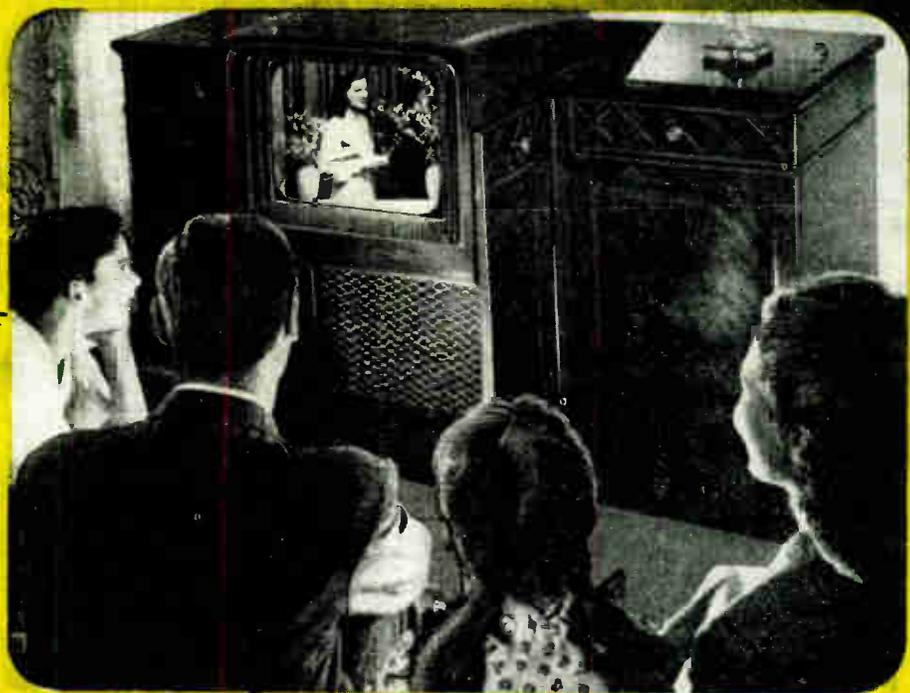


RADIOS • APPLIANCES • FM and TELEVISION • RECORDS • COMPONENT PARTS

# RAJ RADIO & APPLIANCE JOURNAL



## TELEVISION • 1948

JANUARY 1948

From: RADIO & APPLIANCE JOURNAL  
A KOLBE PUBLICATION  
RKO BUILDING, RADIO CITY, 1270 SIXTH AVE.  
NEW YORK 20, N. Y.  
RETURN POSTAGE GUARANTEED  
Postmaster: If undeliverable FOR ANY REASON, notify sender, stating reason, on FDHM 3517, postage for which is guaranteed.

NO. 10521  
PAID  
U. S. POSTAGE  
Sec. 562, P. L. & R.  
KJ SD  
JOHN PURCELL RADIO  
HORTON  
KANSAS

NEW YORK, N. Y.  
PAID  
U. S. POSTAGE  
Sec. 562, P. L. & R.



# Zenith is *FIRST* with the **FEATURES THAT COUNT**

*It's the industry's Style-Leader Line!*



**Model 12H090**

## **31 years of Radionics Exclusively Pays Off Now With Pace-Setting, Sales-Making Features**

Now that the pendulum is swinging back, and shoppers are looking for honest value. Zenith is more popular than ever. For these great sets are designed and built to come out way ahead in any "hands-down" competitive value comparison.

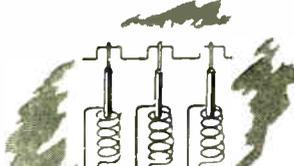
Zenith helps you sell with *features* . . . demonstrable features prospects notice and want. Here, too, is superior *performance*, made possible by Zenith's rigid adherence to quality standards for components and workmanship. Zenith gives you *styling* leadership, by consistent development of style features that set the pace for the industry.

Yes, Zenith backs you up with *value* that makes sales . . . value made possible by the knowledge and experience gained in more than 31 years of Radionics Exclusively.

**ONLY ZENITH OFFERS SALES FEATURES LIKE THESE**



**COBRA TONE ARM**



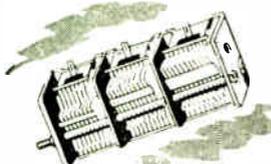
**ARMSTRONG FM**



**ROTOR WAVEMAGNET**



**RADIOORGAN**



**3-GANG CONDENSERS**



**SILENT-SPEED RECORD CHANGER**

**Keep An Eye On**



*Zenith Radio Corporation • 6001 Dickens Ave • Chicago 39, Ill.*

FOR 17 YEARS *Radio Dealers*  
(as well as the public) *Have said:*

"When there's a choice —  
it's a PHILCO"



IN the great selling season just passed, for the first time in six years, buyers were able to walk into radio dealers' stores and *choose* the makes and models they really wanted on the basis of tone, performance and reputation.

The record now shows they chose Philco in greater numbers than ever before. Yes, again the choice was Philco —the brand they have trusted for 17 years to give the utmost in value plus years of service and satisfaction.

And, again, Philco was the chief source of volume and profits for radio dealers . . . gave dealers the biggest turnover on dollars invested, *plus* the highest average unit of sale.

Here's up-to-the-minute evidence on which you can make your plans for the year ahead. *Concentrate* your efforts where they will yield the biggest results—on Philco. Build your business with Philco, the leader, for profits today and customer Good Will tomorrow.

PHILCO *Famous for Quality the World Over*

World Radio History

# RADIO & APPLIANCE JOURNAL

JANUARY · 1948

VOL. 65

No. 1

**ALEX H. KOLBE**

*Publisher*

**NAT BOOLHACK**

*Editor*

*Business Department*

**IRVING N. COOPER**

*Advertising Director*

**AARON LAFER**

**GERALD CRIPPS**

**IZ ZAM**

*Technical Editor*

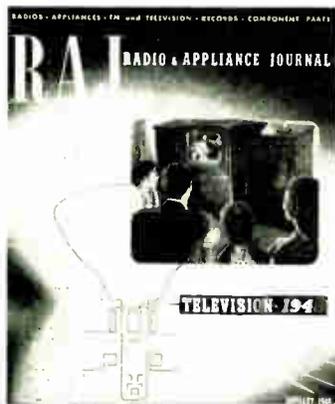
**VINCENT T. COSTELLO**

*Art Director*

**MARY LOUISE KAUFFMAN**

*Circulation Manager*

## This Month's Cover



*Television, the brightest star of 1948's industrial firmament, is our cover subject this month. Artist Krate has chosen the two basic elements of television: the cathode ray tube and home reception to symbolize the spirit of this great new industry. The RAJ Television Section starts on page 7.*

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

## IN THIS ISSUE

### TELEVISION SECTION

|   |        |
|---|--------|
| Television . . . 1948 . . . Start of A New Sales Era . . . . .  | 7      |
| How to Sell Television Sets Profitably . . . . .  | 9      |
| Sells Video by "Lounge" Method . . . . .  | 12     |
| Dealer Survey Reveals Television Buying Habits . . . . .  | 14     |
| Preview of New Television Sets for 1948 . . . . .   | 16, 17 |
| Television Stations Will Span Nation in 1948 . . . . .  | 20     |
| Complete Listing of All Television Broadcast Stations . . . . .   | 21     |
| What About Television in 1948? A Roundup of Expert Opinion About Video's Prospects in the Coming Year . . . . . | 22     |
| Television Forecast: Fair and Warmer . . . . .  | 26     |
| What Television Learned in 1947 . . . . .   | 28     |
| Emerson to Make New Low-Priced 10-inch Set . . . . .  | 29     |
| RCA to Step Up Output of Television Tubes . . . . .   | 29     |
| New Type Apartment House Multiple Antenna System . . . . .  | 30     |
| Television Fast Becoming a Major Advertising Medium . . . . .   | 30     |

### RADIO

|  |        |
|--|--------|
| Cullen Refused to Lumber Along . . . . .                 | 31     |
| New Radios to Spark New Year Sales . . . . .             | 33, 34 |
| Approve 'Radio-in-Every-Room' Plan for 1948 . . . . .    | 35     |
| Survey to Determine Radio Color Preferences . . . . .    | 35     |
| New Officers of Minerva Corporation . . . . .            | 35     |
| Sylvania Starts New Electronic Research Center . . . . . | 35     |

### APPLIANCES

|  |        |
|--|--------|
| Window Displays Can Make or Break a Sale . . . . . | 36, 37 |
|--|--------|

### RECORDS AND PHONOGRAPHS

|  |    |
|--|----|
| Music Miracle on 34th Street . . . . .     | 38 |
| New Recorders and Players . . . . .        | 39 |
| So That the Blind May See By Ear . . . . . | 41 |

### PARTS AND SERVICING

|  |        |
|--|--------|
| New Component Parts . . . . .              | 42, 43 |
| News of Component Parts Industry . . . . . | 44     |

### DEPARTMENTS

|  |    |
|--|----|
| Editorials . . . . .                                       | 6  |
| News and Notes of Manufacturers and Distributors . . . . . | 45 |
| Journal's End . . . . .                                    | 46 |
| Advertisers' Index . . . . .                               | 46 |

#### MIDWESTERN OFFICE

**O. A. FELDON & ASSOCIATES**

185 N. Wabash Ave.

Chicago, Ill.

Member of



Controlled Circulation Audit, Inc.

RADIO & APPLIANCE JOURNAL is the complete business magazine for Radios, Appliances, Television, FM and AM, Phonographs, Records, Master Servicing Component Parts; and is published monthly for Radio and Appliance Dealers, Jobbers, and Service Men by Kolbe Publications, Inc., Radio City, 1270 Sixth Avenue, New York 20, N. Y. Phone: Circle 7-5842. Alex. H. Kolbe, President and Treasurer. Subscription price \$3.00 per year in U. S., its possessions, South America, Canada and all other countries \$4.00 per year, payable in American money in advance. Price 25 cents per copy. Copyright 1948. No material in RADIO & APPLIANCE JOURNAL may be reprinted without consent of publisher. Printed in U.S.A.

Radio & Appliance JOURNAL • January, 1948

# BIGGER! BIGGER! BIGGER!

GENERAL ELECTRIC RADIO AND TELEVISION ADVERTISING  
IN 1948 . . . TO SELL 'EM

# FASTER! FASTER! FASTER!

YOU CAN'T AFFORD NOT TO HANDLE G. E.

**PEOPLE READ G-E ADS**  
G-E Radio and Television ads are stoppers! Year after year they have led in "Seen Most" and "Read Most" Starch ratings. With full pages, most of them in full color, in these 8 great national magazines—the great G-E story reaches over 70 million readers every month. That's the power that backs up your selling.

| Magazine                | Insertions | Readers per insertion |
|-------------------------|------------|-----------------------|
| LIFE                    | 25         | 26,000,000            |
| POST                    | 13         | 13,750,000            |
| Collier's               | 12         | 11,100,000            |
| LOOK                    | 13         | 15,650,000            |
| THE AMERICAN WEEKLY     | 3          | 23,000,000            |
| Country Gentleman       | 6          | 6,670,000             |
| Farm Journal            | 6          | 6,278,000             |
| The Progressive Farmer  | 6          | 3,600,000             |
| THE NATIONAL GEOGRAPHIC | 12         | 5,700,000             |
| This Week               | 3          | 19,500,000            |

**BIG AIR COVERAGE**  
G.E. is back on the air with the great General Electric House Party that reaches over 7 million radio homes every month, on 161 CBS stations. It's YOUR program because it has the highest sponsor identification of any daytime program. All this, plus the G-E Fred Waring program Monday nights on NBC.

**COAST TO COAST NEWSPAPER BARRAGE!**  
Smashing full page newspaper ads, masterpieces of retail merchandising, are scheduled to run in leading newspapers from coast to coast. These ads follow the spectacularly successful pattern of G-E Radio Pre-Christmas advertising in 1947.

**For people who never take second best!**  
SEE YOUR NEAREST GENERAL ELECTRIC RADIO DEALER

LEADER IN RADIO, TELEVISION AND ELECTRONICS

**GENERAL  ELECTRIC**  
173-01

• For full information about G-E radio and television receivers, write your G-E radio distributor, or General Electric Company, Receiver Division, Electronics Park, Syracuse, New York.

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

Radio & Appliance JOURNAL • January, 1948

# Editorial

---

## 1948 Television's Year

• Just as we were about to write this editorial, the National Broadcasting Company came out with full page advertisements headed by the words at the top of this column. The phrasing and timing are so correct that we decided to adopt it. For 1948 is truly television's year. Gone are all the awkwardness and timidity. Every phase of the industry, from manufacturer through distributor and dealer, have come to the realization that television has at last come of age. To paraphrase Churchill's famous remark about the "End of the Beginning", we are confident that the new year 1948 heralds the beginning of the great era for television, as an industry, as an art, as a science.

Why this confidence about television in 1948? After all, television has been kicking around for quite a few years, and each year big things were predicted which somehow failed to come off. Will this year be the same?

No, 1948 will not be a repetition of the disappointing television years which preceded it. And the reasons for it make cheerful reading. Here are the facts:

• There are more television manufacturers producing receivers today than ever before. On pages 16 and 17 in this issue are listed names and pictures of 29 television firms currently producing sets, at prices ranging all the way from under \$200 to thousands. These receivers are well designed, well engineered, and give excellent performance. There are sets to meet every pocketbook and taste. In 1948, the customer for a television receiver will have a wide choice of models from which to make a selection.

• The problem of television programming and broadcasting is fast being solved. On pages 20 and 21 in this issue of RAJ are listed all the television stations that will be in operation this coming year.

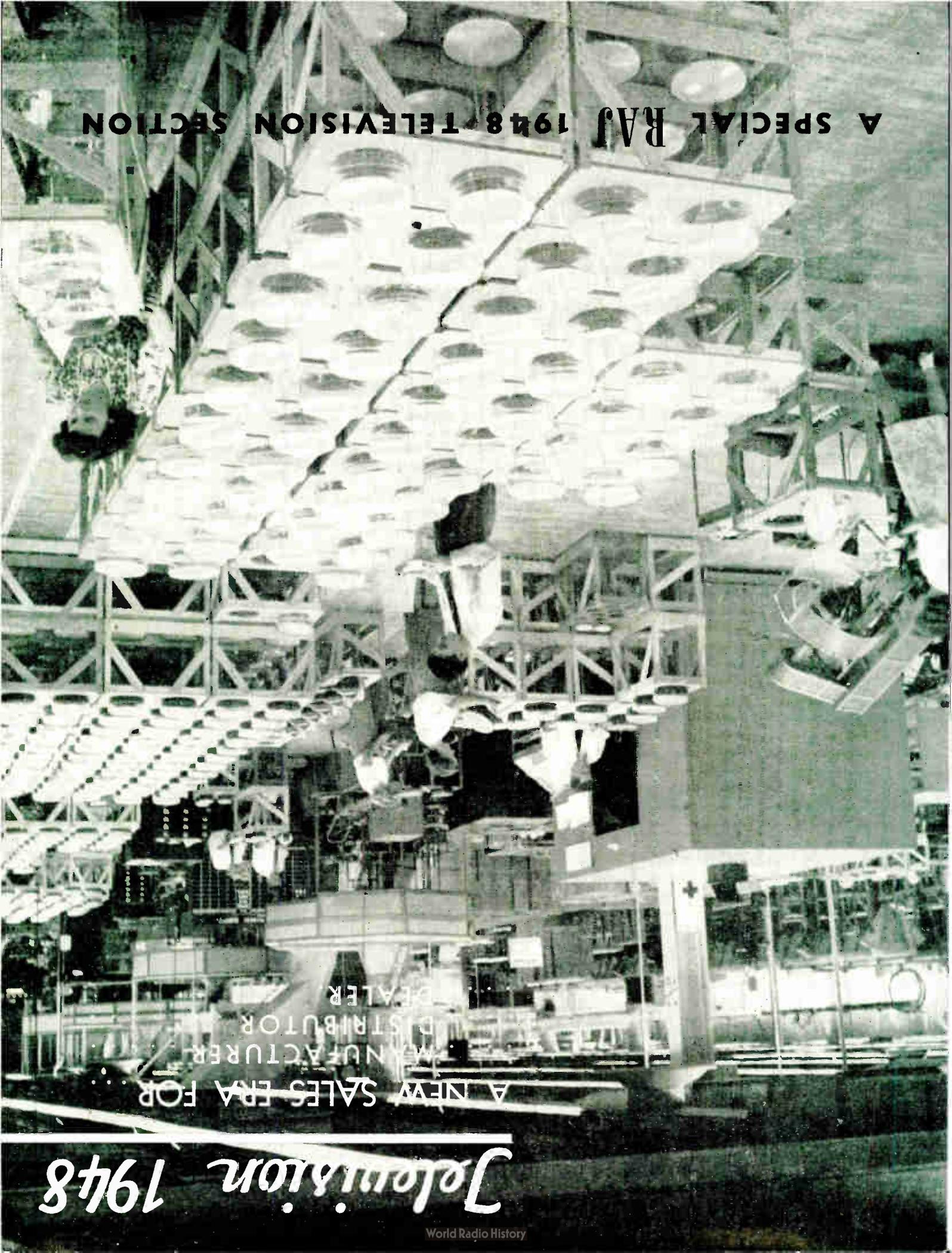
The list is impressive and covers three quarters of the United States. Soon there will not be an important city in the country that will not have its television stations. Think of the opportunities for new sales in those areas! An NBC television official told us that every time a new video station is opened, dealers in that area are swamped with inquiries from prospective customers about how soon they can get deliveries. Just as in the last century, business followed the railroads, so today, sales follow each new television channel opened. The new AT&T expansion program involving over 75 million dollars and approved by the FCC will provide 1,500,000 new channel miles of circuits, including facilities for *network television*.

• Television manufacturers, anticipating that 1948 is the start of a real sales battle, have announced an all-time high in advertising budgets for their products. RCA will spend more to push television than ever before. RCA is spending more than \$1,000,000 for a new building to produce television picture tubes at its Lancaster, Pa., plant. This expansion is being paced by Philco, Admiral, Crosley, Stromberg-Carlson, General Electric, Westinghouse, Emerson, United States Television—in fact, by all the companies in the field. When big industry decides to invest millions in plant and equipment, you may be sure that the experimental stage is over—that production and sales are the keynote of the future.

• The public is more television-minded than even before. People are no longer toying with the idea—there is a real desire to OWN a television receiver. This tremendous desire will be translated into sales this year. There are the facts, and they add up to an impressive total for television in 1948. Where do you, the dealer, fit into this situation? Here's how: If there is television programming in your area and you are not handling video sets, brother, you're missing the bus. If there are no programs in your locality, find out what's being planned and take an active interest in helping it along. Study television yourself, and institute a training program for your sales personnel. It requires more 'know-how' to sell television than it does a pressure cooker. Make a television survey in your community. Get the facts . . . get the facts.

Television—1948. What an opportunity! Makes us want to chuck this typewriter and get into the firing line ourself.

A SPECIAL RAJ 1948 TELEVISION SECTION



A NEW SALES ERA FOR  
MANUFACTURER  
DISTRIBUTOR  
DEALER

*Television 1948*

# Terrific Big PROFIT Opportunity for DEALERS and DISTRIBUTORS

Exclusive Franchises Still Available  
for

Tele King



the *Only*  
**Television**  
**Receiver with**  
the *amazing*

**ACRO-COUPLING  
CIRCUIT**



Beautiful,  
streamlined cabinet  
available in fine  
leatherette or  
mahogany.

