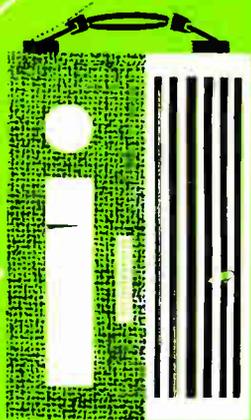


World Radio History

RAJ

RADIO & APPLIANCE JOURNAL



**GET SET
FOR SPRING
AND SUMMER PROFITS
IN PORTABLES**



MI 50 PURCELL RADIO
JOHN PURCELL
HORTON
KANSAS

APRIL 1948

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Prepare for a profitable Outdoor Season



AIR KING Pockette



PORTABLE

For profits that bloom in the spring
... Here's the newest from AIR KING

The "Pockette" portable. So tiny it fits in the palm of your hand... so excitingly new and different that you'll agree it's made-to-order for the present competitive market. Yet the "Pockette" portable maintains the same rigid engineering specifications you have found invaluable in all AIR KING radios, radio combinations and wire recorders.

Features designed for selling!

Loop antenna in cover... 4 miniature tubes... uses 1 standard flashlight battery and 1 standard 45-volt "B" battery... vinylite carrying strap... polystyrene case... snap-lock cover... sturdy metal grill to withstand outdoor elements. Batteries easily changed! When the lid's open, "Pockette" is "on"... close it, and "Pockette" is "off."
Net weight: 1 lb., 11 oz. Measurements: 3" x 5 3/4" x 3 3/8".

READY FOR IMMEDIATE DELIVERY

Model A-425—Ebony with Nickel trim... *\$19.95
Model A-426—Ivory with Gold trim... *\$24.95
Model A-427—Maroon with Gold trim... *\$22.95

*Less batteries. Slightly higher in Zone 2.



MODEL A-425

\$19⁹⁵
Less batteries

Slightly higher in Zone 2.



So tiny it fits in the
palm of your hand.

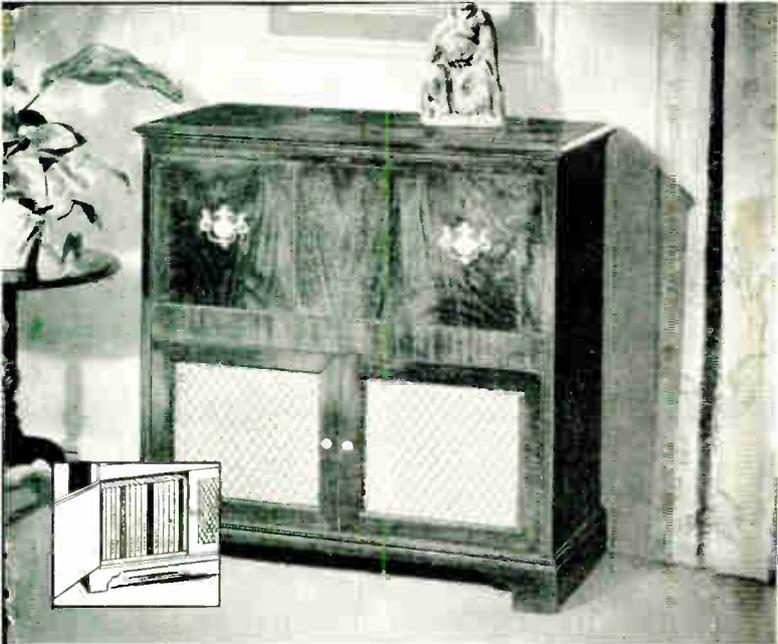
AIR KING PRODUCTS CO., INC., BROOKLYN 32, NEW YORK • Export Address: Air King International, 75 West Street, New York 6, N. Y.

AIR KING RADIO

Division of HYTRON RADIO & ELECTRONICS CORP.

The Royalty of Radio Since 1920





PHILCO 1290. America's choice for quality... now with **\$369.50*** record space! Advanced-FM, AM, Short-Wave reception.



PHILCO 1286. Stunning Georgian Mahogany combination **\$299.50*** with Electronic Scratch Eliminator. Gets FM and AM reception.

Here from **PHILCO** the leader!

a striking new series of radio-phonographs
... with generous record storage space!



