models, two of which, priced at \$225 and \$350 are in "substantial production;" the \$225 set will reach the market in November. Telicon expects to market several models before Christmas, including a table set for \$425, a projection set offering "home-movie size pictures" for \$2,640 and two intermediate size models for \$1,450 and \$2,100.

Video Production Figures Up

Production of television receivers finally got started in September after lagging for nearly a year. In that one month 3,294 sets were built as compared to 225 sets for the preceding eight months. At the same time production of radio-phonograph combination console models, which heretofore had lagged while table model production leapt far ahead of pre-war marks, shot ahead of the September 1941 peak production. All but a few of the television models were radio-phonograph-television combinations and likewise the production of radio consoles without phonograph combinations was very low.

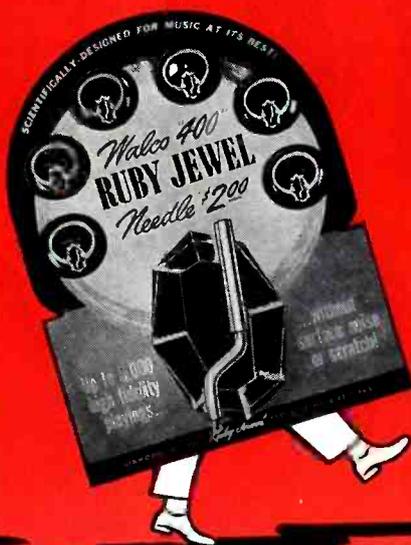
T-Day for RCA

RCA television sets went on sale November 4, in Chicago, New York, Newark, Albany and Philadelphia, the five cities where video broadcast is on a commercial basis. While first shipments in the latter part of October were dealer samples, home deliveries were definitely scheduled for November. Ned Corbett, sales manager for home instruments at RCA Victor Distributing Corp. in Chicago, planned that the dealer franchises for television will be separate and distinct from all other franchises granted by the company.

FM for School Systems

Networks of non-profit educational FM stations will eventually be set up by school authorities in many states believes the FCC. Twenty-one such stations have already been authorized, but up to now only six are actually functioning. Twenty-three other applications have been filed for positions on the twenty non-commercial channels.

3 AGGRESSIVE SALESMEN -



..to step-up your sales of

WALCO NEEDLES



A powerful coast-to-coast Walco campaign with special introductory bonus deal!

Get set now to cash in on the Walco sales campaign. Walco pioneered the manufacture of jewel and alloy tipped needles and is again leading the way in the greatest needle market ever! Walco offers you an unbeatable combination for more needle sales - the phono needle with a reputation backed up with nation-wide promotion complete from national consumer advertising right through to point-of-sale. ELECTROVOX CO., INC., 31 FULTON STREET, NEWARK 2, N. J.

WRITE FOR THIS SALES CATALOG!

It contains full information on the famous WALCO "400" Series needles and explains why this line offers ready-made repeat business for you. Then, ask your jobber for the complete WALCO merchandising story and special introductory bonus deal.



PROTECT YOUR STOCK!

Rear view of the new Walco counter Dispensers. Cases are easily inserted from the rear-snap securely in place. WALCO needles cannot be removed from the front. Display them anywhere with full protection against tampering or pilfer.



THE NEEDLES RADIO MANUFACTURERS BUY!

30,000

✓ Verified by

✓ Bonded by

✓ Guaranteed

THE largest *audited* circulation in the radio and appliance industry is now guaranteed by RADIO & APPLIANCE JOURNAL. Selected by the best wholesalers throughout the country, more store owners and their key executive personnel . . . the long-established, stable element in the industry . . . now read RADIO & APPLIANCE JOURNAL than read any other trade paper in this field.

Leading the industry in public-service Editorial excellence for 30 years, leading the industry in loyal readers, leading the industry in uninterrupted, continuous publishing firsts since 1916, . . . RADIO & APPLIANCE JOURNAL now leads the industry in verified, guaranteed, bonded and *audited* circulation to the industry's most important group, the store owners and their managers, the men with the money and the authority to buy.

Compare this . . .

All subscriptions are sold at \$3.00 per year.

No reduction for two-year subscriptions.

No premiums, bulk, or other forced sales.

No students, shipping clerks, screw-driver mechanics or basement engineers.

Advertisers' Note: . . . Business goes where business is . . . reach the industry's *business* men through the pages of the industry's *business* trade paper.

**AUDITED
CIRCULATION
EFFECTIVE WITH THIS ISSUE**

•
**U. S. GOVERNMENT POST
OFFICE RECEIPTS**

•
**READING BONDING
CORPORATION***

**REGULAR AUDIT BY
INTERNATIONALLY KNOWN AUDIT FIRM***

•
***Radio & Appliance*
JOURNAL**

**"THE INDUSTRY'S OLDEST DEALER MAGAZINE"
270 SIXTH AVE. NEW YORK 20, N. Y.**



Get in on this triumph General Electric presents eight outstanding receivers in its new 1947 line, in full color two-page spreads in Life, Look, Collier's and Saturday Evening Post during November and December. This campaign features the great new FM Radio-Phonographs, Self-Charging Portable, "Wake-up-to-Music" Clock-Radio, Table Radios and Radio-Phonographs. Place your order today to get in on this triumphant Christmas campaign. See your G-E Radio Distributor for full details or write to Electronics Department, General Electric Company, Bridgeport, Conn.

MARGARET O'BRIEN
Lovable young star of the new MGM production, "TENTH AVENUE ANGEL"

Margaret O'Brien STARS IN G-E CHRISTMAS CAMPAIGN REACHING 50 MILLION CUSTOMERS!

GENERAL ELECTRIC FM RADIO-PHONOGRAPHS

These radio triumphs come in several forms: the full-figured and feature-rich *Phonograph* (Model 500) with its own built-in record changer; the *Phonograph* (Model 501) with its own built-in record changer; the *Phonograph* (Model 502) with its own built-in record changer; and the *Phonograph* (Model 503) with its own built-in record changer.

In all the world no gifts like these

GENERAL ELECTRIC
natural color tone radios

Here are magic pass keys to an enchanted realm of entertainment — heard in the full glory of General Electric's natural color tone from both radio and recordings. Here are the new electronic features you've waited for these many years. Here are the new 1947 instruments whose breath-taking beauty matches their unequalled dependability and performance.

A blow-up (size 31" x 43") of this two-page spread in full color plus newspaper, photo and other sales promotion items are available. Get details from your nearest G-E Radio Distributor.

THE FIRST AND GREATEST NAME IN ELECTRONICS

GENERAL  ELECTRIC

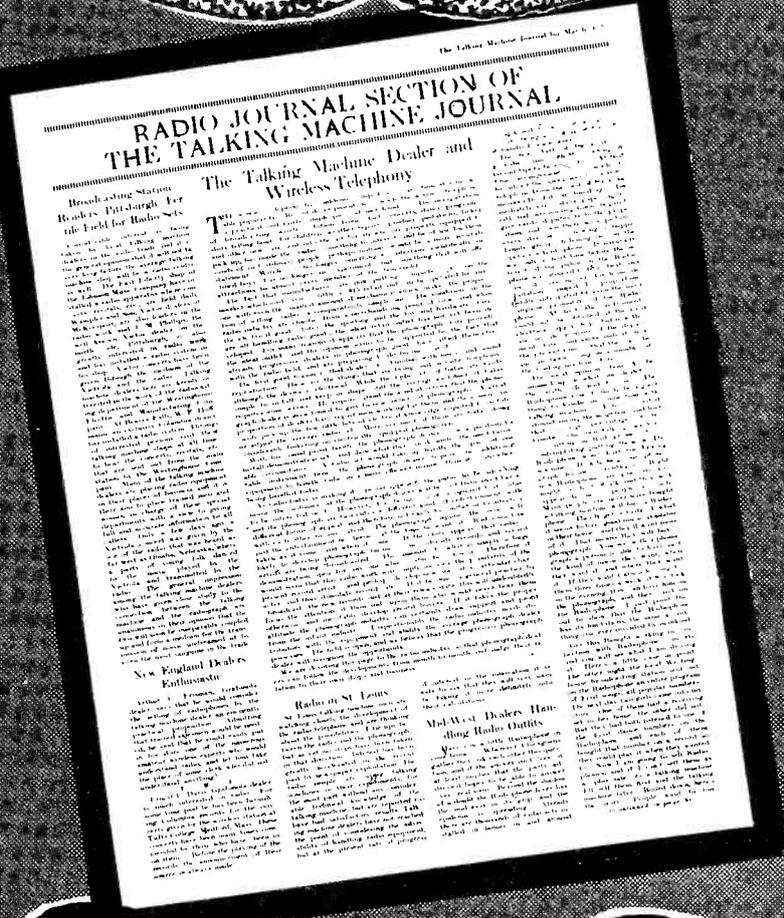
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PORTABLES • TABLE MODELS • CONSOLES • FARM SETS • AUTOMATIC PHONOGRAPH COMBINATIONS • TELEVISION

The Talking Machine Journal

THE NATIONAL JOURNAL OF
THE TALKING MACHINE-
INDUSTRY

Glad. Henderson
EDITOR



RADIO JOURNAL SECTION OF THE TALKING MACHINE JOURNAL

The Talking Machine Dealer and Wireless Telephony

Broadcasting Stations Ready for Radio Sets
The fact that the average listening public is not yet ready to buy a radio set is a fact which the radio industry has long known. The fact that the average listening public is not yet ready to buy a radio set is a fact which the radio industry has long known. The fact that the average listening public is not yet ready to buy a radio set is a fact which the radio industry has long known.

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New England Dealers Enthusiastic

At a recent meeting of the New England dealers, the enthusiasm for the new radio sets was evident. The fact that the average listening public is not yet ready to buy a radio set is a fact which the radio industry has long known.

Radio in St. Louis

The radio industry in St. Louis is showing a marked increase in activity. The fact that the average listening public is not yet ready to buy a radio set is a fact which the radio industry has long known.

Mid-West Dealers Handling Radio Outlets

The Mid-West dealers are handling a large number of radio outlets. The fact that the average listening public is not yet ready to buy a radio set is a fact which the radio industry has long known.

NOVEMBER, 1916



*Sensationally Different—with
the "TATTLE-TALE" Light!*



UNIVERSAL CLEAN-AIR CLEANER

UNIVERSAL'S Clean-Air Cleaner is America's leading Tank Type Vacuum Cleaner and it's backed by large scale national advertising. Built for three dimensional cleaning with 13 attachments—Clean-Air is the dealers' first choice for sales appeal. For beauty of design and perfection of performance, it's Clean-Air—the Universal Vacuum Cleaner with the "Tattle-Tale" Light—sells on sight.

FIVE FAMOUS FEATURES!

- EXCLUSIVE "TATTLE-TALE" LIGHT**—Red light flashes when dirt bag needs emptying.
- EXCLUSIVE THREAD-PICKING NOZZLE**—Designed to permit use of much more powerful suction—cannot drag or seal.
- GERM TRAP FILTER**—Thoroughly cleans and purifies the air.
- HANDY TOE SWITCH**—Motor responds to gentle touch of toe on switch—eliminates stooping.
- 13 ATTACHMENTS & STORAGE KIT**—New kit hangs or stands in closet.



UNIVERSAL

Universal Electrical Appliances distributed in Canada exclusively by Northern Electric Company, Ltd.
LANDERS, FRARY, & CLARK • NEW BRITAIN, CONN.

LEADERSHIP THAT BUILDS YOUR DEALERSHIP!

Don't Experiment in Merchandise

Be Careful of New Offerings. Standard Goods Made by Firms Well Established Are the Only Safe and Sure Investment for the Dealer Today

THERE has probably never been in any business a greater chaos than at present reigns in the radio field. Dealers can well wonder where to look, and what to expect next. The sudden mushroom growth of the radio industry has had no parallel in the history of the business world. Its progress has been a frenzy. Every one who has had a small amount of money to invest has turned with a glad shout to this booming young industry and connected up with it somewhere, expecting in a few months to make an everlasting fortune. It has seemed as if the public interest in radio knew no bounds, and as if its power of absorbing sets and parts would be limitless. With the manufacturing facilities of the leaders, and pioneers in the industry strained to the utmost to take care of even a small portion of the demand, the natural sequence has been the appearing in the market of much material from sources practically unknown, especially as the making of sets and parts seems easy, and it is difficult for any purchaser, be he dealer or customer, to know the value of such items from the mere outward appearance.

How to choose wisely—or if to choose at all—from this great mass of material—is the dealer's big problem today. Undoubtedly among the new firms entering the field there are many who are competent to make splendid goods, and will make them with a conscience and a purpose to build up a permanent following. It

is sadly true, however, that in the crowd of newcomers there are many who either don't know or don't care, and only want to make a quick sale and a get-away. It should be the business of those who have the future welfare of the business at heart to discover and cast out this crew. They and their merchandise form the greatest menace of the day to the radio industry. Radio is to some

There is a long list of concerns who have been making radio apparatus for a number of years. The field belongs to them, by right of their priority in it, their experience, and the quality of the goods they deliver. In all this wild rush they have sat tight and done their best to catch up with the demand without sacrificing quality.

extent still on trial. Sets that work badly or not at all furnish ammunition to the scoffers and ruin the sales to the best class of people—those who are willing to pay a good sum for an instrument they are sure will give them good results but who won't experiment.

The most satisfactory way to meet the problems is for the dealer to decide to handle only merchandise that

he finds to be standard. There is a long list of concerns who have been making radio apparatus for a number of years. The field belongs to them, by right of their priority in it, their experience, and the quality of the goods they deliver. In all this wild rush they have sat tight and done their best to catch up with the demand without sacrificing quality. They have had to disappoint many dealers in the past few months, but they have preferred to do that rather than disappoint through goods that were badly made and likely to harm the reputation of both manufacturer and dealer. In all probability many dealers who "filled in" with unknown goods are now finding reason to regret that they did so. A portion may have been lucky enough to connect with new concerns who were interested in making goods and a reputation rather than a quick profit.

In the present state of the market it seems that production facilities of the standard concerns are likely soon to be equal to the demand. It is therefore doubly good policy today for the dealer to decide to go slowly in making his connections—to investigate all offerings thoroughly, and to tie up with standard lines wherever possible, even if he has to wait a considerable time for deliveries.



←←←
L. D. Heater, at the time this snap appeared in the November, 1922 issue, had 18 years of continuous service in selling phonographs all over the West Coast. In 1915, he went into business for himself as a jobber of phonograph accessories in Portland, Oregon and is still in business today.



Because of his early inventions and later activities with the Operadio receiver, J. M. Stone earned the title "Father of Portable Radio" in the December, 1925 issue. Today—president of Operadio.



H. A. Brennan's then and now story starts in December, 1920, when he was reported representing the Victor Company in Brooklyn. 1946 finds him general manager of Associated Stores.



Jack Kapp was record sales supervisor for the Columbia Graphophone Company in Chicago when this picture appeared in the July, 1924 issue of The Talking Machine Journal. Mr. Kapp apparently decided to stick to records because he is currently the president of one of the biggest record companies in the country, Decca.

Picturing People

From our



This picture from June, 1923, shows Harry Acton holding "the clever little Brilliantone brush and needle container combination which is making such a success." Like most of the other men on this page, Mr. Acton remained in the same field through the years, for he heads his own H. W. Acton Company today.



According to our November, 1924 caption, F. Clifford Estey brought a wealth of experience to the Starr Equipment Company of Brooklyn where he was to direct sales. His sales experience is no doubt standing him in good stead at the advertising agency of Reincke-Meyer & Finn with which he is now affiliated.

In the Talking Machine Journal of August, 1925, the pictures below were printed with the following caption: "Members of the Radio Manufacturers Association met in Atlantic City early in July where they listened to the wild sea-waves and debated how to control the ether waves"



A FEATURE FROM OUR FILES



The Chicago Radio Laboratory, of which E. F. McDonald was president, had supplied an arctic exploration expedition with Zenith equipment in May of 1923. Now Mr. McDonald is president of Zenith Radio.



When this picture was snapped for the February, 1926 issue, C. T. McKelvey was manager of sales promotion work for Brunswick. Mr. McKelvey is at present associated with the Seeburg Company.

→→→
In the February, 1926 issue of the Journal, Hugh H. Eby was described as a Philadelphia radio manufacturer and treasurer of the International Radio Week Committee fund. Twenty years later, Mr. Eby is still in Philadelphia, but now he heads his own company, the Eby Company.



n the Industry

Files

→→→
Back in May, 1924, when Tom White's photograph appeared in the Journal, he was a member of the New York organization of the Magnavox Company. Mr. White has remained in the phonograph industry, but he's turned his attention to the manufacture of radio and phonograph speakers for he is the president of Jensen Manufacturing Company.



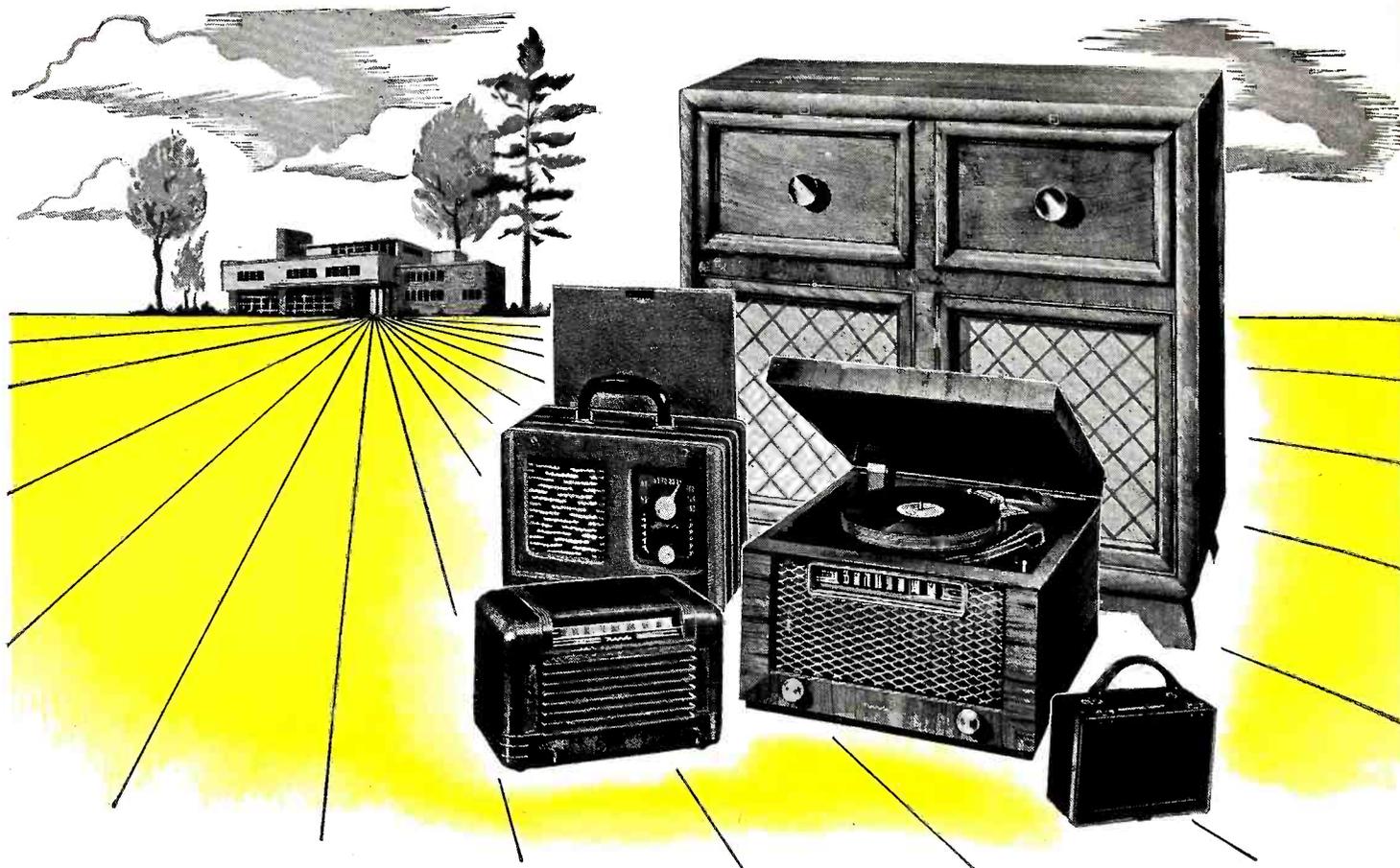
←←←
From assistant manager of the sales department of the Sonora Phonograph Company to advertising manager of the F.A.D. Andrea Company is the tale of F.V. Goodman, as glimpsed from a glance into the September, 1923 Talking Machine Journal and then skipping through 23 years to the November, 1946 Radio and Appliance Journal.

→→→
When Paul S. Ellison was advertising manager of Brunswick exactly twenty years ago, he was reported to have been putting on an intensive selling campaign for the company. Today he holds the same position at Sylvania Electric Company and conducts intensive campaigns to sell appliances for them.



of the future." This was the first meeting of the RMA. If any reader recognizes himself or a friend in these pictures, we will be very pleased to receive from him all the details concerning that person's present whereabouts and activities.





LISTENERS' CHOICE

for Beautiful Styling — Golden Voice Tone

Soon you'll have enough radios so that your customers can pick and choose. Then you'll notice the big swing to Motorola—for when your customers can get the Motorola they want, it's a sure bet they won't be satisfied with anything less.

People *prefer* Motorola because of styling that makes the Motorola "at home" in the finest homes and because of exclusive "Golden Voice" tone that just can't be equalled by *any other radio at any price!* It will pay you to feature the *finest*.



First Radio Shows Were Great Events

Ernest Vogel, Recalls

Ernest Vogel is Vice President in charge of sales for the Farnsworth Television and Radio Corporation.

I do not know whether I really rate as an "old timer" because I did not get into the radio business until 1929. That is 17 years ago and I could possibly qualify, but I seem a relative newcomer in comparison to Ed Nicholas and "Pete" Boucheron, who were both in the game from its very inception.

Before I joined RCA late in 1929 I was with the American Piano Company, which did a very substantial retail business in radio. I was handling the merchandise of pianos throughout their 13 stores and a great radio merchandiser named "Bob" Rose who had a similar assignment in radio. Old timers probably will recall Rose, who prior to that time was associated with Ralph Austrian in a team that represented a very important element in radio merchandising in those days.

My RCA experience started in the Woolworth building, although we were soon to transfer our activities to Camden. I recall that Verne Collamore, formerly of Atwater-Kent, joined the company at the same time. I stepped immediately into the thick of the tremendous activity that always marked preparations for the Trade Show—an event that had no equal in those days. It was held in Atlantic City in May of 1930, and probably was the last of the really big trade shows that were "top billing" in the radio industry up to that time. It was really some "doings" for the best part of a week with practically every manufacturer and distributor in the country present, plus thousands of dealers.

When the depression began to pinch hard in 1931, these trade show activities declined until they dropped off altogether. This particular trade show will of course be remembered by practically everybody in the industry.

The line we showed in Atlantic City, I recall, consisted of four models and two chassis. We had an open face model, the Radiola "80," which I recall listed at \$166 with tubes. A big feature on the step-up model "82" was tone control, then a new and outstanding feature, and a couple of doors on the cabinet which I remember rated an increase of \$20 in list. A third model was the "88" which was a phonograph combination manually operated and listed somewhere over the \$200 mark. There was only one other model, the number of which escapes me, but it was a 7-tube TRF circuit, then quickly passing out of preference due to the successful application of the screen grid tube into the superheterodyne circuit.

Lines in those days were simple indeed compared to the engineering we do today, with most manufacturers now designing 14 to 16 or more chassis to keep pace with the great ramifications of radio that have developed over the past 15 years. Automobile radio was just beginning; AC-DC sets were unknown; self-powered portables not dreamed of; in fact, so-called "mantels" were few and far between and a good 8-tube superheterodyne table model startled the industry at a list of \$69.50.

In 1930 automatic record changers were just coming into being. RCA took a lead in this development and the first changer, as I recall it, employed a hopper which limited the records to the 10-inch size. However, it created quite a sensation and we installed it in a magnificent phonograph with a hand-carved cabinet that carried a list of approximately \$1,000.

The Camden factory produced at that time all of the sets for the General Electric Company, Westing-

house and Graybar, in addition to the Radiolas and the Victor sets. It was a program that worked only because of the simplicity of the line. Think of the problems of such a manufacturing arrangement today, with our multitudinous varieties of radio chassis and types of cabinets!

Before I forget it, I want to mention the subject of television. In early 1930 it seemed to be just around the corner; the 120-line picture had been demonstrated and I think it was in '30 that picture interlacing was first successfully developed. This was a great step forward in eliminating picture flicker. The public at that time was tremendously intrigued with television and there was genuine concern on the part of manufacturers as to whether or not they would be able to sell high priced radios and phonographs in view of the anticipation for the new art. We were afraid people might delay buying a good instrument and wait for television. One of my first assignments with RCA in the presentation of the 1930 line was to prepare a series of questions and answers that the salesmen could use on prospects who brought up the subject.