## SUPERIORITIES THAT MAKE TELEKING EASY TO SELL

1. Big, clear, sharp, bright, steady, 15 inch tube, *direct view pictures*. So clear that you can enjoy them as much at fifty feet away, as at six.
2. Automatic picture level. You can't miss getting the broadcast right on the beam—because it's all automatic. Just turn the knob.
3. Wonderful natural tone . . . just as clear and true as your own voice—at any distance.
4. Lowest operating cost. TELEKING is so perfected that with its acrocoupling circuit it has less parts, gives less heat, uses less current . . . has less possibility of any kind of trouble.

TELEKING is now enjoying terrific acceptance all over the country. Orders and re-orders are pouring in—because TELEKING is noticeably superior to any other television receiver on the market. To one distributor in each market—the CONSOLIDATED TELEVISION CORPORATION offers an exclusive franchise — for TELEKING, the finest television receiver ever designed . . . a real steady profit-maker.

The TELEKING franchise is an exclusive franchise . . . backed by the powerful TELEKING SALES AND MERCHANDISING PLAN—backed by national advertising and promotion that's sure to bring in steady profits to the holder of each franchise. Write today and find out whether the TELEKING franchise is still available in your community.

**CONSOLIDATED TELEVISION CORPORATION**

601 WEST 26th STREET, NEW YORK 1, N. Y.

Here is one intelligent way to promote television sales in your community; through the medium of tie-in attractions with local events. This television dealer, Goodman's, of 830 Bergen Avenue, Jersey City, N. J., is doing one of the most intensive selling jobs on television in his state. Picture illustrates how Goodman demonstrated a television receiver in the lobby of the local State Theatre, and tying it in effectively by having a drawing and contributing the set to a worthwhile organization. Total effect is to make the public more television-conscious, and especially, to promote the name of the dealer as THE place for television.



## How To Sell Television Sets . . .

# PROFITABLY

TELEVISION has caught the imagination of the American public as no new single development has since the automobile. As a means of entertainment, it has "everything", enabling entire families to "go sightseeing within their own homes".

As an industry, television already shows signs of fast becoming one of the giants of American industry—perhaps the second largest consumer industry in the world. Many conservative observers predict that in 1948, television sales will approach the billion dollar mark.

### Your Opportunity

There are probably few other products being manufactured today in which there is such a tremendous opportunity for big turnover and good profit for the retailer. Hard work and intensive planning will provide an open door to remarkable profits for even the smallest dealer in any territory. There is ample proof that the small dealer can make good at merchandising television receivers. One small dealer in New Jersey earned \$20,000 in dealer discounts in two months, and a newly-formed firm in Detroit earned \$35,000 in just 7 weeks by smart handling of just one line of television receivers! The same success story has been repeated in every city where television broadcasting takes place.

### Merchandise Your Store

The quickest, easiest way to sell television sets to the home is to concentrate on those who can afford television. The number of families in the United States with annual incomes large enough to buy television is on the increase. The only way to sell these prospects is to *show them*. Your problem is build a customer prospect list of the above-average income families in your area and then to plan a telephone campaign to these upper-bracket families to invite them in to see your sets in action.

When these first-class prospects do respond to your invitation to look at your television models, you should be prepared to make them comfortable so they will be able to view the demonstration in a relaxed atmosphere that is conducive to creating a buying mood. Several dealers have provided large upholstered easy chairs for customers and have set up a separate closed-off department where viewing may be done in quiet.

### Don't Wait for Prospects—Find Them

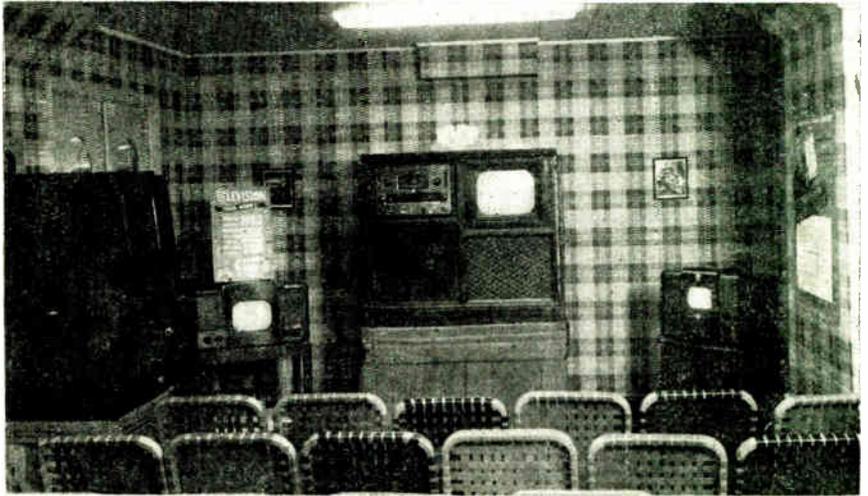
While television, and particularly "Big Picture" television is still a luxury to many people, it has become an absolute necessity to many business establishments in many fields. The tremendous sale of television receivers to thousands of taverns, clubs and restaurants demonstrate this truth. Now the trend is toward fraternal, social and religious groups. (See article "Television for Churches" in the December, 1947 Radio & Appliance Journal). Just try making a list of all the Elks, Lions, Rotary, Kiwanis, YMCA, high schools, hospitals, technical schools and resorts in your community. You will be amazed at the lush market they represent—and they're waiting for you to do a good merchandising job.

### How to Demonstrate

Regardless of how well the set operates when it is demonstrated, *How You Demonstrate* will be the turning point in the sale. Keep in mind these (Continued on page 10)

# Set Up a Television Theatre in Your Store

Here is another very effective device used by Goodman's, Jersey City, to promote the sales of television receivers. This unusually attractive "television theatre" permits prospective customers to view demonstrations with ease and in comfort; is a big psychological booster in selling since it creates prestige for the dealer and the products he sells.



(Continued from page 9)

essential points in preparing for television demonstrations:

1. Make sure the set is in perfect working order before starting the demonstration.
2. The greatest objection of sophisticated home television prospects is to the type of programs. Arrange to demonstrate when the right kind of program is being broadcast. For instance, a prize fight for men, fashion or cooking demonstration for women, motion picture broadcasts for children. The children will go a long way to help complete the sale. The best solution is to get the entire family to come in.
3. Set up your demonstration room as a *television theatre*. Line up your various models. To display your projection set to best advantage, avoid direct daylight glare and seat your prospect over ten feet from the set.
4. You have a wonderful opportunity to sell a radio-television console to any prospect for an expensive radio console. When a customer is open to spending \$300 or more for a radio-phono combination, it is obvious that some good selling will convince him that he should have television too. Remember that the radio-phono combination console has largely replaced the straight radio. So too, the radio-phono-video console will soon achieve market dominance.
5. Show the prospect how easy and simple the controls are! Point out which controls are radio controls. Then let the prospect flick the television switch and observe the thrill and wonder in the customer's face.

## Don't Oversell and Don't Overpromise

Remember, your customer may be counting on his set for a sports event on the date you promised delivery. If he's a tavern owner, he may even have advertised it. So don't overpromise—give yourself a time margin on your installation date.

## Advertise and Publicize

Obtain photographs of customers having a television party and send it to your local newspaper. Get local columnists to mention crowds at television taverns or private television party. Above all, establish a reputation for yourself as the leading television dealer by stocking a complete line of sets. Set up a budget for newspaper advertising in your local paper, fraternal and social bulletins; school magazines.

## Forget Business Hours!

If you desire to reach 'big time' status in selling television, you'll do well to forget conventional business hours. The best programs being televised are at night or on weekends. Never lose sight of the fact that one good demonstration to a customer while a top program is in progress will clinch a sale that otherwise might have been lost had a mediocre show been demonstrated for the customer. So make arrangements to demonstrate your set at any opportunity, on every possible weekday evening and on weekends too. *Remember how automobile salesmen sold their cars back in the early days? They made their demonstrations at all times.*

While television is still in its infancy, you should not let conventional business hours stand in the way of sales.

## Caution! Don't Cut Price

Television should be one business where price-cutting should not rear its ugly head. It's a new industry and the potential market hasn't been tapped. The people buying television sets today are not price conscious—unless you make them so. Once the vicious practice of cut-throat pricing attaches itself to television merchandising, it will be darn hard to eradicate it. So don't get off on the wrong foot by chopping away at the price structure. Remember that manufacturing costs are high and current prices are legitimate for the skill and materials that go into making a television receiver. Besides, there are models for every purse, so sell the set the customer needs and can afford rather than oversell him by blasting price and destroying your profit margin.

## Every Sale Should Make A Sale

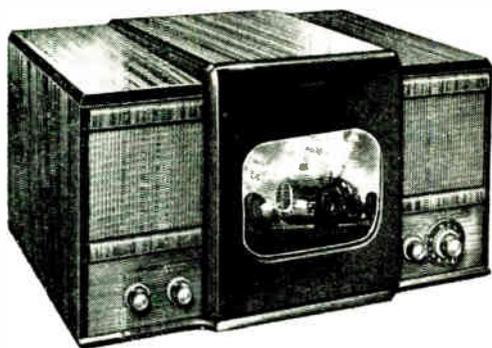
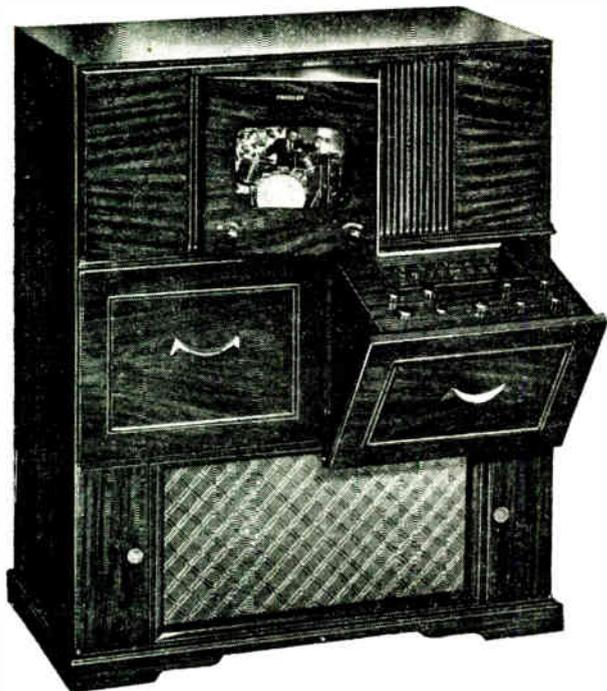
Many dealers have found through experience that "every set sells another." Whenever someone buys a new television, he immediately becomes the focal point for his entire social set of friends and neighbors. The same condition applies equally to a tavern, club or restaurant—friends and competitors in the same line of business immediately come over to take a look at it. The more people talk about television, the greater the sales. So follow through on every sale by exploiting the new sales opportunities it makes.

(We are indebted to the United States Television Mfg. Corp., 3 West 61st Street, New York City, for permission to use some of the material presented in this article. UST has published a pamphlet entitled: "How To Sell Television Sets Profitably".)

# ~~CROSLEY~~ TELEVISION DEALERS

ARE GETTING

DELIVERIES PROFITS NOW!



these great new  
~~CROSLEY~~  
TELEVISION RECEIVERS  
now in mass production!

**The CROSLEY Deluxe Spectator**—This one really brings 'em in to look—listen—buy! It's a 5-way combination for complete home entertainment. Features TELEVISION—STANDARD RADIO—FM RADIO—SHORT-WAVE—AUTOMATIC RECORD PLAYER—all in a magnificent furniture-crafted cabinet. Exclusive sales-clincher advancements include the Swing-A-View, adjustable for viewing from either side or in front of the console—"Picture Pilot" sealed tuning units for *automatic* station selection.

**The CROSLEY SPECTATOR 307TA**—Here's a handsome, compact television receiver that produces bright, clear pictures 52 square inches in area, big enough to be enjoyed by a roomful of people. Exclusive Lok-In-Tune Synchronizer keeps pictures steady through varying types of electrical interference. Superbly engineered for carefree, dependable performance.

## HOW BRIGHT IS YOUR TELEVISION SALES PICTURE?

Are you pointing for big profits in this booming new industry? Are you teamed up with a known, dependable manufacturer who is making deliveries now—helping you establish your store as television headquarters—build prestige and profits *now* and for years to come? Is the television line you carry or plan to carry backed by an adequate manufacturer's installation and service plan? The answers? YES, everytime, if you're a Crosley Television Dealer (or plan to be one)!

count on

~~CROSLEY~~

—one of the oldest  
names in radio—for  
the best in radio and  
television.

# ~~CROSLEY~~

Division—~~AVCO~~ Manufacturing Corporation - Cincinnati 25, Ohio

# Sells Video by "Lounge" Method

**A** NEW method for selling television sets to the public has been started in Detroit and holds promise of spreading to all parts of the country. Basic idea behind the new project initiated by Television Sales Corporation, is a television lounge, set up on a luxury basis to sell a luxury item.

The new firm, which has opened the first of a chain of lounges at 19375 Livernois near Outer Drive in Detroit and plans to expand to a chain of seven hundred television lounges throughout the country, believes that selling television sets is not quite like selling soap or any other essential consumer product. First, it's a luxury—it's an entertainment service. Second, the man-in-the-street is not too familiar with the way it works. T.S.C. believes that the soundest way to create demand for this product is to do a personal education job. No high-pressure selling, but give the customer a clear, concise lesson on television.

Here's how the new television lounges will work: The lounges, modern in design, are built to resemble a nice-looking living room. The television sets are displayed to stress their eye appeal. Expert television engineers are at hand at all times to answer questions, and the sales personnel take special classes on all phases of television.



*A small portion of the interior of television sales Lounge in Detroit. To supplement the lounges, television salesman, after intensive training courses, will make appointments with potential customers, pick them up at their homes, drive them to the lounge and give a brief talk on advantages of television. Central point of the new organization is the conviction that a personal education has to be done in order to sell television effectively.*

**You can't sell television like soap, says this new Detroit firm, planning a national chain of television lounges**



*I. Robert Ross, president of Television Sales in Detroit, explains to a customer how the televised image is projected onto the television screen. The company opened its first consumer lounge in Detroit; future plans include some 700 lounges in all sections of the country. Basic sales idea back of the new company, is that television must be merchandised in a special way, and that creating an atmosphere of comfort and luxury is an integral part of the sales method.*

Sales meetings are conducted weekly. The lounges are open twelve hours a day, from 9:00 a.m. to 9:00 p.m.

enabling the public to see demonstrations at their own leisure.

In addition to the lounges, the company plans to employ 100 sales representatives in the Detroit area who will call at the home and explain all about the wonderful aspects of video. Special television parties for housewives, business groups, professional men will be conducted regularly as a goodwill builder and an aid to sales.

Personable Robert Ross, president of the firm, explains that "Since we handle all national television models, we know that we will be doing a great job for everyone who sells television sets. But we also feel that people are basically loyal, and when they are ready to buy, they will buy from us, because we familiarized them with the features and assets of owning a television set."

Judging by the ambitious plans of this new organization, the nation will soon see a vast chain of video lounges dotting the country. It all adds up to a better sales and promotion job for the entire industry. Smart dealers are already taking more than casual notice of the new development.



**FOR** *Television*

**FOR** *F.M.*

**THE WARD *Magic Wand* AERIAL**  
makes any receiver work better

Scientific tests prove that quality FM or Television reception is difficult, if not impossible, without a good outdoor aerial. So, don't blame your receiver if reception isn't up to par. Do install a Ward Magic Wand Outdoor Aerial and see for yourself the almost magical improvement that results.

These new Ward outdoor FM and television aerials are available in either straight or folded dipoles (reflector kits also available) for the 88 to 106 mc FM band, and the 44 to 88 mc television band. They do away with bothersome weak spots, and your set functions at full efficiency even on distant stations.

New foolproof design adapts easily to the requirements of each installation. Universal base permits mounting at any roof or wall angle. Sturdy vertical element revolves in base to easily orient dipole for maximum gain. Dipole is of corrosion-preventive aluminum, other parts weatherproofed inside and out. Ring provides for attaching guy wires. Sixty-foot polyethylene-insulated lead-in of 300-ohm colinear transmission line included. Standoffs of exclusive design guide transmission line down mast, and to receiver, minimizing capacity to ground and eliminating line reflections. Complete, step-by-step installation instructions included with each aerial.

Get your Ward Magic Wand FM or Television Aerial today, or mail the coupon below for free catalog and name of your nearest dealer.

**THE WARD PRODUCTS CORPORATION**  
1524 East 45th Street, Cleveland 3, Ohio  
DIVISION OF THE GABRIEL COMPANY

IN CANADA: Atlas Radia Corp., 560 King Street, W., Toronto, Ontario, Canada  
EXPORT DEPT.: C. O. Brandes, Mgr., 4900 Euclid Avenue, Cleveland 3, Ohio

Radio & Appliance JOURNAL • January, 1948



**ATTENTION DEALERS:**  
Powerful Ward national advertising in the Saturday Evening Post, and leading newspapers, now is educating over 33 million present (and future) owners of FM and television receivers to their need for Magic Wand Aerials. Write for free details on how you can best capitalize on this advertising in your locality.

**MAIL COUPON TODAY**

WARD PRODUCTS CORP.  
1528 East 45th Street  
Cleveland 3, Ohio

Please send me free catalog on Ward Magic Wand Aerials for FM and Television, and name of my nearest dealer.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

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

MY JOB IS \_\_\_\_\_

# Dealer Survey Reveals Television Buying Habits

Almost twice as many table-top model television sets as consoles will be sold within the next twelve months, in the opinion of sixty-four dealers in the Metropolitan New York area recently queried in a survey sponsored by Allen B. DuMont Laboratories.

According to the survey, table-top models are expected to account for 63.3% and consoles 36.7% of total set sales. Furthermore, in the opinion of the dealers, who were surveyed in the period October 1 through 13, 1947, 57.2% of all television receivers sold during the next twelve months will have television only; 20.8% of the units sold will have television in combination with FM and AM; and 22.0% will have television in combination with AM, FM, and phonograph.

Eighty-eight percent of the dealers in the survey noted that in making purchasing decisions, male customers have the most to say about the brand. Sixty-nine percent of the dealers said that men also have the most to say about prices, while fifty-nine percent of the dealers said that women have the most to say about the model, whether table-top or console.

The reputation of the manufacturer, according to the dealers, is the greatest single factor determining why a customer buys the brand he does. Other factors, in order of importance, are size of the picture, price, type of cabinet, and ease of tuning.

The dealers expressed the opinion that people want television set advertising to tell them, in order of importance, about the size of the picture, price of sets, quality of programs, quality of sets, clearness of picture, general set features, and about the base of tuning and operations. In addition, people want ads to tell them to buy sets now, and to give information pertaining to the mechanics of sets and variety of models.

Of the dealers questioned, 51% believed that on the average prospective purchasers of television units are poorly informed about television, 41% believed their prospects to be moderately well informed, and 8% believed their prospects to be well informed about television. Furthermore, 73% of the dealers did not believe the public wants to know much about the mechanics of television set operation, the other 27% believing the public does want to know. Only 18.3% of the public, according to the dealers, is interested in knowing what makes a tele-

vision set work, while 86.6% are interested only in what the picture looks like.

Fifty-eight per cent of customers have their mind made up as to which set they will buy before they enter a store. 48% know which model they

want. 75% know what price they intend to pay. 41% of all customers do their shopping for television sets between 3 and 5 P.M.; 16% between 5 and 7 P.M.; 14% between noon and 3 P.M.; 6% in the morning; 61% after 7 P.M.

