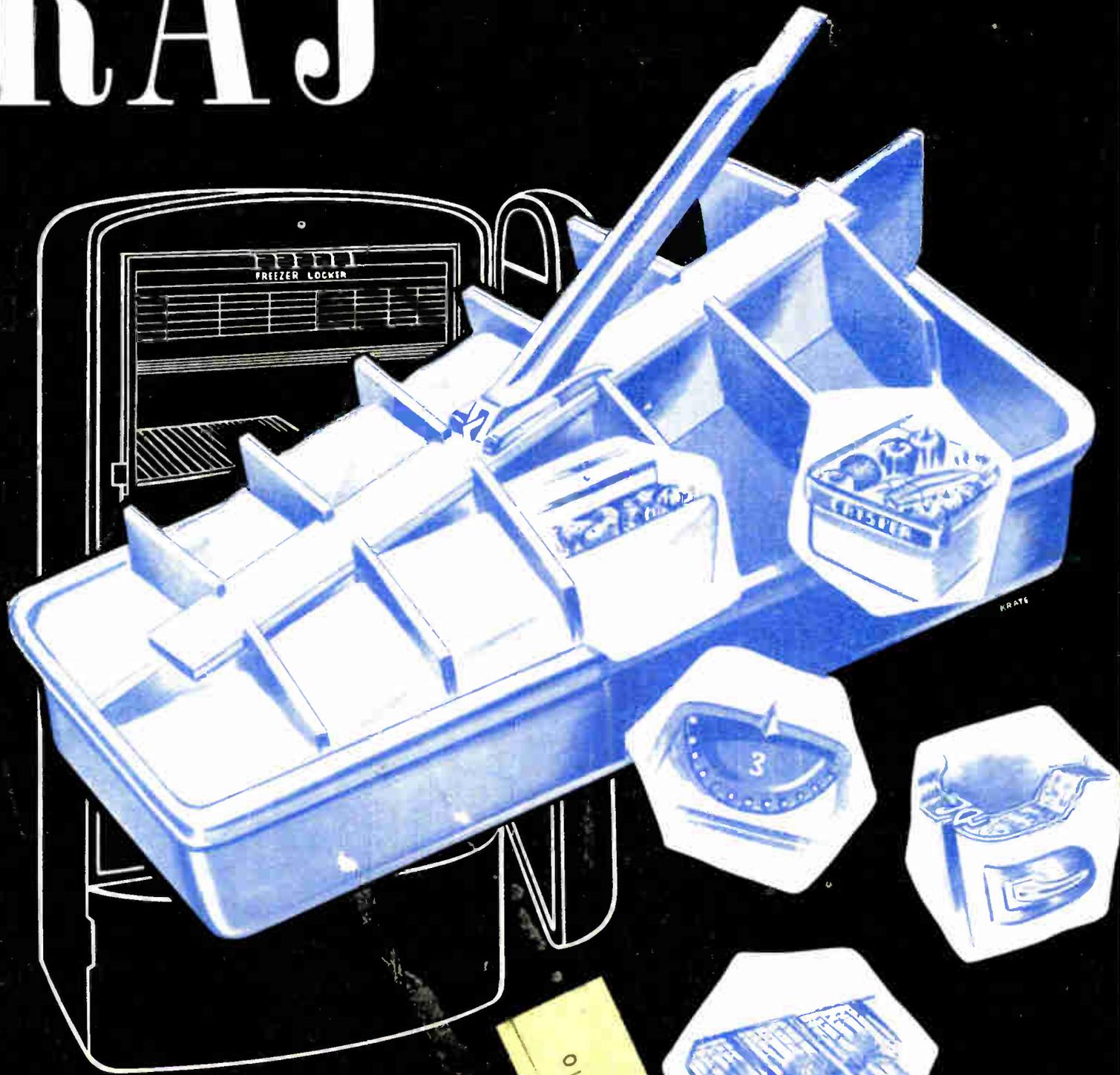


RAJ

RADIO & APPLIANCE JOURNAL



HOME REFRIGERATORS
"sales will be great in

MARCH 1948

FROM: RADIO & APPLIANCE JOURNAL
RKO BUILDING, RADIO CITY, 1270 SIXTH
NEW YORK 20, N. Y.
RETURN POSTAGE GUARANTY
FOR ANY REASON, NOTIFY
US IMMEDIATELY, ON FORM 3547, POSTAGE FOR WHICH IS GUARANTEED

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IT COULDN'T BE DONE — BUT G. E. DID IT AT ELECTRONICS PARK!



The Gold Seal tells your customers there's no better buy



● **MODEL 114W**—They'll see it—they'll play it—they'll buy it. It's value they can't afford to miss! **\$22.95***
In rosewood plastic (MODEL 114) \$19.75*

8 NEW HISTORY MAKING G-E TABLE RADIOS AT THE LOWEST PRICES IN 7 YEARS!

Bigger — smarter — finer — radios than you've been able to offer at this price since 1941!

Only General Electric with the vast resources of Electronics Park could meet the challenge of inflation and produce for your customers such quality at such prices!

These "Gold Seal Values" are a triumph of "years ahead" engineering, long-range planning and huge-scale production. Only the world's largest, most modern electronics plant—with its great staff of engineers, its thousands of production experts, its miles of production lines—could give you so much radio for so little money.

These radios are value-packed with exclusive G-E features! Four tubes plus rectifier. Superheterodyne. AC-DC. Built-in Beamascope antenna. G-E Dynapower speaker. Beautiful plastic cabinets.

You can cover the big-volume market from A to Z with this line. Eight low-priced radios—a price for every pocketbook!

Display them all—on counter, and in windows.

Advertise them all! Hard-hitting national advertising. Red-hot promotional material—everything you need to make 'em buy—is available from your G-E radio distributor.

Get on the Gold Seal Band Wagon—now. It's your chance to smash the volume market on all fronts with G-E quality!

Ask your G-E radio distributor now about this smash promotion, or write General Electric Company, Receiver Division, Electronics Park, Syracuse, N. Y.

Tune in the General Electric House Party, with Art Linkletter, weekday afternoons on CBS, and the G-E Fred Waring Show Monday nights on NBC.

● **MODEL 115**—This is the biggest package in radio for the price! You'll be proud to show it—you'll be proud to sell it! **\$24.95***
In ivory plastic (MODEL 115W) \$27.95*



● **MODEL 107W**—This radio—at this price—will make plenty of your customers plenty happy! **\$22.95***
In rosewood plastic (MODEL 107) \$19.95*

● **MODEL 102**—You haven't been able to offer your customers a buy like this in years! Look at the set—look at the price! **\$19.95***
In ivory plastic (MODEL 102W) \$22.95*



*List price. (Western prices slightly higher.)

LEADER IN RADIO, TELEVISION AND ELECTRONICS
PORTABLES • TABLE MODELS • CONSOLES • FARM SETS
AUTOMATIC PHONOGRAPH COMBINATIONS • TELEVISION

GENERAL ELECTRIC

173-02

Laboratory Tests Prove
that FEATURE for FEATURE

AIR KING

Portable WIRE RECORDER
PHONO-COMBINATION



Tops all Competition!

Compare these features:

- **A record player too!** Plays 10"—12" records! Records from phonograph! Has Fidelitone permanent needle.
- **5 Tubes exclusive with Air King!** ... 5 tube amplifier (including rectifier) guarantees finest fidelity.
- **Has radio attachment!** At no extra cost there's a cable attached to record on wire from radio without use of microphone. This assures original high fidelity. Can also dub in voice (through mike) while recording from radio.

• **Practical, compact carrying case!** Housed in sturdy wooden luggage-type carrying case.

• **Console features in portable case!** Has the superior engineering qualities of a console wire recorder including automatic shut-off (motor shuts off automatically after wire rewinds)... safety lock that prevents accidental erasures... visual-tone indicator to maintain recording level... highly sensitive microphone with table stand makes it ideal for conference use ... few simple controls, most easy to operate!

• **Price is complete ... includes these extras!** Two spools of wire... cord for radio recording ... microphone table stand.



\$139⁵⁰

Including Federal Tax.
(Slightly higher west
of Rockies)

**See Your
AIR KING
Distributor
Today!**

MODEL 750

AIR KING PRODUCTS CO., INC.
182—53rd STREET, BROOKLYN 32, N. Y.

AIR KING RADIO

Division of HYTRON RADIO & ELECTRONICS CORP.

The Royalty of Radio Since 1920



ALEX H. KOLBE
Publisher

NAT BOOLHACK
Editor

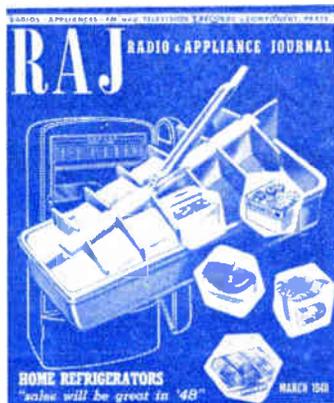
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Circulation Manager

This Month's Cover



There's something about a refrigerator that's appealing. Maybe it's the suggestion of food . . . at any rate, the refrigerator industry is expected to reach an all-time peak this year. That's the reason for our cover design and special section in this issue. See pages 18 to 29.

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

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*A Personal Portable Radio
That Is "Out Of This World..."*

The Zenith ZENETTE



It's Another Zenith Triumph

Here is the *Ultimate* in a Personal Radio—a tiny set that knows no compromise with quality, performance or value... a personal portable with *features*. "Zenette" is a brilliant presentation of the know-how gained by Zenith engineers in more than three decades of Radionics Exclusively.

Here, certainly, is a radio you will display proudly, for this is the *perfect* gift... the radio that will make a hit with the man or woman who "has everything." For this is a *beauty*... almost jewel-like in its sparkling elegance... amazing in its vigorous full tone and volume... and the most *convenient* radio ever built. It's a personal portable—it's an exquisite table model—it's the *new kind of radio* that will make sales aplenty for Zenith dealers.

Suggested List Price (Zone 1) \$42.45 Less Batteries

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

With All These Features

- **AC/DC AND BATTERY POWER**—Will play practically anywhere.
- **QUICK BATTERY CHANGE**—Batteries slip into place in an instant without tools.
- **EXTRA POWER**—Full 90 volts on AC or DC.
- **STRIKINGLY BEAUTIFUL**—The perfect gift.

Keep An Eye On



What Kind of Sales Talk is That? ... and what's in it for you?

Smart operators are selling more than just a radio these days, Mr. Salesman.

They're selling a terrific idea, an idea that means more sales, more dollars, more repeat business for every salesman.

They're selling a radio in every room, a radio for everyone. They're moving all types of sets—big combination jobs that park imposingly in living rooms—trim, compact sets that nestle on kitchen shelves—attractive little numbers for bedside use—and all the other handy receivers that wind up in work shops, in play rooms, in Junior's diggings and Sister's frilly boudoir. Yes, and they're moving portables, too.

Today's prospect is more than a prospect. He's a potential buyer of three—four—five—even half-a-dozen receivers. Think of the replacement market alone! Last

available figures showed two out of three receivers in use were more than five years old. One in three was nine to ten years old.

So—sell a radio in every room. Sell a radio for everyone. Top the market that's yours for the selling—modern selling, that is.

Time was when folks were content to have light in a single room. Today people want electricity all over, from attic to basement and out in garages and farm buildings. Sound selling turned the trick.

Time was when a single massive clock was enough for the average household. Today, kitchens, bedrooms, hallways—as well as living rooms—boast time pieces. (And don't forget those "portable" wrist watches and pocket pieces!) Sound selling turned this trick, too.

Today's the time to turn to modern selling in your own business. Today's the time to sell more than a radio. Sell—

a Radio in every room, a Radio for everyone

THE message printed at the top of this page is taken from a leaflet published by the Radio Manufacturers Association as part of its comprehensive program in promoting greater radio sales through dealers. We have devoted the space on our editorial page to this message because it contains the most eloquent editorial thinking applicable to the radio industry today.

The very title "What Kind of Sales Talk is That ... and what's in it for you?" is indicative of the forceful and creative energy which today characterizes our radio industry leadership.

We suggest that you read this message carefully; then re-read it; then call a meeting of your sales organization and read it aloud to them. And above all, hammer home the truth of the message. For here is no mere sales spiel ... what is said here is basically behind the success of many industries in America. It

takes enthusiasm about your business and the radio business to sell successfully. It also takes confidence in the future of radio, and you can gain that confidence by realizing that there are vast markets still to be sold. (See article 'Has Radio Reached The Saturation Point?' in the December, 1947 issue of Radio & Appliance Journal.)

Which brings us to the RMA Hartford Saturation Test Campaign which you will find fully reported in this issue (pages 8-13). In our opinion, what happened in Hartford during the last week in February and the first week in March is more than a novel merchandising plan. It is a portent of a new trend in radio selling ... a trend which says that the industry must go out and do a promotion job in just the same way that the farmer does a planting job on his soil. The biblical injunction "As ye sow, so shall ye reap" applies to selling too!

N. B.

TV Set Output Hits Peak

Production of television receivers continues to set new records. The output of television receivers by RMA member-companies reached a new high of 30,001 last month, exceeding slightly the December, 1947 production of 29,345 despite the fact that December's total included five work weeks as against four in January. January television set production indicated a proportional increase in console models, the division being 13,261 consoles compared with 16,740 table models. The total output represented a rise of 101.6 per cent over the monthly average for 1947.

Price Cuts in Philly

The "City of Brotherly Love" was not so loving last month about cutting prices on television sets. Reports from various points in Philadelphia indicated that many dealers, worried about mounting inventories and costs of doing business, were paring prices on sets. Some dealers were giving customers a choice of models at markups amounting to less than 10 per cent. This state of affairs caused confusion among customers who began "shopping around" for the best buy.

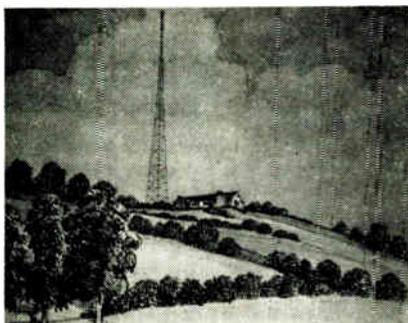
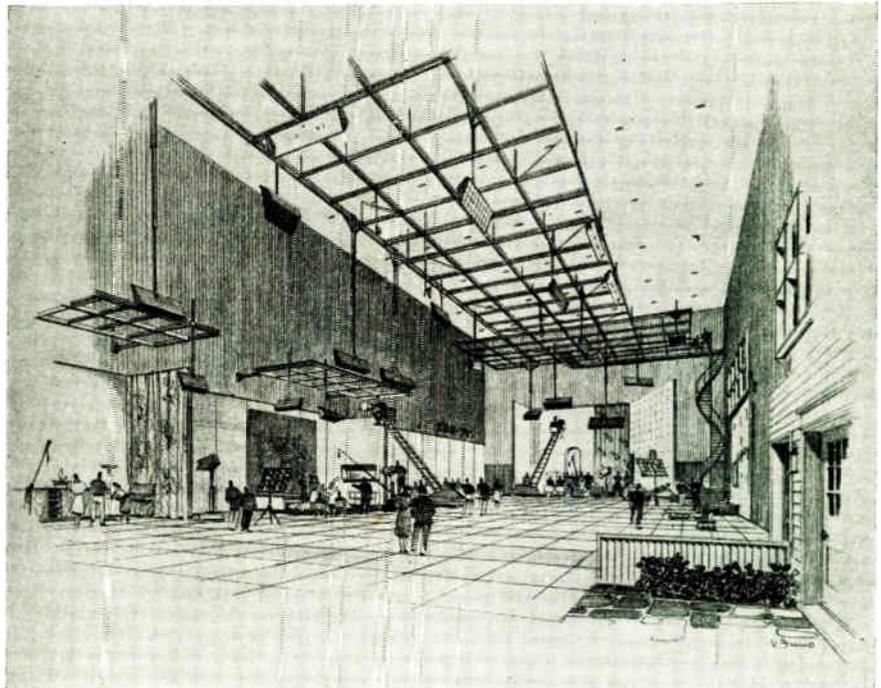
Chicago Video Circulation

Boosted by an unprecedented flood of sales last December, Chicago's television circulation rose over 1500% during the past twelve months, according to a recent survey taken by Paramount station WBKB. WBKB tabulations, which are based on an accurate check of television receiver dealers and distributors, indicate that during December, sets were sold at the rate of over 750 per week in the Chicago area. As of December 31, there were over 11,500 sets in operation, as opposed to the less than 650 in use at the start of 1947. A breakdown of the current circulation indicates that 7400 sets are in homes, 3000 in taverns and other public places, and slightly over 1000 in places of business, dealers' showrooms, etc., making a total potential audience of over 130,000 persons.

DuMont - Crosley Pact

The Allen B. DuMont Laboratories, Inc., and the Crosley Division of Avco Manufacturing Corporation have effected an agreement with respect to the manufacturing of television receivers under DuMont patents and the exchange of engineering and manufacturing information.

LARGEST TELEVISION STUDIO PLANT IN THE U. S.



Artist's conception of the main studios in the nation's largest television studio plant now being constructed by Columbia Broadcasting System in New York's Grand Central Terminal Building. At left is Stromberg-Carlson's new TV broadcast tower in Rochester. These developments mean better television programs; greater sales opportunities for dealers.

Dealers See TV Boom

Dealers and distributors of television receivers throughout the nation are unanimous in the expectation of a major boom soon in the sale of television sets, according to a report made by Hamilton Hoge, president of United States Television Mfg. Corp. who has just completed an extensive tour of the major television cities of the country. Factors given for the general belief include quality and dependability of sets made by established manufacturers, improved technical quality of the nation's television stations, more field service men with proper 'know-how', more and better programs, and above all, the long awaited rush of new television stations to start operations.