In reviewing the events of some 16 or 17 years ago, there is a natural tendency to make these few comparisons with the industry as it operates today. By 1930 the industry had sold the public some 15 million sets, having produced in 1929 four and one-half million units, which was considered a terrific business. It was, as these sets had a list value of \$600,000,000. The question of saturation was disturbing manufacturers; how many years could we continue to build 4 to 5 million sets and not reach the point of saturation in sales? We worry less about saturation today; in fact, we worried less about this factor in 1941 and 1942 than we did ten years previously; after we had gone through ten years of fabulous production and sales as compared to the sales up to 1930. This we can attribute to the ingenuity of the industry in spreading the application of radio into practically every room in the home, into automobiles, into portable packages that could be carried away from the home, and primarily into lower cost units that really brought radio to the public.



Youngsters Popularized Early Radio

says Len Welling

Len Welling is now sales manager of Electromatic Manufacturing Corp. in New York. More than twenty years ago, he entered the infant radio industry as a battery distributor for Grigsby, Grunow & Hinds Co., of Chicago, the manufacturers of Majestic "B" current batteries and later Majestic radios. Having watched radio grow up he can throw a lot of light—and humor—on the early days in the industry.

Remember way back when every boy of 13 or 15 was the acknowledged authority on radio? When family heads debated long and seriously whether having a radio in the house would interfere too much with their lives . . . when the motion picture industry, sports, and many a newspaper waged war on the radio industry?

That was back in the early twenties, and I was just getting a start then in the spectacular industry that is radio today. But I don't exactly look back on those early years as the "good old days" either.

Take the kids. The industry was developed by those kids. The kids and the hams. They knew their stuff. Why darned near every one of 'em was an expert. When they weren't out building radios in some goat's nest they'd managed to fix up, they were wearing their families down with talk of neuterodynes, superheterodynes, tubes, and boasts of far-away stations which they had been able to get last night—or would when the new radio was finished. Building a radio took days or even weeks, for Sonny was often financially becalmed and thus had to take time out to earn money to buy the parts.

But the big point is, those kids educated their families. Through homemade radios people became interested in radio generally, and a market was built up for commercially produced radios.

By the time I started on my radio career in 1925, radio had made a big

advance—from the battery to the use of house power supply with an eliminator. And that's where I came in—as a distributor of the dry "B" battery eliminator manufactured by Grigsby, Grunow & Hinds Co. of Chicago.

If you, as a dealer, think you really have to sweat to sell today's radios and combinations at a hundred dollars or so, consider what your dad did. A price of \$500 was quite general. Tubes that sell for \$1 or \$2 today then cost \$10. The cabinets at least were handsome—right in step with the times, including big, overgrown affairs that were unmistakably inspired by their musical forerunners, the old time phonographs. The music?—well, tin pan is a fairly gentle description.

Grigsby Grunow made the first popular priced radio. Popular price, mind you, at \$167.50 for a five-tube model.

This company turned out real production for the late twenties, too—6,000 consoles a day. And they made everything about the instrument, from the tubes to the cabinet. Moreover, they threw tremendous advertising and promotion and publicity behind it.

All this merchandising and promotion was needed, too. For those were the days when motion picture magnates glared at the little newcomer, radio, with jealous eyes. Why, they argued, if people have a radio in their home, they won't go to the movies—certainly not as often! Likewise, when radio began to broadcast sports, the owners of the big teams figured that people wouldn't go to

see the Babe swat 'em—they'd just sit home and listen to the crack of the ball over their radios. And a lot of newspaper publishers were in the same boat as far as news broadcasts were concerned.

Of course, right down the line radio increased the interest. After hearing Susie Sweetie-pie over the radio, they wanted to see her on the screen. More people go to ball games now because their interest is aroused by the radio. And after hearing a brief summary of a news event over the air, they want to read all about it in their papers.

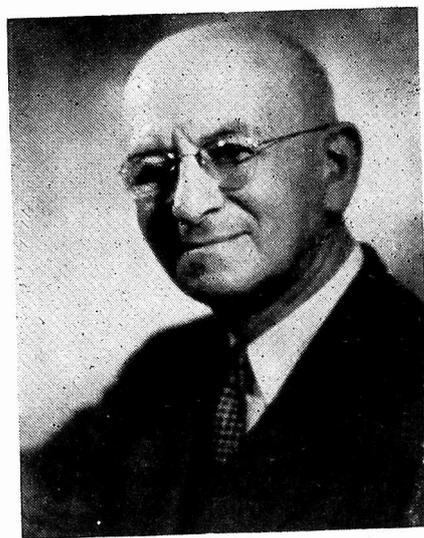
Having been in the game from the time the first of the old time phonograph shops ventured timorously into selling those new-fangled radios that might be actual competitors, I think there ought to be plenty of honest-to-goodness cooperation between the record people and the radio manufacturers. In fact radio has done a lot for music—it has made the average home, which doesn't count a trained musician among its members, music conscious. And they are mature men and women, not the youthful lovers of the record-of-the-week or-day crowd—people with enough money to permit good investments in record libraries.

I am not one to hand out forecasts with a heavy hand, but I can see history repeating itself again in the fear of television entertained in some quarters. There is nothing more to the fraidy-cat talk that television is going to hurt attendance at whatever is being telecast, than there was for those other fears of radio.

A Distributor Celebrates 40 Years Selling

by Ludwig Hommel

Ludwig Hommel, president and founder of the Pittsburgh firm that bears his name, is celebrating the fortieth anniversary of his company this month. The story of the growth and scope of the Ludwig Hommel Company shows the pattern of Ludwig Hommel's progressive business policies woven into the company's very existence and history.



Forty years as an electrical appliance distributor has enabled us to gain perspective on a field which has traveled a long road in that time. We, who have watched the development of appliances and lived through the attendant trials and tribulations know it's a far cry from the cats-whisker crystal sets to the modern radio-phonograph and from the attempt at mechanical refrigeration which produced a five cubic foot box selling for \$500 to the wonderfully efficient, trim refrigerator which today only costs one-third of that amount. I'm not sure that the consuming public fully realizes the tremendous changes we, in the field of distribution, have seen in the past forty years.

The story of the Ludwig Hommel Company, which this year celebrates its fortieth anniversary, goes back a great deal farther than the company's inception as a one-man organization headed and conducted by myself in Pittsburgh. It starts with my first job in America with the Standard Underground Cable Company and the Philadelphia Traction Company, when an education which included chemistry, physics and engineering proved its value.

After a stint with these two companies and a half year working on telephone exchange construction in Costa Rica, however, I decided to try and find my place in private business.

Late in 1906, I contacted a manufacturer of electric meters and took on the Sangamo Electric Meter as my first account. I think I called on

every engineer in every mill in the Pittsburgh area — and there were many. This gave me wonderful contacts that proved quite helpful in later years. However, Sangamo put out a superior meter and selling a good product I found out quickly, was most important. It was a lesson I never forgot. My dealing with Sangamo was, in reality, the start of Ludwig Hommel Co. as a distributor. Fortunately, it was a good start.

Our one-man organization has grown since these first days but we have never deviated from the policy of selling as a distributor through the dealer.

I believe that the distributor performs a true function, and one that is, in my way of thinking, indispensable. We bend every effort to help the dealer build his business.

From the distributor's level we offer a complete advertising service, store layout and display service, a course in selling methods, post-sale demonstration and education to consumer, and delivery and installation service for the dealer that needs this type help. These methods of dealer help, I think, are the most noteworthy changes in distributorship in the past several years.

In speaking of Norge, I can remember back in 1928 when Borg-Warner decided to buy out a competing gear manufacturing firm, the Detroit Gear and Machine Company, which was the parent company for Norge. Norge at that time was in mechanical refrigeration on a small scale and the Borg-Warner officials

were dubious about continuing the manufacture of refrigerators since they were primarily interested in the gear business. The board of directors of Borg-Warner called about a half dozen distributors to a meeting to discuss the advisability of continuing operation of the Norge plant—and it was the outcome of this meeting that gave Norge a new lease on life. Now, of course, Norge is one of the outstanding manufacturers of refrigerators, ranges and washers. I feel proud that I was one of those who encouraged them.

Distribution has come a long way since 1921 when radio was just peeking over the horizon. It was in that year that RCA was interested in a Pittsburgh distributor for their products. RCA at that time was mainly producing parts for their crystal sets and Aeriola Jr. radios. We were given the district franchise for RCA, but only after I agreed to place an order with them for the "overwhelming amount" of \$2,500. Even to think about a franchise such as that in these times, we would have to take that \$2,500 figure and tack on a couple of more zeros. Can you imagine a radio company having difficulty finding a distributor? Those were the days!

We, at Ludwig Hommel Company, feel that America has the brightest future in its history. Business ethics together with a keen sense of the responsibility of the dealer and manufacturer to the consuming public will bring about better products, which, in turn, will create greater comforts in living for a greater number of people.

AM-FM Console Combinations
 Television Consoles
 Television Table Models
 Table Model Phono-Radios
 Table Model Radios
 3-Way Portables
 Wire Recorders

Television Console Model TZB-906



The Spotlight is on Sonora for '47

with a COMPLETE LINE of "Clear as a Bell" tone radios

Displayed at the Television Broadcasters Association Exhibition, this SONORA Television Console model TZB-906 was the hit of the show! This model, plus three others already scheduled for volume production, will help establish SONORA as a top name in television!

The SONORA line for '47 is a *complete line*—answering every call for superlative tone... superior

styling. No matter what models your customers look for—from big FM console combinations to portables—there'll be a SONORA model for every need. For eye-appeal, it's SONORA'S distinctive shaped-wood and plastic cabinets. And that famous "Clear As A Bell" Tone makes the final choice SONORA!

Watch for SONORA'S *complete line* for '47... and watch the *increased* consumer preference for SONORA!

Sonora 
Clear as a Bell

HOME ENTERTAINMENT AT ITS BEST
 SONORA RADIO & TELEVISION CORP.
 325 North Hoyne Avenue Chicago 12, Illinois

RADIOS • FM • TELEVISION SETS • RECORDS • PHONOGRAPHS • RECORDERS

I'm Killing Myself Laughing!

Says Tom Mason*

Early in January, 1942, I decided that my talents in operating and working in warehouses since 1925 would be valuable to the Quartermaster Corps of the United States Army. Consequently, in my ignorance, I went to Washington and applied for the position of 2nd lieutenant. I was interviewed by a Mr. Putter, special assistant to the Secretary of War, (name fictitious, facts true). The interview ended abruptly when Mr. Putter pounded his \$100 fist on a \$500 desk and shouted at me, "You're just a salesman, God damn it, that's all you are, is a salesman!" He continued, "This isn't the way you get in the Army. The way you get in the Army is to go down to a recruiting station and enlist." I mentioned that he looked about two years younger than me, and certainly wasn't doing the war effort any good where he was, and suggested that he get his hat and we'd both go. That really ended the interview. At that, the louse had something, so when I got home I followed his suggestion and enlisted. When asked my preference of branch, I requested the Infantry, so they put me in the Quartermaster Corps. Then I was sent to OCS to become a Quartermaster Officer, and while there I got the reply to the written application I had left with Mr. Putter, in which the War Department affirmed in writing that I had none of the qualifications for a Quartermaster Officer and would I please consider the subject closed. When I graduated from OCS, a full-fledged Quartermaster Officer, I was immediately designated a Chemical Warfare instructor, and spent the rest of the war selling soldiers something they didn't want to buy—how to keep from getting killed by gas. Any interest aroused in the classes was the result of selling. I sold "Defense Against Chem-



ical Attack." Which brings me to my subject, which is:

THE HIGH STANDARD OF LIVING OF THE CITIZENS OF THE UNITED STATES.

Which is a lot of hooey. Which brings me to the reasons why

I'm Killing Myself Laughing

Today I'm selling ICE BOXES THAT USE ICE, because there aren't enough electric refrigerators. People, of course, want electric refrigerators. They are a necessity. They didn't think so in 1927, 28, 29, 30, 31, 32, 33, 34, 35, 36, or 37. The only reason they think so NOW is because of the heartbreak of a lot of starving salesmen, who, in the above mentioned years, with free home trials, cooking schools, ice-box trade-ins, no-money-down, meter-plan, refrigerator and food shows, door-to-door canvas, and every hard way you can think of to make a living, choked a better means of keeping food down the God-damned pub-

lic's unwilling throat. Two-thirds of the salesmanship developed in the last twenty years was invented by vacuum cleaner salesmen who forced clean rugs on millions of women who would have been content to have 'em dirty. We got a radio in every room by taking them out house-to-house at our expense, and putting them in every room on trial, AND for \$9.95 retail, while the same dame laid out \$10 for a permanent on a batch of hair that still looked like a mop when finished. Did Mrs. Housewife beat down the doors of the stores for an automatic home laundry? She did like hell. We had to pay her 15c (payable to her church group) to come in and WITNESS A DEMONSTRATION, and IF we were persuasive enough, we could sell it to her for NO MONEY DOWN, and the price of her laundry per week for payments. If she heated her home with a stove could we sell her an oil heater? Oh, my God NO. It cost too much, it was dangerous, it had an odor, it was expensive to operate, and what was worse, it was BETTER, EASIER TO USE, CLEANER, AND KEPT TOIL FROM MAKING HER A HAG BEFORE HER TIME. So, we had to GIVE HER A BLANKET to persuade her to let us help her keep from breaking her back. I could go on and on and on. Why

I'm Killing Myself Laughing

is because today we have a new crop of dealers and a new crop (excuse me) of salesmen. These dealers and salesmen want unlimited quantities of—you guessed it—

1. ELECTRIC REFRIGERATORS
2. AUTOMATIC LAUNDRIES
3. ELECTRIC CLOCKS
4. GAS RANGES
5. OIL HEATERS
6. PHONOGRAPHS

The line forms to the left, public. I have listed the items in what might be the order of their disappearance

(Continued on page 67)

* Tom Mason recently joined Ohio Appliances, Inc., as manager in charge of their Cincinnati branch. He had been in the distributing business for a number of years before going into the army.

Dedicated to the basic concept of "Better STYLE, TONE, PERFORMANCE and VALUE"—achieving year in and year out growth for more than a quarter of a century—Emerson Radio has become a byword in American life, with more than seven million satisfied owners testifying to its integrity of product and service.

The New 1947
Emerson
Radio

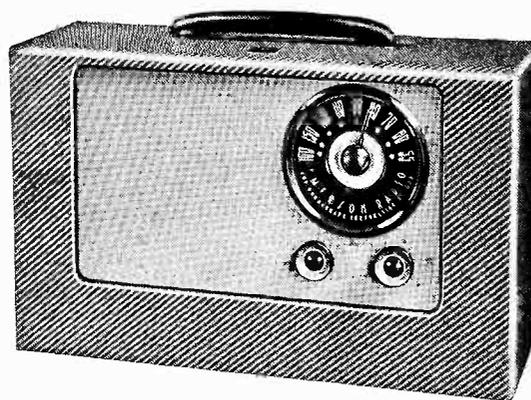


Today in several huge plants—with superlative research, design, engineering and manufacturing facilities — vast production programs are being carried into effect. Through acquisition of component companies Emerson Radio has become one of the most complete, self-contained institutions in the industry.

Illustrating but a Few of the New 1947 Models



Emerson Radio Model 512. AC-DC. Built-in super loop. New oval type dynamic speaker with Alnico 5 permanent magnet. Automatic volume and tone control. Noise reducing amplifier. Walnut cabinet with perforated grille panel. **\$37⁷⁵**



Emerson 3-Way Portable Model 523. AC-DC and battery operation with automatic power shift and automatic volume control. Exceptional range and "Miracle Tone" through new Alnico 5 permanent magnet dynamic speaker. Luggage type cabinet. **\$47²⁰**
Less batteries

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

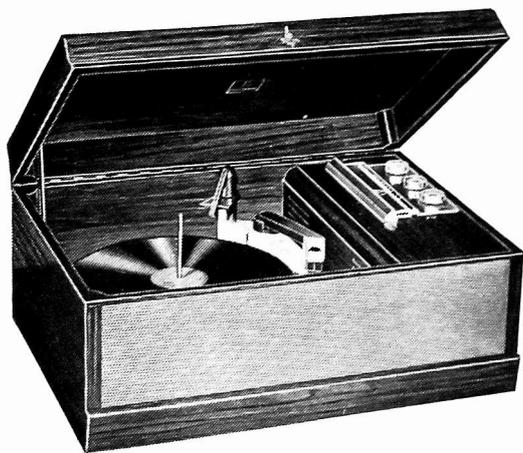
Whatever other lines they may carry, experienced radio merchants all over America and foreign countries have come to realize that the inclusion of Emerson Radio is a practical business necessity—an ever dependable source of profit—as “staple” in their stores as coffee and sugar are to the grocer.

Better STYLE, TONE, PERFORMANCE, VALUE



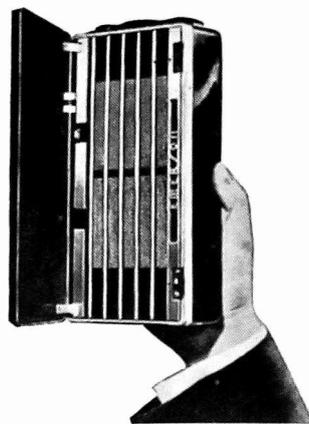
With models for every purpose and every purse—with more “demand” merchandise to exhibit with less inventory investment—and with resourceful national, local and point-of-sale advertising in behalf of all dealers alike, Emerson Radio and all its distributors and dealers confidently face the challenges and opportunities of 1947.

List Prices start at \$21.60



Emerson Phonoradio Model 506. Radio and phonograph with automatic record changer for continuous playing of 10-in. and 12-in. records. “Miracle Tone” achieved by new circuit and speaker developments. Handsome rare wood cabinetry.

\$123²⁰



Emerson Pocket Radio Model 508. Highly powered—no outside wires or antenna. Light weight—fits easily in pocket. Tenite case with metal trim. Leather carrying handle—a wonder of reception and tone. A remarkable utility set. *Complete in ivory*

\$32⁵⁵

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

Indoor Sports

Copyright, 1917, International News Service—Registered U. S. Patent Office—

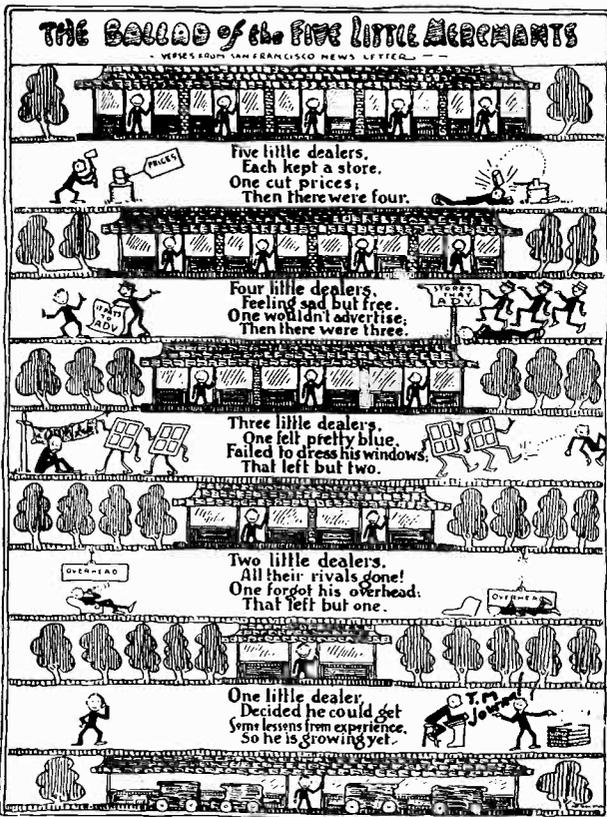
By Tad Indoor Sports

Copyright, 1917, International News Service—Registered U. S. Patent Office—

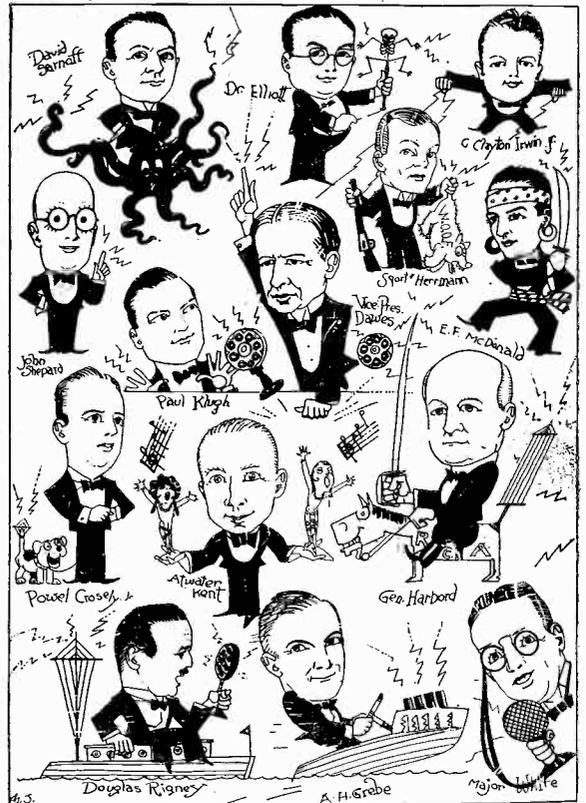
By Tad



CARTOONS FROM OUR OLD FILES



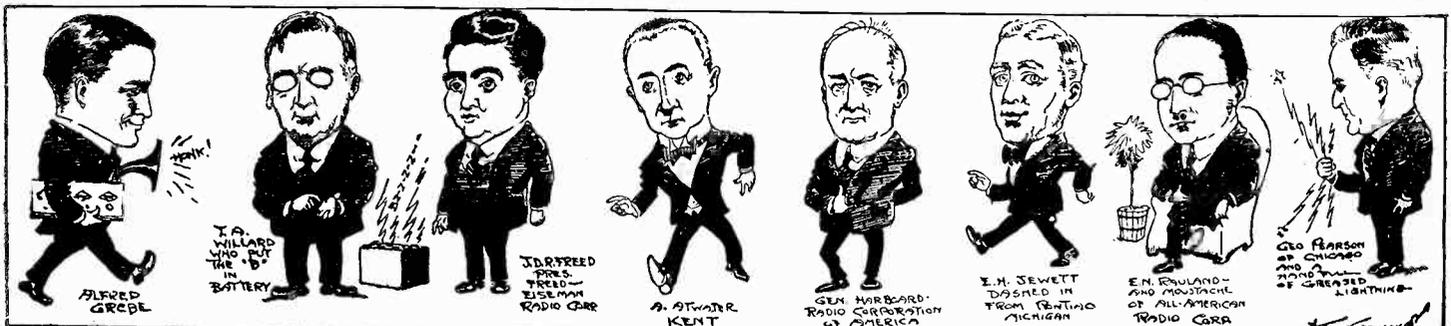
The cartoons on this page were taken from various early issues of the Talking Machine Journal. The two at the top, taken from the issues of March 1917 and December 1917, are reprinted only as humorous anecdotes. The cartoon on the left contains a bit of sound advice for today's dealers as well as their predecessors who first read the Journal. The drawings on the right, and at the bottom of the page were the artists' conception of the radio industry's leaders at the first two national radio shows. The caricatures at the bottom of the page were drawn during the Radio World's Fair in October 1925 and the ones on the right were featured at the same show in 1926.



One of the features of the show was the daily paper published by A. H. Grebe & Co., Inc., with this kind of entertainment.