They're the talk of the trade... these sensational new consoles from Philco! For here, once again, is Philco leadership... in tone, performance, quality. And, above all, in the eye-catching sales-appeal of their stunning new cabinets with record storage space! By every standard, each is a leader at its

price! And each is backed by the full power and impact of Philco's publication and radio advertising.

Compare the models, compare the advertising... and you'll agree: Again, as for 17 years, your greatest opportunity for sales and profits lies with *Philco, the leader!*

**Prices slightly higher Denver and West*

PHILCO 1284. Short-Wave and Standard reception **\$199.95*** in a Classic Modern combination. Big 12-inch Speaker.



PHILCO 1283. The style that swept the nation... with **\$179.95*** record space now added! A sensation at its price!



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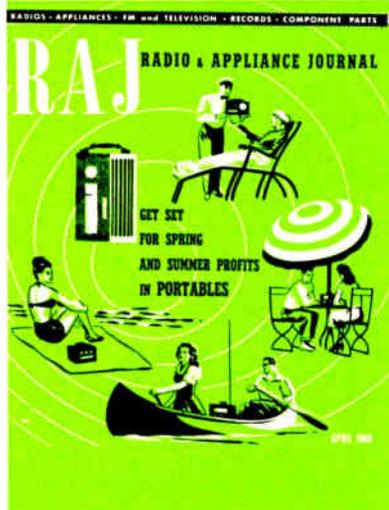
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This Month's Cover



This Spring and Summer should be the biggest season for Portables in years. It was a tough Winter; folks want to get outdoors and feel and act young again. A nice, new portable helps give that feeling of youth. Here's a swell sales bonanza for dealers . . . but it takes merchandising 'know how' to sell portables. See page 8.

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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NEW Bendix Radio

Price Level Leader Sets Sales Record!

HUSH-O-MATIC

FM AT ITS FINEST

SWING-A-DOOR

OUTSTANDING FURNITURE STYLING

AMPLE STORAGE SPACE

MODEL 1524 MAHOGANY
MODEL 1525 WALNUT

A PRICELESS PLEDGE OF QUALITY!

Bendix Radio, first choice of the airlines, protects you when you buy as when you fly with matchless Aviation Quality.

With Features that Sell Themselves!

Only Bendix Radio-phonographs combine all these advancements

Hush-O-Matic . . . Swing-A-Door automatic record player . . . Phantom Dial . . . New Phantom Grille . . . Bendix Advance Engineered Ratio Detector FM circuit . . . True furniture styling . . . Aviation Quality.

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 4, MARYLAND



Editorial

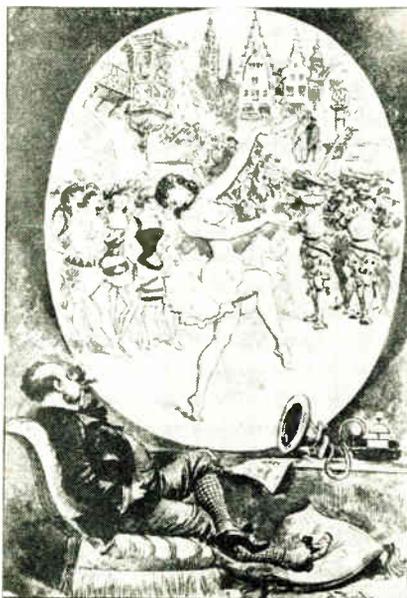
ARCHAIC SELLING METHODS

THE picture in the next column shows a vision of television as it was imagined 65 years ago. The caricature of the comfortable, well-padded Victorian gentleman reclining on a couch in his home and enjoying the visual delights of a graceful dancer was drawn by Robida, a noted French cartoonist, in 1883, and was printed in magazines of that day under the caption "Now you, too, can have a ballet dancer in your den."

We secured this unusual picture recently from a French merchant who was visiting this country and who had come up to our office to discuss the latest developments in television, both here and abroad. What he has to say about the state of television in France and on the continent will form the basis of an article in itself, but the picture led us to thinking about the current state of television in the United States, and particularly the situation of television merchandising.

The picture was made in 1883, and men have been thinking and working over the problem of sending images through the air for much longer than that. Today, that dream which many called 'impossible' is very much a reality. And a great new industry is beyond its adolescent period and is sporting its first pair of long trousers.

New television receivers are coming off the assembly lines by the thousands every week and the American public is more excited about this new product than about any single device since the advent of the automobile. In almost sixty cities and 29 states, television programming is now in progress, and not a single week passes without new stations and programs being scheduled. So we have come a long way since the artist Robida made that picture, but the question keeps popping up: "Has our selling concept kept pace with the developments since 1883?"