## Servicemen Jam Video Training Session



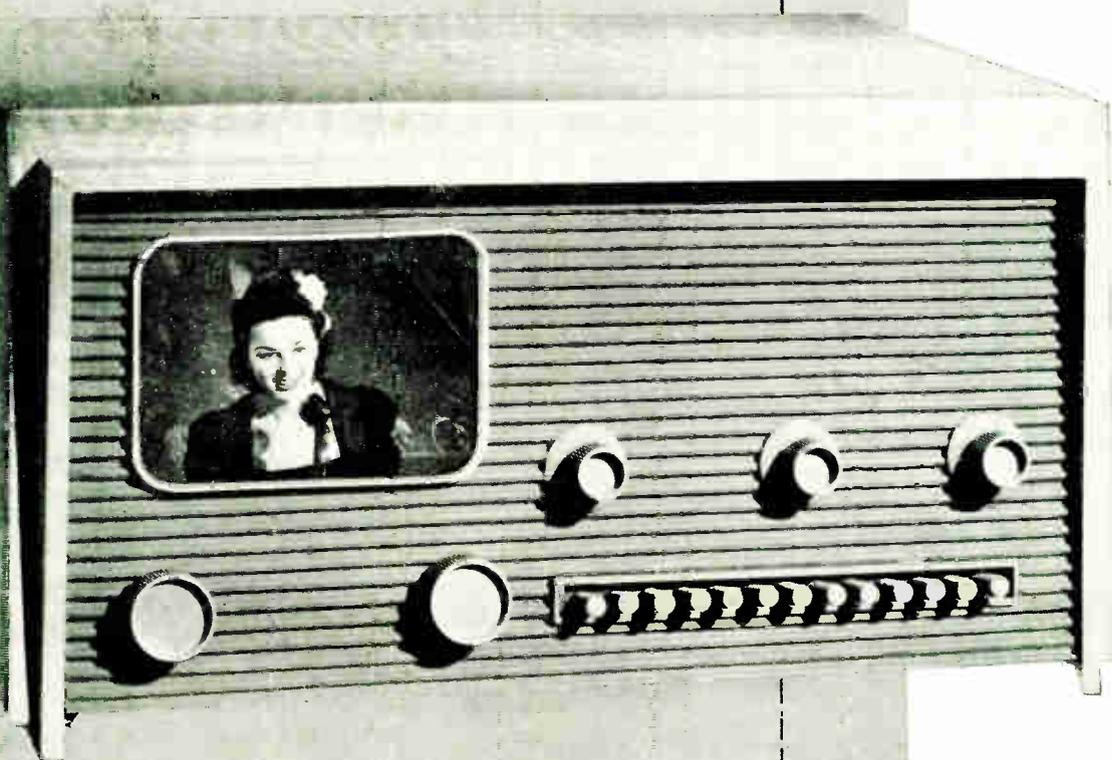
The intense interest in television and all phases of television servicing is evidenced by this large turn-out of radio servicemen at a television training meeting sponsored recently by the Radio Electric Service Company of Pennsylvania. The meeting, which attracted an overflow attendance, was addressed by John Meagher, of RCA, who lectured on the servicing of television sets.

Since television really began to hit its stride in the last half of 1947, the servicemen of the country have shown increasing interest in television and methods of servicing. One of the commonest complaints from prospective customers for television receivers is the resistance to the high price of installation which usually goes with a new video set. This has been unavoidable to date, but as more and more servicemen become expert television servicemen, the cost will be reduced and one big consumer gripe will disappear.



hallicrafters

# PRESS BOX

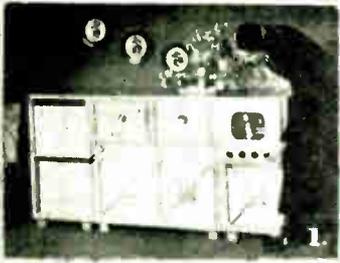


Hallicrafters "Press Box" is exciting in appearance, magical in performance and tremendously significant in its pricing. It is the fore-runner of important developments to come including projection-type television in the great Hallicrafters Carnegie Hall series of console combinations. Write for name of your local distributor.

**\$18950**

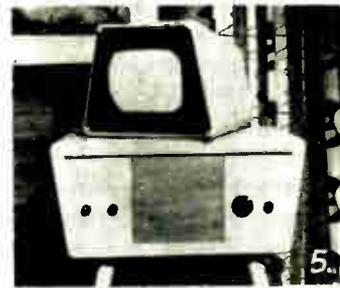
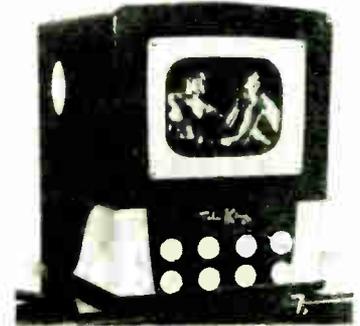
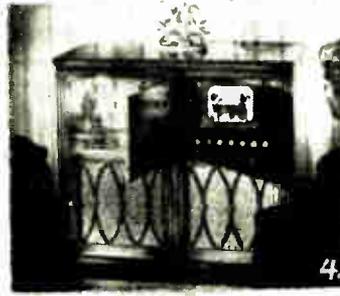
**hallicrafters RADIO**

THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.  
Sole Hallicrafters Representatives in Canada:  
Rogers Majestic Limited, Toronto-Montreal



## Television Preview for 1948

The race is on! Once again free American enterprise has demonstrated its genius for getting things done. On this and the facing page are shown but a few of the television receivers now being produced by 29 of the leading manufacturers in the industry. These models are designed to suit every taste and pocketbook and are the forerunners of the greatest sales potential in the years ahead. Study these models and write to *Radio & Appliance Journal* for more information. Television is here—it's now up to you!



1. Admiral's new 3-way "Television Optional" incorporates the sectional trend in furniture. Each section (radio-phonograph; record cabinet; television) can be bought separately and matched later.

2. Andrea CO-VJ12 has a 12" picture tube and comes in a hand rubbed highly polished cabinet. Lists at \$995.00.

3. Bace Television's Model 150 remote control receiver, designed for public viewing. Lists at \$1145.; five additional viewing units may be added at \$695. each.

4. Bendix Model TRP-10 also includes AM-FM radio and automatic phonograph reception. Has a 10-inch direct view receiver.

5. Cleervue's new Hollywood model boasts a 12" direct view swivel screen which can be focused 180 degrees in any direction. Lists at \$499.00.

6. Colonial's "Vision Master" is a projection-type receiver which throws a 7 ft. by 9 ft. picture on a specially designed screen, projecting 63 square feet of picture.

7. Consolidated's "Teleking" is said to be the only television receiver employing the acro-coupling circuit. This is a 15-inch direct view model designed for bars and grills. Lists for \$795.00.

8. Crosley "Swing-a-view" Model 348 CP, permits viewing from either left or right because of a special tube mounting which swivels over a 60 degree angle. Also contains radio-phonograph combination.

9. Dumont "Chatham" Model RA-103 has a 12" tube and is priced to sell at \$445.00. Screen is 7½ by 10.

10. Emerson Model 545 has 52-square-inch picture screen and lists for \$375. Company has announced a new 10-inch model to sell for \$269.50.

11. Fada Model 799 offers a picture area of about 54 square inches and covers full thirteen channel coverage with fine tuning.

12. Farnsworth Model GV-260 has a 10-inch picture tube known as the "Visitron" and is priced at \$349.50.

13. Garod "Royal" with 10-inch direct view tube, AM-FM shortwave radio and automatic record changer. Retail at \$695.00.

14. General Electric's Model 901 projects an image 18 x 24 inches and also includes AM, FM and shortwave radio and automatic phono. Lists for \$2,250.00.

15. Hallicrafter receiver features a 7-inch image plus push-button tuning and dials for simplified volume control. Sells for \$169.50.

16. Industrial's "Essex" has a new plastic picture definer which protects face of cathode ray tube. Designed for public places and has remote control. Picture size is 9½" x 12¾".

17. Motorola Model VT-71 has 7-inch picture tube, is compact and portable, weighing only 26½ pounds. Lists at \$179.95.

18. Philco Projection Model 2500 provides a picture measuring 15 by 20 inches. Employs new "micro-lens" directional screen which makes picture clearly visible in daylight or in a lighted room. Lists at \$795.00.

19. RCA Victor receiver with a 10-inch tube lists for \$325. Cabinet features modern design and is compact.

20. Remington Model 80 has a 12-inch Dumont picture tube, housed in an upright cabinet 39" high. Price at retail is \$695.

21. Sightmaster Model 10-S-1, has a 10-inch tube with FM radio and lists for \$375.00.

22. Sonora's new television receiver has a 10-inch direct view tube and sells for \$350.00. Company expects to produce 1,000 sets per month by April, 1948.

23. Sports-View "Club Model" features a 15-inch direct view—120 square inch screen, slanted to ease viewing. Retail for \$1,050.00.

24. Stewart Warner Model T711 is a console, direct view 10-inch receiver; also contains radio, AM-FM. Lists at \$675.00.

25. Stromberg-Carlson Model TV-10P features 10-inch tube and has independently operable FM-AM radio and phono. Lists at \$985.00.

26. Telectro "Suburban" features 120" of direct view screen and complete coverage of the FM band. Designed for commercial establishments.

27. Tradio's "Tradivision" features plug-in chassis, FM-AM, phono, 15-inch viewing tube, and sells for \$995.00.

28. United States Television Model T 10823 gives a 37 square inch picture and contains FM, hand rubbed wooden cabinet. Sells at \$375.00.

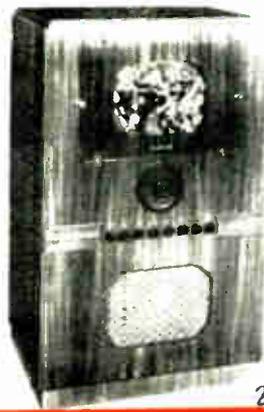
29. Westinghouse "Chinese Chipendale" television receiver provides a 52 square inch image and is priced at \$485. Has automatic focuser.



10.



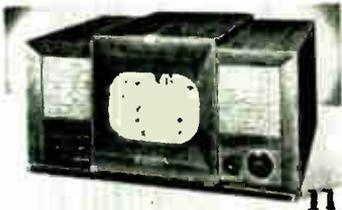
15.



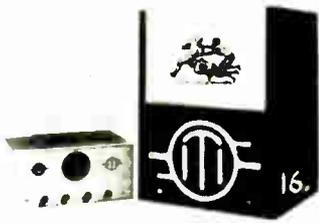
20.



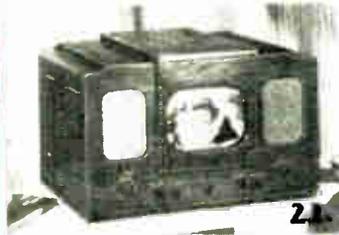
25.



11.



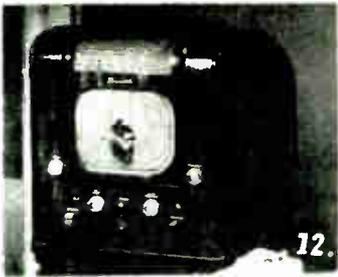
16.



21.



26.



12.



17.



22.



27.



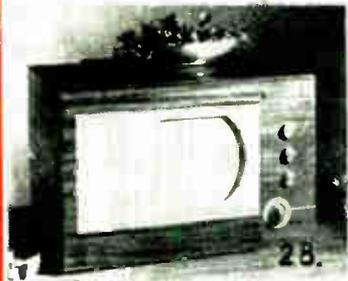
13.



18.



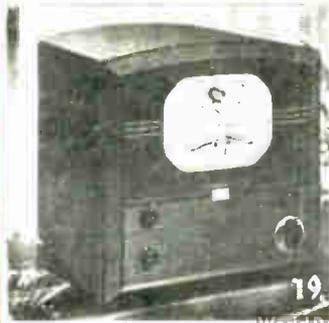
23.



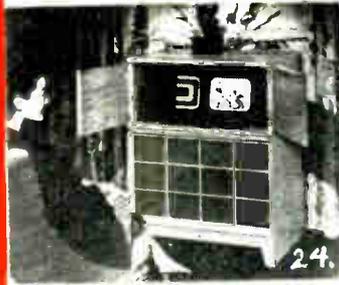
28.



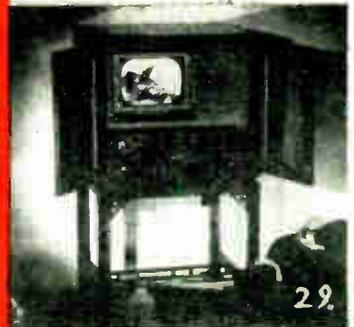
14.



19.



24.



29.

## Predicts Five Billion For Television

Five billion dollars will go into television in the next few years for building and equipping television broadcasting stations into networks, and for the purchase of television receivers, recently predicted Larry E. Gubb, chairman of the board of directors of Philco Corporation in a speech made to the Rotary Club of Buffalo.

"About 175,000 television receivers will be made and sold during 1947," Mr. Gubb said. "Last January, only 5,437 television sets were manufactured in this country. By October, production had increased 336% to a total of 23,693 units, and the public probably paid more than \$12 million during that one month for television receivers.

"The best estimate for 1948 is that there will be about three times as many television sets sold as in 1947," Mr. Gubb indicated, "and these receivers will have a retail value of at least \$200,000,000."

Discussing television prices, Mr. Gubb pointed out that television receivers cannot be considered in the same price class as radio sets because of their far higher engineering content, the exacting manufacturing requirements necessary to obtain high-quality performance, and the great number of components used in a tele-

vision set. The cathode ray picture tube alone, even when manufactured in quantity now costs more than the total cost of the majority of radio sets, he said.

### Complex Test Equipment Is Television Necessity

Viewing the number one handicap to mass production of television as lack of test equipment, J. T. Dalton, general sales manager for radio and television, stated that Bendix Radio is building much of its own in order to meet its committed program for 1948.

"Television requires more test equipment to insure the operation of its many more parts," he stated. "The instrument companies are considerably behind in their orders. Because Bendix Radio quality controls call for rigid testing of individual parts and sub-assemblies, too, our need for the best in this type of equipment is relatively high."

Dalton pointed out that both development engineering and production personnel had been undergoing training for key television operations in the research laboratories. These include personnel formerly instrumental in VHF and radar production to whom the television assignment has gone.

### U. S. Television to Stress Home Receivers in 1948

Hamilton Hoge, President of the United States Television Manufacturing Corporation, 3 West 61st Street, New York City, has announced his firm's plans to continue to make UST giant screen sets in 1948. "This leadership will be continued and many more UST giant screen sets will be sold, particularly in the new cities opening up to television in 1948, but UST will turn its main attention to the home set field in 1948, leading off with a complete table model direct-vision line including 10, 12, and 15-inch units," said Mr. Hoge in an exclusive statement for Radio & Appliance Journal. He added that UST expects to establish distributorships in all of the new television cities as fast as they open up.

### Forsees Wide Use of Radio Relays in Television

The American television broadcasting industry has solved the technical problem of establishing national network facilities and is "well on its way to the solution of the economic problem," it was reported recently by E. W. Engstrom, Vice President in Charge of Research at RCA Laboratories, Princeton, N. J.

The next several years, he estimated, will see television brought to a potential audience of more than 60,000,000.

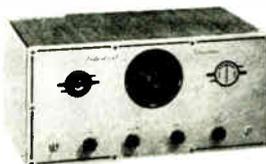
**TESTED 1,000 HOURS**

*Constant Operation*

**NEW**  **ESSEX TELECEIVER**

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

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



*Sensational Low Price*

**\$1145<sup>00</sup>**

**INCLUDING**

**Standard Installation!**

*Write, Wire or Phone for Details:*

New York Area—Slightly Higher Elsewhere



**INDUSTRIAL TELEVISION INC.**

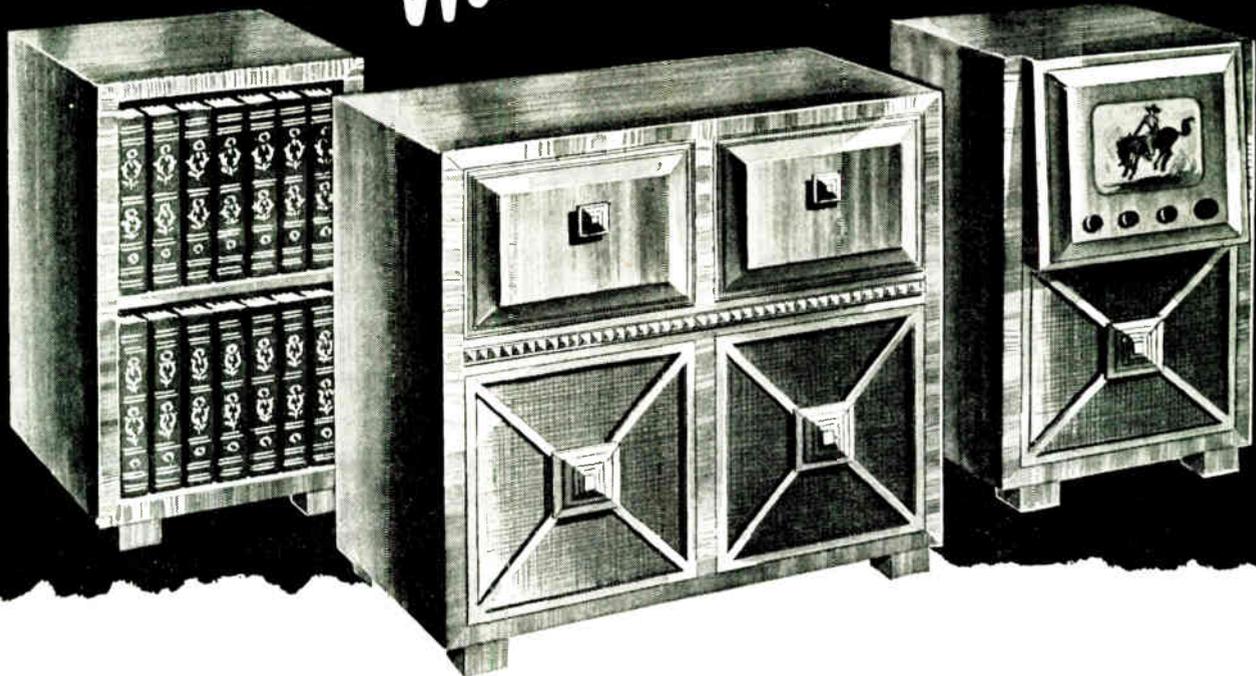
**359 Lexington Ave., Clifton, New Jersey • Gregory 3-0900**

New!  
Revolutionary!