Tuning In on the Radio Shows

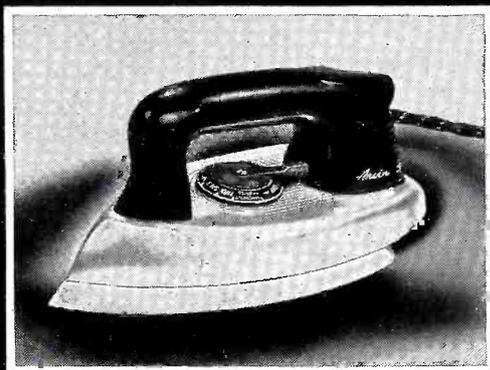
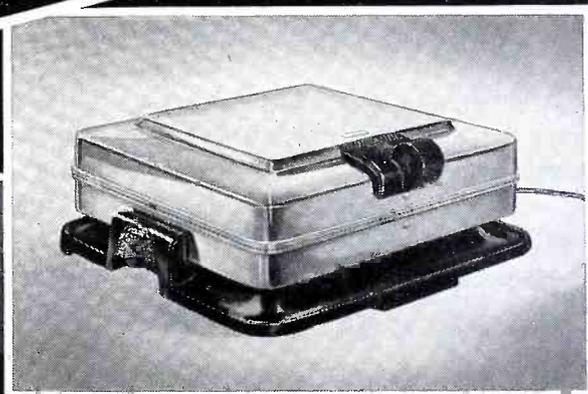
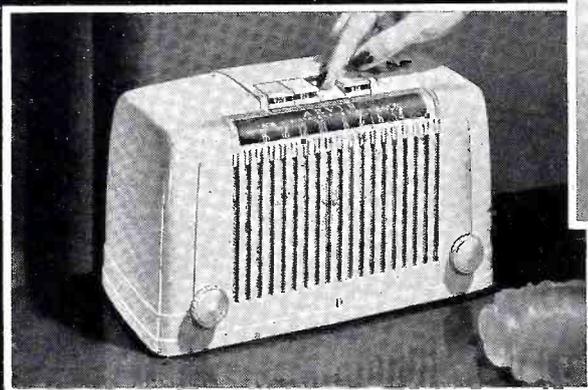
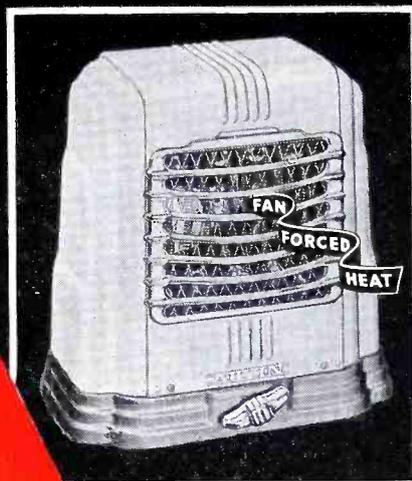
With Hal Coffman



ARVIN

Family Products

EVERYWHERE - IN EVERY HOME

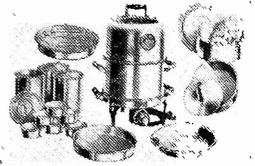
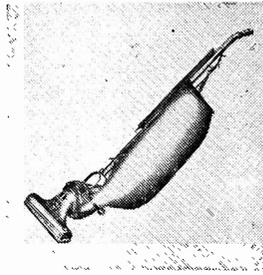
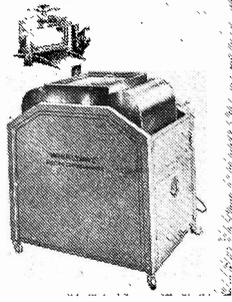
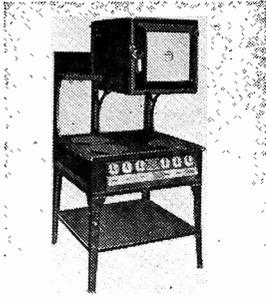


● Never in all our 26 years of manufacturing Arvin Products have we produced such volume in so short a time. But never have we known such consumer demand for Arvin radios, appliances and home equipment. Arvin dealers may be sure that the tremendous output of our eleven plants will catch up with orders before long. In the meantime—*we're doing our best!*



... the name on many fine products from

NOBLITT - SPARKS INDUSTRIES, INC., Columbus, Indiana



Electric Appliances

Have Come A Long Way Since 1912

Landers Frary and Clark has been making home appliances since Civil War days. Their Universal line grew out of many pre-electrical appliance experiments.

Perhaps the most interesting fact about Landers, Frary & Clark is that it is the oldest manufacturing company in the world making electrical appliances. The history of this company parallels the history of the development of electrical appliances—the story of one is the story of the other.

In the early 1900's, LF&C developed the coffee urn and a whole assortment of table cooking items which could be heated with alcohol. This was a major step toward the eventual use of electricity, for even while designers were working on alcohol heated appliances, electrical units for such products were being developed. In 1908 the first electrical socket for a percolator was patented by the company.

One of the most radical steps in the history of the company was taken in 1912 when, with the general reduction of electric rates throughout the country, it began the manufacture of electrical household appliances. The first line designed and constructed from the beginning solely for electrical operation.

The popularity of the first Universal (LF&C trademark) electric coffee percolators gave impetus to the continued development of electric appliances in other lines. As time went on LF&C developed an electric iron, toaster, waffle iron, heating pad

and throughout the following twenty years it has continued to add new appliances to its home appliance line.

The first Universal ranges produced in New Britain, Connecticut, by LF&C were made with the oven over-hanging the cooking top. Another early experiment consisted of a range rigged up like a wooden table. The oven was mounted below and above and one could plug in various cooking utensils each of which was independently heated.

An original type of thermostatic control for the oven was developed by the company which even today is used on many ranges in this country.

About 1919 LF&C developed an electric roaster-oven, the E900. Originally the E900 was a unit from the first electric range, a plain solid iron unit with heat connections that whetted the imagination of those who worked on it. By building a protecting piece of metal around the unit it became a hot plate. When it was finally completed it consisted of fifteen separate parts which could be used for frying, boiling, baking, broiling, stewing, and in fact did everything the larger ranges did. The E900 was the grandfather of the electric ovens.

In addition to the E900, LF&C developed a roaster-cooker, which was originally an insulated food and liquid jug. It was made of an earthen-

ware container, insulated with cork, and would keep food and liquid hot or cold. Aluminum was substituted for the earthen container, and electrical connection wound around the sides of the jug with an asbestos coating for safe protection, and an electrical connection added—result, an electric roaster oven.

Following the range and roaster line came the vacuum cleaners in 1920. At that time there were three types of machines . . . the friction driven brush, the motor driven brush, and the straight suction type of machine. The first model produced had a friction driven brush. Since at that time thin rugs were the rage, it was found that modified straight suction did not get the surface dirt, so the firm developed a nozzle with a finger on it which broke the vacuum seal and permitted the in-rush of air to pick up the surface dirt.

The early model vacuum cleaners did a job on the surfaces on which they came in contact, but floor coverings changed and a beating action was needed on deep nap rugs which were becoming popular. So the motor driven brush cleaner was developed in 1928. By 1938 the public was sold on the idea of a home cleaning system as well as a rug and floor cleaner. As a result Universal brought out a tank cleaner. This

(Continued on page 46)

Early Radio Buyers Demanded Service

by W. P. Lear

Mr. Lear has been selling radios as long as there have been radios to sell. At present he is president of Lear, Inc.



There are many things in radio today which we simply take for granted but which posed terrific problems at one time. For instance, one of the biggest problems we used to have in selling a radio set was convincing the buyer that after he bought his radio set they wouldn't stop broadcasting and leave him saddled with a perfectly useless piece of equipment. Although this seems perfectly ridiculous in the light of what has happened, it nevertheless presented a real problem in salesmanship then—because there really wasn't any guarantee that broadcasts would continue. Today, all we have to do is sell the radio set itself, not the broadcasting stations, too.

I also remember the time when a package radio was something one never heard of, because a radio was sold only after it had previously been tried out in somebody's home—there was no such thing as putting the plug in the electric light socket to begin receiving entertainment programs. As a matter of fact, one of the principle difficulties in the industry was the fact that when you sold a man a radio set you practically married him. Every time a night came along when radio reception was bad, you could be sure that the next day the people to whom you had sold sets would call you and say their radio set was out of order and for you to drop by and fix it. I finally got to the point that whenever a bad night came along I would call all my customers who had bought radio sets and tell them that that was the night they should play bridge and keep their sets turned off because of bad conditions. This eliminated a lot of alibis the next day.

As I said before, a package radio set was just completely out of the

question, because one of the things you had to do was put up the antenna—and it had to be a good one, too. In the more than 5,000 hours of flying that I have done since 1924, I haven't endangered my life or limbs half as much as I did putting up antennas for "wireless" receiver sets. Then, too, there was the little matter of batteries—storage and "B" batteries—that had to be carried around and installed, and also the storage battery charging equipment. On top of this, the lightning arrester had to be put in. It used to be our hard luck to constantly burn out four or five \$9.00 tubes, which always made the business of selling and demonstrating radio sets a precarious one from a profit standpoint.

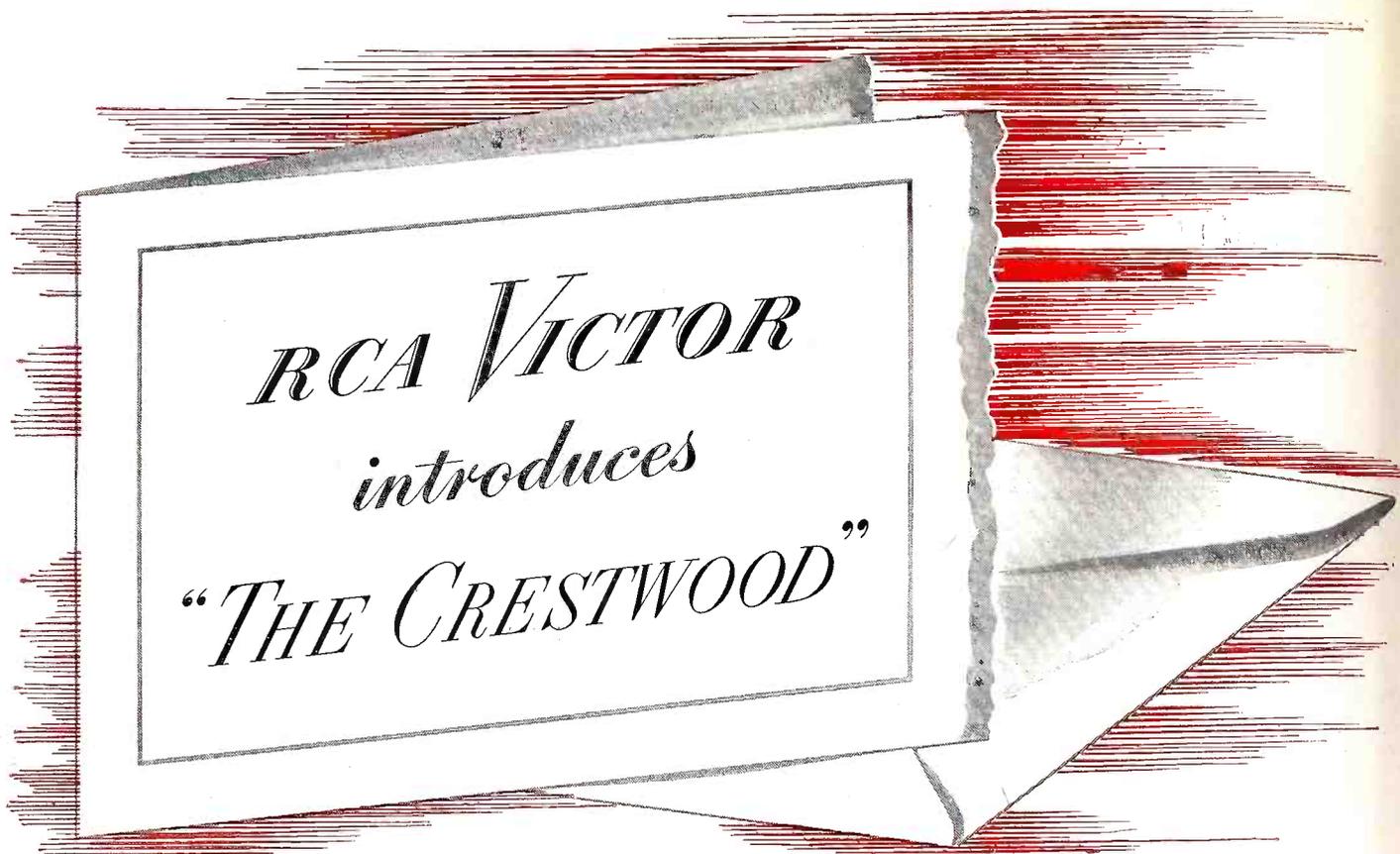
This used to happen time and again when I was in business in Quincy, Illinois. A family would move down from Chicago where there were lots of local radio stations to listen to and would invariably bring their radio set with them. It would usually be a perfectly "lousy" piece of equipment, which would work satisfactorily when you had stations within 15 miles, but was definitely not suited for reception of 1000 watt stations at 250 miles. The failure of the radio sets to perform when the family moved to town was never ascribed to the fact that the stations they had been used to hearing were 250 miles away. When we would be called to do a little service work to fix up something that might have happened to the receiver in shipment, we had to explain the inadequacies of the receiver to operate under the new conditions. We invariably were met with a haughty, but nevertheless sincere, attitude of scepticism, and to say the least, lack of confidence in our ability to repair radios, because

to them their radio set had always performed satisfactorily and they felt that if we hadn't been such numbskulls their radio would still work as good as ever.

Then we went through the stage of static eliminators. There were always one or two people in town who had static eliminators. I will never forget the one guy who professed to have the complete answer to the static problem, because "Hadn't everyone noticed that reception was much better in the Winter time than during the Summer time and that it was perfectly obvious that the antenna should be run through the refrigerator and then Summer or Winter you could have good reception." There was only one thing wrong with this idea, it wouldn't work and it was useless to tell these would-be-inventors why.

Radio in those days did have its good points—when on a good, crisp Winter night you could sit around the fire—drinking elderberry wine and listening to the "Merry Old Chief" from Kansas City or the Detroit Symphony from WWJ, or hear the drawl of the announcer at WJB who always thrilled you with his "WJB Atlanta, Georgia, The Atlanta Journal, Voice of the South"—and then if you wanted to stay up until 10 or 11 o'clock, the thrill of the night was when you heard, "This is the Earl C. Anthony Station, KFI—Los Angeles, California," and the next morning you rushed downtown to tell your friends that you got KFI loud and clear, only to find out to your dismay that so had they. But life has always been like that.

As a result of 25 years in the radio business at last we have a static eliminator—and honest, it really works.



RCA VICTOR
introduces
"THE CRESTWOOD"



"Golden Throat"

The amazing three-way acoustical system developed by RCA Victor gives radio and phonograph listening a new thrill. This exact co-ordination of electronic amplification, speaker, and cabinet reaches its most glorious tone in the 612V3.

RCA VICTOR FM

RCA Victor FM (Frequency Modulation) assures a true reproduction of the artist's performance against a background free of static. For areas not serviced by FM broadcasts, this three-band console provides top-flight performance on both Standard Broadcast and International Short-Wave Bands.

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

Life, November 18—Collier's and The Saturday Evening Post, November 23 issues—introduce to over 22 million readers the Victrola* they've been waiting for . . . the superb new RCA Victor



All-In-One Control Unit

Compact, precision-built, the complete radio chassis and record changer glides in and out at a touch . . . facilitates tuning and reduces to a minimum the amount of effort required to provide stellar performance on either radio or phonograph.

Partial list of the outstanding features of "THE CRESTWOOD"

- Golden Throat acoustical system.
- All-in-one control unit contains both radio and record changer.
- "Silent Sapphire" permanent point pick-up.
- RCA Victor FM.
- Plays twelve 10" or ten 12" records automatically.
- Generous record storage space.
- 8 automatic push buttons for instantaneous tuning.

"Crestwood" (or 612V3). Here's a postwar radio-phonograph in which the genius of RCA electrical engineering and Victor reproduction techniques achieve peak performance.



"Silent Sapphire"

Amazing fidelity and tone quality are assured with the new "Silent Sapphire" permanent point pick-up. Needle chatter and needle change are eliminated . . . reduced wear prolongs record life—even scraping the tone arm across the record does no damage.

- Built-in antennas for FM, Standard Broadcast, and Short-Wave reception.
- 11 RCA Preferred Type tubes (plus one rectifier tube).
- Miniature tubes assure maximum performance especially at high frequencies used for FM.
- Two tone controls provide continuously variable high and low frequencies.
- 12-inch electro-dynamic speaker.
- 9:1 ratio Vernier tuning.



ONLY RCA VICTOR MAKES THE VICTROLA

Advertised in

LIFE -Nov. 18

Collier's -Nov. 23

THE SATURDAY EVENING
POST -Nov. 23



The CRESTWOOD... crowning achievement of RCA's experience in electronic research, and Victor's experience in music. An RCA Victor masterpiece.



FINEST TONE SYSTEM IN RCA VICTOR HISTORY... This symbolizes the "Golden Throat," RCA Victor's exclusive 3-way Acoustical System. This thrilling development is explained technically in a booklet attached to RCA Victor instruments.

In this superb Victrola*

the "Golden Throat" reaches new perfection

—with new RCA Victor FM radio reception
—with exclusive new "Silent Sapphire" pickup

You've never seen a radio-phonograph like this! Born in the great RCA Laboratories at Princeton, it's a superb postwar instrument you'll be proud indeed to own!

It introduces the all-in-one control unit—shown rolled out, above. Here—compact, precision-built—is your complete radio chassis and your automatic record-changer! It glides in and out at a touch, a masterpiece of beauty and convenience. No lid to lift!

FOR RADIO RECEPTION (in addition to short-wave and standard bands) you have RCA Victor FM—Frequency Modulation at its finest. Two separate tone controls. Push-button tuning. And above all you get the full beauty of the famous RCA Victor "Golden Throat."

FOR RECORD PLAYING there's the exclusive "Silent Sapphire"—a permanent pickup which adds years to the life of your records. Even scraping the tone arm accidentally across the record does no damage. 4 roomy record compartments. Record-changer plays up to twelve records automatically.

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



When playing—either records or radio—your set can be closed, like this.

THE "SILENT SAPPHIRE" PICKUP

Exclusive with RCA Victor, the "Silent Sapphire" is a precious jewel-point pickup. It "floats" in the grooves of your records, sends music electrically to the "Golden Throat." No needles to change, no "hiss," no annoying needle chatter... You will find your records last longer.

RCA VICTOR

RADIO CORPORATION OF AMERICA



DEALER ADVERTISING

MORE AND MORE ITS GIMBELS for New Products to Lighten Life's Tasks

LA SALLE Gas Range
123.50

The La Salle gas range features a built-in broiler, a large oven, and a warming rack. It is designed for efficiency and ease of use.

ROYAL VACUUM CLEANER
59.25

The Royal vacuum cleaner is a powerful and efficient model for home use. It features a large dust container and a long, flexible hose for easy maneuvering.

Coronet Gas Fired Heater
211.97

The Coronet gas fired heater provides warm, clean air for your home. It is a safe and reliable model with a built-in thermostat.

PORTABLE RADIO
33.70

This portable radio is perfect for travel. It features a built-in speaker and a carrying case for easy transport.

IRON FIREMAN STOKER

The Iron Fireman stoker is designed for safe and efficient use. It features a long handle and a sturdy construction for durability.

TRAV-LER RECORD PLAYER

The Trav-Ler record player is a portable and convenient model for vacationers. It features a built-in speaker and a carrying case.

MAAS BROTHERS OF FLORIDA
OUR 40TH YEAR
TAMPA

"COVER-UP-TIME"
is wool blanket time at Pogues's

Pogues's wool blankets are soft, warm, and durable. They are perfect for keeping you cozy during the winter months.

The Tampa store which used the above ad has made use of a well-balanced layout to push the sales of one record player, a portable which may appeal to vacationers in his area particularly. Don't forget that the use of only one item does not preclude other sales.

←←PITTSBURGH CINCINNATI→→

A heavy advertising campaign which many times is out-of-reach for the appliance dealer is a serious part of the competition he is running into as more and more of the large department stores are entering the appliance field. On the left a Pittsburgh department store devoted a full page to pushing their appliance sales. In the 6 column ad on the right a Cincinnati store used the store signature to tie their three separate department ads into a readable whole. In each of these ads, each featured item would make an interesting and appealing display by itself.

Kureka complete Home Cleaning System with the Master Model Upright

The Kureka cleaning system is a complete solution for home cleaning. It includes a vacuum cleaner, a mop, and other accessories.

MUSIC

Various music records and albums are available for purchase.

The MAY Company
Telechron
Electric Clocks

The Telechron electric clock is a reliable and accurate timepiece. It features a built-in alarm and a simple design.

YOU'VE WAITED SO LONG... NOW THEY ARE HERE AT KAYS
RCA VICTOR and EMERSON RADIOS

EMERSON
\$37.85

RCA Victor
\$34.95

RCA Victor
\$26.95

USE YOUR CREDIT
KAYS
10 YEARS OF SERVICE
100% SATISFACTION
GUARANTEED

It's O.K. to Own Kay!

Pride in Her Cooking
Pride in Her GAS RANGE

The gas range is a must-have for any kitchen. It features a built-in oven and a cooktop with four burners.

PUBLIC SERVICE

←←NEWARK

In many cities public utility companies feature appliances in their advertising, as in the Newark public service ad on the left. It would be well for local dealers to plan their own appliance advertising to coincide with such features. Many utility companies will welcome tie-in advertising and store displays.

TAMPA →→→

This Tampa, Fla., chain store uses the two separate ads on the right to feature first records and then radios and combinations.

All-White Table Radios

The all-white table radio is a stylish and functional model for your living room. It features a built-in speaker and a simple design.

←←CLEVELAND

The two column, page-long ad on the left makes good use of contrast in illustrations. Instead of brand selling, the Cleveland dealer has lumped together a style grouping to attract customers.

←←

In the ad on the left, the use of an unusual border and signature tie together the sales appeal of the nationally advertised models shown in the illustrations and the dealer's own credit offer.

Editor's Note: In bringing you this monthly feature, your Editors have scanned hundreds of newspapers from all parts of the country in an attempt to bring you a clear picture of what different dealers are doing to advertise their products. If you examine these ads you may find features which will be useful in your own advertising or they may suggest other promotion ideas which you may use successfully.

Latest RECORD RELEASES

Various record releases are listed with their respective artists and labels.

Telephone TABLE MODEL RADIOS

The telephone table model radio is a convenient and stylish model for your home. It features a built-in speaker and a simple design.

ASSOCIATED

MERCURY



Presents
The Living Symbol
OF A
Great Name in Music

THE MERCURY MAN The "Living Trademark"

Just a little fellow 3 feet 7 inches tall—
but what a personality!

NOW TOURING THE COUNTRY

Arrange for his appearance with your
nearest Mercury distributor.



Remember these great artists who record
exclusively for

MERCURY

TONY MARTIN • FRANCES LANGFORD.
BUDDY RICH • TINY HILL
CONNIE HAINES • ROSE MARIE
TITO GUIZAR • VINCENT LOPEZ
KEN CURTIS • REX ALLEN
CHUCK FOSTER • BILL SAMUELS
EDDIE VINSON • JACK FINA
FRANKIE LAINE • ANITA ELLIS

ON ALBUMS

JACK CARSON • JOHN GARFIELD
FRANK PARKER • JOSE HELIS
TWO TON BAKER • IRENE WICKER
EDMOND O'BRIEN • RALPH EDWARDS

Electrical Appliances

(Continued from page 40)

was in 1939 and it is considered an LF&C milestone.

The motor, the heart of the vacuum cleaner has had much attention at Universal. Experimenting has gone on toward the dynamic balancing of motors. It is impossible to balance high speed motors correctly when they are not revolving. By rotating them at high speed and making corrections at this time, a smoothness of operations has been achieved that would have been considered impossible a few years ago.

Another simplification of the motor was the introduction of beryllium copper in the brush springs. This simple change eliminates shunts in the motor and has been responsible for increasing running time up to 500 hours or better without trouble. A dozen years ago motor windings were impregnated by dipping. Today a vacuum is used to draw the sealing fluid into the windings, a simple device which increased the motor's life 300 per cent.

Before the war the average speed of Universal motors did not run over 12,000 revolutions per minute. In 1920 fixed speeds were between 6,000 and 7,000 rpm. Postwar possibilities are expected to be as high as 18,000 rpm, all of which increases the efficiency of the cleaner without adding anything to its weight.

Universal's first washing machine was a box-like affair, similar in shape to the appearance of the automatic washer today. It contained a reversing wooden cylinder tub which washed by dipping first one way and then the other.

The first washing machine had a wringer mounted on the tub with two hard rubber rolls. This machine came out in 1920 and was followed by another similar in construction, but with a metal cylinder replacing the wooden one.

When these first models went on the market, the manufacturers felt that after long years of experiment and research they had helped Mrs. America solve her laundry problems, but it was not long before many letters complaining that the Universal

washers did not "wash" clothes poured into the company.