We don't think they have, particularly as this concept applies to the merchandising of television sets.

Thousands of dealers are today stocking and selling television, but in our opinion, their selling methods for this dynamic new product are as outdated and archaic as Robida's picture when compared with the actual receiver being made today.

WHAT'S wrong with the way television is being sold? A lot of things. . . . Merchants display several models in their show windows and on the sales floor and then sit back and wait for customers to come in and buy. The customers ask questions about size of screen, aerials, channels, pro-

gramming, and the sales clerk looks blank because he doesn't know the answers. A man and his wife come down in the evening (after weeks of discussion and planning which finally brought them to the decision to buy a television set—and find the store closed. If the store is open, the dealer plugs in a set and gets poor reception because he has not bothered to erect a good aerial to insure perfect performance during demonstrations. Even if reception is good, the demonstration is ruined because the television receiver is located next to a washing machine and our excited, television-minded couple is distracted by a salesman who is telling another customer all about washer capacity, automatic rinsing and care-free washdays.

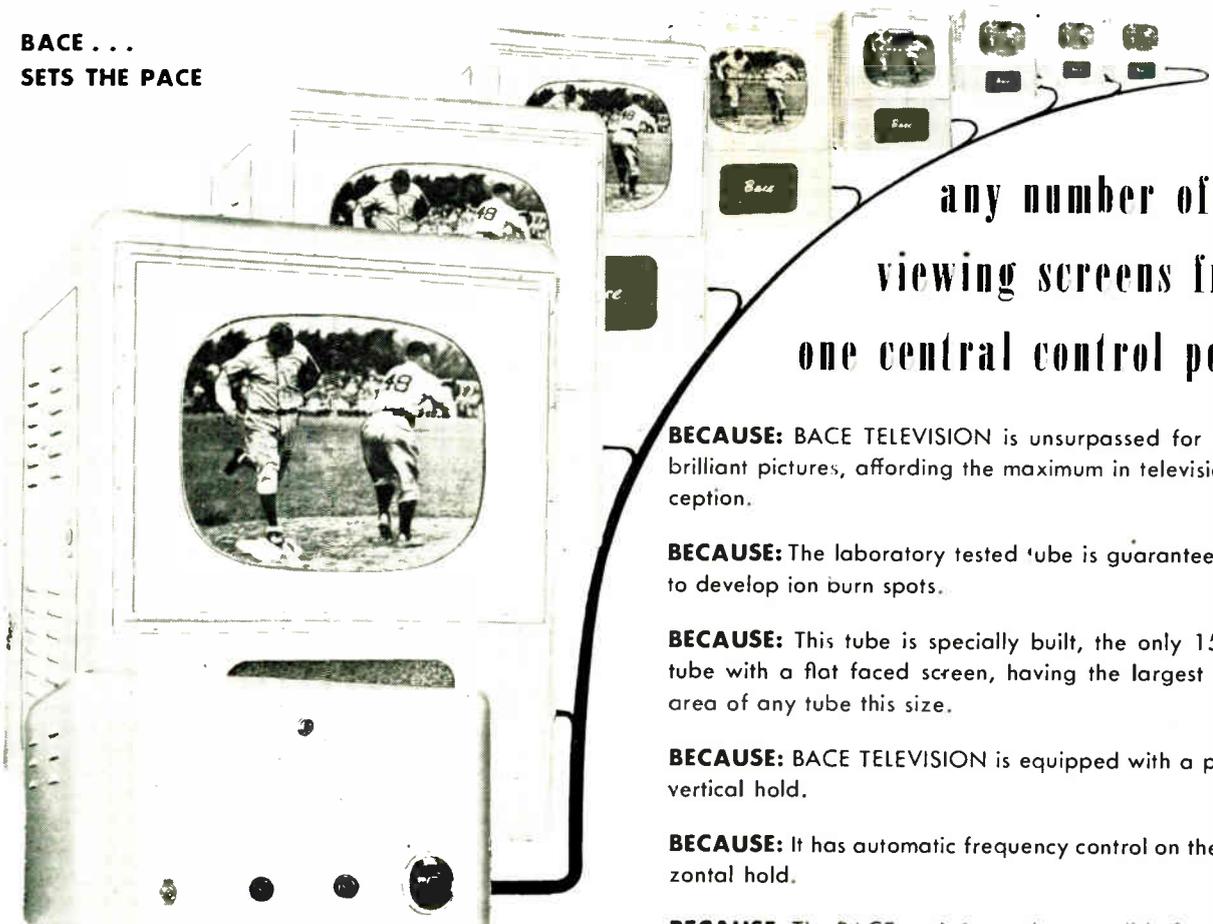
Of course, not all radio and appliance dealers are guilty of these poor selling methods. Some outstanding merchants are doing a real, livewire job: they have set up completely soundproof demonstration 'theatres'; they have compiled an active customer's list and go after it with direct mail, home demonstrations, *active* selling and promotion. But there are enough old-fashioned dealers who are merchandising television in the same old-fashioned way, to have a retarding effect on the future of the industry.