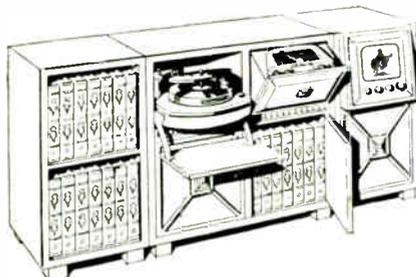
**RADIO  
PHONOGRAPH  
TELEVISION**

# Admiral

## Matched Unit Ensemble



### **A Great New Idea in Merchandising**

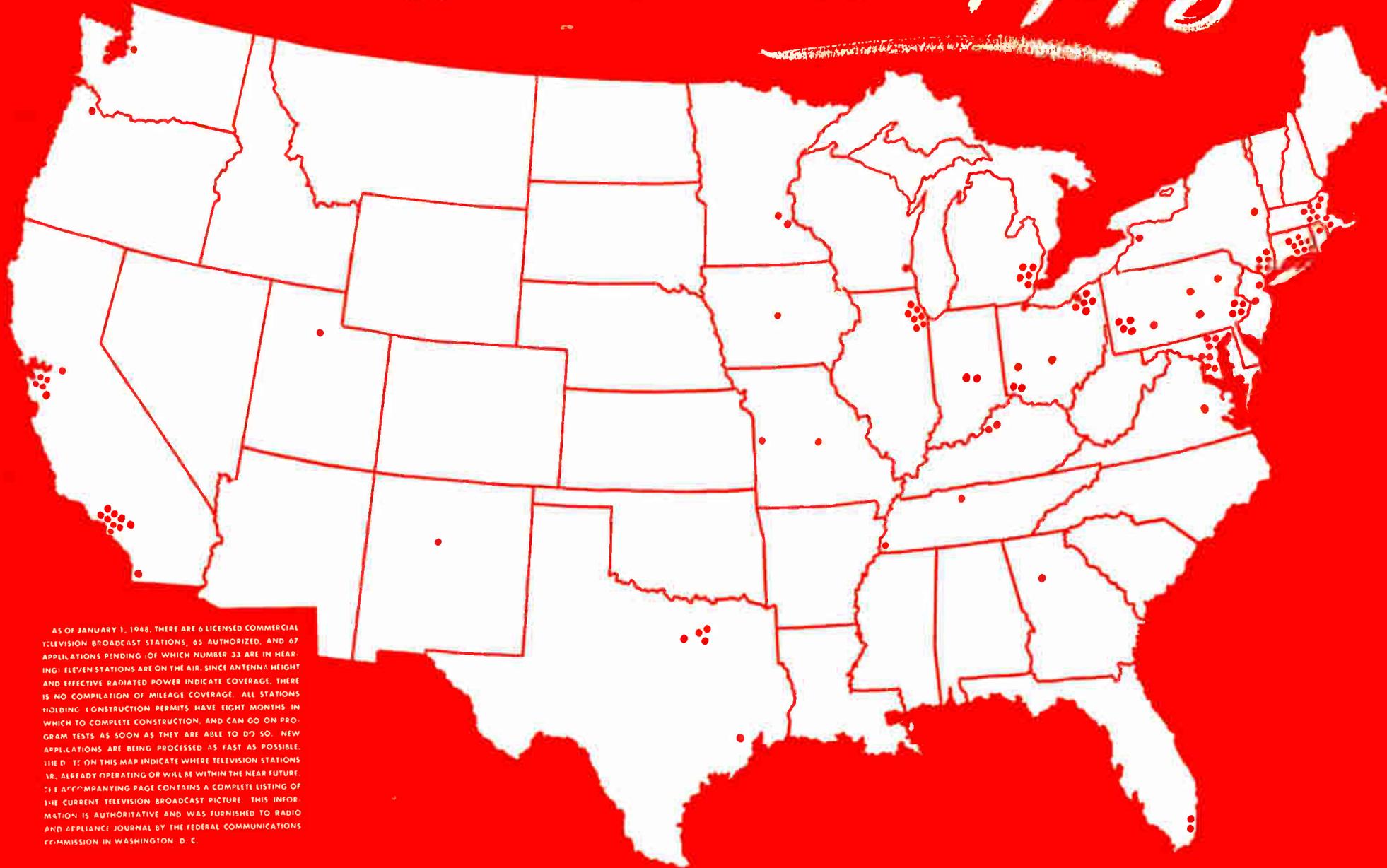


Here's a *complete* Radio-Phonograph-Television ensemble your customers can buy in *easy stages*. Each unit duplicates the styling of the other two. Buy one unit first . . . add the other two later on. That's the way it works.

Sound merchandising? Sure! and here's why:—television alone won't satisfy your prospects. They want AM-FM radio and automatic record playing too. Currently, the price of all three combined in one cabinet is far beyond their ability to buy. But they can buy Admiral's Matched Unit Ensemble . . . one unit at a time . . . and spread the purchase price out.

Heavy inventory on radio-phonograph combinations without television is no problem either, when you handle the Admiral line. Admiral combinations **CAN'T GO OUT OF DATE**. The matching television unit can always be added later. See your Admiral Distributor now for complete details.

# TELEVISION STATIONS WILL SPAN NATION IN 1948



AS OF JANUARY 1, 1948, THERE ARE 6 LICENSED COMMERCIAL TELEVISION BROADCAST STATIONS, 65 AUTHORIZED, AND 67 APPLICATIONS PENDING. (OF WHICH NUMBER 33 ARE IN HEARING). ELEVEN STATIONS ARE ON THE AIR. SINCE ANTENNA HEIGHT AND EFFECTIVE RADIATED POWER INDICATE COVERAGE, THERE IS NO COMPILATION OF MILEAGE COVERAGE. ALL STATIONS HOLDING CONSTRUCTION PERMITS HAVE EIGHT MONTHS IN WHICH TO COMPLETE CONSTRUCTION, AND CAN GO ON PROGRAM TESTS AS SOON AS THEY ARE ABLE TO DO SO. NEW APPLICATIONS ARE BEING PROCESSED AS FAST AS POSSIBLE. THE DOTS ON THIS MAP INDICATE WHERE TELEVISION STATIONS ARE, ALREADY OPERATING OR WILL BE WITHIN THE NEAR FUTURE. THE ACCOMPANYING PAGE CONTAINS A COMPLETE LISTING OF THE CURRENT TELEVISION BROADCAST PICTURE. THIS INFORMATION IS AUTHORITATIVE AND WAS FURNISHED TO RADIO AND APPLIANCE JOURNAL BY THE FEDERAL COMMUNICATIONS COMMISSION IN WASHINGTON, D. C.

# TELEVISION BROADCAST STATION GRANTS AND APPLICANTS

Fifty-four cities in 29 States are involved in current television broadcast authorizations and applications. A list of grants and applications follows. Grouping is by State and city for convenient reference. An asterisk (\*) denotes licensed station; (CP) indicates a construction permit; those operating under special temporary authority are represented by (CP.O), and (A) means applicant. Those of the latter in hearing are shown with (A-H):

| City and Applicant                            | Call Letters | Channel No. Frequency (mc) | City and Applicant                                     | Call Letters | Channel No. Frequency (mc) | City and Applicant                                 | Call Letters | Channel No. Frequency (mc) |
|---|--------------|----------------------------|--|--------------|----------------------------|--|--------------|----------------------------|
| <b>CALIFORNIA</b>                             |              |                            | <b>IOWA</b>  |              |                            | <b>OHIO</b>  |              |                            |
| (CP.O) Hollywood Television Productions, Inc. | KTLA         | (5) 76.82                  | Ames (CP) Iowa State College of Agr. & Mech. Arts      | WOLT-TV      | (4) 66-72                  | Cincinnati (CP) Crosley B'cg Corp.                 | WLWT         | (4) 66-72                  |
| (CP) Los Angeles American B'cg Co. Inc.       | KECA-TV      | (7) 174-180                | Louisville (CP) Courier-Journal & Louisville Times Co. | WHAS-TV      | (9) 186-192                | (A-H) Allen B. DuMont Labs. Inc.                   |              | (2) 54-60                  |
| (CP) Earle C. Anthony, Inc.                   | KFLT-TV      | (9) 186-192                | (A) WAVE, Inc.   |              | (5) 76-82                  | Cleveland (CP) Empire Coil Co. Inc.                | WXEL         | (9) 186-192                |
| (CP) National Broadcasting Co. Inc.           | KNBH         | (4) 66-72                  | <b>KENTUCKY</b>  |              |                            | (CP) Nat'l B'cg Co. Inc.                           | WNBK         | (4) 66-72                  |
| (CP) Dorothy S. Thackeray                     | KLAC-TV      | (13) 210-216               | (A) WAVE, Inc.   |              | (5) 76-82                  | (CP.O) Scripps-Howard Radio, Inc.                  | WEWS         | (5) 76-82                  |
| (C) Times-Mirror Co.                          | KTTV         | (11) 198-204               | <b>LOUISIANA</b>                                       |              |                            | (A-H) Allen B. DuMont Labs. Inc.                   |              | (2) 54-60                  |
| (A-H) Don Lee B'cg System                     |              | (2) 54-60                  | New Orleans (CP) Maison Blanche Co.                    | WRTV         | (4) 66-72                  | (A-H) The WGAR B'cg Co.                            |              | (7) 174-180                |
| Riverside (CP) The B'cg Corp. of America      | KARO         | (1) 44-50                  | <b>MARYLAND</b>  |              |                            | (A-H) United B'cg Co.                              |              | (7) 174-180                |
| San Diego (A) Balboa B'cg Co.                 |              | (6) 82-88                  | Baltimore (CP.O) A.S. Abell Co.                        | WMAR         | (2) 54-60                  | Columbus (CP) Crosley B'cg Corp.                   | WLWL         | (3) 60-66                  |
| San Francisco (CP) American B'cg Co. Inc.     | KGO-TV       | (7) 174-180                | (CP) Hearst Radio, Inc.                                | WBAL-TV      | (11) 198-204               | Dayton (CP) Crosley B'cg Corp.                     | WLWD         | (5) 76-82                  |
| (CP) Associated Broadcasters, Inc.            | KWIS         | (5) 76-82                  | (CP) Radio-Television of Baltimore, Inc.               | WAAM         | (13) 210-214               | Toledo (CP) Fort Industry Co.                      | WTVT         | (13) 210-216               |
| (CP) The Chronicle Publishing Co.             | KCPR         | (4) 66-72                  | <b>MASSACHUSETTS</b>                                   |              |                            | <b>OREGON</b>                                      |              |                            |
| (A-H) Don Lee B'cg System                     |              | (2) 54-60                  | Boston (CP) Westinghouse Radio Stations, Inc.          | WBZ-TV       | (4) 66-72                  | Portland (CP) Oregonian Publ. Co.                  | KGWG         | (6) 82-88                  |
| (CP) E.F. Peffer                              | KGDM-TV      | (8) 180-186                | (CP) Yankee Network, Inc.                              | WNAC-TV      | (7) 174-180                | <b>PENNSYLVANIA</b>                                |              |                            |
| <b>CONNECTICUT</b>                            |              |                            | (A-H) Boston Metro. Tele. Co.                          |              | (9) 186-192                | Harrisburg (A-H) Harold O. Bishop                  |              | (8) 180-186                |
| Hartford (A-H) Conn. B'cg Co.                 |              | (10) 192-198               | (A-H) Empire Coil Co., Inc.                            |              | (9) 186-192                | (A-H) WHP, Inc.                                    |              | (8) 180-186                |
| (A-H) New Britain B'cg Co.                    |              | (8) 180-186                | (A-H) Mass. B'cg Corp.                                 |              | (9) 186-192                | Johnstown (CP) WJAC, Inc.                          | WJAC-TV      | (13) 210-216               |
| (A-H) Travelers B'cg Service Corp.            |              | (10) 192-198               | (A-H) New England Tele. Co. Inc.                       |              | (13) 210-216               | Lancaster (A) WGAL, Inc.                           |              | (4) 66-72                  |
| (A-H) Yankee Network, Inc.                    |              | (8) 180-186                | (A-H) New England Theatres, Inc.                       |              | (13) 210-216               | Philadelphia (CP) Wm. Penn B'cg Co.                | WPEN-TV      | (10) 192-198               |
| New Haven (CP) Elm City B'cg Corp.            | WNHC-TV      | (6) 82-88                  | Fall River (A) New England Tele. Co. Inc.              |              | (8) 180-186                | (CP.O) The Phila. Inquirer, (Triangle Publs. Inc.) | WFIL-TV      | (6) 82-86                  |
| Waterbury (A-H) Empire Coil Co. Inc.          |              | (12) 204-210               | New Bedford (A) E. Anthony & Sons, Inc.                |              | (1) 44-50                  | (*) Philco Television B'cg Corp.                   | WPTZ         | (3) 60-66                  |
| (A-H) Fairfield B'cg Co.                      |              | (12) 204-210               | Waltham (CP) Ravtheon Mfg. Co.                         | WRIB         | (2) 54-60                  | (A-H) Daily News Tele. Co.                         |              | (12) 204-210               |
| (A-H) Harold Thomas                           |              | (12) 204-210               | <b>MICHIGAN</b>  |              |                            | (A-H) Penna. B'cg Co.                              |              | (12) 204-210               |
| <b>DELAWARE</b>                               |              |                            | Detroit (CP.O) Evening News Assn.                      | WWJ-TV       | (4) 66-72                  | Pittsburgh (CP) Allen B. DuMont Labs. Inc.         | WDTV         | (3) 60-66                  |
| Wilmington (CP) WDEL, Inc.                    | WDEL-TV      | (7) 174-180                | (CP) Fort Industry Co.                                 | WTVO         | (2) 54-60                  | (A) Allegheny B'cg Corp.                           |              | (8) 180-186                |
| <b>DISTRICT OF COLUMBIA</b>                   |              |                            | (CP) King-Trendle B'cg Corp.                           | WDLT         | (7) 174-180                | (A) Empire Coil Co. Inc.                           |              | (10) 192-198               |
| Washington (CP) Bamberger B'cg Service, Inc.  | WOIC         | (9) 186-192                | (A-H) United Detroit Theatres Corp.                    |              | (5) 76-82                  | (A) Westinghouse Radio Stations, Inc.              |              | (6) 82-88                  |
| (CP.O) Allen B. DuMont Labs. Inc.             | WTTG         | (5) 76-82                  | (A-H) WJR, The Goodwill Station, Inc.                  |              | (5) 76-82                  | Wilkes-Barre (A) Louis G. Baltimore                |              | (11) 198-204               |
| (CP.O) Evening Star B'cg Co.                  | WMAL-TV      | (7) 174-180                | <b>MINNESOTA</b>                                       |              |                            | <b>RHODE ISLAND</b>                                |              |                            |
| (CP.O) Nat'l B'cg Co. Inc.                    | WNBW         | (4) 66-72                  | Minneapolis (CP) Minn. B'cg Corp.                      | WTCN-TV      | (4) 66-72                  | Providence (CP) The Outlet Co.                     | WJAR-TV      | (11) 198-204               |
| <b>FLORIDA</b>                                |              |                            | Saint Paul (CP) KSTP, Inc.                             | KSTP-TV      | (5) 76-82                  | <b>TENNESSEE</b>                                   |              |                            |
| Miami (CP) Southern Radio & Tele. Eapt. Co.   | WTVJ         | (4) 66-72                  | <b>MISSOURI</b>  |              |                            | Memphis (A) Bluff City B'cg Co.                    |              | (5) 76-82                  |
| (A) Miami B'cg Co.                            |              | (5) 76-82                  | St. Louis (CP.O) Pulitzer Publ. Co.                    | KSD-TV       | (5) 76-82                  | (CP) Memphis Publ. Co.                             |              | (4) 66-72                  |
| <b>GEORGIA</b>                                |              |                            | <b>NEW JERSEY</b>                                      |              |                            | <b>TEXAS</b>                                       |              |                            |
| Atlanta (A) Liberty B'cg Corp.                |              | (5) 76-82                  | Newark (CP) Bremer B'cg Corp.                          | WATV         | (13) 210-216               | Dallas (CP) KRDL Radio Corp.                       | KRDL-TV      | (4) 66-72                  |
| <b>ILLINOIS</b>                               |              |                            | Trenton (A) Trent B'cg Corp.                           |              | (1) 44-50                  | (CP) Lacy-Potter Tele. B'cg Co.                    | KHTV         | (8) 180-186                |
| Chicago (CP) American B'cg Co. Inc.           | WENR-TV      | (7) 174-180                | <b>NEW MEXICO</b>                                      |              |                            | (A-H) Interstate Circuit, Inc.                     |              | (3) 60-66                  |
| (*) Balaban & Katz Corp.                      | WBKB         | (4) 66-72                  | Albuquerque (CP) Albuquerque B'cg Co.                  | KOB-TV       | (4) 66-72                  | Fort Worth (CP) Carter Publications, Inc.          | KCPN         | (5) 76-82                  |
| (CP) National B'cg Co. Inc.                   | WNBX         | (5) 76-82                  | <b>NEW YORK</b>  |              |                            | Houston (A) W. Albert Lee                          |              | (2) 54-60                  |
| (CP.O) WGN, Inc.                              | WGNA         | (9) 186-192                | Buffalo (CP) WBEN, Inc.                                | WBEN-TV      | (4) 66-72                  | <b>UTAH</b>  |              |                            |
| (A) Sun & Times Co.                           |              | (13) 210-216               | New York (CP) American B'cg Co. Inc.                   | WJZ-TV       | (7) 174-180                | Salt Lake City (CP) Intermountain B'cg Corp.       | KDYL-TV      | (2) 54-60                  |
| (A) Columbia B'cg System, Inc.                |              | (11) 198-204               | (CP) Bamberger B'cg Service, Inc.                      | WOR-TV       | (9) 186-192                | <b>VIRGINIA</b>                                    |              |                            |
| (A) Johnson-Kennedy Radio Corp.               |              | (2) 54-60                  | (*) Columbia B'cg System, Inc.                         | WCBS-TV      | (2) 54-60                  | Richmond (CP) Havens & Martin, Inc.                | WTVR         | (6) 82-88                  |
| <b>INDIANA</b>                                |              |                            | (*) Allen B. DuMont Labs. Inc.                         | WABD         | (5) 76-82                  | <b>WASHINGTON</b>                                  |              |                            |
| Bloomington (CP) Sarkes & Mary Tarzian        | WTTV         | (10) 192-198               | (*) Nat'l B'cg Co. Inc.                                | WNBT         | (4) 66-27                  | Seattle (CP) Radio Sales Corp.                     | KRSC-TV      | (5) 76-82                  |
| Indianapolis (CP) Wm. H. Block Co.            | WWHB         | (3) 60-66                  | (CP) News Syndicate Co., Inc.                          | WLTV         | (11) 198-204               | <b>WISCONSIN</b>                                   |              |                            |
| (A) WFDL, Inc.                                |              | (6) 82-88                  | Schenectady (*) General Electric Co.                   | WRGB         | (4) 66-72                  | Milwaukee (CP.O) The Journal Co.                   | WTMJ-TV      | (3) 60-66                  |

# What About Television in 1948?

**RAJ News Roundup**

**An RAJ Round-Up of Expert Opinion About Video's Prospects in the Coming Year**

## THE TELEVISION INDUSTRY IN 1948

*By Stanley Glaser, The Crosley Division,  
Avco Manufacturing Corporation*

**W**ITH television becoming a major factor in the radio industry, radio sales in 1948 may reach the one billion dollar mark for the first time.

Television receiver sales alone will contribute about 250 million dollars to that total. This figure, based on an anticipated production of 600,000 video receivers, will be a third of the dollar volume on sales of standard broadcast receivers and auto sets.

With more and better television programs being broadcast to constantly expanding audiences, demand for receivers will far exceed the industry's accelerated output.

While about 75 per cent of total television sales will be in the table model class, substantial sales of console type receivers are expected to exert a strong influence on total dollar volume, especially if the installment buying restrictions removed last November 1 are not reinstated.

Television's basic experimental days are over. With 20 years and 50 million dollars spent on research and development, the industry is now ready to become one of the giants of our day.

According to latest data, 12 cities currently have regular television broadcasting: New York, Washington, Baltimore, Schenectady, Chicago, Detroit, Philadelphia, Cleveland, Milwaukee, St. Louis, Cincinnati and Los Angeles. Eighteen stations in these cities are operating on a regular schedule, including one station each on an experimental basis in Cincinnati and Los Angeles.

The expansion of the immediate future is indicated by the fact that 1948 will see television stations in at least 50 major market areas in the United States. A total of 69 stations, in 31 additional cities, has been authorized by the Federal Communications Commission and applications for 26 more stations are pending. The year also will bring rapid development of the first television networks.