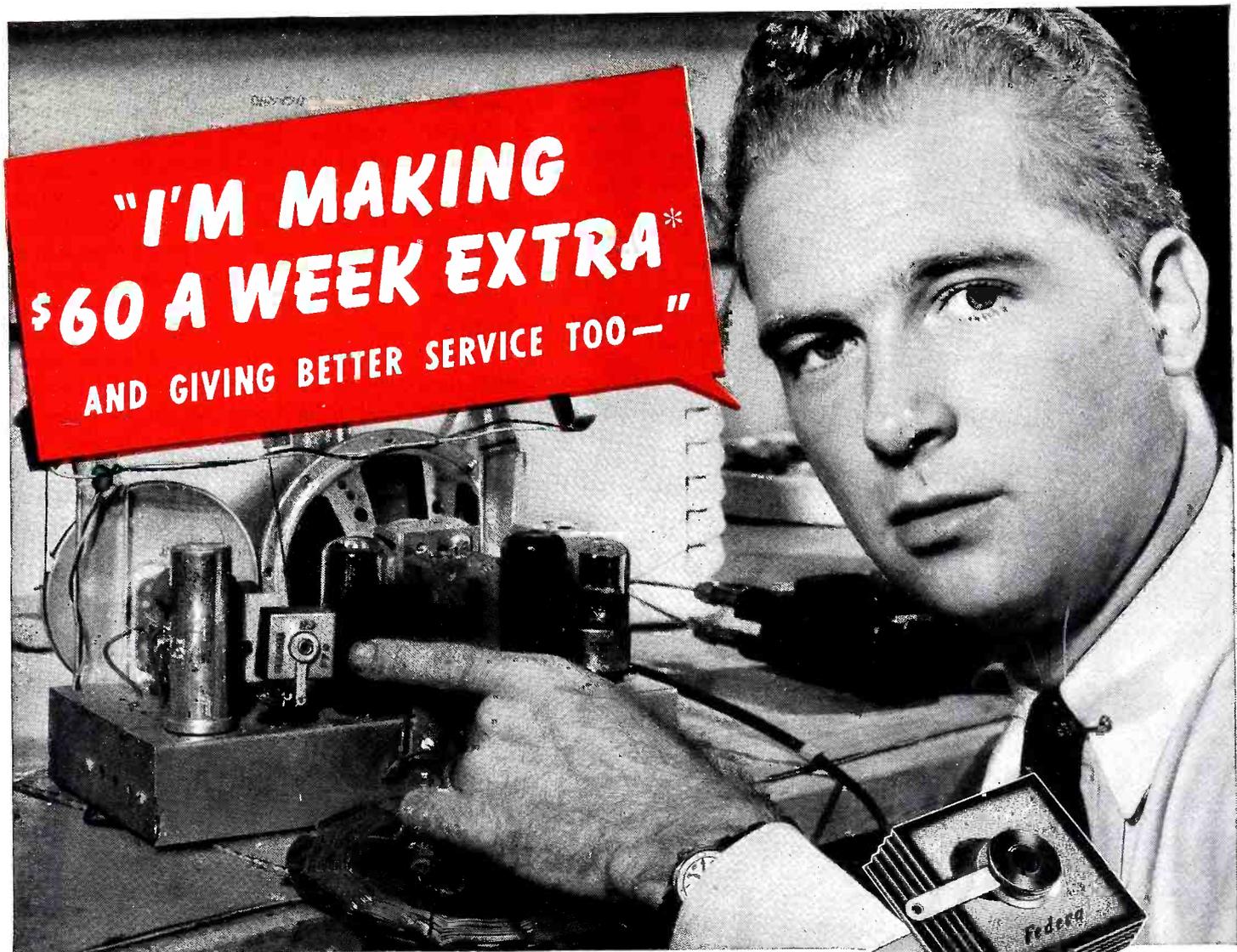
Laboratory tests at LF&C had proved the washers could "wash", and yet these letters continued to come in. New machines were tested and retested, and finally a representative was sent into a customer's home to personally see what was wrong. Figuring that the only way to reach the foot of the trouble was to do the "family" wash, the representative went about the task. First he filled the tub with water while the anxious housewife stood by watching each movement, then he added the soap.

"Oh, my goodness," cried the housewife, "are you supposed to use soap, too?" The problem was solved immediately, for on further study it was found that the letters of complaint were written by housewives who unanimously had neglected to use soap.

Following the cylinder type of washer, LF&C came out with a model featuring an oscillating tub. In this model one fin provided the water action necessary to wash the clothes. This washer was shaped like the agitator machine of today. Although the principle of the water action was correct, the oscillating type machine was apt to "walk" across the floor. One of the Home Laundry equipment division employees, describing the machine, said, "When the missus washed with that tub she started in the kitchen and by the time she was through with her laundry the tub had "waltzed" right out to the clothes line," which may have been exaggerating the truth a bit.

The oscillating type machine was short-lived, and shortly afterwards Universal's first agitator machine with a Lovell wringer was introduced. Simultaneously Universal came out with a two tub machine, one tub for washing the clothes, the other for extracting the water by centrifugal force, rather than by the use of a wringer. Due to the success of the agitator type machine the company has continued to make this model, improving its mechanism, design, and operation.

Through the twenties and thirties, Landers, Frary & Clark added new lines, heating pads, food mixers, refrigerators, fans, electric heaters, ironers, and water heaters.



Type 403D2625

by Installing Federal's Miniature Selenium Rectifier—in AC-DC home radio receivers to replace rectifier tubes

HERE'S A REAL OPPORTUNITY for the progressive service man — a chance to make extra money and do a better job. For Federal's new, miniature Selenium Rectifier is more than just a substitute for a tube. It's the modern way to give old sets new performance —gives them instant starting without warmup, makes them run cooler, last longer—replaces 29 different rectifier tube types.

Only 1¼ x 1½ x 5/8 inches, it fits anywhere, with just a few simple soldered connections and minimum circuit changes. Once installed, it's in for the life of the set. It withstands overloads from defective electrolytic condensers, and is practically unbreakable.

This miniature Selenium Rectifier gives the same performance that has made Federal "Center-Contact" Selenium Rectifiers the standard of the industry.

*** HERE'S HOW YOU CAN DO THE SAME**

By installing Federal's Miniature Rectifier in place of a tube, you earn from \$1 to \$2 extra per set serviced. Ten sets a day gives you \$60 a week (or more) added profit.

Replaces these 29 different rectifier tubes:

5T4	5Y3	6Y5	25Z6	50Y6
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5V4	5Z4	12Z5	35Z3	117Z3
5Z3	6X5	7Y4	35Z4	117Z6
5W4	0Z4	12Z3	35Z5	OY4
5X4	80	25Z5	35Z6	

FREE—eight page service bulletin telling how to install this rectifier in AC-DC radio sets. Miniature Selenium Rectifiers now available in standard packages of 12, with window poster and mailing pieces. Send check or money order for \$12.00* for 12 rectifiers in display carton and complete sales accessories. Write to Dept. F853.

*excludes State and City use and sales taxes



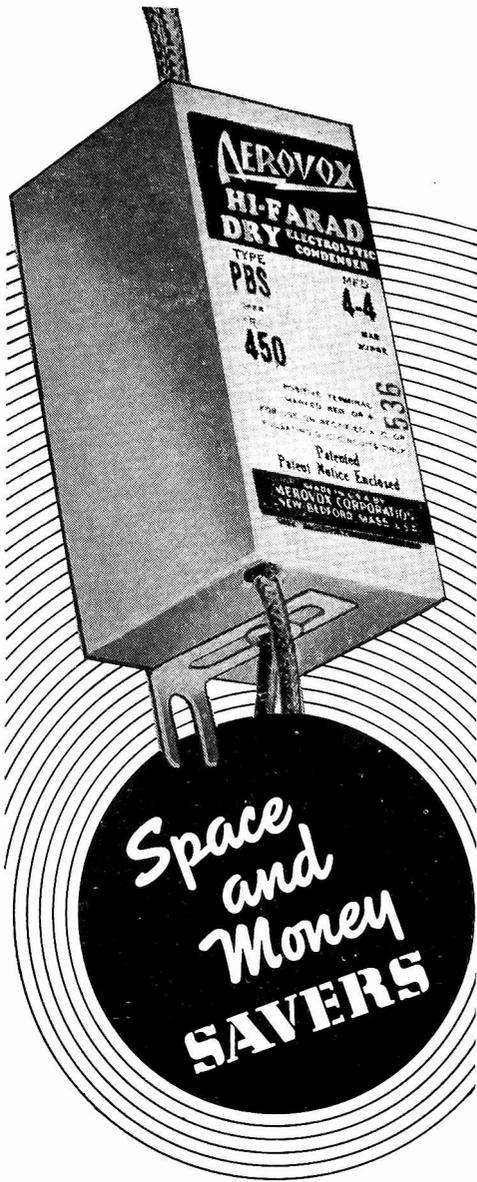
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Question: During the past three months, eight Silvertone Model 7001 A.C. sets have been brought into my shop, always with the complaint of no reception, or no operation. In several of these sets I have found that the trouble was an open resistor in the filament circuit. Could you please tell me how prevalent this trouble is in this model?

Answer: Our experience has shown that one of the main causes of "dead" complaints in this Model is due directly to the opening of the white filament resistor (which has no color code markings) mounted on terminals very near the center of the set. Repair of the set consists merely in replacing this 50 ohm 5 watt resistor with a new one. Although this Model is also susceptible to i.f. transformer breakdown, in the majority of cases the serviceman will save himself much time and effort if he goes to check this unmarked filament resistor before proceeding to the other conventional checks.

Question: What procedure do you recommend in the repair of broken toaster elements? Several of my servicemen friends each uses different methods, but I have found none that covers all cases.

Answer: It is our experience that broken toaster elements, either of the ribbon or round type, can be most efficiently repaired with the aid of short iron bolts and couple-washers. In the case of a break in the round type element, simply loop the broken ends, and place in the bolt with a washer under the head. The repair should be positioned between the coil loops and under the nut; be sure that the nut is tightened very well. In the case of a broken ribbon on a mica element, carefully drill a small hole through the mica near where the break has occurred. Then loop the ribbon over washers, insert a small bolt and tight'en the nut. Precaution: Be sure to employ bolts and washers made of iron only, since hardware of non-iron material is easily annealed by the heat.

Question: I have had three Philco 46-1209 sets in my shop with the report of dead on the broadcast band. Checking of tubes, range switch and

oscillator section has not isolated the trouble. Could you suggest something I haven't looked for?

Answer: We have found that in this model the factory assembly procedure was such, that the main tuning condenser was installed into the set after the large blue wire running from the range switch to the loop coupling coil was wired in. In a great many cases the large blue wire was not dressed away from the condenser. Therefore, when the condenser was mechanically tightened into place, its frame pressed against or out into the insulation of the blue wire. Often an immediate short is not produced but rather requires the passage of many weeks or months. When the insulation finally does break down, of course the set is dead on the broadcast band but is normal on the short wave band. In checking for this fault remember that the resistances of the circuits involved are rather low, so use a sensitive meter.

Question: I have been looking for a good home-made cement for melting on coils and sticking down condensers. Could you recommend a good formula?

Answer: We have found that a mixture of one-third resin and two-thirds wax, when melted together and poured into any convenient receptacle such as a jar lid, produces a wax which is just the thing for the purposes you mentioned. Furthermore, it can also be employed to secure screws to your screw driver when you must place screws into nearby inaccessible points. By melting a little of this wax with your soldering iron, dipping the screw driver into it, then putting the screw on the driver, it is then child's play to aim the screw directly into the hard-to-get-at hole. This little trick saves you the cost of special screw drivers. When cold, this wax is easily removed from the screw driver.

Question: Some of my repair work is made up of fixing appliances. Many times I have repaired a coffee percolator satisfactorily, only to have the customer return in a few weeks with the complaint that the inside is corroded. What do you recommend to prevent such corrosion?

Questions Answered . . .

Answer: We have found that one of the best things to do is to tell your customer that after washing his percolator, he should not put the valve and tube or stem back into place. It is best to leave it crosswise in the percolator, and also set the basket in on a slant. This will permit the top to remain open somewhat so that the percolator will remain dry. Dryness is the main factor that will keep the inside from corroding. You might also tell your customer that if he follows this procedure, the stem will not stick and he will have better tasting coffee.

Question: I have had several Stromberg-Carlson Models 935 and 944 brought to me with the complaint of intermittent operation. In one case I found the trouble due to corrosion in the first i.f. transformer, but I have not been able to isolate the trouble in the remaining sets. I was wondering whether you could help me with some additional information on intermittents in these Models.

Answer: It has been our experience that in these Models (935-955) which use speaker No. 33963, when the trouble cannot be isolated inside the circuit stages, it is an economical and helpful procedure to solder the voice coil wires where they connect with the voice coil leads. In a significant number of times open circuits or partially open circuits at these points have been the direct causes for intermittent operation in these Models.

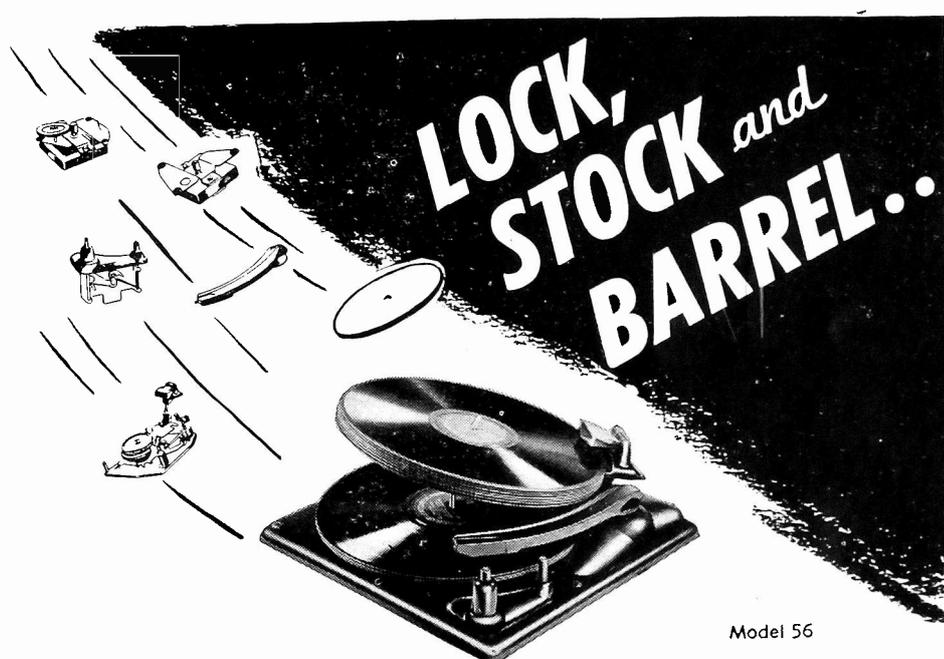
Question: What do you consider the minimum test equipment for a service shop to be?

Answer: In our opinion the minimum practical requirements are: Signal Generator, Tube Tester and the multi-range Vol:Ohm-Millimeter of the better type.

Question: I have two Majestic Models No. 15 in my shop with troubles traced to defective i.f. transformers. But, as you probably know, getting replacement transformers for this model is like going after the proverbial needle. I was wondering if you knew of some shortcut around this difficulty.

Answer: We have found that these models can be put back into operation as good as new by the following procedure: Remove the existing mixer tube and associated circuits. Replace with a 2A7 pentagrid converter and with a standard i.f. transformer and oscillator coil—by wiring according to the typical pen-

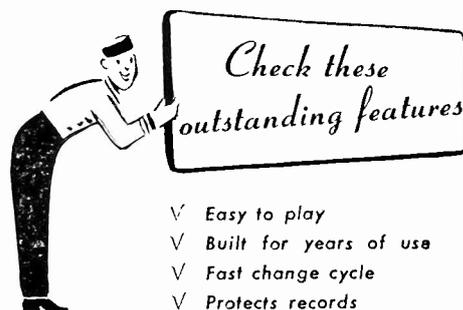
tagrid converter circuit in the RCA Receiving Tube Manual. Moreover, in those Majestic Models which incorporate a center-tapped secondary winding in the last i.f. stage, replacement of this i.f. transformer with a standard output i.f. transformer is possible. All that is necessary to do is to tie the diodes together.



Model 56

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Hams Sold Short Wave to U. S. Navy

by Commander E. F. McDonald

Commander McDonald has had a life-long connection with the radio industry and is now president of Zenith Radio Corporation.

In the early twenties when radio was young, hams were allocated the commercially "worthless" bands below two hundred meters. They were limited to one kilowatt of transmitting power, and for a time needed it all. Then some of them tried going down in the bucket of short wave, and began to get amazing distance with little power. In 1923 Commander Donald B. MacMillan on one of his many expeditions to the Arctic, allowed me to outfit him with short-wave radio. This was the first Arctic expedition so equipped.

We had no difficulty in communicating with him when he was frozen in for the long winter night within nine degrees of the North Pole. It is true that sometimes our messages had to come through Bismarck, North Dakota; Seattle, Washington; Milwaukee, or Chicago, and no two nights were alike. But we got the messages through and that is the big thing. It was the amateurs who did it.

While sending a message to me one night through a Bismarck amateur, Commander MacMillan asked his radio operator to ascertain who the amateur was that was handling it. Imagine his surprise when the answer came back: "I'm the son of the postmaster and I'm fourteen years old."

It was in 1923 that I started working on the Navy in an endeavor to awaken them to the value of short-wave radio. I was pooh-poohed for months and it wasn't until December, 1924, that I made any progress.

My old friend, Admiral Ridley Mc-

Lean, who had been judge advocate general of the Navy, was made director of naval communications. I went to Washington to see him within a few days after he took over the office. I told him I had heard that the fleet was to make a goodwill tour to Hawaii, New Zealand, Tasmania, and Australia and I asked him if he wouldn't cooperate with me in introducing short-wave radio into the Navy by giving a commission to a young amateur and sending him with Admiral Coontz on the U.S.S. Seattle, which was then the flagship of the United States Fleet.

Admiral McLean, who did have vision and foresight, agreed to do it. I then went to Hiram Percy Maxim and told him to select the best youngster for this commission. He selected Fred Schnell, who later became the head of police radio in Chicago and who served in the Navy during the last war with the rank of captain. Schnell was then just a youthful amateur, but a good operator and a good technician.

Near Hawaii Admiral Coontz sent to Schnell a courtesy message extending the admiral's compliments to Hiram Percy Maxim at Hartford, Connecticut. The radio officer in handing the message to Schnell said, "I assume you can relay that through some of your boy friends and finally get it to Hartford."

Schnell, working with only two hundred watts established contact with hams in different cities and finally raised one at Providence who said he would get the message to

Maxim if he had to ride over on a bicycle. A telephone call did the trick, however, and Schnell had a reply for Admiral Coontz within an hour. The radio officer asked him how he managed to relay it so quickly and was incredulous when Schnell replied, "I didn't relay it, sir. I worked direct."

In his own mind he thought, "Try that on your three thousand meter band with all your eight thousand watts, and see how close you will come to working four thousand miles direct!"

In discussing his experience later Schnell told me that, while many of the radio officers on different ships in the fleet did not believe in either hams or short-wave radio, he had the fullest support, sympathy, and cooperation from Commander Stanford C. Hooper, who was then Fleet Communications Officer. Commander Hooper was not only conscious of the value of short-wave radio, but had authorized some experiments with it prior to this voyage.

(Continued on page 52)

National Radio Week

This year the Radio Manufacturers Association is combining with the National Association of Broadcasters to make the annual Radio Week, November 24 to 30 this year, a national event. The event is planned to stimulate the sale of receivers and to increase listening by improving standards within the two industries. Your Editors are happy to contribute the space opposite to the two leading associations in the industry as they commemorate 26 years of service.

RADIO & APPLIANCE JOURNAL

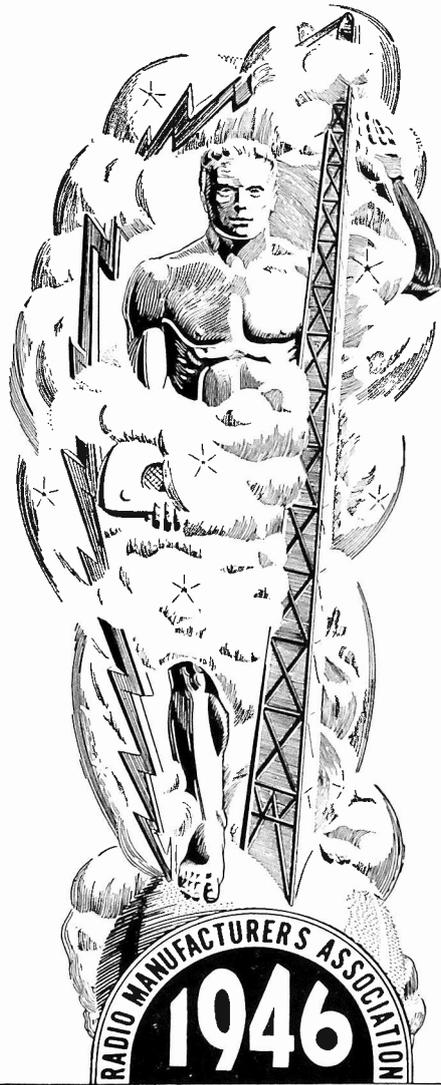
NATIONAL RADIO WEEK

November 24-30, 1946

The Radio Manufacturers Association and The National Association of Broadcasters join forces to commemorate 26 years of service in the public interest.

This co-operative effort on the part of radio's two leading associations is designed to stimulate the sale of receivers and to increase listening by improving standards within the two industries.

**PROMOTE YOUR
INDUSTRY**

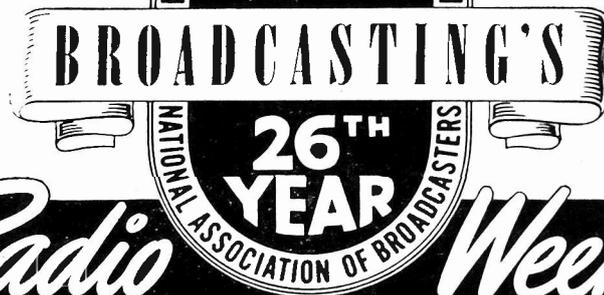


**IT SPOTLIGHTS
NEW FALL
PROGRAMS**



**NEW, FINER
RADIOS**

CELEBRATE

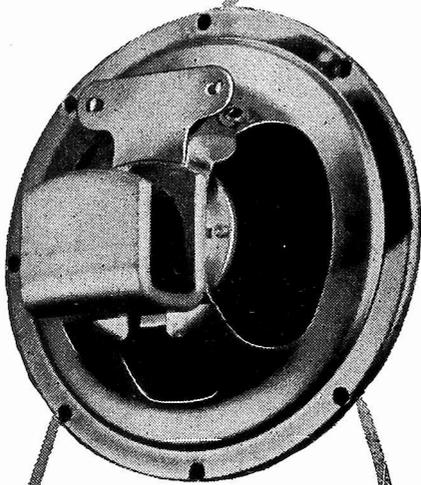


National Radio Week!

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33rd PLACE at COTTAGE GROVE
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Hams Sold Short Wave

(Continued from page 50)

The Seattle was still on the Pacific when I sailed north as second in command of the MacMillan Arctic Expedition of 1925 in command of the S.S. Peary. Here I received another startling demonstration of the genius of youth in radio. When we reached Disco Island halfway up the western coast of Greenland I stopped at Godhaven to refuel, and was informed by the Danish governor that he could not grant such a request without authority from the Danish minister in Washington. I looked at the high towers of his just-completed radio station, and suggested that we radio the minister. He replied that his transmitter (600 meter) would not work at any great distance in daylight, and Disco is so far north that it was in daylight twenty-four hours a day. Night would not come until September. This was June, and I needed coal.

I told him that if he would use the S.S. Peary's short-wave station, with which Zenith had outfitted the ship, we could get a message through immediately. He was somewhat skeptical when he came on board and saw our little radio set, and seemed surprised when we actually began sending out a call for an amateur in Washington. The boy answered in a few minutes, and we asked him to run over to the Danish ministry and get us permission to coal our ship. Within an hour the authorization came through from Washington, and shortly thereafter lighters began bringing out coal.

Commander Eigar Riis-Carstensen of the Islandsfalk, a Danish gunboat, who had witnessed this demonstration with the governor, turned to me and said, "Why are you and the rest of the Americans so far ahead of us in Europe in radio?"

"The answer, sir," I replied, "is simple. In the United States we have licensed our youth, our amateurs, not only to build radio receivers and transmitters, but to use the air; whereas you in Europe have said to your youth, 'hands off. The

air, the radio belongs to the government.' You have had the advice of all the long-haired technicians, who know all the rules of what could *not* be done. Our amateurs, not knowing the rules, have tried everything and placed America in the leading position in radio."

Two months later we were at Etah, Greenland, at about 79 degrees North Latitude, within eleven degrees of the North Pole, while the U.S.S. Seattle was off the coast of Tasmania, only about nine hundred miles less than being halfway around the world from us. Although we were almost at the Antipodes, we established direct communication. I told him I was going to have the Eskimos sing for Admiral Coontz. I put the Eskimos on and they sang their song over my microphone. When it was completed, Schnell came back and replied that the Admiral said he hadn't heard any singing—he only heard what sounded like a college yell. I went right back at Schnell and told him that there was no question but that the Admiral had heard the singing of the Eskimos, because I knew of no better way to describe their song than as a college yell.