Urges Industry Teamwork

Declaring that FM (frequency modulation) radio offers one of the great

opportunities of the postwar era. Joseph B. Elliott, Vice President in charge of RCA Victor Home Instruments Department recently called for increased cooperation between FM broadcasters and the manufacturers and retailers of FM receivers to insure expansion of FM as another mass entertainment service.

Mr. Elliott, who spoke before the FM Association, appealed for the support of a three-point program which he called essential to the expansion and advancement of the FM industry. The major point of the program was the suggestion that manufacturers "cultivate retailers and work closely with them for the building of FM audiences". Mr. Elliott estimated there will be about 1000 FM stations in operation by the end of this year, each with a special local service to offer in its own area, and he declared that these stations can greatly speed their objective of building audiences by teaming up retailers.

a radio in every room



a radio for everyone!

"BOMBHELL"

in Radio Selling

By NAT BOOLHACK

WHEN residents of the City of Hartford, Connecticut woke up on Sunday, February 22, they discovered that it was not only Washington's birthday but also the opening of what was termed a Spring Radio Showing which would last from February 23 through March 6. What Hartford's 500,000 residents did not know, was that they were being used as "guinea pigs" to test the effectiveness and explore the potentialities of the Radio Manufacturers Association twin theme—*A Radio for Every Room, A Radio for Everyone*.

What transpired in Hartford during the last week in February and the first week in March is already being called the biggest thing that has ever happened in radio. It's big news because, for the first time in the history of the industry, every segment of the radio business, manufacturer, distributor and retail dealer banded together cooperatively to bring about a decided change in the method of selling radios and in the public's acceptance of *A Radio for Every Room, A Radio for Everyone*.

How this 'Saturation Test Campaign' was conceived and planned is a tribute to all segments of the radio industry and a healthy portent of what lies ahead.

The Planning

RMA's slogan of *A Radio for Every Room* was coined almost two years ago in response to mounting demands from dealers for some program to boost the sale of radios. The slogan was good, but its acceptance by the public lagged and nothing very start-

IT'S not often that news of such magnitude breaks in the radio industry to warrant our giving it six full pages in the "Journal". But what happened in the City of Hartford, Connecticut during February 22 to March 6 is important enough to merit such treatment. We have entitled our story "Bombshell" in Radio Selling because we earnestly believe that its effects may be explosive as regards previous concepts of selling radios.—EDITOR.

ling happened. At about this time, the Fred Eldean Organization, Inc. was called in by RMA to help put the program across. Fred Eldean, one of the nation's leading public relations experts, immediately realized that before proceeding further, it was necessary to determine whether they were on the right track, and the only way to decide that was to make an actual test.

That's how the City of Hartford came to be selected. Hartford is an old community; it is judged the most typical city in the country: it contains more typical families with average incomes than any other city. Once the city was chosen, the dates for the test had to be selected. The period February 23 - March 6 was felt to be the best because this is normally a very dull period in radio sales (in all retail sales) and it was believed that any outside stimulus for greater radio sales exerted during this period would

provide a fairly accurate picture of the campaign's effectiveness.

Pre-Campaign Organization

ONCE the city and the dates for the test campaign were decided upon, there still remained much work to be done, because both the RMA Advertising Committee and Fred Eldean were aware that the test, to be successful, would have to enlist the full support and cooperation of all elements of the radio business in the Hartford area.

The first meeting, on the distributor level was held on January 12, 1948 in Hartford. Donald Cohen, Zenith distributor in that city was named chairman, and he succeeded in getting 60 distributors down for a breakfast meeting on January 26. It was the first time that so many distributors had come together to discuss mutual problems and plan a common course of action. The distributors were shown a film called "Let's Get Personal" and had the test campaign explained to them. Enthusiasm was beginning to mount.

The next day, January 27, a luncheon meeting comprising the outstanding retailers in various types of store classifications (music, appliance, furniture, jewelry, etc.) came together to hear further details for the program. It was made clear to them that the public must not know this was to be a test, otherwise the program would lose its major novelty and impact. Finally, on February 3, more than 300 dealers

(Continued on page 10)

a radio in every room



a radio for everyone!

met at the Hotel Bond's grand ballroom to hear final details for the saturation test campaign. They saw a lively skit called the "Strife of Riley" which cleverly illustrated the mistakes of radio selling in the past and the best methods for correcting these mistakes. The show went across great! From all sides dealers were heard to comment "This is just what the doctor ordered; now we're getting somewhere instead of just crying about how radio sales have dropped."

The Campaign in Action

ON the morning of February 22, a veritable barrage of advertising—over 1,000 column inches representing 41 individual ads appeared in Hartford's newspapers. By the fourth day the campaign was in progress, local dealer advertising had reached the staggering figure of 2,000 column inches. The ads were fresh, lively, and to the point, interpreting the main theme of A Radio for Every Room, A Radio for Everyone. Each store used its own individual interpretation. G. Fox & Company, Hartford's biggest department store, used full page space, in which they featured a picture of a house, and illustrations pointing out how a radio can be used for every room. Other advertisements showed individual radios and suggested that this was the radio for either, (a) one special room in the house or (b) a special member of the family. Console radios were treated as the "family" radio; chair-sides were recommended for the living room or for dad in his den. Plas-

Complete window display kits and instructions were distributed to every dealer present. They were given special cards so as to keep exact tabulations on store sales and customer reactions during the two week period. Special attractive booklets had been prepared to enlist the full cooperation and support from the salesmen. The stage had been set. It was now up to the dealers and the good citizens of Hartford.

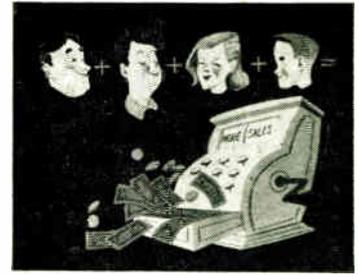
tics were considered ideal for kitchen or bedroom and Mother or Sis—and so it went.

Actually, so impressive was the array of new models that one newspaper ran a special full page story in their magazine section on the general theme that a radio was no longer a radio but furniture too. The public soon got the idea that radios are now being designed for every room in the house and for every member of the family.

But newspapers by no means told the whole story. Radio also did its share as every station in town at regular intervals used one minute and 15 second flashes recommending special models for each room, each person. Local women radio commentators soon became convinced of the importance of choosing radios correctly, and during the first week alone there were at least ten programs on telling Mrs. Hartford about the "new look" in radio designing.

The radio distributors and retailers

Addition Equals Profits



This cartoon, from RMA's film "Let's Get Personal" embodies the central theme of the campaign, i.e., dad plus brother plus sis plus mother all add up to greater sales opportunities for the wide-awake radio merchant.

didn't overlook their own backyards. By Monday morning, every leading store which sold radios had put in their window displays for the two-week period. Moran's in New Britain featured a 12-foot blow-up of a house which could be seen by motorists for some distance from the road. In contrast to this, one jewelry store showed a single radio, set off on a raised dais like a beautiful diamond—the accompanying advertising suggested that this was THE personal gift.

With such comprehensive planning and cooperation, something had to happen, and DID. Within 48 hours after the campaign got started, many of Hartford's citizens were asking their dealers what it was all about. The younger set, especially, were excited about having a radio all for themselves.

RADIO IN EVERY ROOM -- RADIO FOR EVERYONE

Hartford, Conn., February 23 - March 6, 1948

It is not necessary to reveal dollar volume or brand name. Simply indicate number of units under following classifications sold each day. These cards will be collected by your distributor or a member of the committee at the end of the campaign.

TYPE OF UNIT	Mon	Tues	Wed	Thurs	Fri	Sat	Mon	Tues	Wed	Thurs	Fri	Sat
	2/23	2/24	2/25	2/26	2/27	2/28	3/1	3/2	3/3	3/4	3/5	3/6
CONSOLE RADIO												
CONSOLE COMBINATION												
TABLE COMBINATION												
TABLE RADIO												
PORTABLES												
CAR RADIO												
RECORD PLAYER												

The Hartford "Saturation Test" left nothing to guesswork. All dealers participating were furnished with these forms to enable them to keep an exact record on sales results.

Let's Get Personal

The Radio Manufacturers Association has produced a new sound slide film called "Let's Get Personal," which explains the radio industry's new public relations and merchandising program and shows dealers specific ways of tying in with it. The program, being backed by national advertising and sales promotion of manufacturers, emphasizes personal ownership of sets by each member of the household. Radio dealers and distributors can buy copies of the film for \$15 or borrow it from Fred Eldean Organization, 670 Fifth Avenue, New York 19, N. Y.

Did the Plan Succeed?

As this is being written, one full week of the campaign has passed, and the final figures will not be completed for several weeks. What has happened? Did the public take to the promotion? Are the dealers satisfied; are they enthusiastic?

To determine the answers to these all-important questions, your reporter visited Hartford on March 2 and spoke with a dozen leading retailers. It was the day that the Winter's 17th large snowstorm had hit Hartford and it was not a particularly good day for radio business—or for any retail business. But notwithstanding the weather, the dealers and distributors were excited. Some dealers reported a marked increase in sales of portables and table models during the preceding week. George Tomaccio, radio buyer for

C. Fox & Co. and chairman of RMA's local committee termed the campaign excellent. "Of course sales are up, but the thing of real importance is that the public is *talking* more about radios than ever before. If this campaign has done anything, it's made the public radio conscious about the new models and types of radios now being produced and that's bound to reflect in greater sales, perhaps many months from now," said Mr. Tomaccio.

One leading radio distributor said that the program had given the dealer "something to sink his teeth into" and was important in that it made the trade aware of the fact that a big selling job needs to be done.

Summing up RMA's reaction to the campaign, Stanley Manson, Chairman of the advertising committee, said,

"The Importance of the Hartford 'Test Saturation Campaign' the first of its kind in the history of the industry, cannot be underestimated." Mr. Manson pointed out that his committee is considering the possibility of compiling a workbook in which the whole campaign would be outlined—the purpose being to provide radio retailers in other communities with a detailed plan for a similar program.

But whatever the direct results of the campaign, 'oldtimers' in radio know that something important has happened in Hartford, something which may profoundly change the entire concept of radio selling in the future.

Please turn to pages 12 and 13 for a pictorial presentation of how Hartford's dealers cooperated in the saturation test campaign.



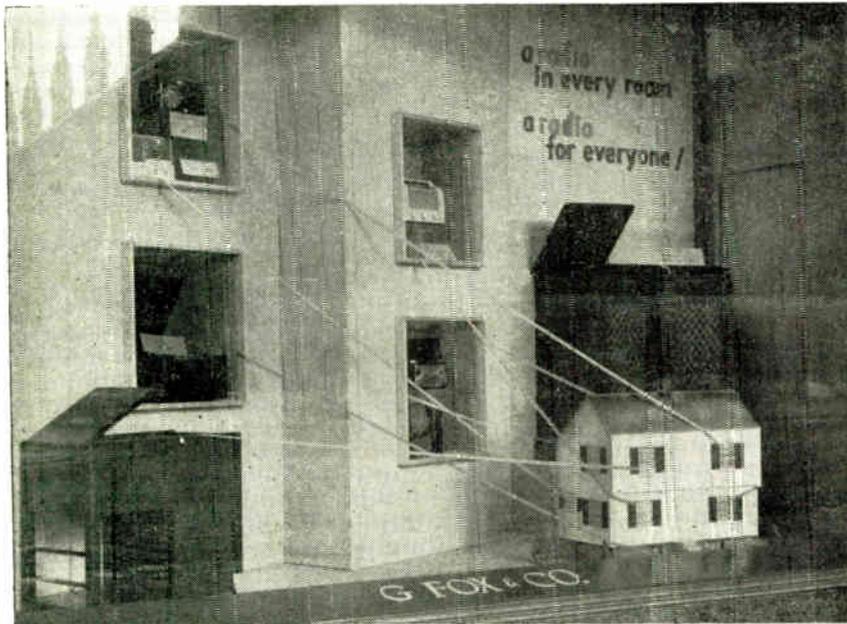
Upper Left: On the morning of February 22, Hartford's newspapers carried more than 2000 column inches of display advertising featuring "A Radio in Every Room".

Lower Left: Over 300 dealers and distributors attended a pre-campaign meeting to discuss plans for Spring Radio Showing.

Upper Right: Speakers at the dealers' meeting on Feb. 3, included, left to right—Donald Cohen, Stern & Co.; George Tomaccio, G. Fox & Co.; Lee Pettit, Advertising Manager, Electronics Division, General Electric Co.

Lower Right: Hartford's dealers show enthusiasm for the advertising theme of "A Radio in Every Room."

Hartford's Dealers Went



PART of the success of RMA's Hartford Saturation Test Campaign was due to the intelligent and wholehearted cooperation of the city's leading retailers. On this and the facing page are shown how some of these merchants tied in their window and store displays with the theme of "A Radio in Every Room; A Radio for Everyone".

G. Fox & Co., Hartford's largest department store, devoted one of its main windows to this very effective display, visually illustrating a different type of radio for every room in the house.

Even the apparel shops went along with the RMA campaign, as illustrated by this very attractive display of new Spring clothing for youngsters, featuring a portable radio. The 'Teen age crowd are wonderful prospects for portables and small sets.

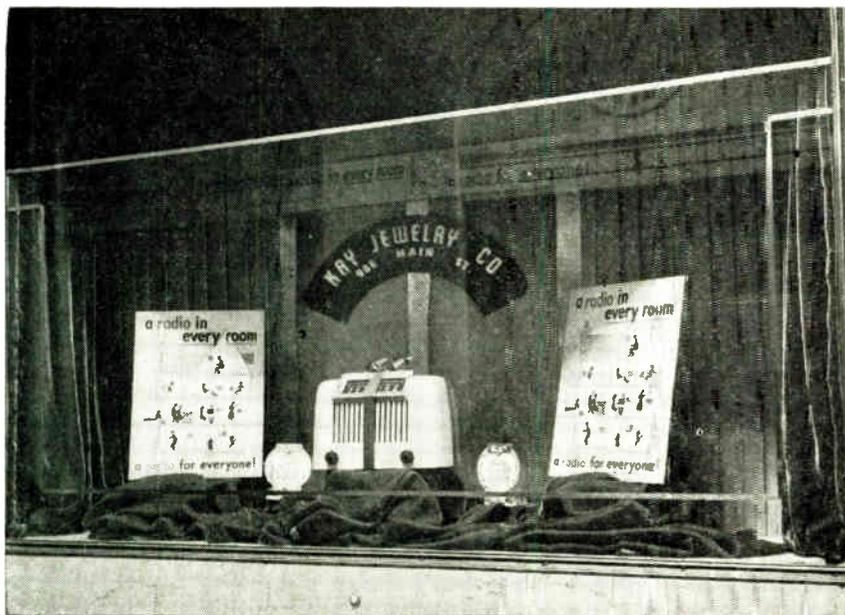


What has luggage to do with radio? Plenty, says Moran's, one of the leading stores in New Britain, Conn., which also participated in the campaign. This window has strong appeal for the travel-minded, stresses the theme that a radio is a personal thing.



"All Out"

Gallup & Alfred, located on Hartford's Asylum Street, arranged this excellent display of consoles, portables and small receivers. In front of each set is a white card telling window shoppers of suggested use for that particular model, both in the home and outdoors. This is known as creative selling because it stimulates demand.



The Kay Jewelry Co., one of Hartford's biggest, removed all of its precious jewels, watches, bracelets from its window, and devoted the entire space to featuring a single radio, set in a background of rich velvet and mounted like a jewel. Customers loved it!

This interior display at G. Fox shows an American informal room featuring a family type of radio. The point here is that dealers should arrange displays which show radios in their actual home settings, thereby using the psychological principal of suggestion.



New Aids to Increased Sales

RCA-Victor Sales Helps



RCA Victor has several sales aids created for the dealer as a help to spur new sales and bring in customers. Designed by a well-known industrial designer, these displays (there are eleven of them) are part of a long-range program to improve RCA Victor identification and display promotion at the point of sale. The two shown here are the floor display model, constructed of heavy birch plywood and designed to accommodate an impressive array of portable and table model radios. Features an eye-arresting color scheme, and wingnut arrangement eliminates need of tools and provides rapid and easy assembly by the dealer.



The new RCA Victor Radio-Television Identifier is created for either counter or window display and features an engraved plastic panel which is easily detachable from the gold-finish base for use in reverse position. Measures 16" by 36" by 3" and is edge-lighted by a 36" fluorescent tube. *Say you saw it in March RAJ.*

Rheem Dealer Display

A decorative lighted dealer identification display sign, 11 x 15 inches has been made available by Rheem Manufacturing Company to its authorized dealers. Executed in sheet steel and three colors with streamlined curved edge effect, this sign is attractively designed for use on counter or in window display. A light behind the lucite Rheem trademark illuminates the message. For more information about this device, write to the Rheem Manufacturing Company, 570 Lexington Ave., New York. *Say you saw it in March RAJ.*

Demonstrator Wheel



Shipments of a very effective sales aid has been completed by the Stromberg-Carlson Co., Rochester, N. Y. and is now available to its authorized dealers. The demonstrator wheel background, so called because the center panel section may be revolved to enumerate the features of any desired model, may be used as an attractive display prop. Features on the rotatable panel serve the double purpose of impressing the customer and as a sales presentation outline for the salesman, should he forget the lines in his 12-minute demonstration talk. *Say you saw it in March RAJ.*

Philco Display



Here is one of the displays currently being used by Philco dealers to sell an average of twice as many Philco sets as in the company's best prewar years. Note that the display background permits the showing of as many as half a dozen sets. *Say you saw it in March RAJ.*

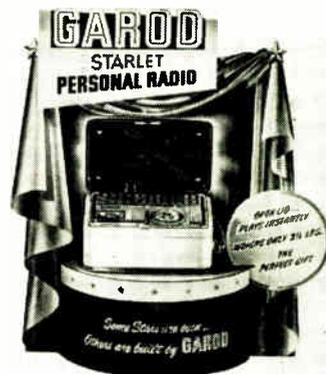
Manufacturers spend thousands of dollars in creating these sales aids to help dealers do a better job. They will make your store more attractive and assist materially in moving merchandise.