The educational and entertainment characteristics of television and radio are marvelous, and when one realizes that since the war the radio industry



**STANLEY GLASER**

has made 31,000,000 radio receivers, one gets some idea of the tremendous capacity of the industry that is destined to make television receivers available to everyone.

## Television Will Revolutionize Politics

*By Brig. General David Sarnoff, President and Chairman  
of the Board, Radio Corporation of America*

**S**O strong will be television's impact as a major economic and social force in 1948 that I believe it will make this new year one of the greatest in the history of radio, as a science, an art, and an industry.

Progressive radio men — scientists, industrialists and broadcasters alike, now think in terms of sound-and-sight; they plan in sound-and-sight. Television charts their future—it will be the dominant factor in the Radio of Tomorrow. Television was one of the main reasons why Philadelphia, with three video stations capable of being linked by coaxial cable and radio relays with other cities for network operations, was chosen as the site for the 1948 Democratic and Republican National Conventions. Millions of people along the Atlantic Seaboard from the Potomac to the Adirondacks and New England, will be within viewing range.

Television as a new means of vote-

## 1948 WILL BE A PROMOTION YEAR

*By Leonard Ashbach, President,  
Carod Radio Corporation*

Dynamic merchandising and advertising will be the deciding factors in the 1948 radio and television market. Manufacturers in the electronic industry with an eye to the future will not be content with just releasing new products and developments. More emphasis will be placed on the manner of introduction and promotion to the trade and to the public.

The wide-awake manufacturer this year, will feel it is his obligation to reach further into the retail store and remove every possible objection in a consumer sale. To accomplish this, he will have to bring his best promotional efforts into play. It will mean top notch advertising, merchandising, and selling, all the way down the line. Dealer

(Continued on page 26)



**BRIG. GEN. DAVID SARNOFF**

getting, will go into action on a broad front. Before the polls close on the 1948 presidential election, television will reach substantial areas in at least

(Continued on page 26)

# OUR LAST AD

BECAUSE OUR INVENTORY  
IS BEING RAPIDLY REDUCED

• IMMEDIATE DELIVERY •

## EQUIPMENT

|         |                   |                |
|---------|-------------------|----------------|
| BC221M  | Freq. Meters      | \$ 40.00       |
| BC906A  | Freq. Meters VHF  | \$ 25.00       |
| BC-375  | XMT RS Good Cond. | \$5.00-\$20.00 |
| MN26C   | Radio Compasses   | \$ 12.50       |
| R5/ARN7 | Radio Compasses   | \$ 20.00       |
| APN-4   | Oscilloscopes     | \$100.00       |
| DM-20   | Dynamotors        | \$ 1.50        |
| DM-33   | Dynamotors        | \$ 1.50        |
| 2RC178  | Rec. and XMTR     | \$ 11.60       |

Many types of cable and many other real "Hot" items in quantities too small to mention here.

★ ★ ★ ★

## TUBES

|       |         |      |        |      |        |
|-------|---------|------|--------|------|--------|
| 304TL | \$2.50  | 809  | \$1.00 | 845  | \$2.50 |
| 450TL | \$10.00 | 813  | \$6.00 | 864  | \$.25  |
| 801   | \$.25   | 826  | \$.50  | 1619 | \$.08  |
| 801A  | \$.50   | 832A | \$1.50 | 1626 | \$.15  |
|       |         | 1629 | \$.09  | 1642 | \$.62  |

★ MANY OTHERS ★

MINIMUM ORDER \$20.00

Send for Last Listing

Agents WAA

**W. & H. AVIATION**  
CORPORATION

MUNICIPAL AIRPORT  
ROCHESTER, N. Y.

Phones:  
GENESEE 7301  
MAIN 4590

**NEW! WALCO**  
**TELE-VUE-LENS**  
TELEVISION  
IMAGE MAGNIFIER

- ★ FITS ANY SMALL OR MEDIUM SIZE TELEVISION SCREEN
- ★ INCREASES PICTURE SIZE UP TO 300%
- ★ ABSOLUTELY NO DISTORTION OF PICTURE
- ★ UP TO 45 DEGREE VIEWING ANGLE
- ★ ACTUALLY INCREASES CLARITY AND DETAIL
- ★ INSTALLS IN SECONDS
- ★ NO SKILL REQUIRED TO MOUNT

LIST PRICE  
**\$59<sup>95</sup>**



### A REAL PROFIT ITEM!

The new WALCO TELE-VUE-LENS is the hottest news in television today. In a matter of seconds any table model receiver can be converted into a GIANT PICTURE SET equal to those costing \$1800.00 or more simply by installing this amazing new WALCO magnifier. You simply slide the mounting bracket under the set and adjust image to suit the viewer. In a matter of seconds you have a tremendously improved image—bigger, brighter, better, and so much easier on the eyes.

### SELLS ON SIGHT!

Taverns, restaurants, clubs as well as home television owners are sold the instant they see this new WALCO product. One quick demonstration sells the WALCO TELE-VUE-LENS image magnifier. Once sold it stays sold. There are no "call-backs" either because the lens requires no service, no tedious adjustment. It's profitable, priced to sell, gives you a lightning fast turn-over.

**DEALERS AND SERVICE MEN!**

Don't Miss This Opportunity — Write for Complete Details and Descriptive Literature Today

**WALCO SALES CO.**  
76 FRANKLIN ST., EAST ORANGE, NEW JERSEY

# WHAT TELEVISION LEARNED IN 1947

By George L. Moskovics  
Commercial Manager, CBS Television

1947 can be put down as the year when television really started to turn the corner: the year when circulation in merchandiseable quantities began to emerge; the year when commercial television networking was born and the year when advertisers began to get sales in addition to "experience" and "franchises" for their television dollars.

To be sure, when compared with other mass media, the merchandising accomplishments of television are modest. But, television has sold all manner of products from high priced automobiles to razor blades; there has been a sound, healthy beginning. During the year the number of advertisers using television increased six-fold, from 23 in March to 159 in November. While, as was to be expected, the major schedules were run by members of the "100 largest" many much smaller advertisers, both retailers and small distributors, used television to advantage.

A noteworthy development of 1947 was the emergence of sports as the most popular program type. Because sports shows are put on by the most

experienced producers (the sports promoters) in the most ideal settings (the arenas, ball parks, etc.) with the greatest casts (the country's most proficient and colorful players), sports naturally achieve a peak of program excellence not yet attainable by other program forms.

It was not surprising, therefore, that in almost every survey of relative program popularity sports took first place. A striking confirmation of this popularity is found in the extent to which advertisements of television receivers show sports scenes on the screens of the pictured receivers.

Nor was it any less surprising that many of the country's largest and shrewdest advertisers used sports for their television programming. Whereas in 1945-6 many sports shows were carried as sustainers, in 1947, sponsorship of sports events grew to the point where during the latter part of the year almost all available sports packages carried an advertiser's sales message.

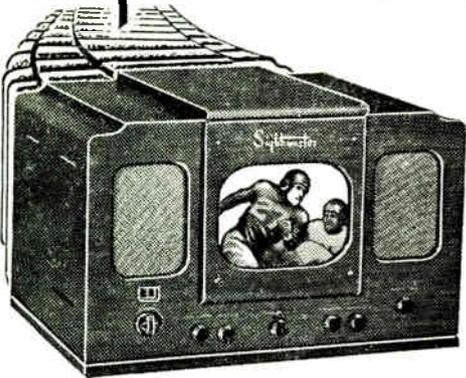
1947 saw the inauguration of regular daytime television. Several daytime programs, broadcast principally be-

tween the hours of 1 and 2 p.m., directed to the interest and entertainment of housewives made their debuts. And from the enthusiasm with which they were received, it is evident that daytime programming has made a vigorous start.

But the most significant evidence of the effectiveness of the medium lies in its continued use by many early advertisers after considerable experience. As an example might be cited the case of a large national advertiser who, after a substantial initial use of television took time out to survey results. Following what was probably one of the most ambitious and penetrating research projects ever applied to the medium, this advertiser resumed his activities on a larger scale than ever and many another advertiser, even without the benefit of such studies, has come to the same conclusion.

All in all, 1947 has been a year of great progress for the dynamic new medium. It has learned many good lessons from its own past experience. Beyond question, it is taking on the stature and stability which have always been promised for it by those who early recognized that television held the promise of becoming at the same time a social force of tremendous value and a sales tool of utmost effectiveness.

## Sightmaster



THE FASTEST-SELLING LINE IN TELEVISION . . . a complete line, distinguished in quality, popular-priced!

### EXCLUSIVE FRANCHISES

GOING FAST—CALL, WIRE, or PHONE TODAY FOR FULL DETAILS—

**SIGHTMASTER CORP.**

220 Fifth Ave., New York

Murray Hill 3-6086

### *Memo to Advertisers:*

#### **NOW IS THE TIME TO SELL!**

- To be smug about one's position is always dangerous. To be complacent these days about your product sales or position in the market is especially dangerous, because new manufacturers with new products are entering the radio and appliance field daily.
- Successful manufacturers never underestimate their competition, and constantly challenge it with aggressive *selling and advertising*. RADIO & APPLIANCE JOURNAL, with over 30,000 CCA circulation sells your product because it concentrates on your customers: the top dealers and distributors in the United States. Now is the time to reserve advertising space for 1948 in the industry's oldest business paper.

**RADIO & APPLIANCE JOURNAL**

1270 Sixth Avenue New York 20, N. Y.

## Emerson to Make New Low-Priced 10-inch Set; Warns Industry on Heavy Video Commitments

A new ten-inch direct view table model television receiver to list at \$275 or less will be introduced next month by the Emerson Radio and Phonograph Corporation, it was revealed recently by Benjamin Abrams, president of the company. This new model will replace the company's current television receiver which retails at \$375.

Stating that the price reduction of at least \$100 will make the new model the lowest priced ten-inch direct view table model receiver on the market, Mr. Abrams pointed out that the new model will be equal in quality and performance to the superseded product and will be better designed.

But aside from the announcement of the new lower priced model, the real television news at Emerson is the fact that the company's major production will continue to be concentrated in radio, with this year's television production scheduled not to exceed 2 per cent of over-all unit production. It is estimated that 40,000 units of the new video sets will be made in 1948.

Emphasizing the fact that in his opinion television has a great future, Mr. Abrams stated that his company will not expend millions of dollars in heavy production on television when it is certain that new improvements will come so fast as to make the present product obsolete three months after it has been placed on the market.

There has been a lot of dreaming and visualization of unlimited volume for television receivers immediately, but until the industry develops a standardized circuit for the instrument, similar to that which now makes low cost mass production of radios possible, prices will continue to be high and the market will be limited to consumers who are either to be the first to own television receivers or for whom money is no object.

Mr. Abrams believes that a two-year period will be required to achieve low-cost standardized television, emphasizing that in his opinion, a ten-inch direct-view table model receiver should sell for no more than \$150. Warning that many producers who are now devoting a large part of their productive capacity to television may be forced to suspend operations "more quickly than they

believe possible, Mr. Abrams added that such producers are likely to find themselves out of business for the same reason that many radio manufacturers with heavy production commitments were forced out in the 1927-1929 period when electricity replaced battery power. Mr. Abrams also believes that radio manufacturers should limit production schedules for television sets because of lack of technical knowledge on the part of retailers, thus throwing the servicing burden entirely on the manufacturer. If more television receivers are to be supplied to retailers, they should assume at least part of the job of servicing, stated Mr. Abrams.

### RCA to Step Up Output Of Television Tubes

A comprehensive expansion program for stepping up the production of television picture tubes at the Lancaster plant of the Radio Corporation of America, which involves the expenditure of more than \$1,000,000, has been announced by L. W. Teegarden, Vice President in Charge of the RCA Tube Department.

Calling for the construction of a new building to provide an additional 40,000 square feet of space, the expansion program includes the installation of a large number of unique automatic machines for the mass-production of television picture tubes similar to equipment now in use at the Lancaster plant, which is turning out this type of picture tube for home receivers at the rate of one a minute.

The expansion is being undertaken, Mr. Teegarden said, to prepare the way, so far as essential tube production is concerned, for television's anticipated "boom year" in 1948 and thereafter.

Indications are that by the end of 1948 about 65 television transmitters will be on the air serving approximately 36 per cent of the United States population. Many radio manufacturers not yet in television production have announced plans for producing television receivers during 1948. Companies with television receivers already on the market, have announced greatly increased production schedules.

## Admiral Executives Study Video Service Problems

In preparation for the introduction of a new line of television receivers by Admiral Corporation next month, thirty-two executives of Admiral distributors' service departments have just completed a preliminary training course.

With a large proportion of all service calls on present television due to improper installations, Admiral is making certain that every serviceman who installs one of its sets will be an expert, according to Ray Petersen, field service engineer, who is directing the course. In addition to hearing explanations of installation, antenna problems and customer instruction and taking examinations, the men are installing a number of television receivers in various locations throughout the Chicago area. Every situation likely to be encountered is included in these test installations, Petersen said.

## Rig-Fast

### ANTENNAS

for the best reception  
in TELEVISION and FM



FOLDED DIPOLE  
with  
REFLECTOR  
Model FDR-4  
300 ohms  
LIST . . . \$15.60

"Rig-Fast" quality means greater turnover . . . more profit. New Model 4 line elements are pressure sealed, reinforced at terminal ends. Alignment assured with Key Slot Ring. "Rig-Fast" models interchangeable. Rig complete with accessories. Inquiries invited.

**OAK RIDGE ANTENNAS**  
717 SECOND AVE. • NEW YORK

**Rembrandt**  
REG. U. S. PAT. OFFICE

FINEST IN TELEVISION

REMINGTON RADIO CORP.

WHITE PLAINS, N. Y.

## New Type Apartment House Television System Termed Answer to Multiple Antenna Problem

One of television's principal obstacles was overcome here recently when a new type of master television antenna, installed at 2601 Parkway, Philadelphia's largest and most modern apartment building, was successfully demonstrated. The television system, named "Multenna" by its owners, Fred P. Robin and Thomas D. Winters, avoids both the necessity of employing a large number of antennas for individual receiver installations and the costliness of previously announced types of master antenna systems. The "Multenna" system pares the building owner's initial outlay by as much as 80 percent.

Prior to the introduction of this television system, many hotel and apartment house owners refused tenants permission to install television receivers because this privilege could not be granted to large numbers of residents of their buildings and charges of discrimination might result.

"Before installing the 'Multenna' system at 2601 Parkway, we investigated it thoroughly," Jerome Blum, General Manager of the building said. "When we found that it was economically practical, that it did not discriminate in favor of any television receiver manufacturer and that it could accommodate all of our apartments with equal satisfactory reception, we went ahead with its installation. We are happy that we were able to make this extra service available to our tenants."

There are more than 500 apartments in 2601 Parkway. The master antennae system atop the building consists of three units, each capable of serving up to 200 apartments. Each unit is based on a master antenna mast of stainless steel, carrying individual antennas positioned precisely to permit maximum-strength reception from each of the Philadelphia television stations. Each mast, mounted 40 feet above the 13 story building, carries a special antenna to receive New York television stations directly. Programs originating in Wilmington will also be received directly later and tests will be conducted for reception of Baltimore and Washington-originating programs. This is possible because the great height of the antenna places it within the margin beyond the horizon in which television signals can be received from distant stations.

One of the major features of this system is the ease with which additional installations can be made. Patterned after a telephone switchboard, all that is necessary in order to add

another receiver to the "Multenna" is the plugging in of another wire from the owner's apartment to the master control console.

### Television to Head G. E. Business in '48, says Brandt

Radio, television and other electronic developments taking place at a new \$25,000,000 General Electric plant will benefit many people across the nation in 1948.

This is revealed in a year-end statement by Arthur A. Brandt, general sales manager at the company's Electronics Park, a plant built to resemble a "university of industry" and expected to hit its stride in the new year.

Brandt points out that engineering and production activities here revolve around products in such fascinating new fields as television, facsimile, radar, electronic heating, and FM radio—to mention but a few of the items that will flow in increasing quantities to the public and industry in general in '48.

Television and FM radio will head the list of new civilian business to be written by the company as the result of activities here, Brandt says. And radar, electronic heating, and facsimile are fertile new fields for the plant's development and application engineers, he explains.

### Offers Free Home Video Demonstrations

Lit Bros., famous Philadelphia department store, is stepping up its aggressive merchandising policy for selling television receivers by telling all its charge account customers that they may avail themselves of a free offer to see home demonstration of television. Lit tells its customers that without cost, they will advise whether they are located in an area that has television service and just what type of reception may be expected.

## Television Fast Becoming Major Ad Medium

Television is rapidly becoming a major advertising medium, according to Geyer, Newell & Ganger, N. Y. advertising agency, which has just completed a most comprehensive analysis of the current and potential use of the medium for advertising.

"Each week that passes sees some new development and progress in television," the report declares. "This increased momentum may well catapult television into the field of truly national advertising far ahead of the time that any such development was expected."

Listing twenty-nine makers of television sets, the study reports that fourteen stations in nine cities are now televising programs, and fifty-three more stations in twenty-eight cities are either under construction or are licensed to start building. New stations in eleven cities are scheduled to begin operation before the end of the year.

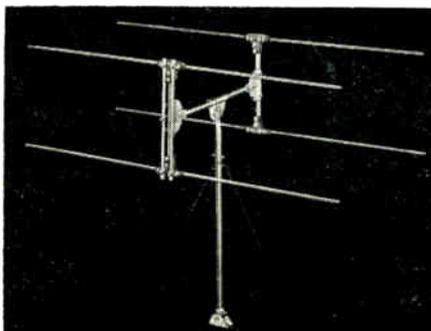
The number of advertisers using television commercially has increased from forty-two to 127 since November, 1946, according to the report, and the number is growing monthly. Television networks are expanding rapidly and the report indicates that less than 1,000 miles of co-axial cable remains to complete the coast-to-coast line.

## Bendix Plans Full Video Expansion Program

Major changes are being made in the layout of Bendix Radio's Baltimore plant to accommodate full-scale production of television receivers says W. P. Hilliard, general manager. As previously revealed to the national distributor organization, Bendix Radio plans heavy production of at least two television receiver models in 1948.

Hilliard further commented that the board of directors of the Bendix Aviation Corporation recently reviewed and approved the full program of expansion into television. An aggressive sales program is now being developed.

## Camco television antennas



### "DOUBLE DECKER" DIPOLES and REFLECTORS

Illustrated is the New Camco Model T35 "Double Decker". Designed for maximum efficiency and the most favorable standing wave ratio over the entire range of television frequencies.

See your jobber or Write Dept. RT for literature on complete line of Camco Television and FM Antennas. "Shipped Partly Assembled."

**CAMBURN, INC.**  
32-40 57th ST., WOODSIDE, N. Y.



## Cullen Refused to **LUMBER ALONG**

**W**HAT has a retail lumber company to do with the merchandising of radios and appliances? The first response to that question would seem to be: "Nothing." Lumber is lumber, and retailing is retailing. So stick to your last, cobbler!

But the Cullen Lumber Company of Oklahoma City, Oklahoma, a firm that has been in the retail lumber, paint, hardware and building materials business since 1923, is one firm that refused to 'stick to its last' and has caused a stir in the Southwest's selling circles.