That was August, 1925, and the Navy at that time awakened to the practical value of short-wave radio. The United States Fleet was totally out of direct communication with the United States when it was off the coast of Tasmania. Messages had to be relayed through New Zealand or Australia and by means of cable from these points. Yet, with short-wave, Schnell could work the United States amateurs at will and also establish communication with us on the coast of Greenland, half the world away.

That was the start of practical use of short-wave in the United States Navy; the navies of the world followed later.

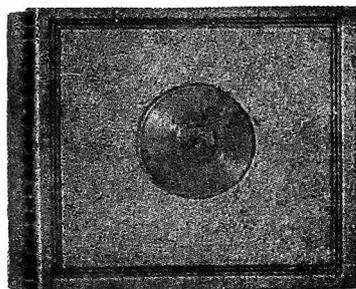
At that time there were no commercial or government short-wave stations. But the kids went to work and made so many discoveries that the short-wave bands are now by far the most valuable long-distance frequencies in radio.

RADIO & APPLIANCE JOURNAL

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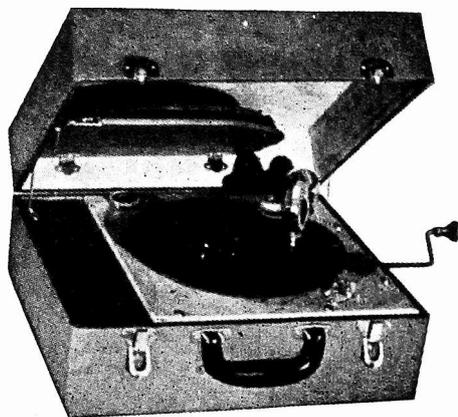
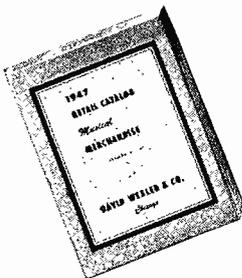
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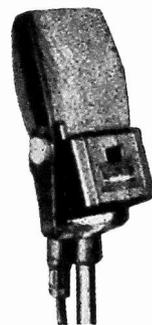
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RECORD COMMENT

An album of twelve specially selected records of music by composers of the United Nations was presented by Louis G. LaMair, president of the National Association of Music Merchants, to Captain Jehan de Noue, Chief of Protocol, United Nations, and personal representative of Trygve Lie, Secretary General of the UN. The album, titled "Music, the Universal Language," was offered as a symbol of United Nations harmony, and has an originally designed cover with an oil painting of the flags of all nations. * * *

The latest development in the kiddie-record picture is the acquisition by Music You Enjoy, Inc., manufacturers of seven-inch children's records, of exclusive Western Hemisphere rights to the Kleber patent for the manufacture of thin plastic records. The fact that these records have all the qualities of Vinylite reproduction and durability but can be sold at a price comparing favorably with that of ordinary shellac records constitutes the chief significance of the patent. The lower price results from the four-ounce difference (little more than an ounce compared to five ounces) between the thin and the standard thick vinylite record. The discs have been pressed in black and in colors, and will be produced in 12, 10, 7, and 4-inch sizes. * * *

The record breakage problem is still a big headache to shellac record companies. A survey by Bruno-New York, local distributors of RCA-Victor, around the city revealed that all distributors package their merchandise almost identically, yet, one dealer stated that he usually found up to five records out of a package of twenty-five broken. * * *

MGM Records is completing its distribution setup rapidly, preparatory to getting into production. Latest to join its ranks is Northeastern Distributors of Boston, Massachusetts, which will handle the New England territory, exclusive of Connecticut. The manufacturing center for the company is at Bloomfield, N. J.

Sonora Radio & Television Corp. absorbed a Connecticut manufacturer of phonograph records, Reko-Plastik, Inc., which will hereafter be operated as the Reko-Plastic Division of Sonora. The company is currently producing phonograph records at the rate of 12,000,000 a year, but with raw materials and labor becoming increasingly available, production figures are expected to rise considerably. . . . Gimbel Bros. of Philadelphia have just completed their million dollar postwar rebuilding program, which includes a seventh floor Music Center featuring everything in the music field. * * *

RCA-Victor is making its "Universal Frame" display unit which it claims is not only sturdy and adjustable but can easily be locked at the height desired for different displays. The famous Victor hound trademark shows at top and bottom. . . . English H. M. V. Records, with orders in since last Spring by RCA accounts, are being delivered. An objection raised by some dealers, however, is that the records designed for albums must be sold singly because of the paper shortage. . . . Tone Products Corp. of America named the Educational Equipment Co. of New York national educational distributor for its line of Merry-Go-Round phonographs and children's records. * * *

Former field sales manager of Musicraft Records Charles Roberts is the newly appointed sales promotion manager of MGM, record subsidiary of the film company. Mr. Roberts is also slated to handle advertising for the discery. Another new sales promotion manager, this time of Signature Records, is Gerry Ross, who had been associated with RCA and Sonora Records. * * *

RCA's plans for a complete basic record library for elementary schools will probably materialize this year. The library of twenty-one albums of newly recorded music will provide teachers with an aid to conducting musical activities in class.

A new company, Winant Productions, 300 West 43rd St., New York, is coming on the market with something entirely new in children's recordings. An album, called "It's Fun to Eat," sets out to teach the rules laid down by educators on the subject of learning to eat, in a rhyming musical. . . . Columbia Records' Elliot Lawrence is crashing the big time with a new band style which combines the classical instruments in some smooth dancing rhythms. * * *

ARA, Inc., out in Hollywood, has been reorganized with a syndicate of Los Angeles financiers in the driver's seat. Mark Leff has been replaced as president by Morton Carbus, Beverly Hills attorney. Other executive personnel remain the same. . . . Joining the ARA promotion and publicity staff, Grody Johnson, San Francisco newspaperman and a former motion picture columnist, will handle publicity; and Captain Milt Transchel, ex-Army Air Force publicist, goes to work on promotion. * * *

Two new eastern branches, in Newark, New Jersey and Jacksonville, Florida, swells Capitol Records, distributing network to a total of twenty-two. Al Levine will manage the Newark branch, under eastern regional manager, John Scalisi; and Victor Blanchard will head the Jacksonville branch under southeastern regional manager, Ray Marchbanks. A new branch is now under construction at Hartford, Connecticut. . . . Another Capitol item is the announcement by executive vice president Glenn Wallichs that the company will absorb the 37½% increase granted to recording artists. The Capitol price increase on September 15 anticipated and now covers the increase. . . . And apropos of the 37½% increase, record industry officials say it will be absorbed by the manufacturers generally and doubt that it will affect the retail price of records. The wage difference, it is reported, will make only a fractional difference in costs to the manufacturer per individual record.



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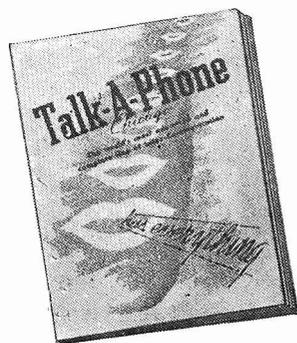
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Talk-A-Phone Co.

1512 S. Pulaski Road Chicago 23, Ill.

. . . . a new line of RECORD PLAYERS

*topping all
Sales Records!*

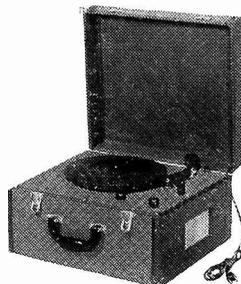


OPEN TOP MODELS

Veneer finish table model, with built-in 2-tube amplifier, crystal pickup, PM speaker, motor, plays 12 inch records, tone and volume controls, for 110 volts AC.

Model B-2 COMPLETE \$20.95
3-tube model, similar to above.

Model B-3 COMPLETE \$21.45



PORTABLE MODELS

Rich, two-toned leatherette carrying case. Built-in two-tube amplifier, crystal pickup, PM speaker, motor, plays 12 inch records with cover closed, tone and volume controls, for 110 volts AC.

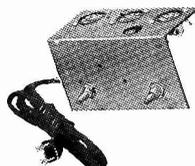
Model A-2 COMPLETE \$26.45
3-tube model similar to above.

Model A-3 COMPLETE \$26.95

WIRED PHONO AMPLIFIER UNITS

Model C-2 2-tube AC-DC. Tone and volume controls. Compact size. Less Tubes. \$2.85
Model C-3 3-tube AC-DC similar to above. Less Tube. . . \$2.95
WIRELESS PHONO OSCILLATOR. Tested, ready to operate. Compact size. Less Tubes. Model D-2. \$3.10

Other models, including blank cabinets, available. Write for literature.



TERMS

20% with C.O.D. order. 2% transportation allowance on orders of \$30. or more, where remittance in full accompanies order.



SALES KING TRADING CORP.
154 Ludlow Street New York 2, N.Y.

The trend toward increased record prices is reflected in Musicraft Records' upping of its blue label price from 50 to 60c for the fifteen thousand series exclusively. The 75c red label price will remain the same . . . Record Album of the Month Club, in a complete reorganization move, is franchising retail stores to distribute its record albums in return for a percentage of the gross sales. The reason for the change is the Club's inability to operate profitably on its former system of distributor discounts. It now operates as a record service outfit to create a certain amount of extra sales for the dealer engaged in the plan. Instead of a free album for every four albums purchased with no obligation on the part of the Club member, the setup now follows the book club pattern by having the consumer contract for four albums a year and receiving the bonus immediately on subscribing to the Club.

* * *

"Swell business" notes: Lambert's new appliance store in Chicago is reported to be doing a big record business and Haynes Griffith declares that its three-month-old Brentano Book Shop outlet in New York is going great guns. . . . An HG executive, by the way, stated that while the company has no plans about opening record departments in other book shops the idea is still good. . . . The American Bible Society selected Bibletone Records to represent the record industry in the "Worldwide Bible Reading" campaign scheduled between Thanksgiving and Christmas.

* * *

An agreement with the Electrical Musical Industries (E. M. I.) Studios, Ltd., of England will make Musicraft records available in 38 foreign countries. . . . James J. Walker, president of Majestic Records Co., and E. A. Tracy, president of Majestic Radio and Television, have contracted for a major portion of a California cabinet manufacturer's production. With the opening of a new plant in Elgin, Ill., and the continuing use of their present facilities in St. Charles, Majestic appears in for some expansion.

AVAILABLE

NOW

for

Christmas Sales

CAPITOL'S 3-WAY ELECTRONIC PORTABLE

Just in time for the Christmas buying season! Capitol's handsome Model U-24—the *only* portable phonograph that plays *anywhere* under *any* conditions. AC, DC, or battery operation at the flip of a switch! And with its electric or spring wound motor...all the tonal richness of complete electronic reproduction.

IT'S IDEAL for winter vacation spots, for out-of-the-way parties, for traveling, or for home itself. A wonderful gift to own. A profitable item to sell!

FEATURES

- Hollywood-styled cabinet; leatherette covering
- High-gain amplifier
- Improved postwar type electronic tubes
- Permanent Alnico No. 5 magnet-type speaker
- Rugged constant-speed electric motor
- Two-spring mechanical motor
- Plays three 10-inch records with one winding
- High-quality wide range crystal pickup
- Protection fuse
- Continuous variable tone control
- Genuine Capitol PM needle



A flip of the switch changes electric to spring-wound motor... or back again. The turn of a knob converts the amplifier from Alternating or Direct Current to the battery.

"LOOKY-TALKY" ..another CAPITOL word for *Christmas Profits!*



A Picture-Book That Talks!
New Fun for Kids (2 to 11!)
New Cash for Dealers
Album BBX-34 \$2.70 list*

Here's a picture-book that *talks!* A brand new way to amuse kids and sell albums! While a child LOOKS at the amusing circus characters in the colorful 20-page picture-album... he hears them TALK from the two intriguing records. Then Bozo the Clown blows a whistle... and the

juvenile listener flips the page to the next picture! "Looky-Talky" is the ideal Christmas gift for the kids... even for those too young to read. So easy to enjoy... so easy to sell! And so easy to order—from your Capitol distributor NOW!

Build Your GIFTS-FOR-KIDS Displays Around These 3 New Albums!

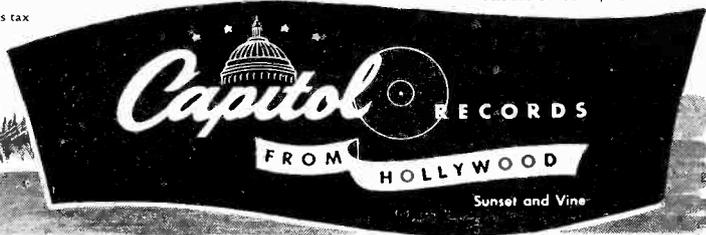
"RUSTY IN ORCHESTRVILLE"
Musical instruments "talk" in this tuneful novelty series of 6 sides.
Album BC-35—\$2.55 list*

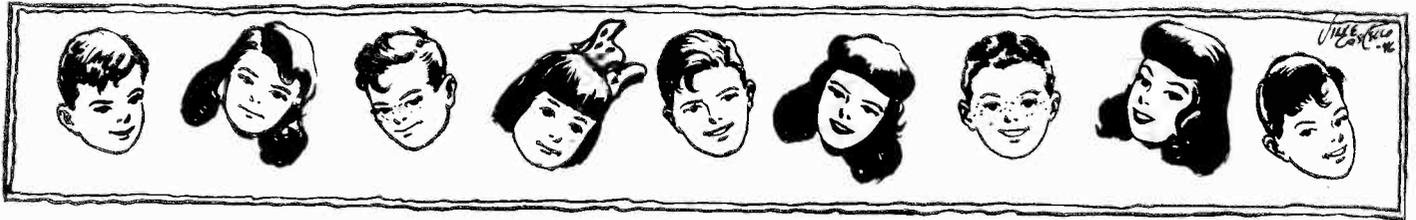
MARGARET O'BRIEN—"Goldilocks and the 3 Bears"
A beloved child star charmingly records a best-loved children's tale.
Album CB-32—\$2.25 list*

**THE GREAT GILDERSLEEVE—
"Hansel and Gretel" and "The Brave Little Tailor"**
One of radio's leading funny-men chuckles through two story favorites.
Album CD-33—\$3.75 list*

**NEW FUN FOR KIDS (2-11!)
NEW CASH FOR DEALERS**

*plus tax

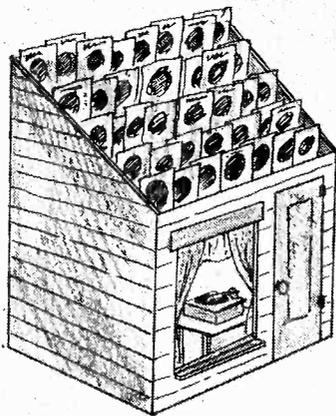




Plan Special Displays For Kiddies' Records

The extra time and effort involved in building a children's corner into your store will pay off in additional sales.

Christmas is just around the corner, and that means toys, bright colored decorations and the busiest time of the year. That is especially true in the children's record field. You've had numerous reviews of the many products which you are to expect in that particular line during the coming holiday season and the list sounds very good. There are to be so many titles that you are no doubt



wondering how to display all the merchandise for the various age levels. The manufacturers have classified the recordings for special age groups, which will be somewhat of a guide for your sales clerks, but don't limit your sales by having the kiddie records filed on some out-of-the-way shelf. When the customer asks for that line of merchandise, have a good display to show him. Don't limit your sales talk to "How old is the child?" and, when the information is given, show only a few sets with a "take it or leave it" attitude.

Consider what the classification of age levels can mean to your merchandising. In order to do that, we

must study just what an age level distinguishes and the psychology used in appealing to a particular age group. In the four to eight year group we will find these things true:

1. It is a period of great physical activity.
2. Curiosity is constantly developing and the child wants to explore everything in sight.
3. Play develops along two lines—lively physical action and imitation of adult activities.
4. Their mental activity often builds a fairy world.
5. A sense of ownership is keen. The child collects all sorts of objects as his very own.
6. Repetition of rhymes and jingles is greatly enjoyed.
7. The child is interested in color, shapes of objects and the sound in music tones.
8. Hero worship develops out of a sense of dependence and affection.
9. Sense of fun is very strong.

When we think of those facts, let's weigh the possibilities of giving the children a special corner in your store. Since a sense of ownership is strong, why not display some object that will instinctively draw them to it. It could be an imitation of an adult subject and employ all the things that are important to the child, such as color, things to play with, places to explore, etc.

Now you say that is all very well, but it is mother who buys the merchandise. Very true, and we do want to include her in our plan for a display that will attract both the child and the parent.

Why not have a miniature listening booth in the center of KIDDIES' KORNER? A child's phonograph, decorated with Mother Goose characters, or a portable with a big red bow on it would make a central point of attraction for the younger children.

Some toy sized chairs, a table and perhaps a small Christmas tree would complete the pint size listening booth. There are a few non-breakable records on the market now, so have some on the table for the child to hear, just as mother listens to records in the big listening booths. Here the child finds a corner to explore, furniture that is his size, imitation of an adult's activities and he immediately finds satisfaction in claiming something as his very own.

If you're using one of the specially designed merchandisers for children's records, be sure to have it close to the Kiddies' Booth. Don't separate

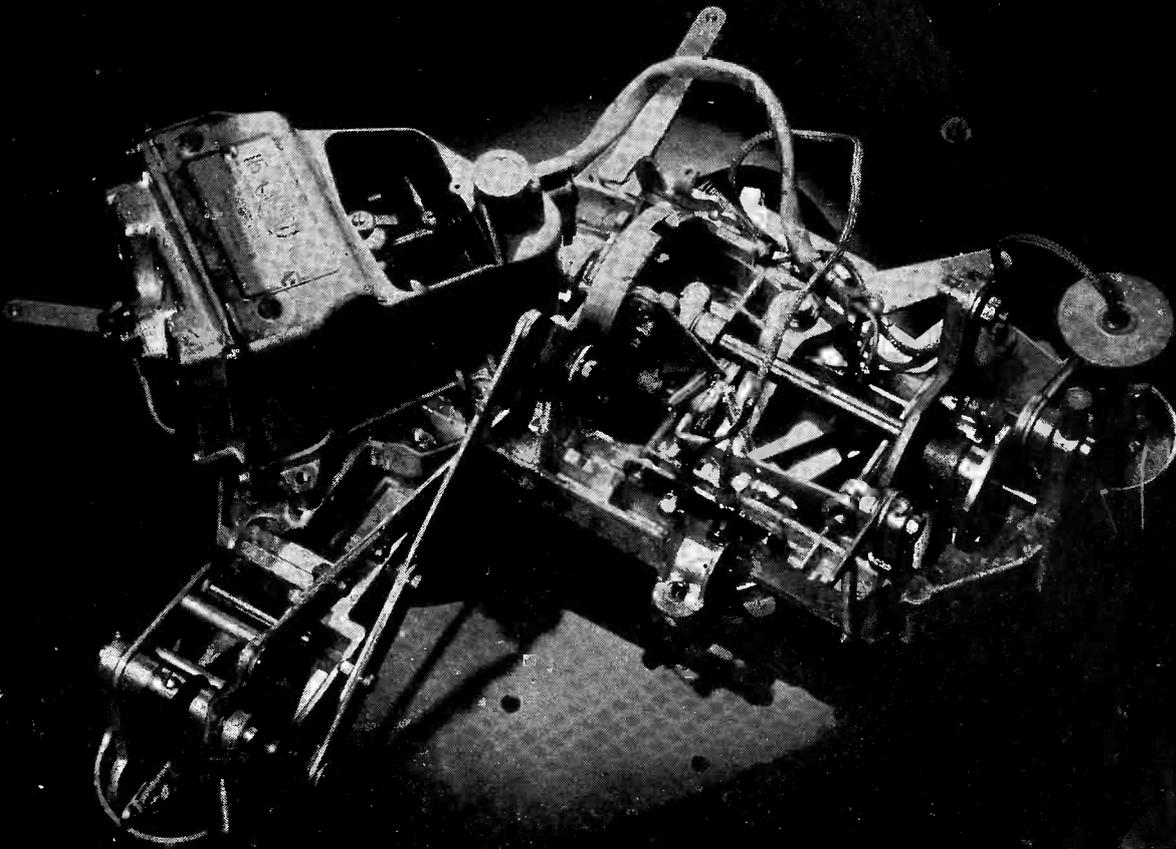


the adult's and the children's merchandise from Kiddies' Korner. If this fact is ignored, you lose all advantage of the Kiddie Booth, because mother's trend of thought in buying will be constantly interrupted while she looks around for Johnny.

The Kiddies' Listening Booth can be as elaborate as you care to make it. It could be open, or it could be enclosed by constructing a skeleton frame of lumber, and covering the sides with bright wall paper tacked to the frame to hold it firmly. Only half of the roof would show, for the

(Continued on page 60)

Who else would dare to show "the works"?

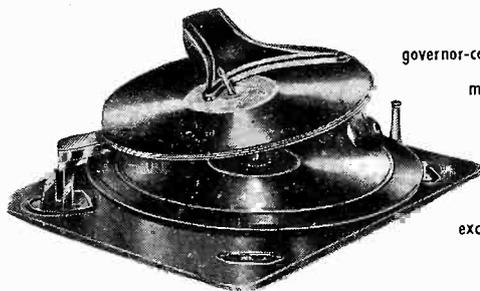


THIS is a Garrard automatic record changer standing on its ear. When a service man comes shopping for a changer to be used as a replacement, we'd like you to demonstrate the Garrard just this way.

For when you turn any other record changers "bottoms up" and compare them with the Garrard, any radio man will see immediately that Garrard is the finest. Where others have little tension springs and stamped out bits and parts, Garrard is completely controlled by precision-machined gears.

Keep a Garrard changer on display. When your service men get calls for changer replacements, they'll naturally want to sell the finest . . . that means Garrard. Any every time you sell one, it will mean additional profitable business for you.

Advertising helps and dramatic display material are available for your use. Write: Garrard Sales Corporation, 315 Broadway, New York 7, N. Y.



governor-controlled, speed-regulated
 motor • completely automatic
 mixing • range of pickups
 available • true-tangent,
 jewelled-pivot pickup •
 exclusive non-slip spindle

GARRARD

(Continued from page 58)

structure would be set up against a wall, giving you a slant roof about four feet high and could easily become an additional display rack for children's sets and act as a merchandiser for the adult who stands outside the Kiddy Booth. If you have the toyland listening booth enclosed, be sure to have your small phonograph just inside the window so the adult can easily reach in and help the child who finds difficulty with the new toy.

Another consideration in any display for children, is the color item. Young children like clear, bright colors. Pictures on the albums are of prime importance if they contain minute detail and tell a story through the action in the drawing. Personification of the animal is of great interest to this group. Familiar animals, such as the type known to them as pets, are of much more interest than the wild, less familiar animals. Have the eye-appealing sets on the child's level of vision.

Now we have another group of children that are too big to be inter-

ested in the Kiddy's Booth, but have not yet reached the high school teen age. For them we want a simple, more sophisticated display. In considering the psychology of appealing to the older group, let's study these facts:

1. As the child grows older, he develops a preference for the softer colors and tints.
2. A lively imagination carries him into daydreaming, but instead of building a fairy world, he dreams about doing things comparable to the achievement of great national heroes and heroines in aviation, sports, science, etc.
3. Stories of biography and adventure are especially appealing to this age.
4. A difference in the interests of boys and girls starts to appear and becomes stronger each year.
5. They like characters of their own age, as evidenced by their preferences in literature. The girls are reading such stories as Heidi and Little Women, while the boys are reading Adventures of Tom Saw-

yer and Huckleberry Finn.

Don't insult the sophistication of this age, by putting their merchandise in the toyland group. Another display rack could be decorated with a little holiday trimming and perhaps a sign over the top specifying "For the Older Group." The material on this rack can be wide and varied. There are many good stories and a lot of good music, artistically packaged to attract the child.

The parents will do most of the buying for this age group as well as for the younger, but you might have one shelf devoted to a few less expensive articles, labeled with their prices and the suggestion that they would make nice gifts. This age group often has an allowance, especially at Christmas time, to buy a present for a favorite chum. Since there are many three-dollar albums and above on the market, don't discourage the child by making him think there are no less expensive records for his small gifts. Indicate a few items within his price range. If you establish habits of buying at all ages, you have a customer for life.

NEW... Improved Model 355A-1



PORTABLE PHONOGRAPH

with all the features your customers are looking for!

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

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

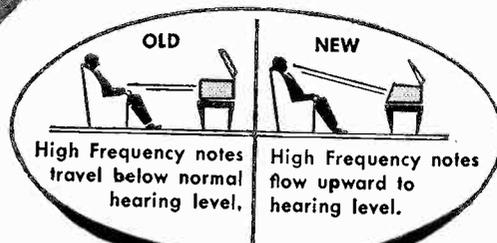


A model to suit every music lover's preference . . . every purse.

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

\$69⁹⁵

Inc.
Fed. Tax



STEELMAN RADIO CORP.