Profit Calculator



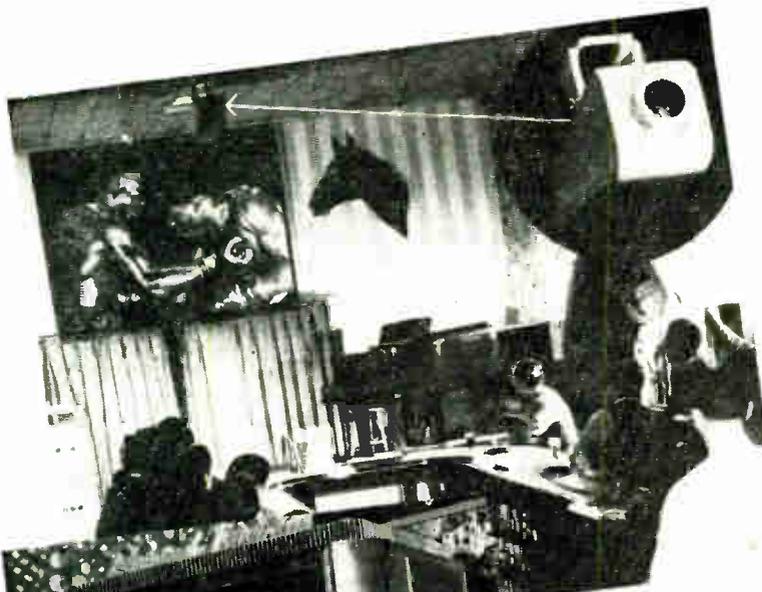
Accurate answers to problems in profits, prices, costs, discounts, percentages, etc., are essential to the operation of a retail store. The American Hydromath Co., 145 West 57th St., New York City, has come up with a device called the "Calculaide" Profit Rule" which eliminates tedious long-hand calculations in all problems where percentage computations are made. You better know your costs accurately in '48 if you want to remain in business, and this little gimmick may help you. *Say you saw it in March RAJ.*

Stage for "Starlet"



Garod Electronics Corporation, 70 Washington St., Brooklyn, N. Y., has prepared for its dealers an entirely new group of Dealer helps for use at point of sale. One of the featured items is a colorful lithographed display stand for the Garod "Starlet" Personal Portable. A miniature stage holds the receiver, with a blue and gold curtain effect and a silver foil backdrop. Tied in with the display is a four-color streamer for the same model. Items may be obtained from Garod Radio distributors all over the country. *Say you saw it in March RAJ.*

WHAT'S NEW IN TELEVISION



← Projection television featuring a variable size picture that can be increased to theatre screen dimensions, designed by Victor Trad, president of Tradio, Inc., Asbury Park, N. J., for use in public places. The control unit may be placed anywhere on the premises and can be completely separated from the projector.



Called the Videograph this is "Juke Box" television at its most glamorous stage. This unit combines a phonograph with Emerson television. It plays three minutes for each 5 cents and nickels, dimes and quarters up to \$1.25 may be inserted at one time.



← Television screen images having six to seven times the illumination are being produced by a reflective type optical system using concave spherical glass reflectors, and play an important part in solving the problem of transmitting enough light from cathode ray projector tube to the screen. Made by McKee Glass Co., Jeannette, Pa.

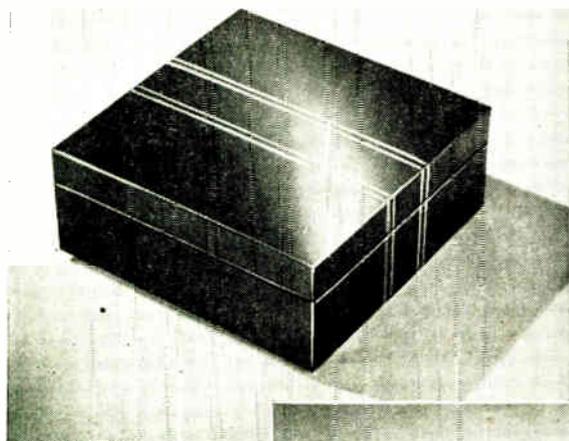


← "Guest Television" in hotels is increasing in popularity, opening the road to increased sales of home receivers. This unit, made by Guest Television, N. Y., features a centralized system, is completely portable and provides the guest with choice of channels by means of push button controls.

"Something Wonderful

A NEW SELF-POWERED PORTRAIT RADIO

"Memento"
WITH THE "Personal Touch"



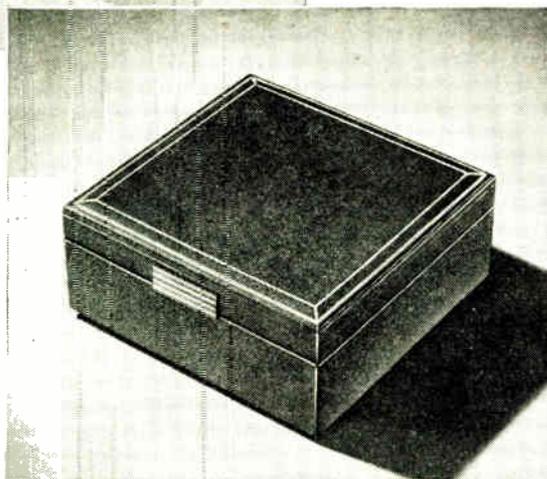
Emerson "Memento"
Model 570

In polished black Catalin and gold. Same chassis and features as Model 574 (at far right.) Complete with batteries,

\$50⁰⁰

The Ideal Gift

For Birthdays
Weddings
Anniversaries
Awards—Premiums
For Home or Office



Emerson "Memento" Model 580. Handsome leather cabinet—choice of tooled red or black Morocco.

Complete with batteries, **\$60⁰⁰**



Emerson "Memento" Model 574. In a "period" hand rubbed Burl Walnut Ingraham cabinet—"Sta-Bent" construction, with complementing hardware trim. Complete with batteries, **\$60⁰⁰**

A Great New Merchandising Opportunity

A sensational NEWS feature—a PLUS PROFIT builder—"Memento" is making sales history wherever shown.

Now—"Memento"—in three captivating models—is ready for YOUR store display and sales promotion in a dozen different ways.

Ask your Emerson Radio distributor how YOU can capitalize the many opportunities made possible by this EXCLUSIVE Emerson creation.

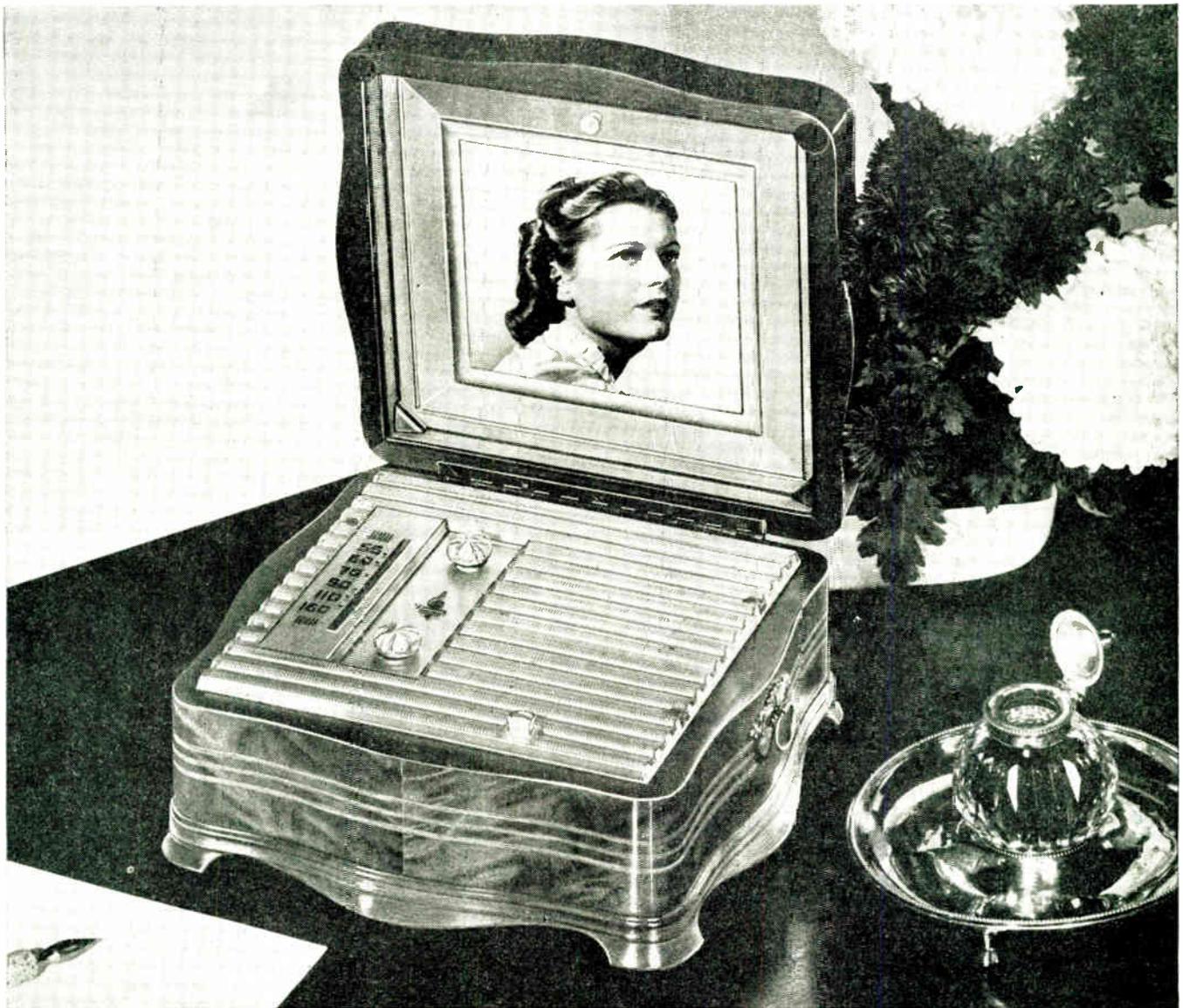
Emerson

World's Largest Maker

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

has Happened in Radio

A NEW EXCLUSIVE CREATION BY EMERSON



Features of Emerson "Memento" Models (Model 574 above) — Triple-powered with large, easily replaceable batteries. "Sealed Unit" Alnico 5 PM Speaker. Built-in Super Loop Antenna. Sliderule Dial on golden plastic grille. On-and-off Switch. No outside wires. Easily carried from room to room.

Backed by Nationwide Advertising and Publicity

Radio

of Small Radio



Emerson "Memento" is being featured in full-page, full-color advertisements in leading national magazines—strikingly promoted in local newspaper ads—all tied together for YOU with attractive point-of-sale helps and special promotion plans and materials.

EVERY office and home is a prospect for this unique set—and Emerson shows you how to take advantage of the potential demand—throughout the year. "Memento" means ADDITIONAL dollars in your pocket!

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



The Refrigerator Sales Job In 1948

WITH the greatest refrigerator dollar volume in the history of the electric refrigerator industry, and with a firm seller's market and its resultant low sales cost and minimum markdowns, 1947 was unquestionably the most profitable year the appliance retailing business has ever enjoyed. It is entirely possible that '48 may go down in history as the greatest refrigerator sales volume year for many years to come. However, '48 can be and, in my humble opinion, will be a crucial transitional year in the refrigerator industry for the manufacturer, the wholesaler and the retailer; it will be a year of adjustment, setting down, jockeying for position, fence mending and organization strengthening; '48 may very well set the pattern for the future of the industry, determining what brands will survive, what retailers will survive and who will be the dominant appliance retailers in their individual markets.

We have too many dealers, too few salesmen and a great majority of the retailers either cannot or will not take seriously the critical period that is just ahead for them.

While the little fellow can be expected to cut price and dump merchandise as he passes out of the picture, the store which has not learned how to hold and build volume through a good hard-hitting sales organization can be expected to cut prices, extend terms, offer long trades, premiums and do all the other often-tried substitutes for salesmanship.

Specialty selling will be the keystone of refrigerator and appliance sales success in the period just ahead. The specialty salesman, in my opinion, is one who confines his efforts to fewer products and then specializes on these products to where he becomes an expert.

**Harry M. Kelley, Appliance Sales Manager,
Frigidaire Division of General Motors**

PICTURE on facing page shows the Richmond plant of the Crosley Division, Avco Manufacturing Corporation, and symbolizes the new pace in refrigerator manufacture. This is said to be the longest production line in the industry, is one-third of a mile long, and is capable of turning out refrigerators at the rate of one every 27 seconds. Last year 854,000 new dwelling units were started, 835,000 were completed. This year the minimum should be 1,000,000. Appliance dealers can take advantage of this vast upsurge in home building by stepping up their own selling organizations to do a better job. The production lines are humming—you will soon be receiving your full quota from factories and distributors. From here on—it's up to you.

Sales CAN be Great in '48

Is your sales curve faltering? The great potential market for refrigerator sales is there. Go after it. Sales come to the man of action and the day is fast disappearing when we can sit in a fancy showroom and wait for the consumer to come in and take merchandise away from us.

Enlarge that list of prospects. Users are not limited to homes. They include hotels and restaurants, cafeterias, hotels, diner and smaller eating establishments, food stores, delicatessans, meat markets, amusement parks, bars, taverns, confectioners, dairies, clubs, schools, fraternity houses, clinics, hospitals, drug stores, fish markets, bakeries and industrial plants.

Make a list for each type of prospect within your territory. Don't be afraid to go back to canvassing. The law of averages will take care of you.

Work out a method of bringing prospects into your store for a small gift or a free chance on a wanted appliance. Work out a direct mail campaign being careful not to mail more than can be followed up within a relatively short time. Begin a telephone campaign. Your telephone company can furnish you with directories listing telephone owners arranged in order by street addresses. And work out your sales presentation so that it fits in with your prospective buyers needs. Get the sequence of your sales presentation in the right order. Mention the names of your other users. Use promotional literature to point out the advantages of your product. Use visual aids wherever possible. Stress the advantages of savings, convenience and better health plus the advantages of the newer designs.

Go back for a second interview with the man and his wife or the owner and manager of a business.

In general nothing happens except a change in the weather unless somebody makes it happen.

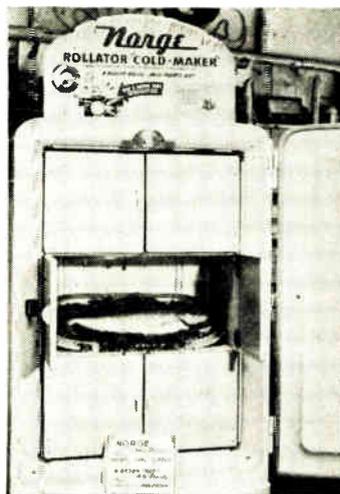
Make up your mind to increase your sales. Plan your work and then work your plan.

Sales CAN be great in '48.

Refrigerator Production

Despite a serious shortage in enameling steel and several other vital components, 3,750,000 electric household refrigerators were produced in 1947. This outstripped 1946 by 67 per cent and the 1941 all-time previous high by almost 10 per cent. The 1948 output is expected to reach 4,500,000 units.

Prize Catch—for Customers!



The biggest fish—that didn't get away—was displayed in a Norge vertical home freezer by Virgil Thomas. Thomas Home Supply Co., appliance dealer in Englewood, Colo., in the realization that sportsmen are logical prospects for freezers. Thomas invited local fishermen to submit their catches, and arranged a sporting goods window for exhibition purposes. The freezer was left open at all times, and a pane of glass was cut to fit the opening created when the center interior doors were opened.

The Future Looks Great!

The population is expected to continue to increase at a fairly steady rate and will total 153 million by 1960 as compared with 144 million in 1947. Of even more significance to dealers who have an eye to future refrigerator sales potentials, is the rate of family formation. It is expected that about 450,000 new households will be formed annually between 1947 and 1955. In addition, there were in 1947 2,900,000 married couples living with others and 900,000 parent-child groups residing in shared living quarters. If only one and a half million in this group find new homes in the next 8 years—think of the tremendous market for new refrigerators!

"Uncomfortable Inventories" Blamed for Price Cutting Among Dealers

Inventories among some smaller dealers are currently reported to be so top-heavy that price cutting practices involving brand name television receivers, washers, and even scarce refrigerators is being reported as rife in several large cities on the East Coast. This situation has not yet extended to the larger independents who are sure of their financing, according to distributors, but applies to those dealers with heavy stock inventories who have built up merchandise backlogs in excess of normal selling demand.

Some dealers blame distributors for this unbalanced state of affairs, but the distributors say that it arises with the producers, who because of ever-mounting factory production, force selling quotas which must be passed on to the retailers.

Commenting on the situation, M. Mitchell Gruhn, president of Colen-Gruhn, Inc., one of the largest appliance distributors in New York, said last month: "I contend that this situation was created by unsound selling policies of some distributors who resorted to tie-in deals and loading campaigns. In other words, dealer inventories were entirely out of proportion to potential normal retail business for these months. This in turn has a telling effect on distributors' business because of dealer inability to maintain regular purchases."

Although independent dealers differed as to the extent of price slashing, they now agree that the condition of short supply in appliances is now past, which means that manufacturer and distributor "allocations" may be termed humorous since quotas are being turned down on all sides.

Westinghouse Cuts Price On New Refrigerators

Price reductions of \$10 and \$20 on two models will mark the new 1948 Westinghouse Electric Corporation refrigerator line. The price reduction announcement was made by G. H. Meilinger, manager of the household refrigeration department. All new prices become effective March 15, and the price cut is extended to cover comparable models that dealers may have on hand. Production of the new refrigerator line started this month and shipments to distributors and dealers are expected to follow through quickly.