Having served homeowners and building contractors for almost a quarter of a century, Cullen recently decided that it could sell these two groups on all other products which go toward making a home liveable after it has been completed. This was especially true when one realized the current trend among builders to equip new homes with major appliances at the time of construction. So Cullen went into the retail business of sell-

**This 25-year old Lumber Firm 'Knocked on Wood' and Found New Gold in Radio-Appliance Selling**

ing radios and appliances. But it didn't do it in a niggardly fashion—Cullen went 'whole hog' and erected one of the most beautiful and comprehensive stores in the entire Southwest area. The new Cullen establishment is a one-stop super-mart, selling everything from radios and toasters to garden tools and fishing tackle. "They are here, they are working, they are for sale," is the apt slogan promoted by Cullen in explaining that all displays in its 10,300 square feet of space is connected and in actual operation.

"We are geared for public acceptance through the use of two main advertising ideas: Cullen's for 'Completeness', and 'They're Here' says C. A. Minor, Jr., merchandise manager of the new store, who adds, "We feel that the customer who sees an

appliance or television set in operation at our store will prefer to do business with us rather than with the dealer who merely offers a picture or an attractive non-operating unit of the model."

Located close to Oklahoma City's main shopping center, Cullen's provides their customers with an essential aid for present-day shopping: adequate parking accommodations. Their advertisements stress that "There is always room to park your car at Cullen's."

From the 12-foot high plate glass panels which surround the structure at a 7 degree angle to the smooth service layout, the new store is a modern sales emporium. First opened last March when it attracted a preview crowd of more than 10,000

(Continued on page 32)

# Cullen Practises Streamlined Selling Methods

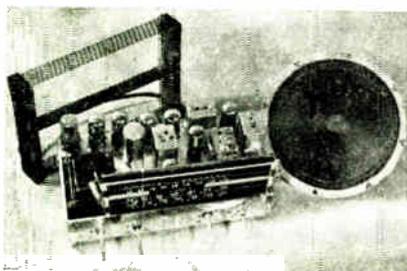


**Here's a new horizon for Profits!**



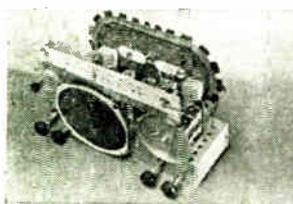
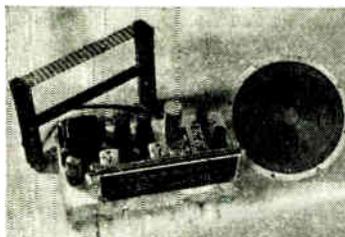
## Custom-Built Chassis

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



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

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



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

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

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

(Continued from page 31)

shoppers, Cullen has continued to do a tremendous sales job since.

The building exterior is aglitter with great neon signs which can't be missed from any angle. The 28-foot tower forms a beacon, especially at night, and succeeds in providing a 24-hour magnet to all of Oklahoma City. Inside the store, the various departments which house the radio, small traffic and major appliances are sectionalized in such an ingenious manner that the prospective buyer can shop in quiet and comfort. The radio and television department, for instance, occupies a space of 10 by 18, and is equipped with 86 electric outlets, thus permitting demonstration of a vast range of models. The background setting is of French antique knotty pine with peach cast, creating an atmosphere which is both pleasant and efficient.

In the major appliance section, Cullen has set up three model kitchens so that it could adequately display the three major brands of refrigerators and ranges it is franchised to sell.

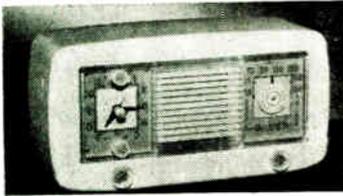
Not satisfied or complacent about their present dominant position, Cullen is constantly planning new ideas to spark future sales. "Being in the lumber business, we have a unique opportunity to tie in sales to new home builders and contractors, and we expect solid sales support from both the builders and the buying public," says Mr. Minor.

This kind of farsighted planning is producing sales results which will undoubtedly continue for a long time.

# NEW RADIOS TO SPARK NEW YEAR SALES

## Garod Clock-Radio

Manufactured by Garod Electronics Corporation, 70 Washington St., Brooklyn, N. Y.

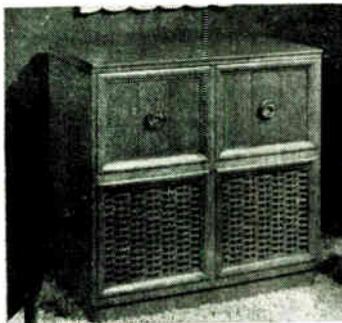


This new "Radalarm" clock-radio combination, Model 5RC1 is designed to awaken the listener with music. Set includes a fine superhet receiver, the famous Telechron electric alarm clock, both housed in a luxurious Ivory plastic and Lucite case, with contrasting clock and dial face. Built-in loop antenna insures reception over the entire broadcast band of 540 to 1650 Kilocycles.

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

## Capehart Modern

Manufactured by the Capehart Sales Division of the Farnsworth Television and Radio Corporation, Fort Wayne, Indiana.

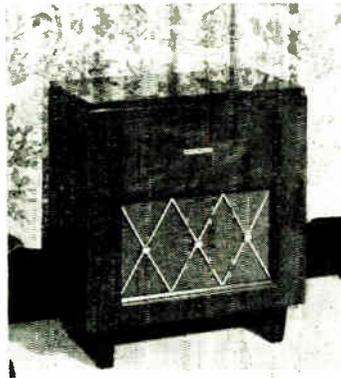


The new Capehart, Model 115N2, has a genuine mahogany cabinet of modern design and is available in either bisque or cordovan finishes. The dual unit radio and amplifier chassis has 21 tubes plus two rectifier tubes, a tuning eye and a tuning eye amplifier. The two speakers—a 15-inch for low frequency and a 5-inch for high frequency—are coaxially mounted. The exclusive Capehart record changer permits playing up to 32 selections—from 3 to 16 records, continuously and without reloading, turning.

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

## General Electric Combination

Manufactured by the General Electric Company, Syracuse, N. Y.



Model 119 is a new automatic radio-phonograph console which is being made to meet the response for a low-priced combination unit incorporating "the superior record reproduction qualities achieved by the electronic reproducer". This model is made in both mahogany and walnut cabinets and provides ample space for record storage. Full-lit top covers the phonograph with its automatic record changer and radio controls. Also boasts 12-inch Alnico 5 permanent loud-speaker with built-in Beamscope ant.

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

## Dewald FM Tuner

Manufactured by the Dewald Radio Mfg. Corp., 35-35—37th Avenue, Long Island City, N. Y.



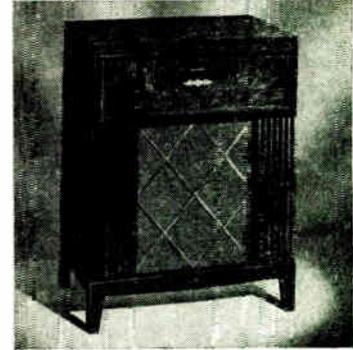
The new Dewald Model B-612 "Wireless FM Tuner" is said to be capable of picking up any FM station in most localities without the installation of an antenna, and convert these signals so that any radio receiver table model, portable or console, will reproduce F. There is a wide and varied

market for tuners, with 25 million AM homes that would like FM reception.

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

## RCA Victor Radio-Phono

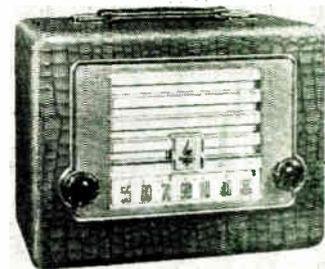
Manufactured by General Electric Co., Receiver Div., Syracuse, N. Y.



Model 77V1 is housed in a space-saving cabinet of modern design and incorporates many features of higher-priced sets, including the RCA Victor Golden Throat Tone System, automatic record changer, Silent Sapphire permanent-point jewel pickup, a built-in antenna, and three position tone control. Contains six tubes, one rectifier, and is designed for 110-115 volt, 60-cycle operation. Say you saw it in *Radio & Appliance Journal*, January, 1948.

## Emerson Portable

Manufactured by Emerson Radio and Phonograph Corporation, 111 Eighth Avenue, New York 11, N. Y.

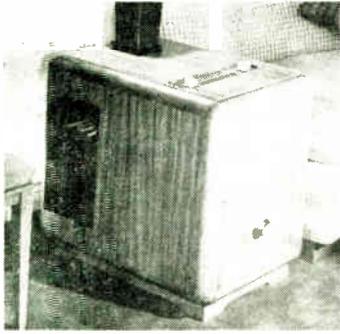


Model 567 is a new self-powered portable encased in rich-grained leatherette with an over rugged luggage - construction base. It is compact and light, containing a superhet circuit with full-size Alnico 5 permanent Magnet dynamic speaker specially designed for battery use.

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

### Howard Radio

Manufactured by Howard Radio Company of Chicago.

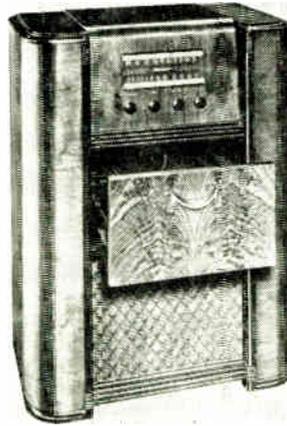


Model 472A-C with frequency modulation and acousticolor has 8 tubes plus rectifier AC superheterodyne. The entire cabinet is built of select hard woods, blend-rounded. No top to lift, compact size, with "child-proof" drawer lock. Full front operation. Usable on either side of an armchair. Automatic record changer plays 10" or 12" records. Changer in sliding drawer in front of cabinet for easy armchair operation.

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

### Crosley Combination

Manufactured by Crosley Division, Avco Manufacturing Corporation, Cincinnati, Ohio

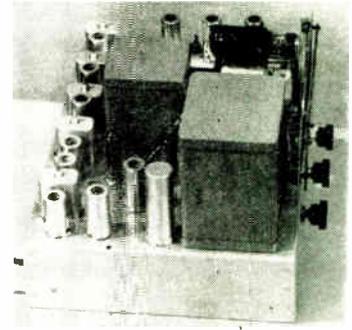


Model 68 CR, a new low-priced radio-phonograph combination featuring the Crosley floating jewel tone system and housed in an American walnut upright cabinet. Chassis is equipped with 10" electro-dynamic speaker, continuous tone control, automatic sensitivity control, and covers two complete bands, broadcast and overseas.

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

### Collins FM Chassis

Manufactured by Collins Audio Products Co., Inc., 126 Park St., Westfield, N. J.



This FM receiver was designed for the highest possible frequency modulation fidelity without the necessity for an external amplifier. A complete amplifying system is incorporated on the receiver chassis which requires only a high quality loudspeaker to convert FM to sound. Features a 15 tube Armstrong Circuit, new miniature tubes throughout. Provision for new magnetic pickups at slight extra charge.

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

## A SENSATIONAL FIRST DEWALD MODEL B-612 "WIRELESS FM TUNER"

SIMPLY PLUG IN AND PLAY — NO WIRING NECESSARY  
AC/DC OPERATION

List Price

**\$34.95**



- ✓ FIVE TUBES PLUS RECTIFIER
- ✓ SUPERHETERODYNE CIRCUIT
- ✓ AC/DC OPERATION
- ✓ UTILIZES 3 IRON CORE 1FS
- ✓ NEW BALANCED DETECTOR UNIT
- ✓ AVAILABLE IN CHASSIS (Less Cabinet)

AN IMMEDIATE LARGE MARKET . . . MODERNIZES ANY AM RADIO

**DEWALD RADIO MFG. CORP.**  
35-15 37th AVENUE • LONG ISLAND CITY, N. Y.



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

#### • Big Earnings, Steady Income

TRADIO has pioneered in this new and flourishing post-war field. Get in on the ground floor and assure yourself of financial security for life.

#### Tradio ★ Tried ★ Tested ★ Proven

TRADIO sells to operators only through franchised distributors. No routes are sold. We'll put you in touch with the distributor in your territory if you'll phone Asbury Park 2-7447 or write Dept. V-1.



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

## Approve 'Radio-in-Every-Room' Plan for 1948

The RMA Advertising Committee will recommend that the "Radio-in-Every-Room . . . Radio-for-Everyone" campaign be carried to the "grass-roots" in 1948 when industry leaders gather for the RMA Mid-winter Conference Jan. 20-22 at the Stevens Hotel in Chicago.

The Advertising Committee, under Chairman Stanley H. Manson, of Rochester, N. Y., recently approved a proposal of the Fred Eldean Organization to expand the radio set sales promotion program. The proposal must be submitted to the RMA Set Division Executive Committee and the RMA Board of Directors for approval and appropriation before it can be put into operation.

Among the proposals for enlisting greater participation of radio dealers and distributors is one to hold dealer-distributor meetings in about fifty cities throughout the United States.

As a test for the national dealer participation program the Advertising Committee proposes to conduct a two-week "saturation campaign" in Hartford, Conn., early this year, probably in February. Local dealers and distributors will be invited to cooperate with manufacturer representatives in preparing and carrying out this experimental campaign.

## Protest Trade Mark

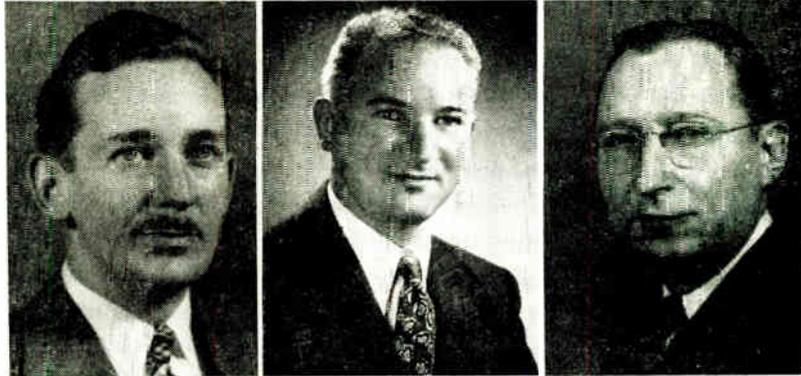
The Radio Manufacturers Association has formally protested the reported Swiss registration of the generic term "electronic" as a trade mark by a Swiss manufacturer of measuring instruments, amplifiers, and microphones. RMA Executive Vice President Bond Geddes made the protest to the Office of International Trade, U. S. Department of Commerce, and asked that the protest be conveyed to the Swiss Government through diplomatic channels.

## RMA Issues Directory

The 1947-48 edition of the RMA Trade Directory and Membership List has been published and distributed to all interested government agencies, the trade press, and allied trade groups here and abroad. The Trade Directory lists the products of all member-companies, their brand names, recommended warranties, as well as RMA officials, directors, and committees.

Radio & Appliance JOURNAL • January, 1948

## New Officers of Minerva Corp.



L. J. O'DONOVAN    RICHARD MATTISON    J. P. THOMPSON

Mr. F. Reed Wills, President of the General Phoenix Corp. of New York, announces the purchase of the Minerva Corporation of America, manufacturers of radio and electronic equipment. Minerva will be operated as a subsidiary of the General Phoenix Corp., whose resources exceed 25 million dollars.

New President and General Manager of Minerva is Joseph P. Thompson, formerly General Manager of Traveler Radio and Television, Plant Manager of General Television and Radio Co. of Chicago, and, for five years, Chief Engineer in Charge of Plant Organization for the George S. May Co. of Chicago.

Vice President in Charge of Domestic and Export Sales is Richard Mattison, formerly Wholesale Division Manager of Tung-Sol Lamp Works, Inc.

Mr. Leo J. O'Donovan, Jr., is Treasurer of the corporation, coming to Minerva from the parent company, General Phoenix Corp.

Minerva is now in full-scale operation, currently producing a quality line of radios, combinations, console and portable models. Offices and factory are located at 238 William Street, New York 7, N. Y.

## Survey to Determine Radio Color Preferences

Whether the public wants painted, stained wood or plastic radios will be answered in the coast-to-coast survey being conducted by the Rahr Color Clinic, 9 East 56th Street, New York City, according to Frederic H. Rahr, president. The Rahr Colorcount, which determines future color wants and current color ownership, has recently been completed at the J. L. Hudson Co., Detroit; Marshall Field and Co., Chicago; Barker Bros., Los Angeles; W & J Sloane, New York; and Abraham & Straus, Brooklyn.

"Preliminary studies of this year's survey indicate that the public is not undecided about preferences on radio finish," Mr. Rahr said.

"The results will show manufacturers and buyers not only what type finish the public wants, but the popularity of certain colors for both living room and bedroom radios," he said.

## Sylvania Starts New Electronic Research Center

The first building in an electronic research center to be known as Sylvania Center, designed for the long-term development of electronic equipment, television and FM and radar, has been started at Bayside, Long Island. Ground for the 28½ acre project was broken recently by Walter E. Poor, Chairman of the Board of Sylvania Electric Products, Inc.

Designed to coordinate all the company's varied research activities at Bayside, the new Sylvania Center is the first campus-type research development to be built in Corporate New York City. Don G. Mitchell, President of the company, described the Sylvania Center as a long range research project aimed primarily toward improvement in Sylvania products for the lighting, radio and electronic fields. The new physics laboratory will be a two story building providing 38,000 square feet of space.



**Your Windows Should Serve to Convert Sidewalk Traffic to Inside-Store Traffic.**

## Window Displays Can **MAKE or BREAK** a Sale

**A**N excellent way to increase sales is to convert more sidewalk traffic into more inside-store traffic. Alert and successful merchandisers in many retail fields have been aware of this for years. Radio and appliance merchandising is no exception.

One excellent method of converting sidewalk traffic into store traffic is to create compelling eye-interest in the store window. An attractive and colorful window display possessing sufficient appeal and persuasiveness can become a powerful traffic signal which will influence consumer traffic in your store and make more people stop . . . and shop. Some time ago, *Drug Topics*, a trade publication for

retail drug stores, conducted a survey which analyzed drug store window displays in 24 cities. The findings were especially significant in revealing the strong connection between effective window displays and store sales. The survey showed that a window display containing nothing but massed merchandise drew the attention of an average of only one out of every eleven passersby. A "theme" window, (one showing one brand of merchandise displayed against a dramatic lithographed window display) succeeded in capturing the attention of one out of every 4.7 passersby. A related item window display, (a lithographed window dis-

*Window above is that of Byron Rasmussen, Racine, Wis., who won first prize for Appliance Stores window displays sponsored by the Silex Co. Note how entire window is devoted to a single product.*

play surrounded by a variety of related merchandise) held the attention of one out of every 3.2 passersby.

There you have it! Theme windows and related item windows which employ colorful backdrops outpull mass merchandising windows at a rate of 3 to 1. Here are odds which should make you stop and think the next time you plan a new display for your store windows.

Considering that about 46 per cent of all adults who stop to look at a drug store window will walk inside, the argument for the use of effective window displays is especially sound. The more of those people who walk by your radio and appliance store

**WHAT MAKES A GOOD WINDOW DISPLAY?**

1. It must be attractive enough to compete successfully with other displays on the same avenue.

2. The display must be impressive enough to stimulate interest of the retailer and his clerks in the product exhibited during the life of the display.

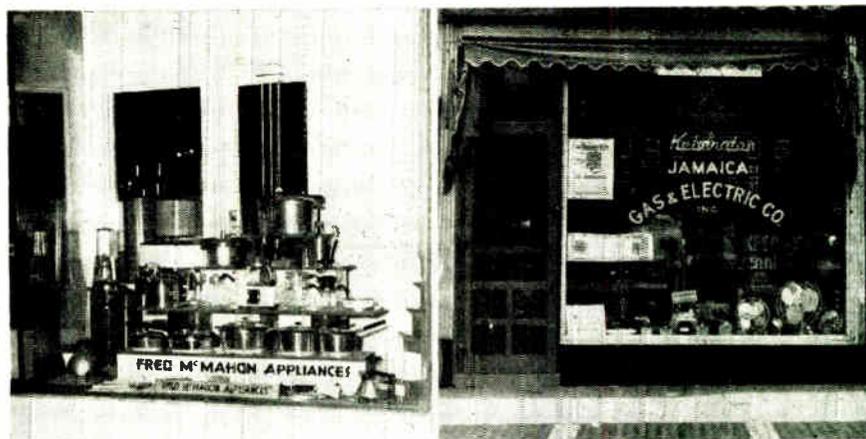
that you can persuade to pause and look at your merchandise . . . the greater will be your inside-store traffic.