742 EAST TREMONT AVENUE
BRONX 57, NEW YORK

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

How to Sell Children's Records

A Symposium

With the arrival of the Christmas season this year, it is notable that most record manufacturers have brought out special lines of records for children. Believing that the sale of children's records either to the kiddies themselves or through their parents presents a completely new selling technique, your Editors have asked several authorities in the industry to present their views on the merchandising of this specialized type of record.

By H. NEUERT*

Selling children's records should be considered not only a more or less profitable business but also a great responsibility. Children, particularly in their early years, are very sensitive to and easily impressed by the stories they are told and the music played for them.

While it cannot be denied that too many children's records are bought by parents and friends from a price angle rather than a just evaluation of contents and presentations, producers and sellers of children's records could contribute much to the proper "education through play" of our young children by emphasizing, in their advertisements, displays and sales efforts, the necessity of selecting children's records on the basis of their educational merits.

Sales campaigns directed to parents and teachers and conducted from such a point of view have proven very successful in many instances and have brought sales results far above average, against a proportionately small investment of cost, to record sales organizations.

Records permitting the participation of their young listeners by some action such as sound effects or joining in simple songs have become particularly popular with our young audiences. Their eagerness to "participate" can be put to good use by record dealers in a contest in which these young customers are invited to draw or paint a picture about one of the stories on these records or of one of its characters, the best pictures to be displayed in the retailer's window, and to be awarded attractive prizes such as a record player and a few children's records.

*H. Neuert heads the firm, Neuert, Wilton & Associates, Inc., in Chicago, manufacturers of children's records.

By EDWARD WALLERSTEIN*

In merchandising children's record albums, as in manufacturing them, we are confronted with the necessity of dual appeal, for, to sell successfully, the children's album must appeal in content and outward appearance to both the child and the purchasing parent. Successful merchandising of children's sets, therefore, requires a slightly different approach than that of regular popular and classical records. Undoubtedly, children's records *can* be sold in the same way as any other records, but to *merchandise them properly* requires additional concentrated activity by the dealer and a special knowledge. This activity is neither extensive nor expensive, and the knowledge is easily acquired.

Those dealers who have devoted separate space—a room or alcove—in which children's records can be featured exclusively have found the sale of this specialized record merchandise very profitable indeed.

Any children's sale area should be more than a separate counter. The dealer must provide small furniture for the child and a comfortable seat for the child's companion. Auditioning records in comfort is as important here as in the sale of any other merchandise. And children's records, as with all records, should be demonstrated on the best instrument available. A phonograph that reproduces records with a low degree of fidelity cannot be excused on the premise that "the kids don't know the difference." They do know the difference, and while they may not be able to explain that the demonstrating instrument lacks fidelity, they nevertheless can adopt a negative attitude to-

(Continued on page 62)

*Edward Wallerstein is president of Columbia Recording Corporation, Bridgeport, Conn.

By IRVING TOWNSEND*

Reviewing many of the albums which have come out in the last month or two I have discovered several very fine children's records and many which seem to miss the mark for what they are trying to do.

Among items which should be of interest to dealers and to their customers are the new Vox album of lives of the famous composers. The lives of Mozart, Beethoven, Tchaikovsky and others are included, and some bits of their most familiar music is played. Narrator is Jose Ferrer, and the presentation is very capably handled. This Vox series presents the great music in interesting and very simplified form.

Another new item and good is the Monarch album of the "Story of Fala," the Ex-President's dog. Monarch comes into existence with this album, and dealers will find that the records are interesting and the story well told for children. The President made corrections in the script just before his death, and the album is excellent for children because it presents a familiar subject, not too dramatically told, and songs are simple and easily understood.

Columbia, on the other hand, is bringing out fairy tales and nursery stories familiar to school children, such as "The Little Red Hen," "Peter Rabbit," and the "Let's Pretend" Series. Decca comes along with many beautiful stories, such as Oscar Wilde's "The Happy Prince" with Bing Crosby and Orson Welles. Victor presents simpler things for smaller children, and the new sequel to "Tubby The Tuba" called "Peewee The Piccolo" should be a big seller in all stores.

(Continued on page 66)

*Irving Townsend is advertising manager for Keynote Recordings, Inc., 522 Fifth Ave., New York City.

Symposium-Wallerstein

(Continued from page 61)

ward the recording, with the result that the parent does not make the purchase. The parent's attitude is, of course, seriously affected negatively when the demonstrator is poor.

Admittedly, many children's records are sold without the presence of the child. The parent makes the purchase, deciding, sometimes of his own volition, but more frequently on the direction and suggestion of the retail salesperson, what will be adequate, uplifting, entertaining, and educational for little Johnny or Josie.

Here, a familiarity with the merchandise and a study of the catalog will enable any salesperson to recommend children's records by age groups and in accordance with the expressed preference of the parent. And, when the parent fails to express preferences, the recommendations of the retail record salesperson can go a long way in influencing not only the sale but the size of the sale. Most parents dote on their children and spend more on them than they do on themselves. However, there are a lot of products competing for the parent's dollar. How much of that dollar the record dealer gets depends to a large degree on the catalog

knowledge of his salespeople.

It must always be remembered that all children's albums are not so labeled, and that as young children progress past Little Black Sambo, The Little Red Hen, and the "Let's Pretend" series, such fascinating albums as Peter and the Wolf, Robin Hood, Treasure Island, The Nutcracker Suite, etc., lie in wait for them among the pages of the regular catalog.

Therefore, while I endorse separate nooks, corners, rooms, or departments for children's record merchandise, I nevertheless know that the biggest single element in building a successful and lucrative children's record business is a basic knowledge of the catalog on the part of the salesperson. There is no substitute for such knowledge.

There are unlimited opportunities from a profit volume standpoint for the dealer who will look on children's records as more than merely an insignificant part of his total record business. If the dealer will regard children's records both from the standpoint of today's profit and as a means of building tomorrow's record volume, remembering that today's children are tomorrow's high school and college students and the next day's married adults, then he will have more than enough justification for running special advertising in carefully selected media, for a continuing series of direct mail pieces and letters, and for consistent contacts with public and private schools.

It is my conviction that any program of advertising and promotion for children's records should be as carefully planned as a similar program for any other kind of records. The dealer should make a complete analysis of the media available in his area and, if there are publications aimed specifically at parents which have a local circulation, then they should be used. In stores that are departmentalized, children's records find excellent tie-ins with toy departments and, in the case of independent dealers, tie-in windows and displays may be worked out with local stores specializing in children's toys, etc. Many newspapers publish children's sections, particularly as Sunday supplements, and advertising in this part of a local newspaper is

Again We Scoop the Field

Birch

PHONOGRAPHS

Each season, for more than a quarter of a century, we have introduced portable phonographs a jump or two ahead of competition in design, mechanical and tonal superiority.

AND NOW WE HAVE DONE IT AGAIN. SINCE THE FIRST OF THE YEAR WE HAVE BEEN PRODUCING HAND-WIND PORTABLE PHONOGRAPHS OF GREAT BEAUTY AND NATURAL PLAYING QUALITIES—AND HAVE JUST BROUGHT OUT OUR LINE OF ELECTRICALLY-AMPLIFIED PORTABLES WHICH ARE RADICALLY DIFFERENT IN DESIGN AND APPOINTMENTS AND IMBUED WITH TONE OF DRAMATIC POWER AND PURITY. STREAMLINED LUGGAGE MODELS THAT CAPTIVATED THE THOUSANDS OF DEALERS WHO ATTENDED THE RECENT CONVENTION AT CHICAGO.

For the name of your nearest Birch Distributor see our advertisement in the August issue of this publication.

BOETSCH BROTHERS
221 EAST 144th ST. NEW YORK



especially productive. Private kindergartens and nursery schools, as well as private schools for older children, offer excellent outlets not only for the records themselves but for plus sales through actual demonstration of records in classrooms and consequent individual parent purchases. Public schools, too, are coming to a greater realization of the need for records in all phases of their educational program, and consistent contacts should be made on the Board of Education. Occasionally, at least, the dealer should give all or one of his windows to a children's record and album display, and some part of his window should be devoted to children's records most of the time. Obviously, children's albums should receive plenty of store and window display and plenty of direct mail and general advertising backing during the Christmas shopping season.

Admittedly, the manufacturer has a stake in this children's record business and a part to play in producing desirable merchandise. Columbia has recently announced a series of eight new children's sets which we believe are geared to today's market. In this series, the sets are performed by Gene Kelly, Lon Lyon, and Nila Mack's "Let's Pretend" players. We did not select these artists accidentally or haphazardly. Here Columbia has offered the youthful listener artists who, from the movie and the radio, are familiar to both him and his parents. The quality and character of the sets are pre-established by the quality and character of the performing artists.

We at Columbia have spent a long time and considerable thought in selecting artists and material for our present and future series of children's albums. I cite this fact not so much to impress you with the quality and desirability of Columbia's new sets, but to point out the importance we attach to the children's record market. The dealer who overlooks the opportunity offered by this rapidly expanding market, who fails to advertise and promote it, and who fails to acquire the little special knowledge that is required, is passing up an opportunity not only for today's profit but for expansion and greater profit tomorrow.

NOVEMBER, 1946

People are fussy —



but Lear sets stay sold

The way some customers act you'd think they were nervous wrecks. They set up a howl worse than an old three-tube regenerative if there's even a hint that everything's not super. Then there are service calls — or even a return.

So we said to ourselves, "OK, we'll make sets where everything IS super. We'll double check all along the line to make everything tight and trim. We'll nab trouble-breeders right at the start. Then we'll pack our sets so snugly that they're bound to be spick and slick when they come from the carton."

The result? Well, even in the short time Lear Radios have been on the home market, they've earned the reputation of staying sold. And that's one more plus in the Lear Franchise which is already one of the most advantageous in the industry. We'll prove that if you like. Write LEAR, Incorporated, Home Radio Sales and Merchandising Division, 110 Ionia Avenue, N.W., Grand Rapids 2, Michigan.



LEAR RADIO

Profits in Foreign Record Business

by Allen C. Dyer

WHY stores in "poorly situated" neighborhoods do more business than others in more advantageous localities is an interesting question. Speaking with a successful retailer, who sold twice as many records in his small store on a side street than did his neighboring retailer on the avenue nearby, disclosed some interesting information. Generally speaking, he was apparently at a disadvantage as far as locality was concerned, but to him it was a gold mine. To begin with, he took a general survey of the situation and learned that about 60 per cent of the people who were logical customers were either foreign born or descendants of foreigners. He realized their inherent love for old familiar national music and folksongs. Music is essentially an emotional factor in our lives. Who does not love to recall the songs of long ago—beginning with the lullabys sung to us by mother, rocking us to sleep in a cradle, the songs we learned in school, the music at school graduation, the love songs we sang to our sweethearts, and so on right along through our lives some song brings back certain reminiscences that one loves to recall.

The foreigner has still a greater love for his folksongs, as they tend to transport his mind for the time being, to the scenes of his childhood, when he was happy and care-free. We will not generalize further, but get down to facts. Here were 60 per cent of the people who either did not own talking machines, or who did not enjoy them to the fullest extent. He saw the light and stocked a supply of records in the languages that he had reason to believe should sell.

A little judicious advertising, both newspaper and circularizing, did the rest. Business fairly flocked into

his store. His customers felt flattered by the recognition that he gave to their wants, and continued trading with him, even though other stores later added these records. The question was asked as to how he conversed with these "foreigners." We were answered with a laugh and the information that although these people are of foreign birth, and have a love for their native music, they are by no means ignorant of the English language. Of course, a knowledge of their tongue is an advantage, but is not absolutely essential in doing business. Consider also the large number of descendants of foreigners who still retain a love for their parent's music, or who wish to please their folks by playing their favorite music. In catering to this foreign business, you also automatically increase your business in machines and domestic records. The big idea in business is to get the customer into the store to buy. To get the customer to come into YOUR store is the

problem. The customer really shows deference in coming into your store, and this same regard should be reciprocated in rendering service.

Looking over the United States Census Report, the latest one was in 1910, discloses some interesting information. The city of Baltimore, Md., for instance, with a population of 558,485, had 26,024 German-born, 24,798 Russian-born, 65,388 Austrians, 5,043 Italians, etc. Chicago, with a population of 2,185,283 had 182,281 Germans, 132,059 Austrians, 121,786 Russians, 63,035 Swedes, 45,169 Italians, 24,186 Norwegians, 28,938 Hungarians, etc.

Are you getting your share of this business? Does it not look interesting? You will find that there are records made in all languages, viz: French, Spanish, Portuguese, German, Austrian, Hungarian, Bohemian, Rumanian, Swedish, Danish, Finnish, Russian, Slavish, Armenian, Turkish, Arabian, Syrian, Greek, Italian, Jewish, Hebrew, Cuban, Hawaiian and even Chinese and Japanese. Many of these people do not know of records in their language. The enterprising dealer who calls this fact to their attention, and sells these records, is bound to increase his business.

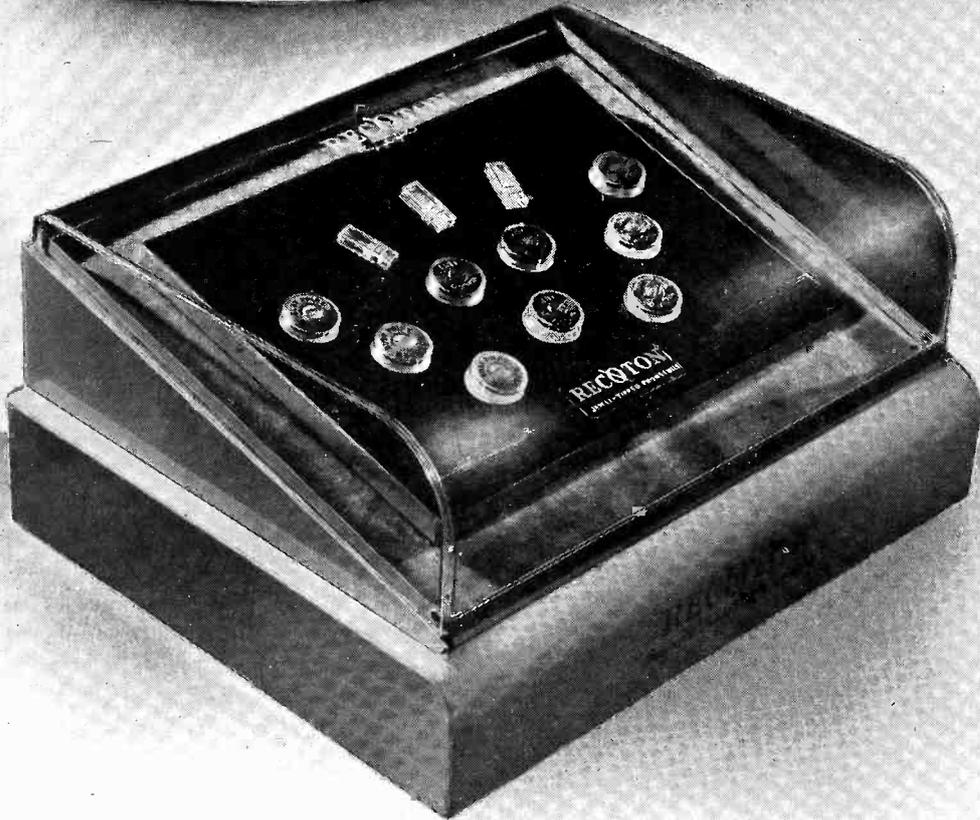
Foreign records also provide a convenient excuse for eye-catching window displays, which will get the customer into the store. Changing your displays periodically is made easy because of the cues given by the different countries represented.

Selling helps and all kinds of cooperation from the manufacturers of these records, indicates to a certain extent, the magnitude of this class of records. The establishment of special departments assures the dealer of skilled ability in the selection of songs and music that will appeal to customers.



ان الفونوغراف او الفكترولا
تلك الالة العجيبة التي تخفي كل
الاتها الصوتية في جوفها تعطي
محبى الموسيقى اعظم سرور لذلك
لا يصح من محبى الغناء ان يبخلوا
على ذواتهم بالحصول على هذه الالة
الجميلة فحسب اللحان تجلو الاسماع

RECOTON JEWELRY-TYPE Counter Show-Case . . .
THE ONLY DISPLAY OF ITS KIND IN *Phoneedle Merchandising



Clear-view hood shows entire line displayed on luxurious tray. A great counter-asset.



Eases selling: When customers ask for needle they want . . . simply lift out tray . . . let them select needle . . . sale is made.



After customer leaves . . . replace needle sold from stock in reservoir at base . . . put replacement needle back on display tray . . . You're ready for another sale.

Meet Recoton's remarkable new custom-built sales-maker that displays . . . stocks . . . and sells needles like magic. It's beautiful . . . just look at its smooth, streamlined, durable construction. It sells! . . . note its crystal-clear hood that shows up Recoton's jewel-tipped line to beautiful advantage . . . observe the jeweler's-type tray that has a distinctive "museum-case" appearance. Check the spacious built-in reservoir for stocking needles. *And-it's-free!* It's all part of Recoton's sensational 4-Karat Deal . . . You get this deluxe display free with your order (at special discounts) for one dozen each of Recoton's nationally-advertised, Jewel-Tipped Phoneedles: PRIMUS (retails \$2.50); RUBYPOINT (retails \$3.50); SUPRA (retails \$5.00); SYMPHONIE (retails \$7.50) . . . Now here's another big plus . . . Recoton is offering retailer's salespeople valuable premium awards . . . Get details of Recoton's 4-Karat deal from your wholesaler!

*Reg. U. S. Pat. Off.

Recoton Precision-Turned Steel Needles—Made in Switzerland—maintain the same high standards of quality and performance that have made RECOTON the world's finest Phoneedles

RECOTON*

Always faithful

... AND EVER PROFITABLE

Recoton National Ads

appear in such leading magazines as Esquire, House Beautiful, Saturday Evening Post, Fortune, Good Housekeeping, Colliers, etc.



Symposium-Townsend

(Continued from page 61)

So much for the records. The trend among the record companies is to present stories for children in a new and mature way, with originality and artistry shown. The various levels of stories and age groups for which they are particularly desirable

is one element which very few reviewers or companies have stressed. I'd like to put down a few ideas on that which may be of help in marketing the records.

One of the first things to consider in recording and selling a children's album is the attention span of the children in question. If you plan to sell "The Little Red Hen" and such stories, you must realize that the material is kindergarten age level,

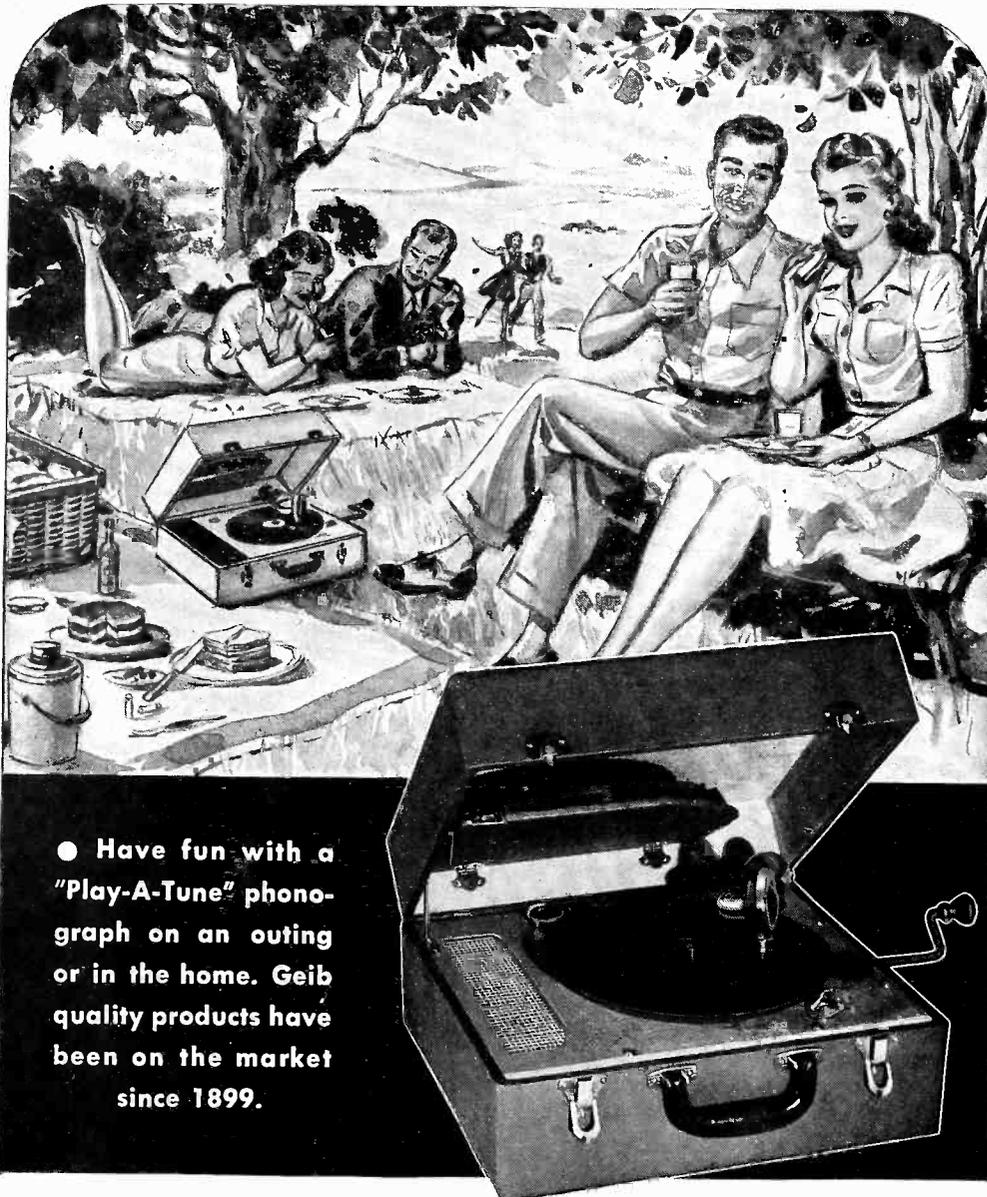
and would be too young for children much older than five or six. Then, realizing that, you must consider that children of that age need a story simply told, with many repetitions, and that the length of the story must not be excessive. To try to get a five-year-old child to hold interest in a story which takes fifteen minutes to play is asking too much. Dealers should consider that young children want stories simply told, orderly, without distracting music and other sounds, and short, one or two sides at most.

Stories such as Peter Rabbit are for an age group slightly older than kindergarten. There the attention span is longer and more sides can be used, but still the story should be simple, and the less noise and clatter in the story the better. Stories which are exciting and highly dramatic are not good for young children and won't serve the purpose for which they are intended.

Such albums as the Decca and the Vox albums are for children still older, and again the problem changes. There the attention span is longer still, and interest in music and continuity can be held for a longer period. But simple, straightforward stories, in which good diction and a minimum of sound and fury are employed are best. The "Let's Pretend" series on Columbia are for older children also, as are the Victor Pee-Wee the Piccolo and Cosmo's Tubby the Tuba.

Briefly, then, my experience has shown that dealers should bear in mind the audience for whom the records are suited. Don't try to sell long, involved stuff to young children, and realize that children's records, no matter how promoted by the companies, are best when they are aimed at the children and done with their receptive powers in mind.

Schools, I have found, are anxious to buy records to be played in their classes and in recreation periods. They do not, however, want records which over-stimulate children, which are so long that the children get restless before they are finished, or in which there is so much Hollywood production that the simple story is drowned in mood music, sound effects, and other artificial noise.



● Have fun with a "Play-A-Tune" phonograph on an outing or in the home. Geib quality products have been on the market since 1899.



I'm Killing Myself Laughing

(Continued from page 35)

from the list of scarce items. Three months ago, number 7 would have been vacuum cleaners, and number 8 table model radios. But there are vacuum cleaners available, and table model radios, so the word is being passed from one new dealer to another. "Shhh, lay off cleaners and small radios, there's going to be plenty." So, when there's plenty of 6, then 5, then 4, then 3, then 2, then 1, what the hell are you going to do? Go in the pitchblende business? It will probably still be scarce.

I'm Killing Myself Laughing

Because you can fill a demand mighty quickly, and be out of work, but the guys who were so despised by the Mr. Putters, and who are considered as yokels by the new crop of opportunists, will be making a living and building business, by continuing to do what they've always done,

CREATE A Demand And Give Good Service On The Creation.

I honestly don't believe you can build a business just by filling a few orders for a few scarce items, only while they are scarce. I think the fellows who will still be with us are the ones who are already taking a vacuum cleaner from door to door, the ones who are insisting that the oil heaters they sell are installed right. Who are building a phonograph record business, to keep a steady phonograph business going. Honestly, I can't think of a damned thing in the appliance field that is an accepted item today, a part of the American Standard of Living that wasn't forced on the American public over its own exhausted body by the untiring efforts of the salesmen of this country. The forgotten men, the ones the Mr. Putters didn't have any use for during the war, and the ones the Mr. Bowles and Mr. Putters don't think are necessary after the war.