How to Set Up A Sales Quota for Refrigerators

YOU, the dealer, are agreed that the year 1948 will see the greatest sales potential for home refrigerators since before the war. Now the question arises, how do you go about setting up a sales quota for the number of refrigerators you are going to sell his year?

You may ask—why set up a quota? A sales quota is important because it gives you and your sales

force a goal to shoot at. It is important from a psychological standpoint because it gives you a fixed point at which to focus your efforts.

What, precisely, is a sales quota?

A sales quota may be defined as a task, a goal, or as a proportionate share of a market potential. Sales quotas can be derived scientifically, for example, by the application of market research methods.



Essentials of a Good Quota

A good quota system is one which sets an objective that is neither too hard nor too easy. A quota that is too high may lead to high-pressure selling or may lead the salesman to believe that it would be impossible to accomplish. Conversely, a quota that is too low, or which can be achieved without some extra effort, may result in less than best performance on the part of the salesman. A system which produces a quota about midway between the high and low points is probably the best.

The Human Element

Because the quota is a task, as well as a goal, it must be acceptable to those who must make it work. The quota, obviously, is a task for the salesman and for the company. The quota that has the active support of management and of the salesmen will have excellent prospects of success. It generally has been found that the sales quota for a store or a given territory, should be based not only on the productivity of the territory but also on the past record and ability of the salesmen operating in that territory.

How to Set a Quota

There are several possible ways to set a quota on the number of refrigerators you are going to sell this year. But the dealer must use caution to select a method best suited to its selling organization. The following five methods have

been used by a large number of dealers:

1. The potential demand of the territory.
2. The company's total anticipated allocation prorated among the various manufacturers' lines carried.
3. The volume of sales required for the salesman to break even on his operations.
4. The salesman's self-evaluation.
5. Past records.

Operating Cost Data

You can establish a quota for your salesmen by computing how much it costs your firm per salesman to produce the sales. This can be arrived at, for example, by computing the average monthly expenses of a salesman over a 1- or 2-year period. This method would point up the direct selling costs involved in the selling of a product.

Conclusion

Sales quotas are practical business aids only when they are intelligently derived and properly applied. When it has been decided to develop a sales quota, a company should start with a thorough study of the facts. Next a sales analysis should be made and then the quota should be planned with great care. The last and most important step is to present the quota to the salesmen in such a manner that they will want to make it work. After all, your salesmen are the key figures in your entire sales campaign.

You've got to convince them about the market potential for refrigerators in the coming year and of their chances to make more money. You can do that by making a serious study of your area, of the need for refrigerators in that area. Once they are convinced, they'll do the job.

It's Not Jack Benny



Latest thing in glamour boys is this General Electric animated combination refrigerator-freezer. He walks, he talks, he rolls his eyes! Now touring the country, this walky-talky refrigerator manipulates his interior, opening and closing doors, all by means of electronics.



we betcha you never saw ...
SUCH "RAVE NOTES"

When a REALLY new invention as utterly *different* from *all other* refrigerators as Dual-Temp reaches the public, you naturally wonder: "How's it doing . . . in actual use?" Well, folks, here's your answer: Spontaneous, unpaid for, enthusiastic letters like these are simply **POURING** in! Proof enough for anyone, isn't it?

Just look what they say about
Admiral **DUAL-TEMP**



Everything keeps so nice and fresh and crisp, and so much space for storing in freezing locker . . . I am delighted with my Admiral DUAL-TEMP.
 Mrs. Joseph Wade
 South Boston 27, Mass.



We enjoy our DUAL-TEMP more every day. In the freezing part we have chickens and pork, besides the vegetables and all other shelves are full. Thanks lots for making such a wonderful refrigerator!
 Mrs. Stephen A. Gochenow
 Mulberry, Ind.



I am particularly pleased with the Freezing Locker, in which we keep frozen foods . . . and the motor is so quiet.
 Mrs. Helen Baier
 Rosedale, 10, N. Y.



I am amazed at the wonders DUAL-TEMP performs . . . with no fuss or bother of defrosting. It was something worth waiting for.
 Mrs. John Spinosa
 Somerville 43, Mass.



Wonderful! We love the freezing locker for storing our foods, as it certainly is a convenience.
 Mrs. Edw. J. Cummings
 West Haven, Conn.



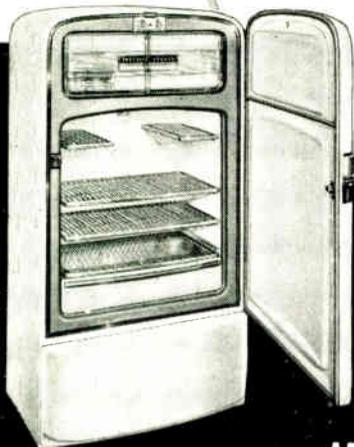
Words just cannot express how pleased we are with our DUAL-TEMP. It is really a pleasure not to cover everything up. And that continuous waiting for the old defrosting is ended.
 Mrs. George J. Klinger
 Philadelphia 36, Pa.



It's just grand! The freezing locker is wonderful—I buy foods and store them and forget about scarcity. In the moist cold compartment I put an onion to test it for odors. Not an odor. I am delighted.
 Mrs. Minnie M. Kelley
 Rock Hall, Md.

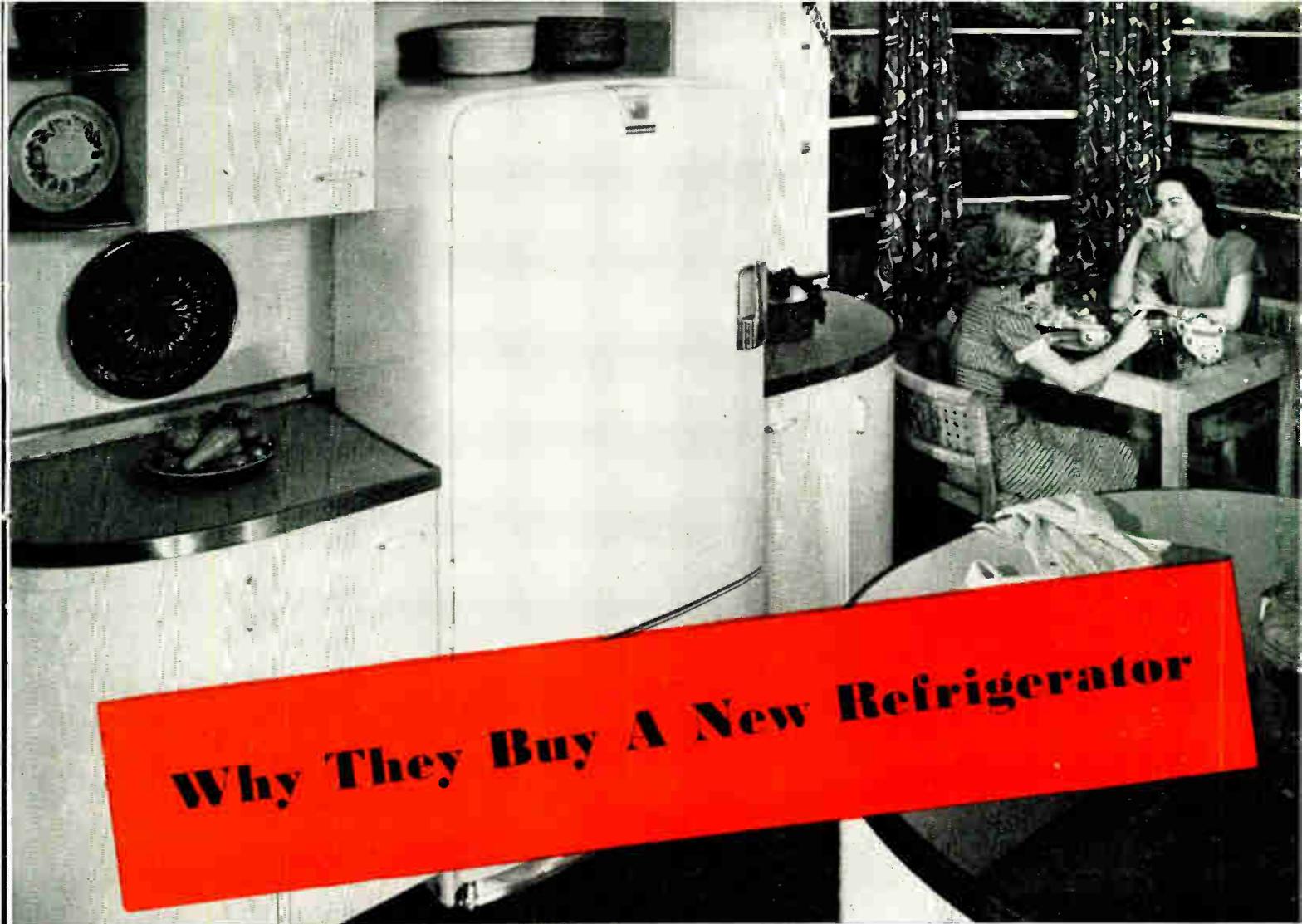


Delighted in every respect—more so because I work in an office besides my regular housework and DUAL-TEMP saves me a great deal of time and worry . . . No defrosting is what I enjoy most . . .
 Mrs. Anthony Squeglia
 New Haven 13, Conn.



THE No defrosting REFRIGERATOR

ADMIRAL CORPORATION . . . 3800 W. Cortland St., CHICAGO 47



Why They Buy A New Refrigerator

1. **For Replacement.** This is the most frequently mentioned reason given by customers when buying a new refrigerator. Since everything wears out or becomes obsolete, merchandising appeals directed around the replacement motive have always proven powerful sales stimulants.

2. **For Immediate Need.** "You need this now!" is a top selling appeal for a new refrigerator. Good and consistent advertising will convince the customer that when the need for a new refrigerator does arise, your store is the place to fill that need.

3. **Economic Angle.** This buying motive is based on the premise that customers can afford today what they could not afford yesterday. Most people delay large purchases until their incomes will permit such buying. Today, with more dollars in circulation than ever before, and with personal incomes at an all-time high, you should direct your selling effort on refrigerators along the "You Can Afford It Now!" theme.

4. **Pride of Possession.** This is one of the most powerful buying motives for a new refrigerator. Since a

UNDERSTANDING buying motives of people is no easy matter. The merchant who does understand why his customers buy certain items is best equipped to plan his purchasing, his displays, his advertising. This is particularly important when it comes to selling refrigerators, because a refrigerator runs into considerable money and represents an important transaction, both to the retailer and the customer. So here are some of the more important reasons as to why people buy refrigerators. As you will note, the preservation of food is not the primary or sole reason. As in everything else, psychology and emotion has a lot to do with it—so it may be worth your while to study some of these buying motives and use them to promote more sales.

refrigerator is essentially a woman's most useful tool in her kitchen, the pride of possession angle, skillfully used by the retailer, can ring the cash register often and loud.

5. **Keeping Up With the Neighbors.** Although few people will openly admit the real reason for getting that new car, or home, or refrigerator—psychologists (and smart merchandisers) know that it is the desire to "keep up with the Jones". Although this motive has been satirized by some American novelists, it is not an unhealthy one and is largely responsible for human progress. You, as merchant, can capitalize on it by advertising and window display playing up the theme: "You're just not a modern housewife if you don't have the new..... refrigerator."

6. **The product's reputation and the interest it has aroused.** Customers will come into your store and say: "Can I see this new refrigerator that doesn't require any defrosting" or "What about this new refrigerator with the self-contained deep-freeze, extra storage space, sliding glass doors?" Here, too, your tie-in advertising will serve to stimulate interest and buying. Americans like progress, especially in mechanical things, and they'll take to the gleaming, streamlined new refrigerators like a duck to water.

(Continued on page 28)

Only Philco has
Balanced
Humidity

Only Philco has
Complete
Shelf Control

PHILCO FOR

The Leaders

Leadership in service . . . leadership in

Advanced Design . . . leadership in genuinely new

and exclusive features . . . leadership in sales appeal.

That's Philco for 1948, by far the most exciting line of refrigerators ever introduced to the American public. Look them over and judge for yourself!



Only Philco has
The New Improved
Conservador

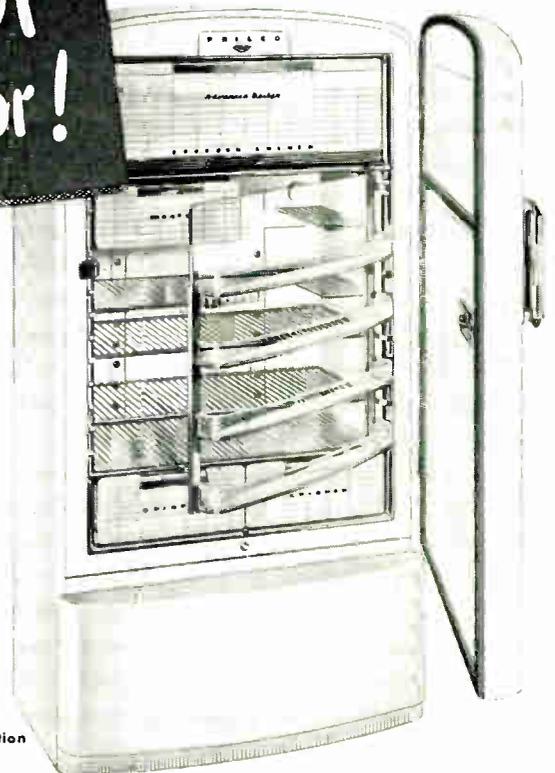
Only Philco has
The
Cold Shelf

Only Philco has
THE King Size
Super Power System

1948

Ship Line!

It's a
WONDERFUL
Refrigerator!



Copyright 1948, Philco Corporation

The 1948 "NEW LOOK" for HOME REFRIGERATORS

THE new 1948 line of refrigerators for the home, now being shipped to retailers, not only bear a new stream-lined look but also incorporate many technical advances which make them wonderfully attractive from a sales standpoint. Greatest single innovation is the inclusion of a freezing locker within the unit. Greater room, more shelf space, hidden bins for vegetables and good design all go to make this new 1948 crop the best the industry has seen.



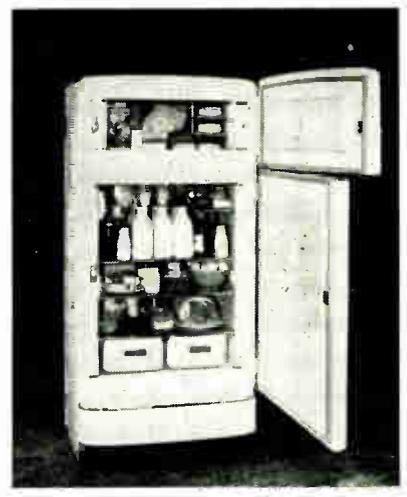
ADMIRAL Dual Temp



CROSLY Shelvador



FRIGIDAIRE



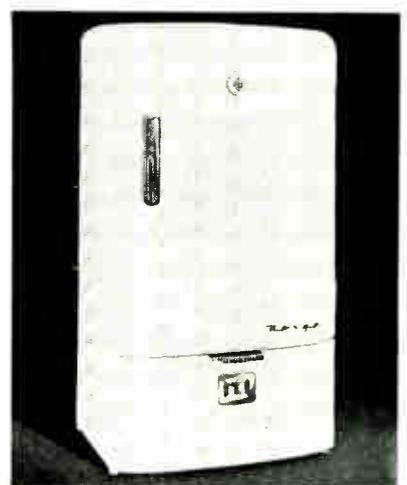
GENERAL ELECTRIC



LEONARD



MONITOR



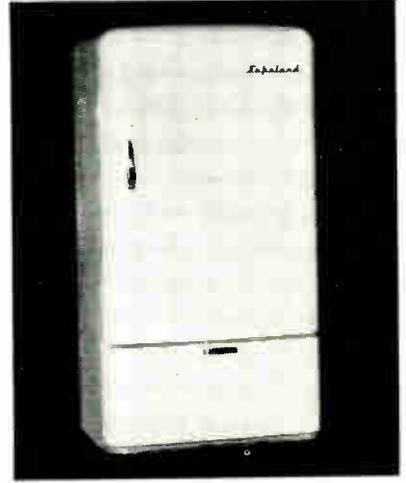
NORGE



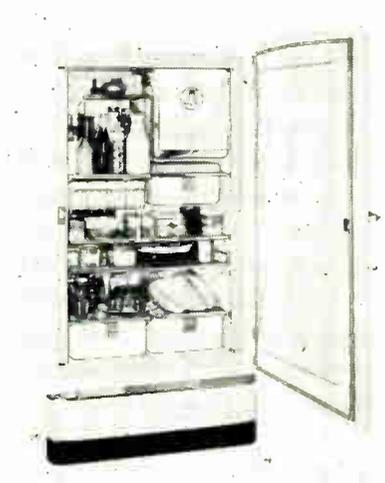
CO-OP RANNEY REFRIGERATOR



COOLERATOR



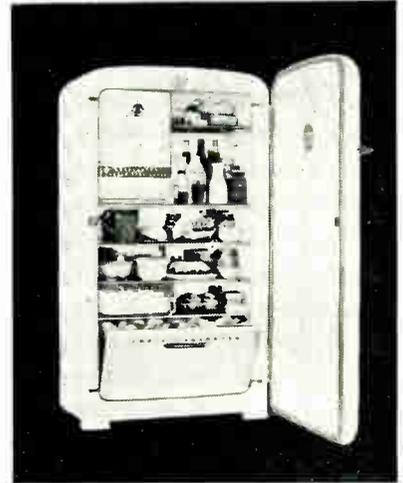
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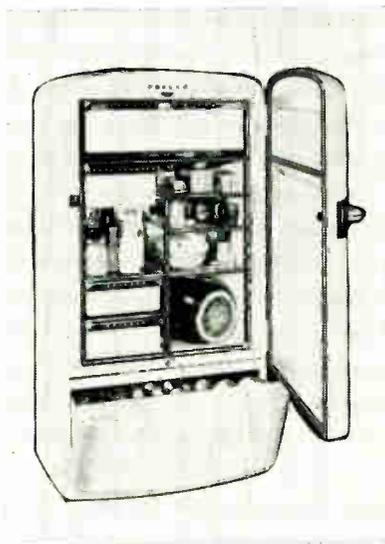
HOTPOINT



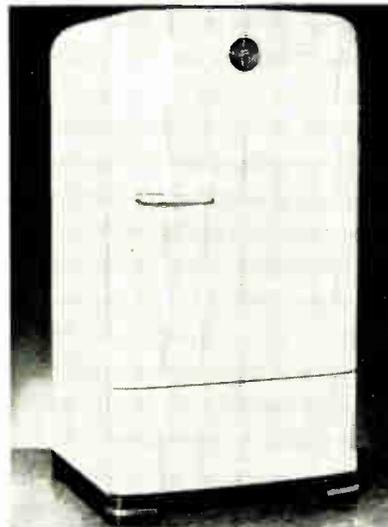
INTERNATIONAL HARVESTER



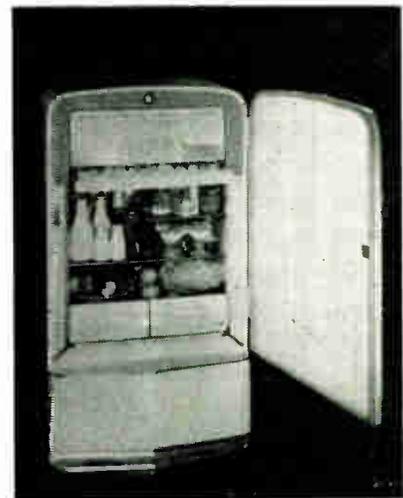
KELVINATOR



PHILCO



SERVEL



WESTINGHOUSE

Why They Buy A New Refrigerator

(Continued from page 23)

7. **As an expression of love and sentiment.** This is an important buying motive, even where it concerns something so practical as a refrigerator. Even though the perfume, lingerie and fur coat people have long laughed at the man who buys his wife a washing machine or refrigerator, the truth is that many a wife would rather get a new refrigerator from her husband than some useless frippery that costs a lot of money and serves no utility. Using this principle, your advertising and sales effort should be directed to husbands. You'll be surprised how they'll react to such slogans as: Your wife would like that 'new look' in the kitchen too!"