N. B.

Engineers Tell Why
BACE TELEVISION
IS THE WORLD'S FINEST

First Set Ever Built Featuring Multi-Unit Viewing

**BACE . . .
SETS THE PACE**



any number of . . .
viewing screens from
one central control point

This New Set Offers You

Superb picture brilliance and advanced FM audio . . . equipped with four simple operating controls, the BACE set brings you such advanced improvements as: pre set brilliancy and focus controls . . . 13 channel stabilized selector . . . magnetic sweep deflector . . . magnetic focus . . . three stage synch. separator and clipper circuits . . . two stages of video amplification and a four megacycle band width on video. Equipped with 37 tubes and 5 rectifiers, the BACE set produces perfect pictures on large, brilliant screens for the ultimate in television entertainment.

BECAUSE: BACE TELEVISION is unsurpassed for large, brilliant pictures, affording the maximum in television reception.

BECAUSE: The laboratory tested tube is guaranteed not to develop ion burn spots.

BECAUSE: This tube is specially built, the only 15 inch tube with a flat faced screen, having the largest visual area of any tube this size.

BECAUSE: BACE TELEVISION is equipped with a pre set vertical hold.

BECAUSE: It has automatic frequency control on the horizontal hold.

BECAUSE: The BACE set is instantly accessible for servicing by means of hinged cabinet doors which may be locked. The entire set is so simple, it presents no operational problem to the layman.

WATCH FOR NEXT MONTH'S PROFIT MAKING POTENTIALS

Dealer franchises are still available to reputable, established concerns . . . RESPOND immediately!

Department, R

***Bace* TELEVISION CORPORATION**

GREEN & LEUNING STS. · SOUTH HACKENSACK, NEW JERSEY · HA 3-4243

In Selling Portables, the Rule is: **"Make Sales While the Sun Shines"**



Today's portable radios are better-looking and better-performing than ever before. Properly displayed and merchandised, portable sales can be a real and consistent profit-maker for the aggressive dealer who can visualize a potential market and who has the initiative to go after it. The coming Summer will witness the greatest travel and vacation exodus since before the war. Travel and vacation-time is synonymous with portable radios, so streamline your selling and "Make Sales While the Sun Shines".

The 1948 season for sales of all types of portable radios is now in full swing. New streamlined design, excellent performance and attractive pricing all combine to make this class of radio merchandise especially appealing to customers. More than any other type of radio receiver, the portables have been given the advantage of freedom and novelty in styling. New materials, new appearances and new selling features are just part of the sales ammunition given to retail dealers to help sell the 1948 crop of portables.

Greater compactness continues to be achieved through progress in miniature tubes and other space-saving design advances. This has produced sets that are as light as a camera, small enough to fit into the palm of your hand or the pocket of your coat.

These are all factors which will make this Spring and Summer a lush period for the sale of portable radios—PROVIDED—that you, the dealer, are alert to the market and do your share to promote and merchandise them properly. The proportion of portables manufactured this year continues to grow, as radio manufacturers are becoming increasingly aware of the public's demand for more and better models. This year it is expected that more than two million portable radios of all types will be produced, and in contrast with other years, they are available NOW for immediate shipment to dealers.

This past Winter has been the most

severe that the country has experienced in many years. People were forced to stay indoors for long periods of time, and it is therefore certain that the Spring and Summer months will draw more people into all kinds of outdoor activities than ever before. Portables are a "natural" for outdoor relaxation and enjoyment. In picnicing, vacations, at the beach—in a thousand and one activities, the portables have come to be an accepted part of the picture.