And why not? A window display is every bit as effective from a merchandising standpoint as an advertisement which appears in a newspaper or magazine. In addition, it has other sales-building qualities: It presents the merchandising and sales story right at the spot where an urge to buy can be satisfied immediately. It is a definite symbol of product and sales spot identification which says: "This product can be purchased RIGHT HERE, NOW!"

The major points to remember about window displays are that their sole function is to command the visual attention of people walking by your store. The display can achieve this by employing one or more devices: size, comprehensiveness, attractiveness, dominance, unusual design, human interest, motion and color. Your windows can inspire a favorable product interest and exert a strong positive influence on buying action. They can remind of forgotten



*A single product, used with a lithographed display as background, makes a striking window display.*



*Two examples of uninteresting window displays.*

needs or future purchases. Most important, window displays can remind the customer of the product from the time the advertising message is

seen in other media until the prospect stands in front of the store where purchase can be made — a crucial period during which many factors can influence a change of mind.

*The drug trade has long known the value of effective display.*

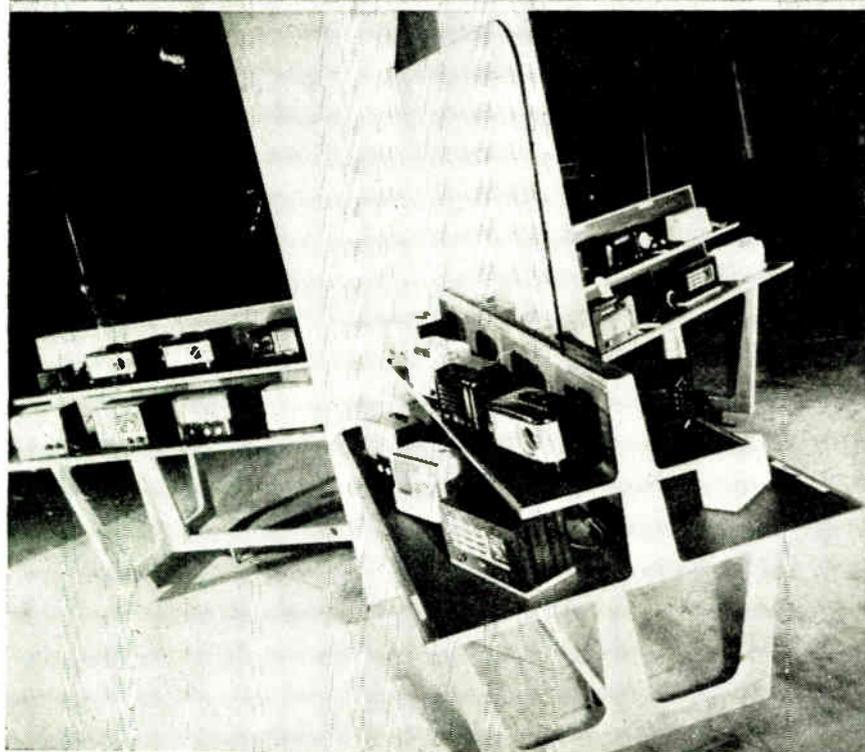


**WANTED**  
**ELECTRICAL PRODUCTS**  
 FOR SALE IN OREGON, WASHINGTON,  
 IDAHO, MONTANA, AND  
 BRITISH COLUMBIA  
**WRITE**  
**NORTH SOUTH PRODUCT CORP.**  
 1570 SECOND AVENUE  
 NEW YORK 28, N. Y.  
 MANUFACTURERS REPRESENTATIVE,  
 DISTRIBUTORS  
 Offices:  
 PORTLAND, TACOMA, SEATTLE, VANCOUVER

# RAJ RECORDS AND PHONOGRAPHS

A SECTION

## Music Miracle on 34th Street



Macy's department store in New York, which never lets its customers forget that it is "The Largest Store in the World" also boasts that it has the biggest music center in the world. The fact that this is not an idle boast is exemplified by these pictures, showing the recently remodelled Macy Music Center, occupying a good part of the entire fifth floor of the huge structure.

Of course, Macy had a rather nice department before for the merchandising of radios, television, phonographs and records. But one of the things which has contributed to making this store the "Miracle of 34th Street" is a constant flexibility and new thinking on methods of improving its retailing.

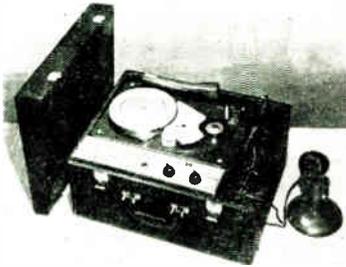
The construction work for the newly-designed department was done by the A. Bitter Construction Co., 721 East 133rd Street, New York, a firm specializing in interior designs for record and music stores. Note how the designs incorporate ultra modern display racks of both the self-service and personalized selling type. Various items are gracefully departmentalized for utmost customer convenience, and sections are arranged to insure greatest freedom of movement for the tremendous number of visitors who visit the department every day.

Interesting use of various types of glass and harmoniously shaped plywood fixtures add to the total impression of attractiveness, motion and modernity. All in all, a powerful stimulus to increased sales. Smart merchants throughout the country have studied Macy's merchandising methods for years, realizing that many ideas could be adapted to smaller stores.

# NEW RECORDERS AND PLAYERS

## Air King Phono-Recorder

Manufactured by Air King Products Co., Inc., 170—53rd St., Brooklyn, N. Y.



This portable wire recorder and phonograph combination embodies a 5-tube (including rectifier) amplifier with radio attachment cord. Plays either 10 or 12 inch records and comes equipped with permanent needle. Housed in a sturdy luggage-type carrying case. Known as Model A-750.

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

## Speak-O-Phone Recorder

Manufactured by Speak-O-Phone Recording Equipment Co., 23 W. 60th St., New York

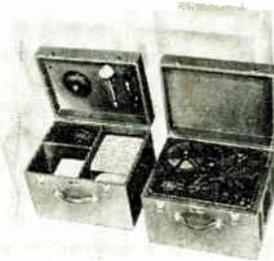


Model HR-48 recorder is an attractive and efficient disc recorder which also includes a phonograph and public address system. Recording mechanism has a magnetic cutter which is said to be impervious to extreme heat or cold. A control feature permits the mixing of phonograph and PA system at the same time. The amplifier has three stages—beam power output—four tubes.

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

## Magnetape Recorder

Manufactured by the Amplifier Corp. of America, 396-16 Broadway, N. Y. C. This is one of a new line of port-



able recorders. Each portable system consists of a twin set of matched carrying cases, attractively covered with brown leatherette, and equipped with special handles for easy portability. One case houses the completely self-contained recording and playback unit; the second case holds a sensitive microphone, extension cord, and space for 25 reels of Magnetape, plus cleaning and maintenance equipment.

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

## Jackson Record Player

Manufactured by the M. R. Klein Company, 27 East Monroe St., Chicago, Ill.



This is a portable dual speed record player and PA unit designed for playing 10" and 12" records at 78 R.P.M. The unit, with microphone, becomes an easy to use and efficient public address system. The controls include volume tone and microphone with extra 'mike' jack for P. L. plug 55.

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



ACTUAL SIZE

Frankly

THE MOST EXPENSIVE...

INDISPUTABLY

the finest





The Pickering Cartridge provides the cleanest reproduction ever achieved, with linear response to the limits of audibility. It tracks with only 15 grams pressure and fits practically any arm. It is acknowledged to be the finest record reproducer.

PICKERING & CO., INC., 29 WEST 57TH STREET, N. Y. C.

## Capital Program for Record Dealers

"During 1948, Capitol Records dealers will have the most extensive sales assistance and service the company has ever offered."

This is the declaration of Floyd A. Bittaker, Vice President and General Sales Manager for Capitol, at conclusion of his regular meeting with regional managers from all parts of the nation.

Listed among items for immediate attention were:

1. New procedures designed to simplify ordering.
2. New methods for handling factory-to-dealer distribution, thus assuring smooth, fast service.
3. Specialized application of advertising funds to achieve greater sales results.
4. New activity in sales promotion for dealers.

## STINSON'S Great in '48!

Songs that vibrate the memory, like a plucked fiddle-string!

**KAYE BROS. Orchestra & Ensemble**

recording of

"BLIND LOVE"

"MA CURLY-HEADED BABY"

Vocals by LENNY KAYE  
SID KAYE at the Drums  
One ten-inch Record #703 **.75** LIST plus tax

First time available for juke-boxes in new 10" album size . . . No cat-in-a-bag, but steady year round demand for this jam-session secretly recorded as the nation's top Jazzmen knocked themselves out at Los Angeles Symphony Hall.

"JAZZ at the PHILHARMONIC"

featuring "LADY BE GOOD"

"HOW HIGH THE MOON"

Each in 3 Parts **\$3.00**  
ALBUM #999 LIST . . . plus tax  
3-10 in. Records

**STINSON RECORDS** 27 Union Square  
New York City 3

Write for FREE catalog listing hundreds of other Exclusive Stinson Records and Albums

## RECORD DEALERS RECORD JOBBERS

Here is your chance to add a volume seller to your line . . .

### THE VOCO RECORD GREETING CARD

for all occasions:—BIRTHDAYS, ANNIVERSARIES, VALENTINE, EASTER, etc.

Cards are in full color, unbreakable, come with envelope, mail for 3c; have excellent sound with tunes of Hit Parade caliber; tap talent such as Clark Dennis, Kay Armen, Vera Massey and The Mariners; have space for personal message on back.

Card sells for 25c . . . display rack with minimum order . . . demonstration phonographs available. Order now for Valentine, Easter, Mother's Day, and everyday occasions.

**VOCO, INC.**

230 Steuben St., Brooklyn 5, N. Y.

*Radio-phonograph* sales of the Magnavox Company, Fort Wayne, Indiana, will double nearly those of last year and will be nearly ten times greater than in any pre-war year, according to Frank Freimann, executive vicepresident. The company anticipates still another increase of at least 50 per cent for 1948 over 1947.

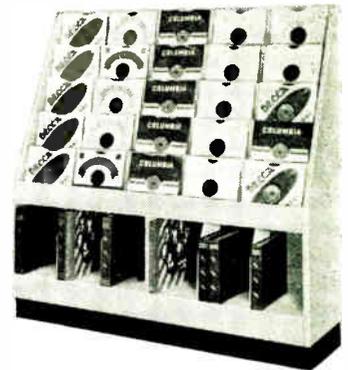
*Distributorship for Bendix* Radio and Television in the Washington, D. C., area has been placed with the E. M. Rosenthal Co., radio and appliance division. In addition to radio and television, the Rosenthal program calls for a full line of major and traffic appliances.

## See Bitter Equipment in Action at Macy's New Music Center

### Only **BITTER** Self Service **RECORD RACKS**

Give You All These Advantages

- ★ Solid hardwood throughout for long life under hardest use.
- ★ Finest cabinet work. Constructed and finished like a quality radio to improve the appearance of your store.
- ★ Beautifully finished to your color specifications.
- ★ Dustproof back protects your stock.
- ★ Recessed ebonized base facilitates floor washing and guards stock against splashing.
- ★ Reinforced, non-sagging shelves.



Write for illustrated catalog today!

Take advantage of January and February Special Savings

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



**AIM INDUSTRIES, INC.**

41 Union Sq., N. Y. C. 3 • GR 5-8231

AVAILABLE TO DISTRIBUTORS AND DEALERS

NEW RECORDING BLANK CATALOG

MUSIC BOX CATALOG

GENERAL RECORD ACCESSORY CATALOG

**WRITE NOW!**

## DEALERS:

ADD TO YOUR RECORD SALES BY SELLING

## MAJOR SOUND EFFECT RECORDS

OVER 500 REALISTIC SOUND EFFECTS

SEND FOR CATALOG

Distributed By

**THOMAS J. VALENTINO, Inc.**

1600 BROADWAY

NEW YORK 19, N. Y.

## So That the Blind May See 'by Ear'

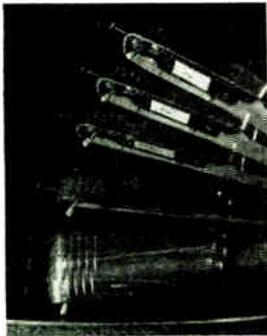


Thomas J. Valentino, president of Major Records, has granted the American Foundation For The Blind permission to transcribe his latest album, "The Story of the Nativity", into a talking book for the blind.

This unique service was instituted in 1932 by the Government, at the suggestion of Dr. Robert B. Irwin, sightless executive director.

The Talking Book Service has made available to blind people throughout the country all types of helpful and inspirational recordings, which come to them without cost and may be returned without any expense on their part. Headquarters of this organization are at 15 West 16th Street, New York City.

### Shockproof Needle



Stroboscopic pictures of the newly-developed shockproof phonograph needle, just announced by the Duotone Company, 790 Broadway, N. Y. C., show the needle being put through its paces. Dropped from high above the record, the needle absorbs the impact by virtue of its nylon bumper which connects the dur-aluminum shank with the steel spring tipped with precious metal. Duotone's president, Stephen Nester, states the needle will be in all Duotone outlets by January 1.

### Symphonic Wire Recorder



Manufactured by National Polytronics, Inc., 2430 Atlantic Ave., Brooklyn, N. Y.

This new Model 5-A wire recorder comes complete with self-contained amplifier and microphone. Extra 10-minute spools of wire will be supplied at a cost of 75 cents a spool. This is a low-priced utility 10-minute recorder designed for widespread use among people who do not want to spend much money for a recorder.

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

## The RECORDISC Concerto for Cash Register



### THE RECORDISC LABEL RINGS UP RECORD SALES

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

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

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

Write today for  
latest Recordisc  
Catalogue.

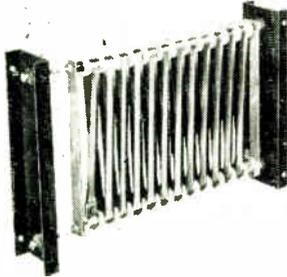


"PIONEERS IN  
RECORDING  
ACHIEVEMENT"

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

### Ward Leonard Resistor

Manufactured by Ward Leonard Electric Co., 31 South Street, Mt. Vernon, N. Y.

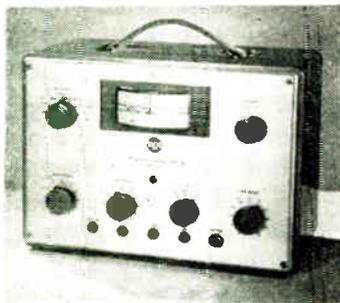


These newly designed "loopohm" resistors are intended for continuous duty high current applications where mechanical shock and vibration prevail. They are suited for use on welding equipment, portable load banks, controller assemblies and others.

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

### RCA Sweep Generator

Manufactured by Radio Corporation of America, Camden, New Jersey



A new portable sweep generator designed exclusively for servicing and alignment of FM equipment. Type WR-53A furnishes all the signals needed for the complete alignment of frequency modulated radio receivers. Provides a signal tunable over the 88 to 110mc band, unmodulated or amplitude modulated, for the alignment of r-f, mixer, and local oscillator circuits.

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

### Sangamo Time Switch

Manufactured by Sangamo Electric Co., Springfield, Illinois

An entirely new design in an un-



usually small, compact time switch, termed by its manufacturer as an accurate, modern adaptation of the well known quality time switches made by this firm. The type S is powered by a newly developed high torque, synchronous, self-starting, low speed motor that is lubricated for life.

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

### Milliseo Relay Tube

Manufactured by Stevens-Arnold Co., 22 Elkins Street, South Boston, Mass.



This Milliseo Relay has an operating time as short as 1/3 milliseconds; it is assembled in a metal radio tube container with an 8-prong octal base, but its operation is mechanical rather than electronic. Previously, these relays were made in one size only, but due to the demand for multiple pole construction, this firm is now offering these relays in the same container except double pole, double throw.

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

### Browning Frequency Meter

Manufactured by Browning Laboratories, Inc., Wichester, Mass.



A Frequency Meter especially designed for measurements in the 72-76 and 152-162 megacycle band, this new meter features accuracy in either band of .005%, or .0025% where minor precautions are taken. A whip antenna mounted at the side of the cabinet furnishes coupling to the transmitter and may be telescoped to form a convenient carrying handle. Operates from 117 volts, AC or DC.

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

### Radex "Pocketracer"

Manufactured by Radex Corporation, 2076 Elston Avenue, Chicago, Ill.

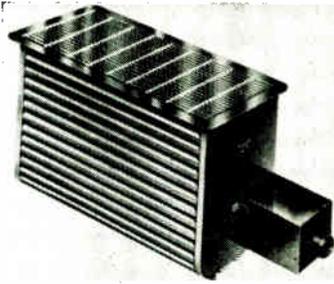


Recommended for all types of trouble shooting. An R. F. audio signal source of the multivibrator type highly useful to every radio serviceman for quick analysis of circuit difficulties. Generates a universal frequency which can be used for alignment or test purposes.

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

## Rheem Floor Furnace

Manufactured by Rheem Manufacturing Co., 570 Lexington Ave., New York City

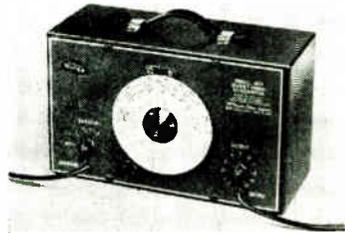


A new gas-fired floor furnace featuring the latest scientific developments to assure maximum safety, heating efficiency and economy. This Rheem 1600 series heater is available as a flat register, standard dual wall or space saver wall model. Burns any type of gas; natural, manufactured, mixed or liquid petroleum. Down draft diverter prevents sudden flue drafts from extinguishing the burner and at the same time permits the undisturbed continuance of normal up drafts.

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

## McMurdo Sweep Generator

Manufactured by McMurdo Silver Co., 1240 Main Street, Hartford, Conn.



The Model No. 909 sweep generator illustrated here has a range of from 2-226 Mc; output of 0-5V Max., and input 105/125 V.50/60-30W.

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

## Tube Sales Soar

Sales of radio receiving tubes in October showed an increase of almost four million over September, reports RMA. October sales by RMA member-companies brought to 165,884,528 the total number of tubes sold in the first ten months of 1947. These included tubes sold for new sets; for replacements, for export and to government agencies.

## Plan Doubled Production in 1948

With seven radio lines already in operation at Electronics Park, the huge General Electric plant in Syracuse, GE plans to double these production facilities by early 1948. In this picture, I. J. Kaar (foreground), manager of the Receiver Division, and E. P. Toal, Sales Manager for standard line receivers, check over a new model combination console before it moves on to be crated. At present the Receiver Division is



manufacturing 22 standard line receivers, four styles of the Musaphonic line and three television models. New additions to these lines are scheduled for next year.



## IMPROVED *Smooth Power* FOR HEAVY DUTY SERVICE

It's the General Industries RM-4 Smooth Power phono-recorder motor—long a popular favorite for disc recorders and heavy duty phonograph units—*now* redesigned and improved to meet the power requirements of wire and tape recorders.