Today one man goes in ten stores, so ten stores mark up ten prospects.

NOVEMBER, 1946

As soon as one store actually delivers, ten prospects result in one sale. What are you nine guys going to do, when every one of you has a refrigerator to deliver? It might not be a bad idea to start in training now on some of the items that (of all the sissy phrases) "you don't get calls for." Someday soon you're going to have to be a salesman. It ain't easy, and by the way your

suppliers know you need the items listed as 1, 2, 3, 4, 5, and 6. There's a general demand for them among which your store is included. They know there's a demand for these items, because they, and the old dealers, and the salesmen who have gone on before, have spent a lot of time, money and heartbreak, creating this demand that you've just found out about.

Available for your Holiday trade —the new JENSEN Christmas Gift Package (At NO increase in cost)



The gold stamped, red leatherette case is lined in contrasting green. The Jensen Royal Jewel package is the standard red and gold foil oval container. Everyone who sees it wants it!

This attractive red and gold and green Notebook holds an individually packaged Jensen Genuine Sapphire Phonograph Needle... and a Musical note-pad for jotting down record wants. It's designed to stimulate your Holiday sales, to sell MORE gift needles. It retails at \$2.50—the cost of the needle.

Material limitations with which you are well acquainted, limit the quantities of this item. To avoid last minute disappointments, be sure to estimate your requirements accurately and place your order EARLY to assure delivery.

Jensen INDUSTRIES, INC.
331 So. Wood Street, Chicago 12, Illinois

Cash-In On Consumer Demand for Quality!

WITH THE
Sensational
New

GEM Ruby

THE PERFECT
Jewelled
PHONOGRAPH
NEEDLE



\$3.50

Here it is—the perfect phonograph needle, designed and engineered by the makers of the famous Gem Natural Sapphire. The Gem Ruby is guaranteed to please the most fastidious record enthusiast, guaranteed to give flawless, high-fidelity reproduction.

Every Gem is unconditionally guaranteed to give thousands of flawless performances. If you do not agree that Gem is the finest needle you ever heard your money will be refunded in full.

BACKED BY GEM'S GUARANTEE!

Write Your Jobber Today!

GEM PHONO MANUFACTURING, INC.
33 WEST 46th ST., NEW YORK 19, N. Y.

DISC has produced seventy albums since January 1946 — Write for "the most noticed new catalog in recorded music."

AUTHORIZED DISC DISTRIBUTORS:

RADELEC, INC. 707 W. 25th St., Kansas City, Mo.
STATE MUSIC DISTRIBUTING CO. 1156 Main St., Hartford, Conn.
THE MUSIC SUPPLIERS OF
NEW ENGLAND, INC. 561 Warren St., Roxbury 21, Mass.
MONARCH SALES CO. 210 N. 22nd St., Birmingham, Ala.
JAMES H. MARTIN, INC. 1407 Diversey Blvd., Chicago, Ill.
PAN-AMERICAN RECORD
DISTRIBUTORS 11721 Linwood Ave., Detroit 6, Mich.
W. E. HARVEY CO., INC. 1312 Ontario St., Cleveland 13, Ohio
ROBERTS-NICHOLSON CO. 1201 Commerce Ave., Houston 2, Texas
UNITED WHOLESALE CO. 510 Poydras St., New Orleans, La.
HOUSEHOLD DISTRIBUTING
CO. 1233 N. W. 12th Ave., Portland, Ore.
SNI-DOR RADIOELECTRIC,
LTD. 455 Craig St. West, Montreal, Quebec, Can.
COLONIAL RECORD SERVICE,
INC. 2406 North Ave., Richmond, Va.
PENNSYLVANIA RECORD
SUPPLY 1224 Arch St., Philadelphia, Pa.
ARTHUR RIXON &
SON 209 W. Washington St., Greenville, S. C.
STANDARD DISTRIBUTING
CO. OF PITTSBURGH 1729 Fifth Ave. Pittsburgh, Pa.
SHERMAN SWENSON &
ASSOCIATES 2436 E. 8th St., Los Angeles, Calif.
INTERSTATE MUSIC
SUPPLIERS, INC. 236 W. 55th St., New York 19, N. Y.
THE DON SHERWOOD CO. 2213 San Pablo Ave., Berkeley, Calif.
NIAGARA-MIDLAND CO., INC. 881 Main Street, Buffalo, N. Y.
SOUTHLAND
DISTRIBUTING CO. 441 Edgewood Ave., S. E. Atlanta, Ga.
McKAY APPLIANCE CO. 515 Westlake Ave., N., Seattle 9, Wash.



DISC COMPANY
OF
AMERICA
117 W. 46 ST., NEW YORK
"THE FOLKWAYS OF THE
WORLD ON RECORDS"

New Pho



Fada Electric Portable

This new portable electric amplifying phonograph comes in two tone simulated leather luggage type case with a genuine leather handle. It contains compartments for records and plays 10 or 12-inch records with the lid closed. Fada Radio and Electric Co., Inc., of Long Island City 1, New York is the manufacturer.



Capitol's Three-Way Portable

From Capitol Records in Hollywood comes the U-24 with all-electronic reproduction, and operating on either AC or DC current, or on the battery. The phonograph has both an electric and springwound motor, the latter playing three 10-inch records on one winding. This model is covered in leatherette.

ographs



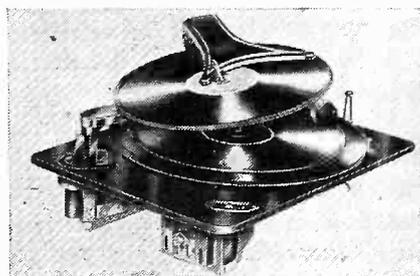
Demonator Phonograph

Made by a record manufacturer to sell records, Capitol's D-17 demonstrator model combines ultra-brilliant reproduction and the strength to stand up under constant playing by sales people and the public.



Garrard Automatic Changer

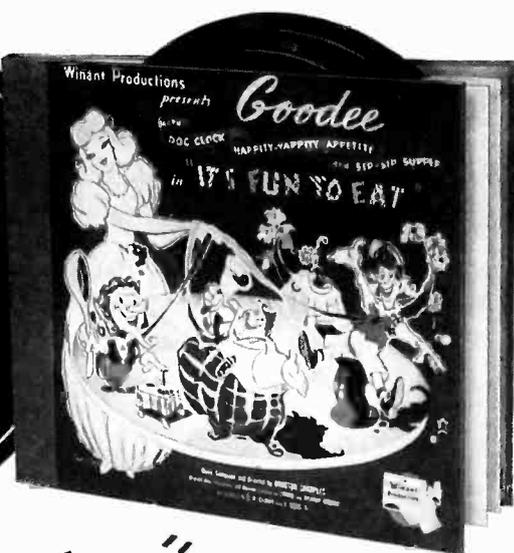
An automatic record changer which plays 10 and 12-inch records in any sequence without adjustment is now being offered by the Garrard Sales Corp., 315 Broadway, New York.



National Acoustic Use-A-Tone

Use-A-Tone, Model OR2 of National's line, is a phonograph which can be attached to any radio, utilizing the radio's full tone quality, and can play twelve 12-inch or fourteen 10-inch records. National Acoustic Products, 120 N. Green St., Chicago.

THE FIRST PRE-MEAL AND MEAL-TIME FUN ALBUM FOR CHILDREN



"IT'S FUN TO EAT" \$3.50 List

plus \$.15 Federal Excise Tax

Everybody's talking about this new and totally different idea . . . tuneful meal-time entertainment to entice children to eat. Articles on "IT'S FUN TO EAT" have appeared in: —Time, Newsweek, Billboard, Nick Kenny's column, Associated

Press Features, High-Jinx Radio show and countless newspapers all over the country.

For added Christmas sales, place your order today for the fast selling album, "IT'S FUN TO EAT" through your local distributor or direct to us.

WINANT PRODUCTIONS, Inc.
300 WEST 43rd STREET, NEW YORK 18, N. Y.

Several territories open for distribution

JUKE BOX

and *Sterling*
RECORDS

No. 1 in Juke Box RACE FIELD

Our tunes are always on the nation's leading popularity charts.

JUKE BOX RECORD COMPANY
7 West 46th Street, New York 19, N. Y.

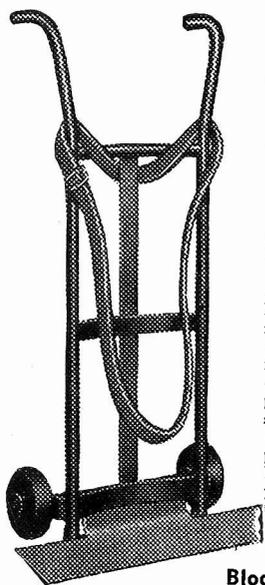
ANSLEY

"Radio-Phonographs of Superb Tone"

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

ANSLEY RADIO CORP. • TRENTON, N. J.

Order Monday — Get Friday!



Refrigerator and Appliance TRUCK

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

\$19.95

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

Order from
HANDEES CO.
 Dept. R221
 Bloomington, Illinois

ACTON

for *Needles*

Bagshaw's Needles . . .

famous since 1892 . . . salute the JOURNAL on its 30th Anniversary. Keep pluggin', you fellows!

After All, You Can't Beat The Best

H. W. ACTON COMPANY, INC.
 370 Seventh Ave. New York, N. Y.

A FEATURE FROM OUR FILES

(Reprinted from February, 1918)

"Have You a Little Fairy in Your Home?"

This is an Important Question to the Dealer for

There Are Profits In Children

HAVE you ever stopped to realize that the children of your locality offer tremendous possibilities for developing record sales? All parents are vitally interested in the development of their child through its education and its amusement along the proper lines and working with the child in the home, where he is even more easily reached than in school, should be one of the important lines of a dealer's activity.

There are many influences now alive in musical life that are making it easier to sell musical goods. All over the country, you will now find magazines and newspapers running each week "Music in the Home" pages, which not only develop concerts, but also strongly focus the interest upon such convenient methods of having music in the home, as talking machines and player-pianos. These pages are especially directed at the musical development of young folks even more than of adults. Books such as "Music in the Home," by Anne Shaw Faulkner, and "Pan and His Pipes," brought out by the Educational Department of the Victor Talking Machine Co., which necessitate the buying of records to illustrate the music discussed, develop a child's interest in music and offer direct sales help to the record dealer.

A guide for parents who are interested in developing their child's vocal

abilities, is a remarkable singing course by Oscar Saenger, issued by the Victor Company. Another opportunity for teaching children by records is the recent French Course issued on three double disc records by the Victor Company. Here again, the dealer is in a position to supply educational records directly to the home.

Considerable material has already been provided to reach the child. The section of story telling records in any catalog is a very important one, and already quite large. Columbia Graphophone Company has just added Thornton W. Burgess, the well-known storyteller whose "bed-time" stories are well known throughout the country, to their line of "artists." These story records are being given the strongest kind of publicity in many directions, especially in the schools, so

that the dealer's market is being actively worked up for him.

Another recent issue along this line is the "Bubble Book" in conjunction with the Columbia Company. This little book is in the form of a cunning story illustrated by songs recorded on miniature records. It is the beginning of a series and it is well known that if you get the child interested in one of a series you are practically certain to sell him most of all to follow. This book, therefore, offers the dealer a splendid opportunity to get started with the child in the home and should have the

BUT here's a fact—

Reach the child in the home where he can be more easily approached than in school and your profits will be bigger and more direct. Since many influences in musical life are now stressing music in the home, the dealer's selling job is even simpler. A practical step for starting this work is the establishment of your store as a headquarters for children, a "children's corner," complete with a demonstration booth set aside and decorated so as to appeal to them.

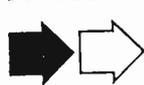
effect of waking the parents up to the possibilities of the talking machine in connection with their little ones.

The practical steps for starting on this work with the child are very simple. It is clear to be seen that if the child is an important thing in the home, and the talking machine is of all things a home instrument, it should be worth while to bring these two together, and it ought to be easy. Further, the dealer who starts in seriously to make a specialty of this work ought to find it highly profitable. The first idea should be to give your store the reputation of being headquarters for children. One of the best ways of doing this has been worked out by W. H. Nolan of the New York Talking Machine Co. "Let the dealer start in by deciding to devote part of his floor space specially to children," says Mr. Nolan. "The most practical way to do this is to set aside one demonstration booth which should be decorated in such a way as to specially appeal to children, with Mother Goose figures, and animals perhaps. Toys might be placed about, and little chairs and tables for the little listeners. With this room prominent in the store, every purchaser who comes in will be reminded of the child at home. It gives the salesman a chance to bring up the question of children's records, and thus develop, in all probability, an extra sale or two out of each customer.

"A fundamental principle in this work is that the easiest way is through the parent or the adult who is a child's friend. Any schemes that are developed should aim to interest the grown up, for of course it is the grown up that buys the record. But the child's interest should also be aroused in connection with the adult work. For any permanent campaign or activity along these lines, a special list of parents or people who will buy records for children should be obtained. Special marking should be made on the lists already in hand to show that there is a possibility of extra child work upon them.

"A simple way to get this list would be through a series of recitals given at different Sunday Schools. Advertising the recitals would help to give your store the reputation of being the 'children's corner'."

DEARBORN OFFERS FOR IMMEDIATE DELIVERY TWO BRAND NEW



automatic radio phonograph combinations



Model 500W

DEALERS ONLY

Model 100W



122 West Hubbard Street • Chicago 10, Illinois • Telephone SUPERior 6677

Either Swedish Modern wheat finish or rich walnut finish with plenty of storage space for record albums. Six tube, superheterodyne, beautiful console tone

Model 500W, (illustrated at left)
dimensions: 35" high, 19" deep, 21" wide
List price \$139.50. Add 5% Zone 2, west of Rockies

Also available, Model 500B, Blonde wheat finish.
List price \$144.50. Add 5% Zone 2, west of Rockies.

Samples shipped immediately upon receipt of order

Your cost	No. 500W	\$84.00) In all zones
Your cost	No. 500B	\$87.00	
Your cost	No. 100W	\$49.50	
Your cost:	No. 100B	\$51.50	

Terms to rated accounts, 2% ten days.
All others 25% with order, balance C.O.D.

For the huge fall price market we are proud to present our Model 100 series of automatic combinations, available in either walnut or wheat finish. This is a five tube, superheterodyne that performs all the essential functions of a radio phonograph combination and is priced for volume selling.

Model 100W, (illustrated at left)
dimensions: 18" long, 14" wide, 14" high
List price \$76.75. Add 5% Zone 2, west of Rockies.
Also available in our Model 100B, wheat finish.
List price \$79.50. Add 5% Zone 2, west of Rockies.

Dearborn Industries

PILOT



RADIO

Your beacon to a better
business in better radios

PIONEERS IN FREQUENCY MODULATION AND TELEVISION

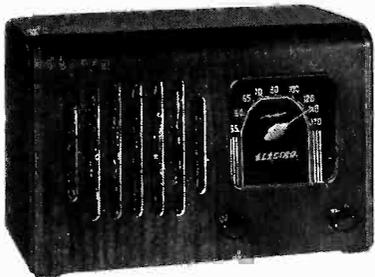
Pilot Radio-Phonograph Combinations • Pilot AM-FM Radios • Pilot Portable Radios • Pilot Radio Television Receivers • Also Manufacturers of PILOTONE Non-breakable Records

LONG ISLAND CITY 1, N. Y.

The XMAS GIFT for Your BOY

Let Him Wire It

ALL PARTS ARE MOUNTED



INSTRUCTIONS MAKE WIRING EASY

EVERYTHING SUPPLIED EXCEPT TUBES

BEAUTIFUL WALNUT VENEER CABINET

TONE AND RECEPTION AS GOOD AS THE FINEST

IMMEDIATE DELIVERY

\$15.80

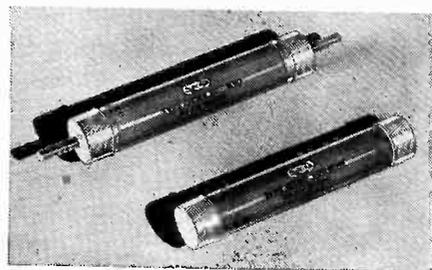
TERMS: 10% WITH ORDER. BALANCE C.O.D.

We Also have Complete ONE and TWO BAND RADIOS for IMMEDIATE DELIVERY

Atomis Heater & Radio Corporation

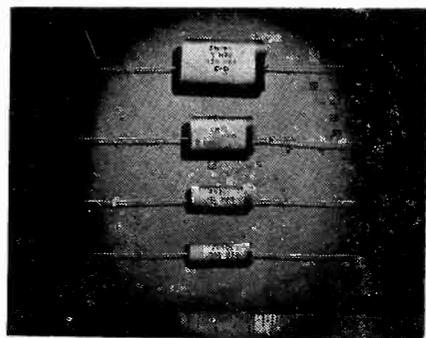
Dept. R. J., 104 Park Row, New York 7, N. Y.

Parts on



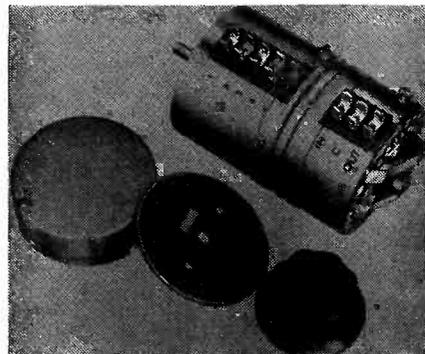
Solar Television Capacitors

Hermetically-sealed high-voltage capacitors especially designed for use in rectified radio-frequency type power supplies for television receivers and other cathode-ray tube applications have been announced by Solar Manufacturing Corporation, 285 Madison Avenue, New York 17, N. Y.



Cornell-Dubilier Capacitors

A complete line of flat midget capacitors, Type ZN, for use in hearing aids and pocket radios, is now being manufactured by the Cornell-Dubilier Electric Corp., South Plainfield, N. J., in addition to its line of standard capacitors.



Daven Attenuator

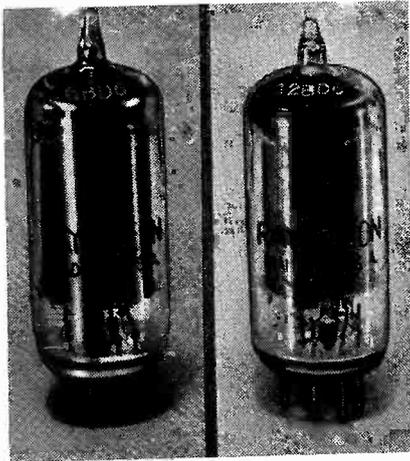
The Daven Co. of 191 Central Ave., Newark, N. J., announces new Tone Compensating Attenuator, Type LAC-720, developed to enable the authentic reproduction of the musical spectrum.

RAYTHEON
MANUFACTURING COMPANY

Excellence in Electronics

RADIO RECEIVING TUBE DIVISION
NEWTON, MASSACHUSETTS CHICAGO

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



Raytheon Amplifier Tubes

Two new miniature cathode type R-F amplifier tubes, the 6BD6 and 12BD6, are now in production at the Raytheon Mfg. Co., Newton, Mass. Designed to replace bulkier or obsolescent tubes, such as the 6D6, 6U7G, 6K7, 6SK7, 12SK7GT, etc., the new tubes are the electrical equivalent of the 6SK7 and 12SK7.



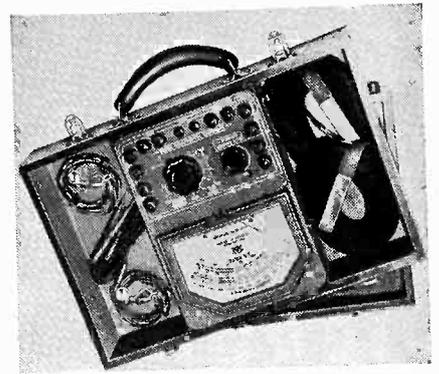
St. Louis Colormike

The St. Louis Microphone Co. has added a plastic "Colormike" to its production schedules. It will be available in 8 colors—red, blue, green, yellow and orange. According to the manufacturers, located at 2726-28 Brentwood Blvd., St. Louis 17, Mo., the new "Colormike" combines the St. Louis unbreakable diaphragm and Alnico V with rugged plastic case construction. Variable impedance output permits a choice of 50, 200, 500 or 50,000 ohms for balanced line output.

NOVEMBER, 1946

J-B-T Temperature Tester

An appliance temperature tester giving continuous readings outside the equipment being checked so that the operator can follow the results of adjustments without opening doors has been developed by J-B-T Instruments, Inc. of New Haven 8, Conn. Model 60-JRT checks four cold zones and two heat zones simultaneously.



NOW!

**New Smart Style
MASCO MODEL MPT-4
Portable Electric Phonograph
with built-in amplifier**



Order Now for Xmas Business

Compact! Acoustically designed for splendid performance. Modern two-tone beauty for eye appeal as well as tone appeal.

A fast moving consumer "package" item that sells off the counter and needs no installation or servicing.

List Price Zone I

\$41.10

including Federal Excise Tax

List Price Zone II

\$43.20

including Federal Excise Tax

OPA Approved

LICENSED BY R.C.A.

Masco builds a complete line of sound equipment . . . amplifiers, portable and fixed sound systems, intercommunication equipment, musical amplifiers and sound accessories . . . a complete supply from a single source!

MASCO

MARK SIMPSON MANUFACTURING CO., Inc.
32-28 49th Street, Long Island City 3, N.Y.



SOUND SYSTEMS and Accessories

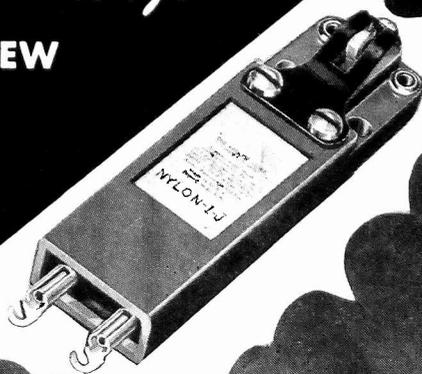
RAvenswood 8-5810-1-2-3-4

Consider the Advantages

OF ASTATIC'S NEW

NYLON 1-J

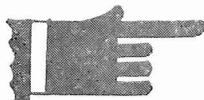
Crystal
**PICKUP
CARTRIDGE**



Here is a Cartridge designed to improve performance with respect to needle life and frequency response, to suppress mechanical resonances, to improve tracking at low needle pressure and reduce record wear. It accomplishes all these things.



Here is a Cartridge with a genuine Nylon Chuck and matched, knee-action, sapphire-tipped Nylon Needle. This needle provides all the advantages of a permanent or fixed needle, with the additional advantage of being easily REPLACED.



Here is a Cartridge which, for the first time, assures the phonograph manufacturer or ultimate owner that the quality of reproduction will REMAIN CONSTANT regardless of needle replacements because the Nylon Needle is matched to the Cartridge and NO OTHER type of needle can be used.



Here is a Cartridge with quality reproduction characteristics possessed by no other cartridge on the market . . . a cartridge developed and produced only by the Astatic Corporation. Its use is highly recommended for new installations and modern replacements.

See Your Radio
Parts Jobber or
Write for Des-
criptive Folder.



MONTHLY MERCHANDISING CALENDAR for DECEMBER

This carefully designed and exclusive monthly feature is provided to help you plan your own merchandising program for the coming month. Keep the opposite page handy during the coming season.

The monthly merchandising calendar for December is one of the most important of the year. Since the Christmas season brings with it an unparalleled volume of business for the alert, promotionally minded dealer, the merchandising calendar on the opposite page is aimed specifically at aiding you to do a bigger and better selling job during the peak season.

Your promotion campaign should utilize every means possible to reach the largest amount of consumer attention. Mailings directed from an up-to-date mailing list, ads in local newspapers, and, if possible, spot announcements on local radio stations should keynote your efforts. Advertising, at this time, should not be institutional. The pent-up demand for radios and appliances caused by the war has not been satisfied and a policy of listing specific items and prices in all advertising will pay off. Stress the lower priced radios and appliances though a mention of the higher-priced ones should not be omitted.

The decontrol of radios and appliances by the President on November 11th, will probably result in an increased supply of these items. Whether the dealer can count on getting some part of this increased output by Christmas, however, is a moot point. One thing is certain though, no dealer will be able to obtain enough of everything to satisfy the demand. Therefore a merchandising suggestion which will help soften your regretful "No" in reply to the customer's question is the use of the gift certificate, redeemable when the merchandise comes through.

By cutting out and pasting this calendar on a heavy piece of cardboard and hanging it within easy reach at all times, you will be constantly reminded of some of the things you can do to make this the most profitable Christmas ever.