That completes our partial listing of why people buy refrigerators. No doubt you can add many others, but the essential point is that you understand that people are activated for many reasons.

A Congressman Addresses an Appliance Meeting



Highlighting a Gibson service meeting held recently at the Adolphus Hotel, Dallas, was the address given by the Hon. Wright Patman, Congressman from Texas and co-sponsor of the Robinson-Patman Act. Appearing briefly before a group of dealers and service representatives of Gibson's Dallas distributor, Radio City Distributing Co., Congressman Patman (standing at right) discussed the small town merchant's role in rendering public service. Others taking part in the two-day meeting were Bud Klein, left, Gibson service instructor; Thad Gordon, center, general manager for Radio City Distributing Co., and Bill Dennison, Gibson's southwest divisional manager (not shown).

Judson S. Sayre, president of Bendix Home Appliances, Inc., predicts that the company will do a "normal" business this year. As of December 31, 1947, the company produced 706,000 units, for an estimated sales figure of 81 million dollars and profits of 9 and one-half million. "Because of increasing demand by women for labor-saving appliances, we expect to do a good profitable business, not only in 1948, but for many years."

Landers, Frary & Clark, manufacturers of the Universal line of household products, is planning a powerful advertising and trade promotion program in 1948, backed by over a million dollars in national, trade and newspaper advertising, and an additional half million in top radio shows. The program is designed for top effectiveness by bringing the power of national advertising to the doorstep of every local Universal dealer.

New Crosley Executive



ARTHUR E. WOOD

Appointment of Arthur E. Wood, to a newly created position of Merchandise Manager, Freezers, was announced by Inwood Smith, Manager, Refrigeration Section, Crosley Division, the Avco Manufacturing Corporation.

Wood, a veteran of 16 years with Crosley, has seen service in the engineering, production, and inspection of both radio and refrigeration and more recently has been Regional Service Manager, Technical Supervisor and Supervisor of Service Part Sales.

Additional emphasis on the promotion and sale of the Crosley Frostmaster frozen food cabinet, according to Smith, necessitated the creation of the new position.

Sales of standard-size household vacuum cleaners during November were second highest in the industry's history. November sales totalled 350,341 units, an increase of 34 per cent over the same month for 1946, according to C. G. Frantz, secretary-treasurer of the Vacuum Cleaners Mfg. Association. The Cory Corporation, 221 North La Salle Street, Chicago, has just given its distributors information about a price increase which affected some Cory products as of January 1, 1948. This price increase, according to J. W. Alsdorf, Cory Corporation president, is necessary due to the still rising costs of both labor and materials.

Ralph Cron, vice president and general manager of the Allied Appliance Company, Boston, feels that "dealers can be helped to greater sales and profit by their distributors" if the latter gear their organization plans to a policy of employing managers who are qualified through experience and performance to really help the dealer.

52 WEEK SALES PLAN UPS DEALER PROFITS



REFRIGERATORS — Revolutionary postwar models give up to 50% extra storage capacity—58% faster freezing.

RANGES — Brilliant 1948 Hotpoint models feature 11 outstanding improvements for greater convenience.

DISHWASHER—SINKS—Hotpoint Dishwasher washes, rinses and dries electrically... automatically!

AUTOMATIC WASHERS...with matchless Thriftivator 3-zone washing action.

WATER HEATERS—With Hotpoint's sensational new MAGIC CIRCLE HEAT.

FLATPLATE IRONERS—Easiest-to-use automatic ironer on the market. Equal to 100 hand irons.

Everybody's Pointing To Hotpoint's Sensational 3-point Program That Boosts YEAR-ROUND Sales Of America's Fastest Growing Appliance Line!

Year-Round selling with outstanding line of fine products.

No dull seasons, no off weeks with Hotpoint's complete matched line. Hotpoint's 11 major appliances produce sales—and big ones—every week and month of the year. Hotpoint Refrigerators, Ranges, Dishwashers, Water Heaters, Kitchen and Laundry items mean year-round profit opportunities.

Year-Round supply—with greatly expanded production facilities.

Hotpoint spends and builds! \$20,000,000 for new factories and equipment to keep a steady stream of Hotpoint appliances moving to Hotpoint dealers, for steady, all-year selling.

Year-Round advertising support—greatest in Hotpoint history.

Eight great campaigns in Hotpoint's gigantic 1948 advertising drive—plus complete, coordinated local promotion and sales training help—give powerful year-round backing to Hotpoint dealers' sales work. The 1948 drive is the greatest in Hotpoint history.

Everybody's pointing to Hotpoint—and Hotpoint dealers are pointing to year-round profits!

Copyright, 1948 Hotpoint Inc., Chicago, Ill.

Hotpoint

Hotpoint Inc. A General Electric Affiliate

**THE FRANCHISE WITH
A FUTURE**

5600 W. Taylor St., Chicago 44, Ill.

Low-Cost Console Television

*Manufactured by RCA Victor,
Camden, New Jersey*



This is the lowest-priced console television model to be introduced by RCA Victor. This unit presents a 52-square-inch picture on the face of a 10-inch direct-view tube. Known as Model 721 TCS, the instrument retails at \$369.50 plus Federal tax. Comes in both walnut and mahogany finishes. Other features are: 12-inch electro dynamic speaker. Eye Witness Picture Synchronizer, three-stage intermediate - frequency video amplifier.

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

DeWald 10-Inch Receiver

Manufactured by DeWald Radio Mfg. Corp., 35-15 37th Avenue, L. I. C. New York



This new DeWald model BT-100 features a direct-view 10-inch screen in a cabinet of fine hardwood walnut veneer. There are six tuning controls capable of 13 tuning channels. Now in production and being delivered.

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

Packard-Bell Combination

Manufactured by Packard-Bell Company, 3443 Wilshire Blvd., Los Angeles, Calif.

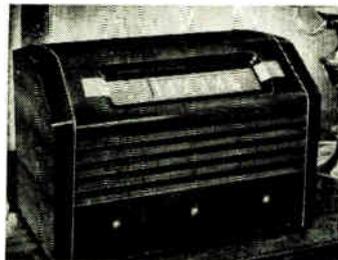


Called the Wilshire PhonOcord, this newest radio-phonograph combination is housed in an impressive period cabinet and features two turn-tables—one a Webster No. 56 record-changer, the other a recording turntable—radio with 12 tubes plus rectifier and tuning eye, FM, 12" electro-dynamic speaker, lifetime needle, studio type wide range dynamic microphone, public address system, dual tone controls, push-pull audio system. Deliveries to dealers started last month.

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

RCA Victor Table Radio

Manufactured by RCA Victor, Camden, New Jersey

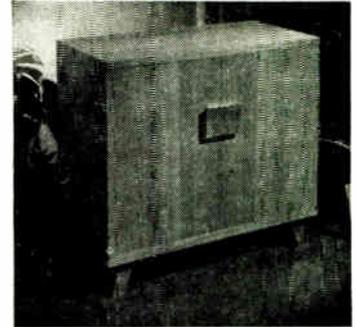


Streamlined modern cabinet and a novel, clearview plastic dial with edge-lighted station numerals are highlights of this latest addition to RCA's table model radio receivers. The standard broadcast receiver has five tubes and one rectifier.

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

Remler Console

Manufactured by Remler Co., Ltd., 2101 Bryant St., San Francisco, Calif



This new Remler console features exceptionally smart modern styling and is available in Blonde Modern (illustrated) or in Mahogany Walnut. The set has ten tubes plus rectifier, plus tuning eye. It is an AM-FM, radio-phonograph with a Webster 56 changer and comes with or without General Industries disc recording.

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

Crosley Blonde Console

Manufactured by Crosley Division, Avco Mfg. Co., Cincinnati, Ohio

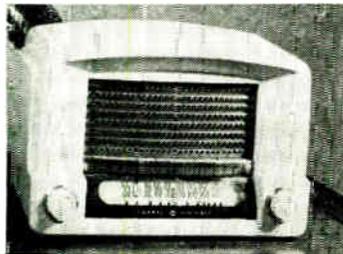


A new modern blonde console radio-phonograph, model 148CQ. The chassis, with the Crosley "floating jewel" tone system, has 18 watt power output, 12" permanent magnet speaker with 12 tubes, one rectifier and 1 tuning indicator.

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

General Electric Receiver

Manufactured by General Electric Co.,
Electronics Park, Syracuse, N. J.



Here are two of eight new models just introduced by G-E. Prices of the new sets range from \$19.95 to \$27.95, and are said to be the lowest-priced table models made by G-E in seven years. The new models are available in ivory or rosewood plastic cabinets in four designs. Each set has 4 tubes in addition to a rectifier.

Coin-Booth Radio

Manufactured by Tradio, Inc.,
Asbury Park, New Jersey



Called Tradio-ette, this 6-tube receiver is said to be the smallest coin-operated radio in the world, measuring only 7½" wide x 7½" in length and 5" deep. After being laboratory and location tested for almost a year, this unit is now in full production. Other features are: a three-gang condenser, present maximum volume which restricts program to individual booth, simple plug-in installation, timer, pick-proof lock and the "Tradio-tenna, which eliminates the need for outside aerial.

Outlines Majestic Program for 1948



Parker H. Ericksen, extreme right, Vice President of Majestic Radio & Television Corporation, addressing the first of five distributor panel meetings held recently at the company's Elgin factory. Among those shown in the picture are, Howard Schwartz and R. E. McGreavy of Chicago, Lou Suritz of New York, Bob Noble and Max Goldstein of Norfolk, Bob Paine of Boston, Jack Freeman of Albany and Phil Begy of Buffalo.

RMA Sees Big Drop in Radio Exports in '48

Sharp import quotas set by foreign nations will cause a 25 to 50 per cent drop in last year's peak export volume of American radio receivers, according to present indications. Figures for 1947's radio exports, just released by the Radio Manufacturers Association indicate that 1,520,826 units were shipped abroad, with a total value of \$53,537,043.

James E. Burke, chairman of RMA's export committee estimates that present volume of receiver exports is about \$4,000,000 a month, but he estimates that this figure will be cut by 50 per cent before the end of this year. This prediction is based on two factors: shrinking dollar resources among foreign buyers and strong efforts to stimulate their own radio production and no change in strict import permits which severely limit the number of sets that can be shipped.

"Mexico, for example, has an air-tight ban on imports of radio receivers; others grant import quotas on a limited basis, but it is obvious that import bans do not have to be formal and all-embracing if dollars to support ordering are not forthcoming," said Mr. Burke.

Forty-three Zenith Radio distributors from all parts of the country attended the American Furniture Mart which opened in Chicago January 5. There they viewed the display of a complete line of Zenith radios.

New German Cathode Tube "Stores Images"

A new type of cathode ray tube developed by a German inventor which is capable of storing images over long periods of time is described in a report just released by the Office of Technical Services, Department of Commerce. The tube was developed by a Dr. Krawinkel with the idea of eliminating flicker in television pictures. Flicker exists, says the report, because the point of light which produces the picture must traverse the whole screen, and a complete picture is produced only because of the inertia of the eye and the persistence of the screen. To eliminate the flicker, Dr. Krawinkel reasoned that it would be necessary to design a cathode ray tube which would store each portion of the picture produced by the point of light until the point of light had completely covered the screen. The Krawinkel tube is designed on the principle that an accumulation of electrical charges produced by the signal current can modulate other electric currents so as to produce the desired picture of the screen.

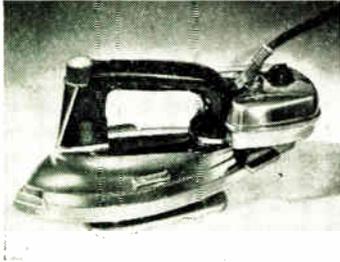
Getting Set for June '48

Representatives of television receiver manufacturers, meeting in Philadelphia recently, agreed to install television sets in the Commercial Museum next June to enable some 15,000 persons to view the proceedings of the Republican and Democratic National Conventions which will be held in the adjacent Convention Hall.

A RAJ SECTION NEW APPLIANCES

**General Mills
Steam Attachment**

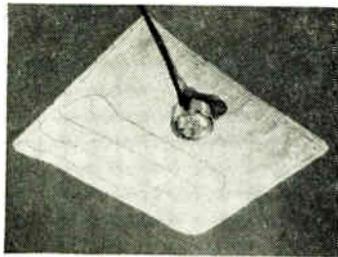
Manufactured by General Mills, Inc.,
400 Second Ave. So., Minneapolis, Minn.



A steam-ironing attachment for the General Mills' Tru-Heat iron that will enable housewives to convert it into a steam-iron at will. The attachment makes it possible for the homemaker to have a steam iron when she wants it, without giving up the convenience of an efficient dry iron. Constructed of stainless steel and aluminum. Say you saw it in *Radio & Appliance Journal*, March, 1948.

Electric Sheet

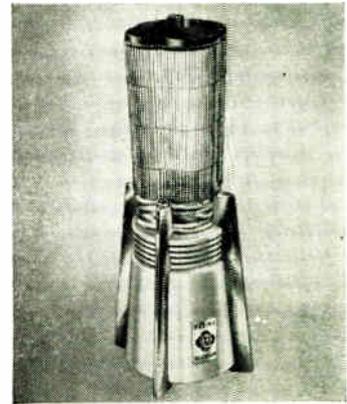
Manufactured by Westinghouse Electric Corp., Electric Appliance Div.,
Mansfield, Ohio



A new electric sheet, which may be used along with any of the conventional bed coverings. The sheet is made of peach colored muslin 70 inches wide and 84 inches long. It has a heated area 54 by 70 inches. The new sheet is washable, as all electric parts are completely waterproof. Say you saw it in *Radio & Appliance Journal*, March, 1948.

Waring Blender

Manufactured by Waring Products Corp., 545 Fifth Avenue,
New York City



Designed to appeal to women for everyday use in their kitchens, this new Waring Blender has been given a gleaming white enamel and chrome base—definitely placing it as a kitchen appliance. The blender is useful in concocting unusual dishes, gravies, soups, milk and fruit drinks. Say you saw it in *Radio & Appliance Journal*, March, 1948.

\$ EASY PROFITS \$

**DISPLAY — DEMONSTRATE — SELL
INTERCOMMUNICATION FOR ALL!**



list
\$19.95
set of
2 way units
complete

Beautiful walnut chrome or black chrome cabinets, customer installation — Simple — Foolproof — Real loudspeaker volume — No phones or radio. No tubes or electric "plug in" connections needed!
Direct Factory 3 Year Service Guarantee

"UP TO 7 STATION MULTITALKIE" \$12.95
for OFFICES, STORES, LARGE HOMES, etc. per unit

Nationally advertised—Color counter displays. Hand-out and mail-out circulars—Newspaper mats.
Write for full information now!

PAKETTE PRODUCTS INC. Dept. RA-3
KEARNEY, NEBR.

ERRES
Imported from Holland

A superior cleaner and polisher with several unique features only found in this cleaner made in Holland, the country known all over the world for its cleanliness.