New features include special locating and locking means for new top and bottom covers which assures high accuracy in alignment of rotor within the stator bore . . . dual aluminum cooling fans and scientific air intakes for maximum cooling effectiveness.

Its advantages: Greater power . . . longer motor life . . . quieter operation . . . less vibration . . . cooler running characteristics . . . minimum magnetic field radiation. And, like all GI motor units, it affords split-second pick-up to full constant speed—true Smooth Power performance.

Complete information and performance data upon request. Write *today*.



WIRE RECORDERS



TAPE RECORDERS



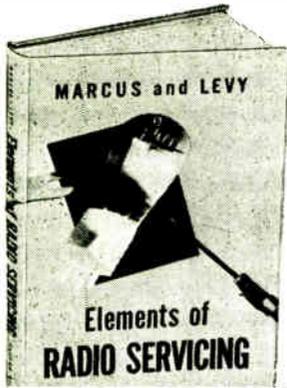
DISC RECORDERS



The GENERAL INDUSTRIES Co.

ELYRIA, OHIO

DEPT. F



## How to repair RADIO

**This "how-to-do-it"  
radio repair manual**

**shows you how to handle 95% of  
all service problems**

This handy and highly practical radio repair manual leads you in easy steps to a complete understanding of 95% of all radio servicing jobs. The manual covers the modern superheterodyne A.M. receiver, as well as phonograph-combination service problems and auto radio problems. Detailed "how-to-do-it" explanations enable you to put your finger on exactly what needs to be done. The book breaks the superheterodyne into natural stages, and analyzes them thoroughly from a service standpoint, covering everything from setting up the signal generator to the push-pull output stage. Clearcut schematic diagrams of modern receivers aid you throughout.

Just published!

## ELEMENTS OF RADIO SERVICING

By **WILLIAM MARCUS**  
Co-author of "Elements of Radio"  
and **ALEX LEVY**

Instructor of Radio Mechanics, Manhattan Trade  
Center for Veterans and Chelsea Vocational  
High School

471 pages, 6 x 9, illustrated \$4.50

Here is a completely practical radio servicing manual—carefully and simply written, well illustrated, and easy to follow—designed to guide you to the best methods of making most modern radio repairs. Analyses of the stages are generalized for easy application to receivers made by most manufacturers. The most commonly used testing equipment—the multimeter and signal generator—are carefully described.

Read over some of the elements  
covered in this handy manual:

|                               |   |
|-------------------------------|---|
| Superheterodyne receivers     | Converter; mixer and oscillator stages  |
| Servicing procedure           | RF amplifier stage                      |
| Multimeters                   | Antennas                                |
| Signal generator applications | AC/DC power supply                      |
| AC power supply               | Auto radio power supplies               |
| Loudspeakers                  | Push-pull output stage                  |
| First audio amplifier stage   | Alignment of a superheterodyne receiver |
| IF amplifier stage            | Survey of the servicing procedure       |

**10 DAYS' FREE EXAMINATION**

McGraw-Hill Book Co., Inc.  
330 W. 42nd St., N. Y. 18

Send me Marcus and Levy's Elements of Radio Servicing for 10 days' examination on approval. In 10 days I will send \$4.50, plus few cents postage, or return book postpaid. (Postage paid on cash orders.)

Name .....

Address .....

City and State .....

Company .....

Position .....

(For Canadian price, write McGraw-Hill Co. of Canada, Ltd., 12 Richmond Street E., Toronto 1.)



### Plan Improved Parts Distribution in 1948

Aaron Lippman, president of the National Electronics Distributors Association visits Schenectady, New York, for a meeting with General Electric Tube Division executives to discuss ways and means in which the company might help both their distributors and the parts distribution industry during 1948. Mr. Lippman, owner of the Aaron Lippman Company of Newark, N. J., attended the discussions in his official capacity as president of NEDA at the invitation of Russell W. Metzner, sales manager of replacement tubes for the division. Shown in the photograph are: left to right: J. M. Lang, manager of the division; Mr. Lippman; Mr. Metzner; E. H. Fritschel, manager of sales for the division.

At the request of radio servicemen's associations, dealer organizations and wholesale receiver distributors, the Receiver Division of the General Electric Company is scheduling lectures on FM theory and a practical demonstration on the alignment of FM receivers. Each lecture will last about three hours. To date, dealer groups have heard the lectures in Williamsport, Pa., St. Louis, Detroit, Lansing, Kalamazoo, Grand Rapids and Saginaw, Mich.

Snyder Manufacturing Co. of Philadelphia has appointed Martin Friedman as representative in the states of New Jersey, Maryland, D. C., Virginia and eastern Pennsylvania. He will be in charge of a separate sales division to promote the sale of Snyder microphone stands, house antennas, auto antennas and other allied components.

Chas. T. Little has been appointed direct factory representative of Acme Electric Corporation in charge of the New York City office located in Grand Central Terminal Building. In addition to handling radio transformers. Mr. Little will also have charge for sales of Acme fluorescent lamp ballasts, cold cathode lighting transformers and ballasts, etc. Carl Stone has

been elected president of the Los Angeles Chapter of the Representatives of Radio Parts Manufacturers, Inc. He is a veteran representative in the west coast area.

The transfer of R. W. Andrews, merchandise manager of the Radio Tube Division, Sylvania Electric Products Inc., from Williamsport, Pa., to Emporium, Pa., has been announced. At his new location he will assume direction of all factory sales activities in addition to managing the merchandising of radio tube division products.

**GREYLOCK**  
A DEPENDABLE NAME IN  
**RADIO TUBES**

GT, Glass, and Miniature Types  
All tubes individually boxed

12SA7, 12SK7, 12SQ7 50L6, 12AT6,  
12BA6, 12BE6, 35W4, 50B5 .....each \$0.39

1R5, 1R5, 1T4, 3A4, 3Q4, 6AK5, 6AC5,  
6AC7, 6AQ5, 6BE6, 6BA6, 6AU6,  
6BJ6, 6X4 .....each \$0.49

32L7, 79L7, 11L7 .....each \$0.59

All Tubes Carry RMA 90-Day Guarantee

**PM SPEAKERS**

4" Alnico No. 5 .....each \$1.19  
5" Alnico No. 5 .....each \$1.29

TERMS: Net C.O.D. No order accepted for less than \$5.00

WRITE FOR BARGAIN CATALOG J-1  
**GREYLOCK ELECTRONIC SUPPLY CO.**  
30 CHURCH STREET NEW YORK 7, N. Y.

## NEWS AND NOTES OF MANUFACTURERS AND DISTRIBUTORS

**Stromberg-Carlson** Company has issued an institutional, slide, color film designed to acquaint its dealers and dealer salesmen with the step-by-step manufacture of quality radios. Copies of the new institutional film are now being used effectively in all territories by distributors, according to Stanley H. Manson, manager of advertising and public relations.

**William Clausen** has been elected vice president in charge of manufacturing of the Farnsworth Television & Radio Corporation. E. A. Nicholas, president of Farnsworth, has also announced a net profit, after taxes, for the first six months of the company's fiscal year, ended October 31, 1947, of \$538,356.

**Dorman D. Israel** was elected executive vice president and Edward J. Kelly vice president and works manager of the Emerson Radio and Phonograph Corporation, at a recent meeting of the regular Board of Directors.

**Robert E. Cassatt**, for the last two years advertising and sales promotion manager of the Specialty Division, General Electric Company, has been named assistant advertising and sales promotion manager of the Receiver Division.

### "Duke" Wellington Heads Air King Distributors



"Duke" Wellington, above, will head the new Air King Distributors Corp. which has just been formed as the exclusive jobbers in the New York metropolitan area for Air King Products Co. "Duke", who formerly managed sales for Fada of New York, has had extensive experience with every phase of radio production and selling since 1920. He will make his headquarters at 5302 2nd Ave., Brooklyn, N. Y.

**E. F. McDonald, Jr.**, president of Zenith Radio Corporation, reports estimated net consolidated operating profits for itself and its subsidiaries for the first six months ended October 31, 1947 as \$1,221,017, after tax provisions amounting to \$745,071. Demand for the company's products continues to exceed the maximum output possible with present facilities, reports Mr. McDonald.

**Lou Silver**, vice president of the Garod Electronics Corporation, has announced the appointment of three new district sales representatives for the Garod radio line. They are: Albert Levine, with headquarters at 1222 Arkansas Avenue, Pittsburgh; Tom Dwyer, Commerce Building, St. Paul, Minn., and Gamble & Mattes Co. of 322 Godchaux Building, New Orleans. C. L. Koenig of Koenig Sales, Kansas City, Missouri, has been named representative for Utah Radio Products in the Missouri Valley area.

**Bernhart Cohen** has been appointed to the position of general service manager for Gross Distributors, Inc., of 121 East 24th St., N. Y. C. where Gross has set up a service section.

**Wilfrid Graham**, formerly of the Camden headquarters of RCA, has joined the sales staff of Morris F. Taylor Company, manufacturers' representatives in Silver Spring, Maryland.

**Following** a policy of twenty years, during which time they sold their dealers on a direct basis, the Ansley Radio Corporation of Trenton, New Jersey, has announced a change of distribution policy involving the selection and appointment of local distributors, who will be responsible for sales and servicing on radios and replacement parts. J. Cameron Gordon, Ansley sales manager, points out that the change of policy is due mainly to the tremendous demand for Ansley products.

**Earl C. Pullen**, manager of the RCA Victor Radio & Television Division of Krich-Radisco, Inc., Newark, N. J., recently returned from a tour of RCA plants in Indianapolis and Bloomington, Indiana, where together with his group of district managers he spent two days at the vast RCA factories.

**Joseph Gerl**, president of Sonora, predicts that the results and rewards of the radio business in 1948 will be gratifying, "if distributors and dealers bear in mind that competition is back to stay and that rewards are in direct proportion to sales effort."

## New Appointments

### Sylvania Appoints Zimmer



**H. Ward Zimmer**, former vice president in charge of the Radio Tube Division, Sylvania Electric Products Inc., appointed vice president in charge of manufacturing operations.

### New Crosley Executives



Appointment of **Ellis L. Redden** as manager of sales promotion and training, and **Joseph A. Schulte** as advertising production supervisor has been announced by **S. D. Mahan**, director of advertising and public relations, Crosley Division, the Avco Manufacturing Corporation. Both executives have had extensive experience in sales promotion and advertising.

### Philco Sales Manager For Atlantic Division



**John L. Utz**, newly appointed sales manager of the Atlantic Division of the Philco Corporation.

# Journals' End

WE'LL always remember the start of 1948 by associating it with the "Great Snow" of 1947. Guess you heard about the 26 inches of white stuff that hit us New Yorkers day after Christmas. How we envied you dealers in Florida! But it looked clean, crisp and beautiful for a day or two. Made us hope that your new year would be just as smooth as the new driven snow.

★ ★ ★

Lots of news to report this month, so we'll get right down to facts: **Emerson's** three-day series of meetings at the Waldorf was climaxed by an excellent luncheon which drew most of the New York Press. President **Max Abrams** makes sense every time he talks about television. No 'pie-in-the-sky' stuff but real facts based upon careful study. Emerson hopes to maintain the same leadership in the low-priced television field (their new 10-inch direct view receiver will sell for \$269.50) as they have long held in the small radio market. **Leslie Graham** succeeds **Charles Weisser** as Emerson sales manager in New York. Charlie will handle regional sales on the coast. And glad to hear that likeable, hand-

some **Stanley Abrams** has been promoted to head Emerson's sales promotion program.

★ ★ ★

Had the pleasure of meeting a real personality when we lunched with **Thomas Hicks**, sales manager for Federal Telephone and Radio Corp. Tom can talk authoritatively, and interestingly about more subjects than most of the wits we know. Does it with dry humor, too. Some big developments are in the works at F.T. & R. Hope we'll be able to tell you about it next month.

★ ★ ★

"**Duke**" **Wellington**, one of the best loved men in New York radio circles, has become head of the newly-formed **Air King** Distributors Corp. "Duke", who was vice president of Fada for 15 years, is succeeded there by **Irving Blumstein**.

★ ★ ★

**Al Jacobs**, who knows the record and radio business as few people know it, has resigned as general manager of **Tone Products Corp.** of America. He will set up as a manufacturer's "rep" here in the east. **Trav-Ler Radio** Corporation's new \$9.95 radio has created quite a stir

in the low price field. Looks like the radio industry is the only industry which has heard about inflation and decided to do something about it.

★ ★ ★

Saddened to hear of the sudden death of **Harry Walsh**, top media man over at the Newell-Emmett Advertising agency. Harry knew more about the radio business than many a company president, but his unfailing good nature made his extensive knowledge easy to take.

★ ★ ★

Our Chicago man wired us that **Stewart Warner's** private showing of their new furniture finish called "Blush" caused a sensation at the Chicago Furniture Mart when it was first shown. Whoever thought of the name for it is a genius.

★ ★ ★

**General Electric's** courageous decision to cut prices 'straight down the line' made front page news. Most of the dealers we spoke to reacted favorably, said one: "Sure it's good to hear that GE has cut their prices. Who wants to see the cow jump over the moon? And remember 1929? Who wants to see that happen again!" Nobody, mister, Nobody!!

## SALESMANAGER AVAILABLE FEB. 1st

Experienced in Radio and Appliances.

No objection to travel. Age 38.

Write to Box RB

Care RADIO AND APPLIANCE JOURNAL  
1270 Sixth Ave. New York 20, N. Y.

## ADVERTISERS' INDEX

January • 1948

|  |    |   |              |
|--|----|---|--------------|
| ADMIRAL CORPORATION                        | 19 | PHILCO CORPORATION                        | 3            |
| Agency: Cruttenden & Eger                  |    | Agency: Hutchins Advertising Company      |              |
| AIM INDUSTRIES                             | 40 | PICKERING & CO., INC.                     | 39           |
| Agency: Tested Sales Producers             |    | Agency: Direct                            |              |
| CAMBURN, INC.                              | 26 | RADIO CORPORATION OF AMERICA, INC.        | 24, 25       |
| Agency: Bass and Company, Inc.             |    | Agency: J. Walter Thompson Company        |              |
| CONSOLIDATED TELEVISION CORP.              | 8  | RECORDISC CORPORATION                     | 41           |
| Agency: L. H. Hartman Co., Inc.            |    | Agency: Cromwell Advertising Agency, Inc. |              |
| CROSLEY DIVISION, AVCO MANUFACTURING CORP. | 11 | REMINGTON RADIO CORPORATION               | 29           |
| Agency: Roy S. Durstine, Inc.              |    | Agency: Durk Advertising Agency           |              |
| DEWALD RADIO                               | 34 | REMLER CO., LTD.                          | Back Cover   |
| Agency: Morton M. Magidson                 |    | Agency: Albert A. Drennan                 |              |
| ESPEY MANUFACTURING CO.                    | 32 | SPORTS-VIEW TELEVISION CO.                | 23           |
| Agency: J. L. Purnies & Associates         |    | Agency: Sternfield-Godley, Inc.           |              |
| GREYLOCK ELECTRONIC SUPPLY CO.             | 44 | SIGHTMASTER CORPORATION                   | 28           |
| Agency: Bergman-Jarrett Company            |    | Agency: H. J. Gold Co.                    |              |
| GENERAL ELECTRIC COMPANY                   | 5  | STINSON RECORDS                           | 40           |
| Agency: Maxon, Inc.                        |    | Agency: Shorlane-Benet Co.                |              |
| GENERAL INDUSTRIES COMPANY                 | 43 | TRADIO, INC.                              | 34           |
| Agency: Meldrum & Fewsmith                 |    | Agency: George M. Hakim Company           |              |
| THE HALLICRAFTERS CO.                      | 15 | TRANSVISION, INC.                         | 23           |
| Agency: Burton Browne Advertising          |    | Agency: H. J. Gold Co.                    |              |
| INDUSTRIAL TELEVISION, INC.                | 18 | VOCO, INC.                                | 39           |
| Agency: Chester Parish Associates          |    | Agency: Direct                            |              |
| MAJOR RECORDS                              | 40 | WALCO SALES                               | 27           |
| Agency: Burke and Wayburn                  |    | Agency: George Homer Martin Associates    |              |
| MCGRAW-HILL BOOK COMPANY, INC.             | 44 | WARD PRODUCTS CORP.                       | 13           |
| Agency: Direct                             |    | Agency: Burton Browne Advertising         |              |
| NORTH SOUTH PRODUCTS                       | 37 | W & H AVIATION CORP.                      | 27           |
| Agency: Direct                             |    | Agency: Scrivener, O'Brien & Co.          |              |
| OAK RIDGE ANTENNAS                         | 29 | ZENITH RADIO CORPORATION                  | Second Cover |
| Agency: Knapp-Shepard, Inc.                |    | Agency: Critchfield & Company             |              |

...if

**YOU MANUFACTURE  
RADIOS, FM AND TELEVISION,  
COMBINATIONS, APPLIANCES,  
COMPONENT PARTS OR SERVICE  
EQUIPMENT, RECORDS, NEEDLES,  
RECORD ALBUMS, PHONOGRAPHS**

#### **THE RADIOS, F.M. AND TELEVISION MARKET**

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

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

#### **THE APPLIANCE MARKET**

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

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

#### **THE COMPONENT PARTS AND SERVICE MARKET**

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

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

#### **THE PHONOGRAPH, RECORD, NEEDLE, ALBUM AND ACCESSORY MARKET**

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

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

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

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

**AFTER MANY YEARS  
OF CONSISTENT EFFORT  
AND PLANNING, YOUR  
RADIO & APPLIANCE  
JOURNAL HAS BEEN  
ACCEPTED AS AN OFFI-  
CIAL MEMBER OF   
WITH OVER 30,000  
COPIES MONTHLY.**

## **RADIO & APPLIANCE JOURNAL**

**1270 SIXTH AVENUE, NEW YORK 20, N. Y.  
RKO BUILDING, RADIO CITY**

# DEALERS—strike pay dirt with this new 1948 SCOTTIE PORTABLE

From the Golden West... styling out of this world!



Complete line from \$19.95 to FM Console at \$375.

*Available Now*

**Scottie Pups** — 5 models. Walnut \$19.95; black and ivory \$20.95; ivory or red \$22.95. **Scottie Juniors** — walnut \$24.95; white or red \$27.95. **Scottie Convertible** — the "world's smallest radio-phonograph." 3 models from \$59.95. Automatic Table Combination, mahogany \$129.95; chairside base to match, extra. Also available in "gorgeous blond."

*Coming*

7-tube table model; AC with true FM and FM antenna.  
Beautiful 13 tube \$375.00 FM Console.



## AC, DC OR BATTERY OPERATION

Make extra sales . . . *make extra profits now!* Ideal for gift merchandising . . . promote for ski trips and winter resorts . . . entertainment the year 'round. Western styling . . . new features . . . revolutionary performance. Extra durable walnut plastic cabinet. Smartly trimmed with genuine fabricated leather. Solid leather handle "flattens down" . . . eliminates "luggage look" . . . makes owners proud to use Scottie in any room at home. Battery performance second to none *plus full power on 110 volt AC or DC house current!* Slide rule dial. AC or DC illuminated . . . *an unusual feature:* 10" x 6½" x 6"; only 7¾ lbs. with 5 "D" cells and 67½ volt battery. The lowest priced, fine quality. "Underwriter Approved" battery portable on the market.

Complete with 5 batteries — also  
**\$39<sup>95</sup>**

**DEALERS — WRITE FOR NAME OF NEAREST DISTRIBUTOR**

REMLER COMPANY LTD. • 2101 BRYANT STREET, SAN FRANCISCO 10

*Remler*

1918 - 1948

30th Anniversary Values  
World Radio History