SUN.	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
D	2 Have gift certificates ready if you are going to use them to sell scarce items on which you cannot expect full orders until next year.	3 A Christmas atmosphere will increase the sales appeal of your store. Fix up a phonograph display and play Christmas music.	4	5	6 Prepare a Christmas mailing folder listing as many items as you can. Feature both high-priced luxury items and many low-priced gift suggestions.	7
E	9	10 Christmas sales are a good time to clear your shelves of high priced novelty items. Prepare advertising mailings and displays to move these items before the January sales slump.	11	12	13	14 Put out hard-to-move records on a special counter display. Low prices on single discs will attract many youngsters who have small gift allowances.
C	16	17	18 One week till Christmas. Increase advertising and display promotions to clear shelves of Christmas stocks.	19	20	21
E	23 Feature low-priced items for last minute shoppers.	24	25	26 Clear out Christmas debris and check stocks. This is a good week to clean up odds and ends around the store.	27	28
M	30	31				
B						
B						

Always use this Calendar

Every day is an opportunity to sell more goods. This merchandising calendar is especially designed to help dealers prepare their sales promotion activities far enough ahead to permit proper timing for increased sales volume. Tie in selling plans with special events throughout the month; fill in

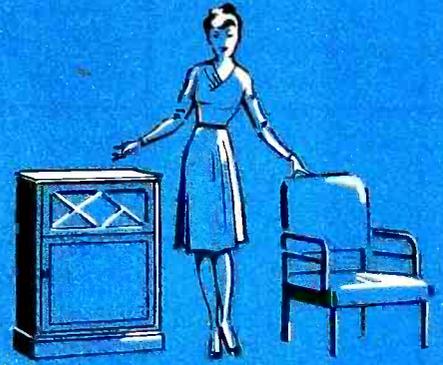
The entirely new compact combination



EXTRA LARGE RECORD SPACE

Roomy storage — holds over 100 records in albums.

THE *Bendix* SPACE-SAVER Consolette



DESIGNED FOR MODERN LIVING

Occupies no more room than an ordinary chair.



BENDIX RADIO

Another Bendix Radio First! A handsome compact radio-phonograph no larger than an ordinary chair but packed with solid design features which mean sales and profits!

Look at these features:

Storage space for 100 records in albums; brilliant radio and record performance; full-bodied tone; automatic record changer; handsome walnut or mahogany cabinets; PLUS the efficient and unique space saving design!

The Bendix Consolette is making an instant hit all over the country. This is typical of the merchandising foresight plus engineering know-how which makes Bendix Radio first in demand by radio buyers who want the "new and different." Every Bendix Radio from the smallest table model to the most luxurious combination with FM is built on the principle that extra features in the line mean extra profit for the dealer.

BUILD WITH BENDIX • FOR PRESTIGE • PROFIT • PERMANENCE

Bendix Radio Division, Bendix Aviation Corporation, Baltimore 4, Maryland

PRODUCT OF
Bendix
AVIATION CORPORATION

NEWS

Hughes to Manage Masco

Mr. Sherman K. Hughes has been appointed general manager of the Mark Simpson Manufacturing Co., Inc., Long Island City, New York, manufacturers of MASCO Sound Systems.

For many years Mr. Hughes has been associated with the Jensen Manufacturing Co., Chicago, Ill. His ap-



SHERMAN K. HUGHES

pointment marks another milestone in MASCO's program of expansion and gives new impetus to the production and sales efforts of their recently erected 30,000 square foot factory in Long Island City.

Bank Sponsors Appliance Show

A bank's eagerness to lend money for the purchase of home appliances is matched by consumer interest in the four-day appliance show sponsored in Portland, Ore., by the First National Bank. Object of the show was to inform dealers and the public that appliance loans are available. Between 80,000 and 100,000 persons



attended. The picture shows a group hearing the Bendix automatic washing machine story from Miss Frances Alexander, home service director, and H. V. Petersen, Bendix division manager, Harper-Magee, Inc.

NOVEMBER, 1946

Deepfreeze Sales Manager

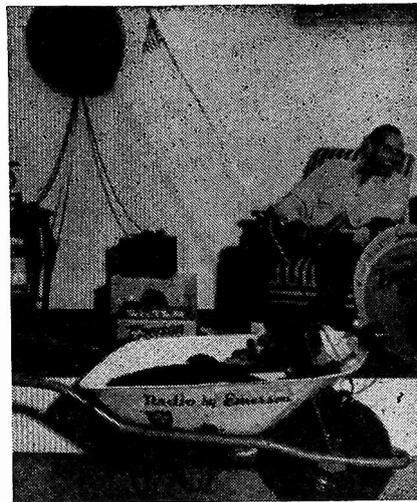


SIDNEY LEE FAUST

The Deepfreeze Division, Motor Products Corporation, North Chicago, Illinois, announces the appointment of Sidney Lee Faust as sales manager for the Kansas City district, with headquarters at 1400 E. 74th Street, Kansas City, Missouri.

Globe Trotter Via Wheelbarrow

Emerson Radio and Phonograph Corporation is currently sponsoring the highly publicized around-the-world radio-equipped wheelbarrow



journey of Larry Hightower. Hightower started in Seattle, Washington, and on foot is proceeding down the West Coast to Los Angeles and San Diego and thence eastward. He and his wheelbarrow will make the world-wide trip in about twelve years. The picture shows Hightower relieving his "pet doggies" by reclining in an easy chair listening to an Emerson Radio.

Electro-Tone Opens New Plant

The official opening of the new Electro-Tone plant, located at 221 Hudson Street, Hoboken, New Jersey, was celebrated with appropriate ceremonies recently when Albert V. Saphin, president of Electro-Tone, and his family were host to sales and publishers' representatives, manufacturers, dealers—in all, representatives from every branch of the radio and



PRESIDENT SAPHIN RECEIVES CONGRATULATIONS

phonograph field. Inspection tours of the new plant, which occupies an entire building, were conducted at intervals. Radio receivers and record players were seen in the process of manufacture.

New Wire Recorder Previewed

Employees of Webster-Chicago Corporation, 5610 Bloomingdale Avenue, were given a sneak preview recently, when the company, manufacturers of record changers, wire recorder and other electronic devices, gave the first demonstration of its new wire recorder. The recorder, scheduled to go into production shortly, will record 50 minutes of music and speech continuously. Company officials say it will be in the low-cost class and will be self-contained, portable, and particularly designed for home use. Another feature of the recorder is that a new record may be made over an old one. The new one "wipes out" or erases the old as it is recorded. In this manner, the same wire may be used over and over again, or the old recording may be retained for years.

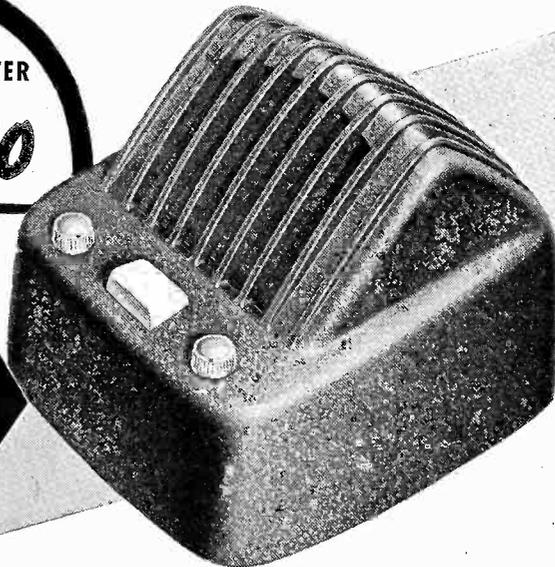
FLEXIFONE

Has a Million Prospects
On Main Street

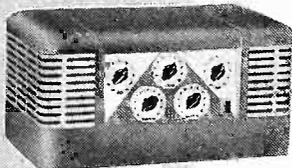
6-STATION MASTER

4450

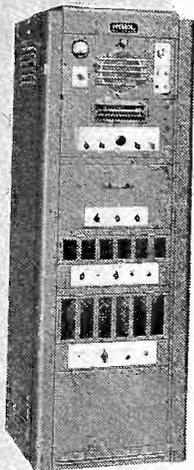
SUGGESTED
CONSUMER
PRICE



WALL TYPE BAFFLE



20-WATT AMPLIFIER



PLANT-BROADCASTER

Plus steady profits with the complete Operadio sound equipment line!

Here's the complete line that cuts down selling time and *doubles* each profit-opportunity! *FLEXIFONE* gives you prospects in countless plants and *every* office building ... and, once the door is open, you can follow-through with added sales from Operadio's top-quality sound equipment line. And Operadio backs your sales campaign with consistent advertising in leading national magazines.

OPERADIO

Sound Equipment

FCC Sees New Products At RCA

Members of the Federal Communications Commission saw television and FM radio equipment in production and a demonstration of Teleran, an air navigation and traffic control system now under development, during a two-day visit to the Camden plant of the RCA Victor Division, Radio Corporation of America, and the RCA Laboratories, at Princeton, N. J.

The commissioners and their engineering consultants saw the first of the new RCA Victor table television sets, employing a 10-inch direct view picture tube, in production at Camden, and also inspected production in progress on television and FM radio transmitters and television studio and field pick-up equipment, including the super-sensitive RCA Image Orthicon Camera.



In the picture above, J. B. Elliott, vice president of RCA Victor in charge of Home Instruments, shows members of the Federal Communications Commission a 10-inch picture tube of the type used in these table model television sight and sound receivers, shown in production. Left to right: Commissioner Paul A. Walker, Acting Chairman Charles R. Denny, W. W. Watts, vice president in charge of the RCA Engineering Products Department; Mr. Elliott, and Commissioners Ewell K. Jett, Ray C. Wakefield, and Rosel H. Hyde.

Richard H. Roffman Joins Traubee Products

Richard H. Roffman has joined the staff of Traubee Products, Inc., in the capacity of public relations and sales promotion director. In his new job with Traubee products, makers of the TIME-SAVER pressure cooker and other kitchenware items, Mr. Roffman will assume charge of directing the company's advertising in newspapers, magazines, and on the air.

RADIO & APPLIANCE JOURNAL

SEND
COUPON
FOR
COMPLETE
DETAILS

OPERADIO MANUFACTURING CO., DEPT. ST. CHARLES, ILL. RJ-11,

Gentlemen:

Please send us information on the items checked:

- Flexifone Intercommunication
 Operadio's complete sound equipment line

NAME.....

ADDRESS.....

CITY..... STATE.....

The Hams Had Their Day

LEON ADELMAN*, recalls

I am happy to say congratulations to you and your organization. Since this marks your thirtieth anniversary and my own thirty-fourth year's interest and association with radio, I feel that I have seen your publication grow up—just like Topsy—and in essence it's just that.

When I was a freshman at Brooklyn Polytechnic Institute, I had my own transmitter, w2AFS and I was operating the school's lkw 500 cycle synchronous spark transmitter w2KT. That was back in May 1922, when this picture was taken. In those days, before the Madrid Conference of 1923 which laid down the rules and regulations governing radio communication, NAH, the Brooklyn Navy Yard, would beg the station operators to "Please, QRT," (stop sending), so they could handle their important traffic without the interference which this loosely coupled spark produced!



In the picture, note the Grebe receiver, Western Electric VT-2 amplifier, W-E fones, wavemeter and antenna ammeter.

In casting about for a word to say at this time, I would like to mention that, while the situation in the radio industry is none too healthy, what with the influx of so many manufacturers and the attendant problems of material and components supply, it will be incumbent upon the public to assert itself and make proper choice and decision when buying. In due time, we'll have a healthier condition.

*Leon L. Adelman is a New York manufacturers' representative, dealing in radio and electronics.

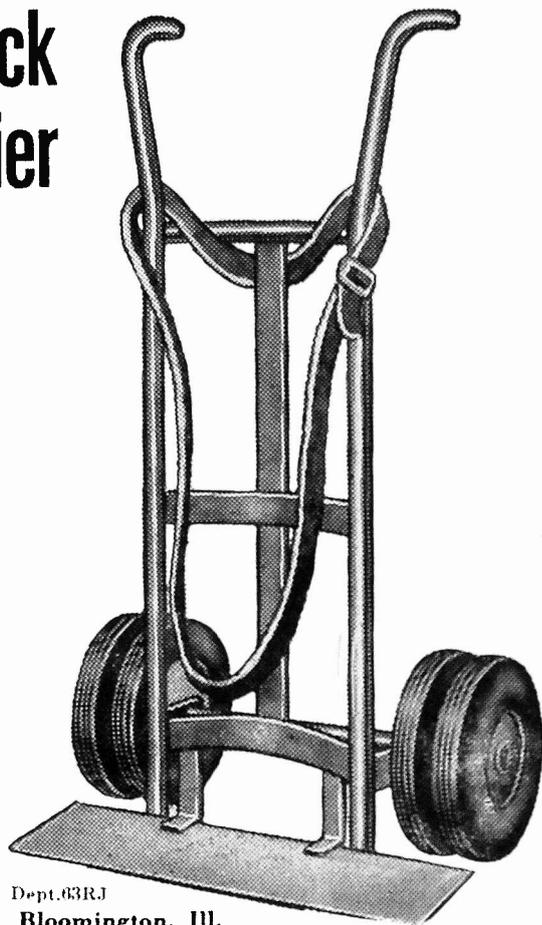
How Dual Wheels Make Appliance Truck Roll Much Easier

New HANDEES Refrigerator and Appliance Truck Has 4 Big 10" Semi-pneumatics

- Rolls Like a Baby Buggy
- Sets Solidly on Floor
- Less Strain on Arms
- Rolls over Small Obstacles

\$29.95 f.o.b.

You can get one of these new HANDEES Appliance Trucks in less than one week. Shipped from stock. Designed especially for refrigerators and appliances but unlike most trucks for this purpose, it will also handle crates, cartons, bags and boxes. Resilient, quiet, puncture-proof semi-pneumatic tires make this truck easy rolling, easy to "break over" the load. Reduces strain on arms especially where uneven floors are encountered, for there is considerably less side-wrench with 4 wheels. Frames: strong tubular steel; Ht. 54 in.; width 24 in.; curved cross pieces; 13 ft. web strap with buckle. Try at our risk. Over 10,000 HANDEES trucks sold by mail. Less than a dozen returned on our simple guarantee. "Send back any HANDEES trucks collect if it doesn't fit your needs."



HANDEES CO.

Dept. 63RJ
Bloomington, Ill.



The Answer to Your Problems

UNIVERSAL ADJUSTABLE COILS

IMMEDIATE DELIVERY!

Each universal adjustable coil, regardless of type, is adjustable through the range required to work with any gang condenser and in the case of the oscillator coils, with any gang and I-F frequency between 175 and 465 KC. All antenna and R. F. coils are litz wound on thin wall tubing with adjustable iron cores. All coils are treated to prevent the absorption of moisture. Complete directions for use packed with each coil.

*Order from your
jobber*

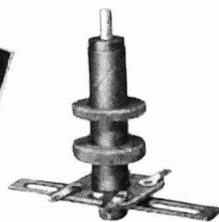
Write for our catalog. It's free,
without obligation on your part.



SHIELDED



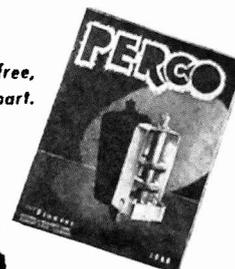
UNSHIELDED



UTILITY

**THE PIONEER
ELECTRIC & RESEARCH CORP.**

7212 Circle Ave., Forest Park, Illinois



For Efficient Radio Electronic Arteries...

Choose Amphenol Components!

Amphenol is known, and relied upon, by amateurs and professionals in every branch of radio and electronics. The encyclopedic array of more than 8,000 *different* Amphenol components completely serves the entire range of frequencies in use today.

Amphenol engineers steadily are helping to pierce the veil of the unknown in the higher television and FM frequencies. They have been among the pace-setters in achieving the higher standards of mechanical efficiency and electrical correctness upon which progress in these fields depends.

Teamed with top-flight production facilities, Amphenol research has continuously developed new products to keep the Amphenol line of cables, plugs, connectors, fittings sockets, antennas and plastic components the most complete available from any one source in the world today.

Wherever you find electrons at work, you'll find Amphenol components recognized as the standard of performance.

AMERICAN PHENOLIC CORPORATION, CHICAGO 50, ILLINOIS

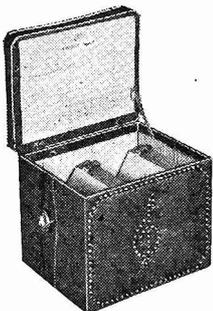
In Canada • Amphenol Limited • Toronto

AMPHENOL

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It's New! It's Different! It's TERRIFIC! Regina HASSOCK-RECORD HOLDER

It's a Hassock! It's a Record Holder! A handsomely styled lounging piece with roomy storage space inside for over 100 ten inch and twelve inch records. Sturdy folder protects and identifies each record;

complete Record Index. Hand-painted design on rich cream, maroon, brown, blue or green leatherette. Comes in Deluxe or Standard Models. **PROMPT DELIVERY** in quantity.

Exclusive National
Representative:

DAVAL COMPANY 19 West 44th Street
New York, N. Y.



Journal's End

By Mal Parks

Hello there . . . just back from a short swing around the mid-west and wonder who we're going to blame for our troubles now that O.P.A. is dead . . . judging from what I see we'll have a terrific Christmas business but you really should get set to sell now because it looks like the gravy train has long gone past . . .

. . . Nice of the **Electrical Appliance Dealers of Tennessee** to invite me to be featured speaker at their Annual Banquet down there on Wednesday, December 4th . . . any you fellows way down there happen to be around the Andrew Jackson Hotel at 6:30 on that date, pop in so we can meet and say hello . . . many thanks, too, to Treasurer **Ted Andrews** and his fellow officers for the promotion they've put into making the affair a real success . . .

. . . Out to lunch with **Dean Roscoe Ellard**, who heads up Columbia's School of Journalism and was privileged to work out plans for an ambitious course in trade paper publishing for graduate students . . . means teaching a couple of nights a week but there's a real satisfaction to helping ambitious youngsters start off on the right foot . . .

. . . Lots of changes in the industry this month with **Fred Sterritt** leaving Zenith to set up his own business . . . **Myron Morris** moves from the Naval Signal Corps to Service Manager of E.C.A. . . . **Hector A. Castellucci** goes from Paramount Industries to important post as Assistant Sales Manager of Farnsworth . . . from Majestic we learn that **Howard Souther** has resigned as divisional manager to buy into Kelly-

Mason, Cincinnati distributor whose new name will be Kelley-Souther . . . the Army's loss is Deepfreeze's gain with former lieutenant-colonel John Strange now acting as their Dallas district Sales Manager . . . Sparton announces that General Sales Manager **Ed Bonia** has been elected a vice president . . . Wichita's Mid-Town Appliance Co., has a new manager, former Kansas Gas & Electric Co.'s **M. L. Porter** . . . **Gus Weiner** has resigned as Manager of Abraham & Strauss' Jamaica store to become buyer and manager of Ranscom Appliances, Inc., Flushing, N. Y. . . .

. . . **Earl Watson** sold his Northwest Appliance Co., Blackwell, Okla., to **T. G. Kiser** and **LeVerne Albin** who will continue under the old name . . . **W. D. Hart** associated with the company for 19 years has been appointed Sales Manager for Toledo's Air-Way Electric Co. . . .

. . . Out to Chicago on the way to Missouri for that Golden Wedding Anniversary and found good friend **Victor Irvine** of Motorola in hospital for nasal operation . . . Alex out to Sentinel and talked with **Ernie Altschuler** and **Eddie May** about effects of O.P.A. decontrol . . . out to Clarion and found good friend **Reau Kemp** had left to bask on the sunny sands of California . . . talked to rising young agencyman **Sander Rodkin** and learned that **Duane Wanamaker** plans to retire from agency business January First . . . home on the Commodore and bumped into Sylvania president **Don Mitchell** who travelled on same car with me from Chicago . . . accompanied by the charming Mrs. Mitchell.

. . . Nice note from **Jim Nance** announcing his appointment as executive vice president and a Director of Edison General Electric (Hotpoint) Co. . . . Jim will

have headquarters in Chicago which will be welcome news to all his old friends out there . . .

. . . Not much doing this month, saw Garrard's **Bill Carduner** off for England . . . got a nice letter from the Editor of the Italian Radiotechnique magazine with a sample copy which I couldn't read, naturally, have enough trouble with English according to correspondent up there in Connecticut . . . visited with London's **Paul Riley** over here to get some ideas on American trade publication procedure . . . took **Sally** to La Cremalliere and she was thrilled at the attentions paid her by cinemaster **Charles Laughton** . . . learned that two important sales managers will leave their jobs for new ones January first but promised not to violate their confidence until released from that promise . . . all in all, a fairly slow month for a Missouri boy in the big city . . . ah, well, next month is coming and we'll at least have Christmas to celebrate . . .

. . . Now how did we get here at the end of our space so soon? . . . and without mentioning food once? . . . happens I'm on a diet, that's why, but just as soon as I go off it we'll run our regular monthly gourmet's special again . . . well, fellows, the leaves have finally turned brown, the corn is shucked, the barns bursting with winter crops and Thanksgiving will soon be here . . . for me, it's the real holiday of the year because it gives thanks to the Lord and his bountiful nature without the crass commercialism that has worked into our Christmas season . . . so, my sincere and heartfelt wish is that I may have the privilege of sharing many more happy Thanksgivings with you in the years to come . . . with that thought in mind I'd just like to say . . . so long and don't eat too much turkey . . .

Now

MODEL 6A6 SENSITONE RADIO



SENSITIVITY COMPENSATION + ACOUSTIC COMPENSATION

SOMETHING NEW that Meck Dealers can APPRECIATE • DEMONSTRATE • SELL

Here's the exclusive Meck Sensitone model for Meck radio dealers —with the kind of features that the radio specialist can appreciate, demonstrate, and sell.

1. Sensitivity control permits gain adjustment of the set in the home to local broadcast conditions.
2. Acoustic compensation control permits bass boost to a point most pleasing to the user, without loss or distortion of treble notes.

Other FEATURES

Despite compact size of cabinet, a six-inch oval speaker is used for superior reproduction of low frequencies.

8½-Inch slide rule dial, illuminated.

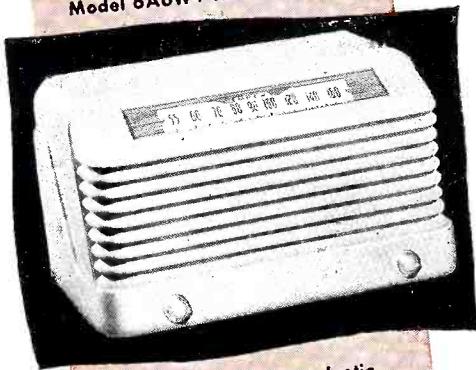
Built-in loop antenna with primary turn for connection to external antenna and ground.

Choice of wood or plastics. Ivory-finished plastic models.

It will pay you to check your Meck distributor about this new 6A6 Sensitone Receiver.



Model 6A6W4 Wood cabinet



Model 6A6P9 Ivory plastic
for AC-DC service



MECK RADIOS

John Meck Industries, Inc., Plymouth, Ind.

IN 1922

when WOR,
New York key station of the Mutual Broadcasting System,
went on the air for the first time . . .



GAROD

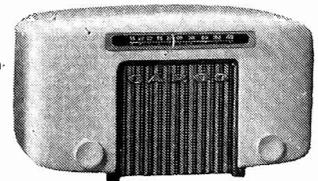
was building radios..

Today, the circle of enthusiastic Garod supporters literally covers the country from coast to coast. And every day, as sales competition becomes keener, the strength of Garod consumer appeal is being demonstrated profitably.

Technical excellence, arresting styles, greater values, are based on a knowledge of the field made possible only by 24 years of experience in the field. The **EXTRA** measure built into every GAROD model, makes it the radio that you can recommend to your best friend.



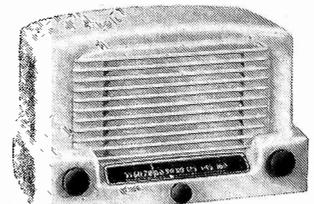
The "Sheraton"
Automatic radio-phonograph combination, with smart "Hide-A-Way" phonograph drawer.



The "Commodore" . . . AC-DC superheterodyne. Plastic in ivory, blue, green or maroon, with contrasting color in grille.



The "Commander" . . . featuring the ingenious "drop handle". AC-DC superheterodyne. Two-tone "Catalin" plastic combinations.



The "Senator" . . . AC-DC superheterodyne with 3-gang condenser. Plastic cabinet in ivory or walnut.

GAROD



RADIO

GAROD RADIO CORPORATION • 70 WASHINGTON STREET • BROOKLYN 1, N. Y.