- AC-DC Operation • Automatic Switch • Rubber Bumper • 20 Feet of Cable
- Attractive dark blue, black and chromium finish • Handy Size • Noiseless Operation
- Easy Cleaning and Brush Removal

EXCLUSIVE TERRITORIES AVAILABLE
write
FRENCH-VAN BREEMS, Inc.
630 Fifth Avenue
New York 20, N.Y.
U. S. Distributors

Parts Show Debates Plan To Broaden Participation

Ways and means of conducting the annual Radio Parts and Electronic Equipment Conference and Show in the best interests of all groups and organizations within the industry were discussed last month at a luncheon meeting of leading trade press editors and publishers with members of the Show Committee. The meeting took place at Chicago's Hotel Stevens on February 16, and was presided over by Charles Golenpaul, Show Corporation president.

Kenneth C. Prince, general manager and legal counsel for the Show, outlined the plans and problems of the Show Corporation, pointing out the necessity for reconciling divergent interests of various manufacturer, distributor, jobber and industrial sales groups so as to best serve the industry's need for a truly representative annual conference and show. Among the views submitted which stimulated considerable discussion was that of Jerome J. Kahn, vice president, who told the conference of his recommendations for a new and broadened Show program, urging harmony and cooperation between the various groups interested in the Show.

Several speakers pointed up the fact that there are now many more distributors and manufacturers in the field than in the early days of trade shows, and it is becoming more and more difficult to give them sufficient time to see each other; and that this picture is being further complicated by the problem of other groups of ultimate parts users, including servicemen and dealers who want to attend the Show to see and be seen.

The hope was expressed that this discussion, and others to follow, will lead to the formulation of a program which will embrace the needs of all groups in the electronic and components field.

G. E. Continues Training Course for Video Dealers

The Receiver Division of the General Electric Company presented its 15th two-day course on television installation and service at the General Electric Supply Corporation, Philadelphia, recently according to W. L. Parkinson, manager of the division's technical service section at Electronics Park.

Radio Servicemen of N. Y. Adopt "Ethics Code" Program to Raise Level of Entire Service Industry

Code of Ethics

Following are the seven points in the Code of Ethics established by the Associated Radio Servicemen of New York, Inc., with the intent of raising the level of the servicing business and abolishing the evils which now exist:

1. I will at all times, without any exceptions, perform my work to the very best of my knowledge and ability. In addition, I will make a sincere effort to improve my knowledge of the technical and business requirements of my job, thereby enabling me to render still better radio service.
2. I will conduct myself and my business in an honest and straightforward manner, meriting and inspiring the confidence of customers.
3. I will, whenever practicable and desirable, prefer to use the original factory replacement parts. In other cases, I will use replacement parts known to be of equal or better quality, thus assuring satisfactory performance.
4. Realizing that an extremely low price does not permit good workmanship and an unreasonably high price will prompt justifiable criticism, I propose to charge a just and fair price for all my work, based upon my ability and qualifications to render satisfactory radio service.
5. I will guarantee all radio work performed for a minimum period of not less than 90 days, and will give each customer an itemized bill.
6. I will exercise all reasonable care in handling my customers' property.
7. I will not engage in any unfair or unethical practices condemned by ARSNY.

Presented by Harold Lippert, Kenneth Fowler and F. H. Miller, technical service engineers, the course covers a thorough analysis of the salient features of General Electric television receivers, the factors which influence the design of receivers, tubes, television signals, components, future engineering trends, power supplies, antenna and transmission lines, installation adjustments and trouble shooting.

The Associated Radio Servicemen of New York, Inc., an organization formed last October with the avowed purpose of establishing in the greater New York area a central organization of professional and electronic technicians who adhere to ethical and technical standards of service and fair business practice, has announced a group of technical membership standards which sets a new high for the industry.

The ARSNY program is being sponsored in cooperation with the Radio Shop Teachers' Guild, provides standards for regular and apprentice service through which newly graduated students of private and public technical schools may gain entry to the field and acquire the necessary practical experience for efficient professional handling of radio-electronic equipment maintenance.

The program includes: 1) technical lecture sessions of various phases of radio, FM, television and other electronic subjects, 2) lectures on business methods planned to educate those technicians who need or want such help, 3) a technicians' employment pool which is now in the process of being set up to place qualified men seeking work in the field where they are needed, 4) a program of public education to acquaint members with the progress of the organization.

The organization has established offices at 545 Fifth Avenue, New York, and invites inquiries from radio set manufacturers, city agencies and better business groups.

Announce Travel Plans For May Parts Show

Plans for the annual Radio Parts Show special trains from New York, Philadelphia and Washington are being made to handle record attendance. Perry Saftler, 53 Park Place, New York, is in charge of the arrangements for the New York Special train. His phone number is Rector 2-5334. Sam K. MacDonald, acting for the Mid-Lantic chapter of "the Representatives" is in charge of the Philly-Washington Special and may be reached at 1531 Spruce St., Philadelphia 2.

NEW MANUALS AND CATALOGS

Allied Radio Catalog

Source: Allied Radio Corp.,
833 W. Jackson Blvd., Chicago, Ill.
Allied's new 172-page buying guide is a complete index to "Everything in Radio and Electronics" and contains more than 10,000 items listing everything in radio and electronic parts, test equipment, batteries, PA systems, radios and radio-phonographs, recording equipment

Service Test Equipment

Source: Specialty Division, General Electric Co., Electronics Dept., Syracuse, N. Y.

A new 18-page service test equipment catalog, ESD-129. The publication lists the specifications of nine instruments in the division's line of test equipment.

RCA Victor Record Catalog

Source: Publicity Dept.,
5224 RCA Building, Radio City
New York

This is the first complete edition to be published by RCA since 1943, and is now being distributed to retail stores. The 550-page book contains a number of new features designed to simplify its use, among them a complete alphabetical listing in which Red Seal, popular and children's records may be found in the main body of the main body of the catalog. Also catalog. Also included are a complete glossary and pronunciation guide.

When writing to manufacturers say you saw it first in RAJ

Practical Amplifier Diagrams

Source: Os-tronic Publications,
Los Angeles, California

The purpose of the manual is to present a series of amplifiers designed to cover the audio frequencies, frequencies that affect the human ear, and those that cover the entire range of sound. Each schematic diagram carries a listing of parts necessary to build the amplifier so that substitutions can be made if the exact part specified cannot be obtained.

Safety for the Household

Source: Superintendent of Documents,
Washington, D.C. Ask for NBS
Circular 463; cost is 75 cents.

This is a new 200-page edition which is written mainly for the average present-day household. There are chapters on gas, electrical equipment and other special items. Of particular interest is a chapter on television. The dealer who sells appliances should find this manual very helpful as a guide to household safety problems presented by his customers.

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.

Business Builder



"If your radio is a squawkeroo—let us fix it up for you"—is the catchy slogan on a new business boosting post card being made available to all servicemen through the distributors of the International resistance Company. The card is designed to help servicemen stimulate business in their own communities. Attractively printed in blue and yellow, the cards are imprinted with the serviceman's name and address. They may be ordered in any quantity through IRC distributors at a slight charge to cover the cost of individual imprinting.

Rembrandt
REG. U. S. PAT. OFFICE

FINEST IN TELEVISION

REMINGTON RADIO CORPORATION

WHITE PLAINS, N. Y.

HOWARD W. SAMS WINS "OSCAR" FOR AID TO RADIO SERVICE INDUSTRY!



The handsome plaque awarded to Howard W. Sams carries the inscription: "The Federation of Radio Servicemen's Associations of Pennsylvania Award to Howard W. Sams in Recognition of His Outstanding Efforts in Behalf of the Radio Service Industry, 1947." The award is a tribute to the practical usefulness of PHOTOFACT Publications—the world's finest radio service data—indispensable to the Radio Serviceman.

PHOTOFACT Publications Cited as Outstanding Effort in Behalf of Servicemen

"For Outstanding Efforts in Behalf of the Radio Service Industry"—reads the citation of the first annual award bestowed on Howard W. Sams by the Federation of Radio Servicemen's Associations of Pennsylvania. The "Oscar" was presented before a group of over 600 persons, including many radio industry leaders, at a banquet held on January 12, 1948, at Philadelphia's Bellevue-Stratford Hotel. The surprise ceremony was arranged as a demonstration of appreciation for the significant, practical aid made available to Radio Servicemen in PHOTOFACT Publications, and for the efforts of the SAMS' organization in behalf of the Radio Service Industry. This spontaneous demonstration marks a milestone in the Radio Service field. It is a healthy sign of growing recognition of the Serviceman's importance to the Radio Industry.



These Are the Award-Winning Service Aids that Earn More Money for You!



Own PHOTOFACT Volumes 1, 2 and 3—world's most complete, accurate, practical radio service data manuals. Here is everything you need for faster, easier, more profitable servicing—bound in easy-to-use volumes. Exclusive Standard Notation Schematics; photo views keyed to complete replacement parts lists; exhaustive electrical and mechanical analysis of every set covered. Brings you right up to January 1948! Have the exclusive advantages that are now earning bigger profits for thousands of servicemen!

Vol. 1. All post-war models up to Jan. 1, 1947.
Vol. 2. Models from Jan. 1, 1947 to July 1, 1947.
Vol. 3. Models from July 1, 1947 to Jan. 1, 1948.

YOUR PRICE, EACH VOLUME, IN EASY-TO-USE DELUXE BINDER . . . **\$18³⁹**



Radio Receiver Tube Placement Guide

Shows you exactly where to replace each tube in 5500 radio models, covering 1938 to 1947 receivers. Each tube layout is illustrated by a clear, accurate diagram. Saves time—eliminates risky hit-and-miss methods. You'll use this handy pocket-sized book every single day. 192 pages, completely indexed. Order several copies **\$125** now. **ONLY**.....



Dial Cord Stringing Guide

The book that shows you the *one right way* to string a dial cord. Here, for the first time, in one handy pocket-sized book, are all available dial cord diagrams covering over 2300 receivers, 1938 through 1946. Makes dial cord restringing jobs quick and simple. A "must" for every service bench and tool kit. **\$100** Order your copies now. **ONLY**.....

1947 Automatic Record Changer Manual



Nothing like it! Complete, accurate data on over 40 post-war models. Exclusive exploded views, photos from all angles. Gives full change cycle data, information on adjustments, service hints and kinks, complete parts lists. PLUS—for the first time—complete data on leading WIRE, RIBBON, TAPE and PAPER, DISC RECORDERS! 400 pages; hard cover; opens flat. Order now! **ONLY**.... **\$4⁹⁵**

BOOST YOUR EARNING POWER!

Mail This Order Form

to HOWARD W. SAMS & CO., INC.
2924 E. Washington St., Indianapolis 6, Indiana.

My (check) (money order) for \$.....enclosed.

- Send SAMS' TUBE PLACEMENT GUIDE(S) at \$1.25 per copy.
- Send PHOTOFACT Volume 3 (including Sets Nos. 21 through 30) in DeLuxe Binder, \$18.39.
- Send Volume 2. Send Volume 1 (\$18.39 each).
- Send SAMS' 1947 AUTOMATIC RECORD CHANGER MANUAL(S) at \$4.95 each.
- Send SAMS' DIAL CORD STRINGING GUIDE(S) at \$1.00 per copy.

Name.....

Address.....

City..... State.....

HOWARD W. SAMS & CO., INC.
INDIANAPOLIS 6, INDIANA

Export—Ad. Auriema—89 Broad St., New York 4, N. Y.—U. S. of America
Canada—A. C. Simmonds & Sons, 301 King St., East—Toronto, Ontario

PHOTOFACT SERVICE

"The Service that pays for itself over and over again"

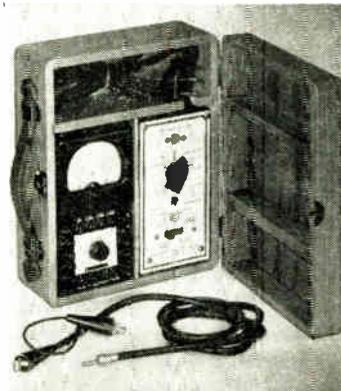
A **RAJ** SECTION NEW COMPONENT PARTS

Compact Servicettes

Manufactured by Radio City Products Co., Inc., 152 West 25th St., N. Y.

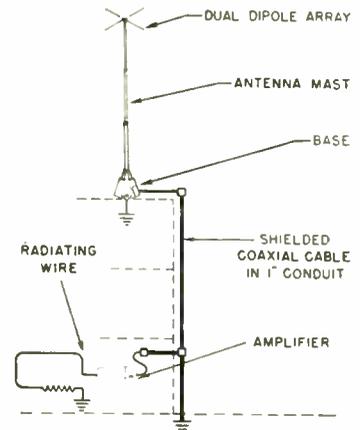
A new idea that provides a handy combination of service instruments, plus test leads and room for needed tools in a compact carrying case. These cases are designed to accommodate several essential service instruments, which can be removed for bench operation. There are compartments for test leads and tools. Comes in three models.

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



Signal Booster System

Manufactured by L. S. Brach Mfg. Corp., Newark, New Jersey.



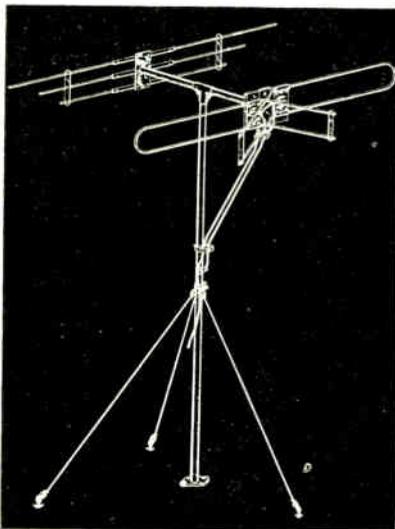
This device is said to make possible clear, static-free radio reception in noisy locations. The manufacturer claims it is the only system in the radio industry today that has satisfactorily the problems encountered by radio dealers in the demonstrations of radio receivers in crowded metropolitan areas. The installation consists of a dual dipole antenna array supported by an aluminum mounted mast mounted on the roof of the building. Signals from the antenna are carried to the Signal Booster amplifier in the demonstration room by means of shielded co-axial cable. The system has proved that a radio signal as strong as that received on the roof can be brought into the radio demonstration room.

USE THE BEST TODAY! BE PREPARED FOR TOMORROW!

Your receivers are only as good as your antenna

LYTE FM & TELEVISION ANTENNA

(MODEL LTC-R)
WITH TRIPLE REFLECTOR



Minimizes interference, Increases signal on all makes of FM & Television, Highest gain on all frequencies, No adjustments necessary.

- Fully insulated with Plastic for better results
- Designed for 72 ohms to 300 ohms
- All 13 TV channels • All FM bands
- All locations
- All parts protected from weather

Extensive field and lab tests are proof of superior performance

← COMPLETE AS ILLUSTRATED

Shipping weight 10 lbs. Packed one to a carton, with instructions. Write for complete details and specifications.

LET LYTE SOLVE YOUR IMPOSSIBLE PROBLEMS

Have you used our 35 ft. TELESCOPING MAST? For a real time and money-saver ask for details about LYTE Telescoping Antenna Mast Model LTM-35

SEVERAL CHOICE DISTRIBUTORSHIPS STILL AVAILABLE
WRITE FOR DETAILS

Territories now covered by Manufacturers' Representatives: New York City (Metropolitan area), New York State, New Jersey, Pennsylvania, Delaware, Maryland, New England, Washington, D. C. All other territories open for good, strong representation. Write in confidence for details.

MANUFACTURED BY

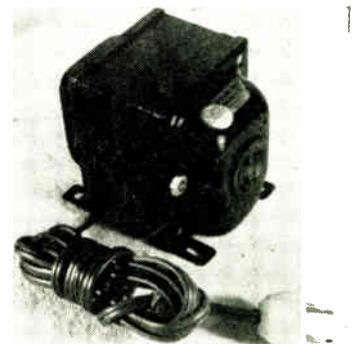
LYTE PARTS CO.



PLAINFIELD, N. J.

Staco Step-Down Transformer

Manufactured by Standard Electrical Products Co., 400 Linden Ave., Dayton 3, Ohio.



This step-down transformer will permit operation of standard 110/115, 50/60 cycle radios, controls, motors, etc. Built with high quality silicon steel, assuring cool operation. All units are black Japan finish.

TEST

TELL

SELL

New 3-step aerial replacement deal by WARD makes you extra sales, extra profits, extra fast!

Ward's new national advertising makes selling auto replacement aerials *easier* than falling off a log. The new 1-2-3 strategy gives you *everything* you need to . . .

- 1 TELL the customer the likely cause of his radio trouble.
- 2 TEST to see if the aerial is at fault.
- 3 SELL a handsome replacement aerial to make the radio play like new.

Nothing complicated about it; it works like a charm. You make \$2, or more, on every aerial you sell, plus an installation charge.

Ward's Auto Aerial Tester Package includes free sign and display. You pay only for the aerials. Write today for details. Also . . . please send name of your parts jobber.

THE WARD PRODUCTS CORPORATION
1528 EAST 45th STREET, CLEVELAND 3, OHIO
DIVISION OF THE GABRIEL COMPANY

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

WARD *Aerials*

WORLD'S LARGEST PRODUCER OF AERIALS FOR CAR AND HOME

**FAULTY AERIALS
CAUSE 2 OUT OF 3
CAR RADIO TROUBLES**



Watch for these ads
in The Saturday Evening Post,
Collier's and The American Weekly

TRANSVISION

12" TELEVISION KITS—
Standard and DeLuxe Models



12" KIT (Table Model)

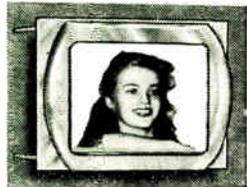
Picture Size 1½ Times LARGER
than with 10" Tube!
A big 75 square inch picture

Sharp, steady picture achieved with advanced Transvision television circuit. Picture has remarkable brightness even in lighted room (no darkening of room is required). IDEAL FOR HOME or COMMERCIAL USE.

12" TRANSVISION TELEVISION KIT
Standard ModelLIST \$289.00
12" TRANSVISION TELEVISION KIT
DeLuxe Model with Superb Built-in F.M.
RADIO. Tops in value.....LIST \$359.00

FM RADIO CONVERSION UNITS:
All Transvision 12" STANDARD Television Kits can now be had equipped with superb FM Radio of the following small additional charges:
FOR 12" KITS ALREADY ASSEMBLED.
FM Conversion UnitLIST \$12.50
For new 12" KITS (non-assembled), FM
Conversion UnitLIST \$ 7.95

ENLARGING LENS (15")



15" Picture Enlarging Lens



ENLARGES
and
CLARIFIES
the
PICTURE
.....
Optically
Ground
and Polished

Engineered by Transvision, this new plastic lens does two things—it enlarges and clarifies the picture. Has wide angle of vision. When placed about 1" from 12" or 10" tube, this lens almost doubles the picture area; when placed further away, it increases the enlargement still more. Optically ground and polished; 50% greater light transmission than equivalent glass lens; 1/3 weight of glass lens of similar magnification power. Equipped with adapter for installation on cabinets.

List
15" lens (125 sq. in. picture).....\$36.95
12" lens (75 sq. in. picture)..... 25.95
10" lens (52 sq. in. picture)..... 19.95

All prices fair traded. . . . All prices 5% higher west of the Mississippi River.

See your local distributor, or for further information write to:

TRANSVISION, INC. DEPT. R. A. J.
385 North Ave. New Rochelle, N. Y.

AT THE PARTS SHOW—May 10-14—see our Private Exhibit at the Sheraton Hotel

Television Converter

Manufactured by Electronic Laboratories,
Indianapolis, Ind.

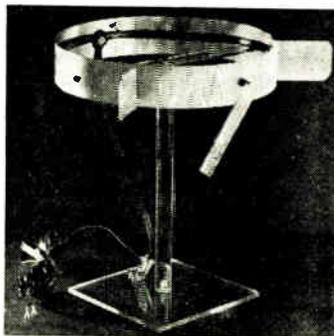


A new converter which makes television available to millions in DC areas of New York, Chicago, Boston, Washington and Philadelphia. The converters, Model No. 110R15 for table model television sets, and Model No. 110R30 for console models, have been thoroughly tested in 100 retail outlets in the New York area. No special wiring is required for the converters, which operate with a new-type automatic remote starting system. Either converter may also be used for wire recorders, juke boxes and radio-phonograph combinations.

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

Indoor Television Antenna

Manufactured by Burnett Service Co.,
545 Fifth Ave., N. Y.



Called the Visibeam, this is an indoor television antenna, only 12" in diameter, and may be placed on receiver or in handy position nearby. The manufacturer claims that the Visibeam performs especially well in eliminating "ghosts".

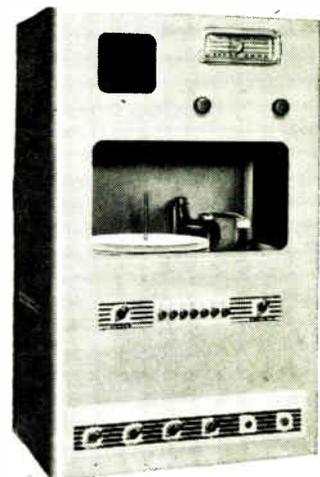
Say you saw it in *Radio & Appliance Journal*, March, 1948.

The COMPLETE
industrial sound system
in ONE PACKAGE!

Bogen SOUND SYSTEMS AND COMMUNO-PHONES

The new SB50 packs more selling wallop and sound service into one package than anything you have seen.

- Superheterodyne Radio
- Automatic Record Changer
- Monitor Speaker
- Six Area Selector Switches
- Emergency All-Call Switch
- 50 Watts Output
- Microphone Precedence*
- Remote Plate Supply Control*
- Emergency or Fire Alarm Signal*



Here's the perfect package answer for factory, hotel, hospital, restaurant and store installations. Provides music and voice paging to selected areas — emergency announcements and fire alarm to all areas, automatically.

AND PRICE IS THE PAYOFF!
Nothing like it near its price

MODEL SB50 LIST \$461.25

Slightly Higher West of Rockies
*Optional Accessories at Small Additional Cost.

FOR THE COMPLETE
SB50 STORY,
WRITE DEPT. B-3



**David Bogen
CO., INC.**

663 BROADWAY, NEW YORK 12, N. Y.

NEWS OF COMPONENT PARTS INDUSTRY

A new group of small electron tubes for critical industrial use has been developed by the RCA Tube Department. Designated the RCA "Special Red" line, the new tubes are electrically similar to their conventional receiving tube counterparts, and offer longer life, are superior in strength, resistance to shock and vibration.

The G-E Tube Division has added two models of selenium rectifiers, for radio receivers and other electronic applications. Both models are one inch square, and have a high inverse peak voltage rating with a low inverse current.

Lyte Parts Company, Plainfield, N. J., has announced the appointment of several new representatives to cover the entire country. Bill Hendrickson covers the New England States, Sam Robbins covers New York State, Jack Weber takes in metropolitan New York, New Jersey, Pennsylvania, Delaware, Maryland and Washington.

Norman B. Krim has been appointed manager of the Receiving Tube Division of Raytheon Manufacturing Co.

A. M. Skellett has been named vice president in charge of the Research Division of National Union Radio Corp., Orange, N. J.

To Direct Sales for Ward Products Corporation

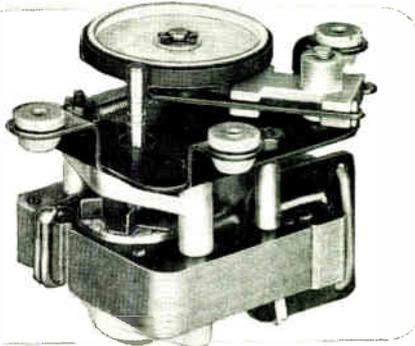


Roy Brown Unger has been promoted to sales manager by the Ward Products Corporation, manufacturer of radio, television and auto antennas. He was formerly sales manager of Ward's jobber division. The company plans to launch a new advertising and promotion campaign soon on its FM television and aerial line.

At the recently held annual election of officers for the Buckeye chapter of "The Representatives" of Radio Parts Manufacturers, Inc., Charles H. Dolfuss, Jr. was made president; Walter J. Brauer, vice president; and E. C. Edwards, secretary-treasurer. Delegates to the national Representatives' meeting scheduled for Chicago in May were also chosen. They are A. H. Baier, L. H. Jackman, E. S. Dietrich, C. H. Dolfuss, Jr. Selected as alternates were W. J. Brauer, C. L. Pugh, J. O. Olsen, and J. C. Lehner.

Harold Becker, sales manager of the distributor division of the Espey Mfg. Co., upon his recent return from a mid-western sales tour among Espey jobbers, reports that "Jobbers definitely seem interested in doing something about servicemen television training in their area before telecasting begins." Mr. Becker plans to cover the entire country with his television training message of 'prepare now if you want business later'.

HERE'S
*Smooth
Power*
TO PLEASE YOUR
CUSTOMERS



**QUIETER...
MORE COMPACT...
LONGER LASTING...**



Model LX Rim Drive Constant Speed Electric Phonomotor



Model RC-130 Combination Record-Changer Recorder



Model R-90 Dual-Speed, Home Recording and Phonomotor Assembly

• Yes, it's your customers who will appreciate the plus features of General Industries' Model MX Phonomotor—*split-second pickup to full constant speed . . . dependable, quiet operation . . . and a full measure of famous GI Smooth Power.*

In this up-to-date motor, no detail which could contribute to increased customer satisfaction has been overlooked. Scientific noise elimination through accurate balancing and improved cushioning . . . superior idler arrangement which positively eliminates vertical wobble . . . anti-friction bearing construction for long trouble-free service . . . are but some of the reasons why the MX stands out as the top-quality value for top-quality phonomotors and record-changers.

Plan NOW to give your customers the extra quality that's inherent in every General Industries phonomotor, recorder and combination record-changer recorder. Complete information is available upon request.



The GENERAL INDUSTRIES Co.

DEPARTMENT F • ELYRIA, OHIO

NEWS of the DISC INDUSTRY

New Record Needle Uses Tiny Vacuum Tube

A new type of vacuum tube which is used as a record 'needle' and is said to reproduce tones beyond the range of human hearing, was demonstrated early this month at the first official meeting of the Audio Engineering, a new organization, located at 155 East 24th Street, New York City.

Demonstrated by Dr. Harry F. Olson, electro-acoustical expert from the Princeton Laboratories of the Radio Corporation of America, the tiny phonograph pick-up, which really consists of a small vacuum tube with a jeweled needle projecting from its tip, functions as a novel noise "suppressor." The minute pick-up is no larger than a one-inch section of a lead pencil and weighs a fraction of an ounce. The vacuum pick-up is said to represent a clear departure from the usual methods, utilizing a tiny jeweled point which projects from the end of the miniature metal tube through a thin and flexible metal surface. When the jewel rides the groove of a record, the musical vibration is transmitted to the jewel, the arm and the inside element. The force required to move the jewel from side to side in the groove and the grid

is so slight that the most delicate musical sounds are created with the "utmost fidelity" according to Olson.

The new pick-up device will soon be placed on the market for commercial use.

Bibletone Records, Inc., 354 Fourth Avenue, N. Y., the largest recording firm in the country dealing exclusively in religious recordings, has announced the release of several new Hymn albums which should make good sales prospects for the Easter Season.

The great American yen for community singing has led to the development of a new idea in phonograph records . . . "Sing-A-Tune", a record that invites the listeners to sing right with the record. The idea originated with two entertainment men, Brad Reynolds, an orchestra leader, and Irving Miller, music arranger. The records appeal particularly to the 'teen age crowd. Sing-A-Tune is located at 4031 Denny Ave., North Hollywood, California. A New York office has just been opened at 1619 Broadway.

The "New Look" has finally reached the record needle industry. The new Recoton three-dimensional display features the original precision-turned Swiss steel phonedles on cards that

Named Vice President at Air King Products Co.

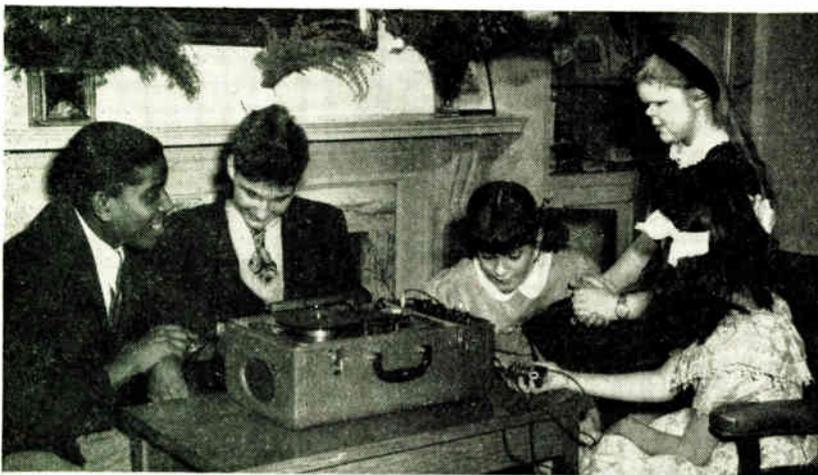


Leopold M. Kay has been promoted to vice president in charge of engineering by Air King Products Co., Inc. The firm manufactures radios, combinations and wire recorders. Mr. Kay has played a prominent role in the development of the popular-priced wire recorder, and was formerly in charge of wire recorder research for Lear, Inc.

are produced in attractive colors and hold 50 packages. In addition to the new display cards, the needles are available in the regular 50 package cartons.

Signature Recording Corporation, 601 West 26th Street, N. Y. has purchased a new \$1,000,000 plant in Shelton, Conn. which will house 100 new presses as well as complete plating and compound facilities. Robert Thiele, Signature president, states this will enable his company to control the entire process of recording from studio to finished product.

Recording Joy for Blind Children



Using the advances made in the field of electronics to help the handicapped is one of the wonderful things about scientific progress. In this instance, blind children are being taught to use the new "Wireway" recorder, as a means of improving their speech and appreciation of music. This recorder is so

simple to operate, that the blind children are able to put it through its paces, playing discs and recording them on wire. After making their own records, they are broadcast through other radios in the building. The picture was taken at the Light-house for the Blind in New York.

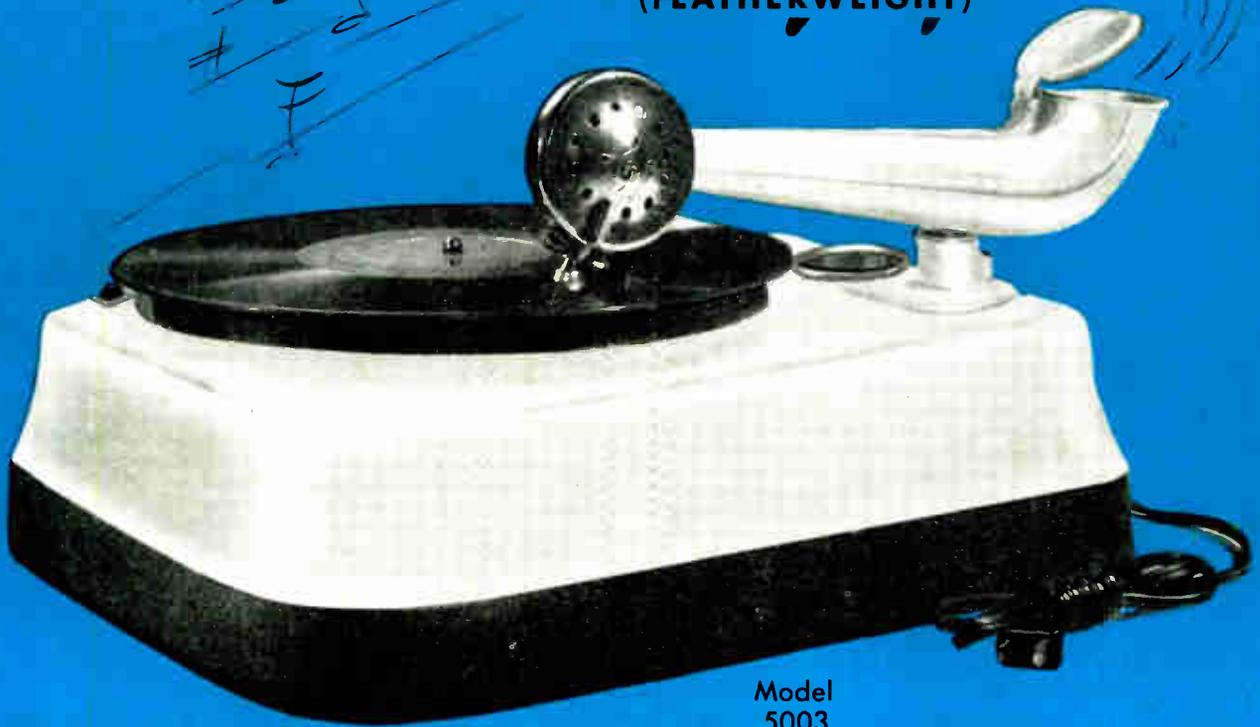
Singing Greeting Card



An attractive, colorful display rack for a new type of greeting card which is a tuneful record as well, is being offered by Voco Inc., 230 Steuben St., Brooklyn, N. Y. The card comes complete with an envelope for mailing and has the song's lyrics printed on the reverse side. The reverse side of the disc also has room to record.



Table Model Phonograph (FEATHERWEIGHT)



Model
5003

**HERE'S HOW THE NEW
GEIB TONE CHAMBER
REGULATES SOUND**



Open To Increase
Volume



Closed To Decrease
Volume



**A HARMON LONG
LIFE NEEDLE FREE
WITH EACH UNIT!
\$1.00 Retail Price**

**WITH THE ONLY
VOLUME CONTROLLED
TONEARM ON THE MARKET!**

This wonderful new phonograph has a plastic tonearm (PATENT APPLIED FOR) acoustically designed and perfected to reproduce the clearest tone with controlled volume. Phonograph base is finished in ivory with walnut trim. Has constant speed electric motor and good grade nickel plated reproducer. Available also in portable spring wound model with or without handy carrying case.

Write for more detail and discount.

SIZES: 13³/₄ x 13 x 13¹/₂.

WEIGHT: 7 Pounds fully packed.

PACKED INDIVIDUALLY IN AIR CUSHIONED CARTONS.

GEIB, Incorporated

1751-1759 N. CENTRAL PARK AVE.

CHICAGO ILLINOIS

The **RECORDISC** Concerto for Cash Register



THE RECORDISC LABEL RINGS UP RECORD SALES

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

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

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

Write today for
latest Recordisc
Catalogue.



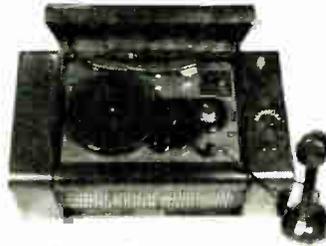
"PIONEERS IN
RECORDING
ACHIEVEMENT"

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

NEW RECORDERS AND PLAYERS

Table Model Wire Recorder

Manufactured by Viz Sales Corp.,
335 East Price St., Phila., Pa.



Called the Wiretone, this table model wire recorder includes both a radio and a phonograph and sells at about \$150. The cabinet is made out of a combination plastic and wood with walnut finish. The machine will record electronically from either the radio or the phonograph. People talking in a normal voice 25 feet away from the microphone will reproduce easily.

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

Magnesonic Recorder

Manufactured by Sound Recorder & Reproducer Corp., 5501 Wayne Ave., Phila., Pa.



A high fidelity tape recorder and reproducer which requires no complicated threading of tape—because of the new patent design of the take-up reel. Ease of editing by simply cutting and splicing together with any cellulose tape. Has six tubes, including two dual purpose tubes.

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

In November, 1947 *Radio & Appliance Journal* published a special supplement on Home Recorders which stimulated considerable discussion throughout the industry. For complete information on home recorders, manufacturers, write to RAJ at 1270 Sixth Avenue, New York 20, N. Y.

Automatic Record Player

Manufactured by Audar, Inc.,
Argos, Indiana.

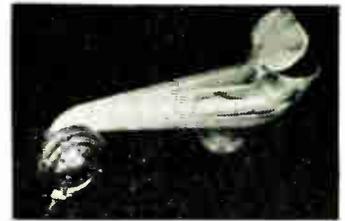


A new portable automatic record player in a two-toned leatherette carrying case. Holds the single post VM Record Changer; case also includes three tube moist amplifier and P. M. speaker.

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

Plastic Tonearm

Manufactured by Geib, Inc.,
1758 N. Central Avenue, Chicago, Ill.



This ingenious new device enables customers to revitalize their old phonograph with a translucent plastic tonearm. Special new volume control shutter gives greater volume without distortion.

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

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; top 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.

NEWS AND NOTES OF MANUFACTURERS AND DISTRIBUTORS

New Appointments

Sterritt Rejoins Sparton



FRED STERRITT

F. T. (Fred) Sterritt has been named advertising and sales promotion manager of the Sparks-Withington Co., Jackson, Michigan, manufacturers of Sparton radios. Mr. Sterritt was advertising manager for Sparton before the war, and later acted in a similar capacity for Zenith Radio.

Henry Gillig Promoted



HENRY GILLIG

Henry Gillig, with Stewart-Warner for 17 years appointed superintendent of radio production for the company. He has been with the Radio Division since last January.

Farnsworth Names Hoepfner



W. F. HOEPPNER

W. F. Hoepfner, newly-appointed Auditor of the Farnsworth Television and Radio Corporation.

Bace Television Corporation of Hackensack, New Jersey, is planning a wide advertising campaign to back up its extensive production plans for the rest of the year. The Conti Advertising Agency, 505 Fifth Avenue, New York City, is handling the account. Bace also plans to broaden its distributor organization with franchises granted on an exclusive territorial basis.

To mark the conclusion of the most successful year in the history of Philco Corporation and its nationwide distributor organization, John M. Otter, general sales manager, recently presented awards to the company's outstanding division managers, district representatives and distributors at the Philco national sales convention held in Palm Beach, Florida. Pruner Phelps won the Radio Cup, presented by Fred Ogilby, sales manager of Philco's radio division, for the distributor furthest above quota in selling radios and radio-phonographs.

Emerson Radio and Phonograph Corp. has appointed George Cohen as general manager of the parts, sales and service departments. His departments service all Emerson products and control the sale of parts, tubes, and accessories for all the company's products.

C. W. "Ted" Grange has joined Stewart-Warner Corporation as director of public relations, it was announced by Frank A. Hiter, senior vice president.

Direct Sales for Wire Recording Corp.



AB WAXMAN GEO. F. RYAN

Under the direction of George F. Ryan, vice president in charge of sales, and Ab Waxman, advertising manager, Wire Recording Corp. of America is launching an intensive program to introduce their Wireway Portable Wire Recorder. The machine was the first to combine the conventional turntable for playing phonograph records with a wire moving mechanism.

Bendix Radio Division of Bendix Aviation Corp. has appointed three new distributors to their national sales organization. They are: Rowles Sales Co., San Antonio, Texas; Appliance Distributors, Inc., Louisville, Ky.; and Lincoln Sales Corp., Baltimore, Md.

Sentinel Radio Corp. has announced completion of negotiations for distribution of the entire line of Sentinel Radio receivers, including all AM, FM and Television models in Chicago, Northern Illinois and certain parts of Indiana. The Hyland Electrical Supply Co., 700 West Jackson Blvd., has been designated as Sentinel's Chicago distributor.

Sonora Radio & Television Corp., Chicago, plans to produce 10,000 new model portables and 250 new model television receivers in March, according to Joseph Gerl, president of the company. In April, television production will reach 500 sets, and thereafter will be 1,000 a month.

Henry C. Chrabot has been named assistant sales manager in charge of advertising and sales promotion for the Zenith Radio Distributing Corp. During the war he served as a major in the Quartermaster Corps.

The Annual Report for 1947 just released by the Radio Corporation of America, discloses net earnings of \$18,769,557, equivalent to \$1.12 per share of common stock. This compares with \$10,985,053 in 1946, when earnings after payment of preferred dividends were equivalent to 56 cents per share.

Avco Manufacturing Corp. enjoyed during the fiscal year ended November 30, 1947, the highest sales volume and operating results in its 19-year history, according to a report just released by Victor Emanuel, chairman of the board of directors. The company controls the Crosley Corporation.

Michael Muckley, sales manager of the newly formed Television Assembly Company of Brooklyn, N. Y. announced that 2500 units have come off the assembly line in the first six months of operation. They expect to triple this figure in 1948, said Mr. Muckley, who also claims that Television Assembly was the first to offer a 10-inch flat surface picture screen in assembly form.

Bell Television, Inc. has moved to more spacious offices at 147 West 42 Street from their old location at 11 West 42 Street. Its demonstration rooms at Broadway and 42nd Street will contain all the latest video models.

Bendix Names Kemp



Arthur G. "Art" Kemp, new District Manager in charge of sales for the Detroit Toledo, Cleveland, Buffalo and Rochester territories for the Bendix Radio Corporation. He is a veteran of many years experience as a distributor representative.

Industrial Television, Inc. of Clifton, New Jersey has opened a sales office in New York at 354 Fourth Avenue. The new showroom will be operated in cooperation with National Service Sales Corporation.

**Directs Sales for
Spencer Recording Wire**



JOHN M. RICHARDSON

John M. Richardson, above, has been appointed sales manager, Recording Wire Division, Spencer Wire Company, West Brookfield, Mass. Mr. Richardson is an electronics engineer who has been associated with various phases of the radio and recording field. He will have complete charge of sales and distribution for "Spencer" recording wire, recently introduced on the open market.

Casco Sales Manager



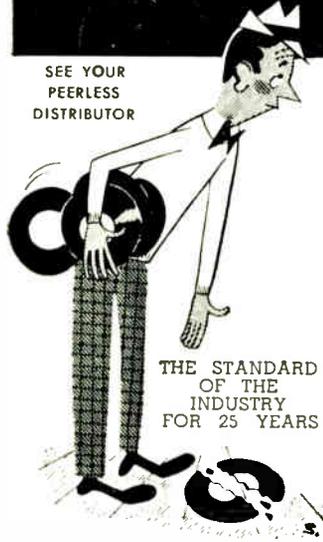
JOHN J. REIDY

J. H. Cone, President of Casco Products Corporation, Bridgeport, Connecticut, has announced the appointment of John J. Reidy as Sales Manager of the Appliance Division of the company.

**TELEVISION
DISTRIBUTORS WANTED**

RADIO DISTRIBUTORS — Notionally-known radio manufacturer setting up distributor organization for new notionally-advertised large screen television unit. Exclusive territories open for qualified companies. Excellent proposition. Write Box T, Radio & Appliance Journal, 1270 Sixth Avenue, New York 20, N. Y.

**Protecto-Flap
ALBUMS**



SEE YOUR
PEERLESS
DISTRIBUTOR

THE STANDARD
OF THE
INDUSTRY
FOR 25 YEARS

The Peerless exclusive
storage album that **OUTSELLS**
ALL OTHER ALBUMS

Your customers know Protecto Flap Albums well . . . these sturdily bound, handsomely embossed albums defy record breakage. No matter how you turn them, these ingenious albums keep records in . . . dust and dirt out.



SEE YOUR
PEERLESS
DISTRIBUTOR

MADE IN 3 STYLES — 3 PRICE RANGES

	10 INCH LIST	12 INCH LIST
STANDARD No. 19	\$1.15	\$1.40
DE LUXE No. 39	1.75	2.00
FINE ARTS No. 12	2.50	3.00

PRICES SLIGHTLY HIGHER WEST OF THE ROCKIES

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

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.

Increased Effectiveness

TO THE EDITOR OF
RADIO & APPLIANCE JOURNAL:

There are times when I have been accused of being over-critical with regard to the attributes that a good radio advertising medium should possess. Under the circumstances, I think it is only fair to comment on the noticeable improvement in the format, editorial content and general tenor of the Radio & Appliance Journal. This will undoubtedly increase the all-around effectiveness of the magazine.

A. S. CHAMBERS

INSULINE CORPORATION OF AMERICA

Mr. Chamber's letter is one of more than a hundred letters in similar vein which have arrived in RAJ's offices in recent months. Considering that for every person who will take the trouble to write, there are a dozen who will not but who nevertheless feel like writing—there must be a great many of our readers who agree with Mr. Chambers about the vastly improved format and contents of the "Journal". This, naturally, spurs us on to greater efforts to make your "Journal" even better. Ed.

Keeps Him Informed

TO THE EDITOR OF
RADIO & APPLIANCE JOURNAL:

I am very much interested in the RAJ magazine, and would like to enter a subscription here for a year. I have been very much impressed by past issues that I have seen and believe that your publication will give me a great deal of help keeping abreast of the times.

WILLIAM H. PENDLETON
ARLINGTON, MASS.

About Recorders

TO THE EDITOR OF
RADIO & APPLIANCE JOURNAL:

Your summary of wire recorders as presented in the November 1947 issue of your magazine is most comprehensive and complete. The various articles have been studied with a considerable amount of interest.

FRAZER & HANSEN, LTD.
SAN FRANCISCO, CALIF.

The letters concerning our Home Recorder issue, first published five months ago, are still coming in. This is continuing evidence, if any were needed, of the tremendous interest in the recording field shown by dealers, distributors and others. RAJ readers who have any question about recorders and the profit potentials involved in selling them, write to us and we'll gladly furnish the information. Ed.

Compliment

TO THE PUBLISHER OF
RADIO & APPLIANCE JOURNAL:

By the way, Alex, I must compliment you on the great improvement RAJ is showing. You are definitely on the way to building a great trade journal. Don't stop!

ROBERT F. TIMM

THE CRAMER-KRASSELL CO.

Thanks, Bob, for those very wonderful comments. We intend to continue to make RAJ a great trade journal, to the point where it will fully reflect the developments of this great industry.

Alex H. Kolbe, Publisher

TO THE EDITOR OF
RADIO & APPLIANCE JOURNAL:

We were very much interested in the article on television and FM aeriels in the February issue of your magazine. We feel as though it would be a very good article to send to our 500 dealers and servicemen and wonder if we could obtain this many reprints of the article. If this is not possible, we wonder if we may have permission to copy this article to send to our dealers. Thanking you for your information, we remain,

ESHELMAN SUPPLY COMPANY
LANCASTER, PENNSYLVANIA

The article referred to was entitled "Real Profits from Television Antennae and Enlarging Lenses" and dealt with the tremendous new market opened up by television antennae and the various types of television enlarging lenses now on the market. We have, of course, granted the writer permission to reprint our article. Other firms who would like to do so are invited to write in on their stationery. Ed.

ELECTRONIC DESIGN

ENGINEER

WANTED

Production Facilities . . . Capital
. . . National Distribution Available
for New Products in the
Television Field.

Write full details in first letter.

RADIO & APPLIANCE
JOURNAL

Box CT

1270 Sixth Avenue
New York 20, N. Y.

Majority of '48 Cars Will Be Radio Equipped

Firm demand for new passenger automobiles now being produced at the 1941 rate and the increasing number of new car buyers taking a radio as original equipment, will provide a good market for auto radios during 1948, according to Frank W. Mansfield, director of sales research for Sylvania Electric Products Inc.

Stating that only slightly fewer passenger cars will be produced in 1948 than were produced in 1941, Mansfield said that the number of radio equipped new cars will increase to approximately 84 per cent in 1948, a big gain since the last prewar year. During 1948, he continued, auto radio production will hit a new high of approximately 2,850,000 units, a gain of approximately 265,000 over the previous 1941 record.

Hotels to Spend Millions For Radio-Video Sets

Over \$6,850,000 now is being spent or will be appropriated during the next few months for the installation of radios and radio equipment in the hotels of the nation, according to Charles A. Horrworth, executive vice-president of the American Hotel Association.

Basing the figure on a carefully tabulated survey taken of the 5700 leading hotels across the country comprising the association's membership, Mr. Horrworth said that the average hotel guest rightfully expected "all the conveniences of home" and that the radio represented an indispensable factor in modern living. The installation of television receivers is no longer a novel feature in hotels and will become standard equipment before long, he predicted.

Bendix Announces Longer Discounts for Dealers

Increase in net profits to dealers at no increase in retail prices is offered by Bendix Radio with the recent announcement of longer discounts for dealers across the current 1948 line. In explaining the new policy, W. P. Hilliard, general manager of Bendix, stated that "the economics of today's retail business justify the dealer demands for wider spread between cost and selling price."

Result of the price adjustment is expected to amount to an addition of twenty or thirty per cent in net profit to the dealer, according to the company's general sales manager, J. T. Dalton, who added that the discount structure is not reserved for current merchandise only but will be apparent in subsequent line offerings as well.

Journals' End

By Nat Boolhack

FOR the first time in the history of the "Journal" we have devoted six pages to a single story, in this case the complete report on the momentous RMA "Radio in Every Room; A Radio for Everyone" campaign held in Hartford last month. The story appears in this issue, pages 7 to 13, and we commend it to your attention. No little part of the campaign's effectiveness is due to **Stanley H. Manson's** dynamic leadership as chairman of RMA's Advertising Committee. Stanley is advertising manager of Stromberg Carlson.

★ ★ ★

Jack Clune's untimely and tragic death in a motor accident near Chicago last month shocked his legion of friends. Jack, personable, handsome, at the very height of his career and doing a terrific job at **Air King Products Co.** was only 33 years old. It will not be easy to replace him, either at his company or within the industry.

★ ★ ★

Lots of smiling faces seen around the Emerson's offices show that the gang is glad to welcome back **Charlie Robbins** to the post of sales manager, a position he formerly held prior to going into his own business. Emerson president **Ben Abrams** has a faculty of attracting top men to his organization.

★ ★ ★

When leading radio executives transfer to the appliance field, it just goes to prove our point that the radio-appliance field is really one business, a thesis we stress in every issue of RAJ. The case in illustration is **E.**

Pat Toal, formerly sales manager of standard receivers of General Electric Co. who has just been named manager of the New York-New England district of **Hotpoint, Inc.** Hotpoint is a G-E subsidiary. Pat, who is widely known as a speaker at dealer meetings, will make his headquarters at 570 Lexington Avenue, N. Y.

★ ★ ★

The New York Sun is a staid, conservative New York newspaper. Early this month, the "Sun" devoted a special 24-page section to **television**. It was swell, and helped to create lots of customer interest. Makes us think that here's a grand opportunity for dealers in other cities to get after their local newspaper editors to run a special television supplement. Tell 'em that television is really here!

★ ★ ★

Our Cincinnati man reports that the **Crosley** Distributor meeting held there early this month brought the nation's foremost wholesalers and was most successful. **Corley W. Kirby**, Crosley's domestic sales manager really sparked those conference sessions. The distributors were taken throughout the Crosley plants in Cincinnati and Richmond, Indiana to see actual production of refrigerators, radio and television receivers, gas and electric ranges. Said one guest: "If only we put half the effort into selling that they put into manufacturing, the future would hold no problems."

★ ★ ★

Likeable **Jack Totten**, sales manager for **Remler Company, Ltd.** in

San Francisco was in town and visited with us during one of our freak snow-rain-hail-sleet storms. Through chattering teeth and a waning tan. Jack told of his firm's new merchandising plans and radio models. We warmed his heart by telling him they were the sleekest-looking models we've seen in many days. It's true too! Maybe next month we'll find something kind to say about the weather.

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MEET THE MAN * WHO MOVES YOUR MERCHANDISE . . .

. . . The Radio and Appliance Dealer!

IT'S an old axiom — you must build *dealer push* before you can pay off on *consumer pull*. That's why this man — the radio and appliance dealer — is so important to you. This man and the salesmen who work for him are literally the key people in your whole merchandising scheme. When they push your line, you're in. If they ignore you, or push harder for some other line, all your consumer-advertising dollars have gone down the drain, especially in this year 1948.

Today your *dealer advertising* is more important than ever before because dealer acceptance is the dominant sales factor in moving merchandise.

Do you manufacture RADIOS, FM, TELEVISION or COMBINATIONS? Every one of the 22,283 retailers and over 3,000 of the 4,151 jobbers on our CCA audited circulation statement sells them.

Do you manufacture HOUSEHOLD APPLIANCES? More than 90% of the 22,283 dealers, plus 1,500 distributors who receive RAJ every month buy and sell appliances of all kinds.

Do you sell COMPONENT PARTS? SERVICE EQUIPMENT? Over 20,000 of our readers maintain a service department, and more than 1,800 wholesalers who receive the JOURNAL each month buy and sell parts and service equipment of all types.

**OVER
30,000 COPIES
MONTHLY**



How about PHONOGRAPHS, RECORDS, NEEDLES, ALBUMS and ACCESSORIES? Over 8,500 retailers and 1,500 distributors, all RAJ readers, buy and sell them. (More radio and appliance dealers are adding a record department because record and needle sales are today an essential part of their business.)

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AMPLE STORAGE SPACE

OUTSTANDING FURNITURE STYLING

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Here's the console-combination that's making sales news and records wherever it appears! True to the Bendix Radio tradition of selling 'a sales leader at every price level, this top value takes top honors at the top level. And it's no wonder, when you go through the list of outstanding features all combined in one magnificent set. They're features that are difficult to match—literally, features that sell themselves! No wonder Bendix Radio dealers are congratulating themselves on having the finest franchise in the market!

A line of Leaders at Every Price Level!



BENDIX RADIO DIVISION OF
BALTIMORE, MARYLAND