What can the dealer do to promote the sale of portables? Window display is one of the most effective methods of drawing attention to portables. A picturesque backdrop, showing a happy group of people enjoying themselves (with a portable close by); and an actual display of a large number of models will do much to bring customers into your store. Portables are small, and you can display a good many of them in the same window.

Send out a special mailing to your customer list, advising them of the new portables that have just arrived and invite them for an inspection and demonstration.

Make it clear that portables are not expensive to own or operate. Here is one type of radio which can be bought by everyone, no matter what the income level. Some dealers have found it profitable to work with local travel agencies. It is feasible to arrange a special display in the travel agent's window, with a small sign informing that these radios are available at

"Jones Radio Co." right down the street.

Arrange tie-in window displays with other merchants in your neighborhood. Is there a luggage shop nearby? Place some portables there. Try working with your local automobile club to get the names and addresses of persons who write in for travel and road maps. This will give you some excellent prospects. There is another phase of the portable business worth mentioning here: the service and rental business. Renting of portables has been neglected by most dealers, but properly managed, it can be quite profitable. Some dealers charge as much as \$5 per week for renting a portable; many have established a rental fee of 50 cents a day. For rental purposes, use portables that have self-charging batteries. On the service end, ask your customers who already own a portable to bring it in for a re-check of batteries, tubes, etc. If it is a 3-way set, be certain to check on the rectifier tube.

But the portable radio business is a high volume-high profit business. So make hay while the sun shines.

And while you're concentrating on the sale of portables, don't lose sight of the excellent opportunity for additional business for your service department created through portables. Battery replacement at regular intervals, should lead to regular tube checking and serve as a means of increased customer contact and new opportunities for sales and service.

New Interlocking Dry Cell Battery Makes Portables "Talk" Like Big Sets

The development of a miniature dry cell battery of radically new interlocking construction, for portable radios and hearing aids has just been revealed.

It is made up of multiples of tiny plastic cells which, when assembled, interlock automatically to make the electrical connection between cells. It is said to eliminate 91 per cent of the soldered connections which have been a major cause of battery failure.

The new battery promises approximately 20 per cent longer life.

The interlocking cell battery was announced by W. S. Allen, General Manager of the Electrical Division of Olin Industries, Inc., one of the nation's leading producers of sporting arms and ammunition. The electrical division of Olin consists of Winchester Repeating Arms Company and Bond Electric Corporation, who have long been among the largest manufacturers of dry cell batteries. The new interlocking bat-



The new dry cell uses standard rectangular shape, provides maximum use of the battery's total cubic space.

tery will be the first to bear the name of the parent company. The battery will be marketed under the names Bond-Olin and Winchester-Olin.

The new Olin battery has been the subject of four years of research. Along with new developments in portable radios and hearing aid design, the interlocking cell battery now enables small radios to "talk up" like bigger sets and provides

superior performance for hearing aids, according to Mr. Allen.

In one size, the battery has become standard equipment in the portable radios of fifteen different manufacturers, Mr. Allen disclosed. The number will be expanded as production increases.

Another of the new Olin batteries, the smallest 67½ volt "B" battery ever manufactured commercially, helped make possible the smallest three-way personal "camera" type radio ever designed which will be introduced soon by a prominent manufacturer of radios. This radio will operate either on standard AC or DC current or as a battery-powered portable.

The new interlocking cell is described as one of the principal advances in the manufacture of the modern dry cell battery. Many previous batteries have been made up of individual cylindrically shaped cells which wasted a large percentage of the entire cubic space of a battery pack. Standardizing on rectangular shapes, the new Olin cell provides maximum use of the battery's total cubic space.

Lower Left: Open your portable selling season by arranging tie-in demonstrations with other merchants in your neighborhood. This dealer featured a 3-way portable in a 'teen age' apparel store. The young set is keen on portables.



Lower Right: This livewire dealer featured two portables in a neighborhood luggage store since the tie-up with luggage, travel, and portables is a "natural". Sign in window directs shoppers to radio store.





How Not to Sell Radios . . .

A FEW days ago I was given a lesson in how not to sell a radio. I walked into a radio and appliance store and saw a performance I would not have believed possible in a shop that has been selling radios for 25 years.

The salesman who attended me first demonstrated a Crosley \$100 over the price I told him I wanted to pay. When I suggested that we move down in my class, he showed me a G-E—“... a pretty good radio for \$259.” How many tubes did it have? He didn't know. Could I hear it? He experimented with a few knobs and finally turned it on with a terrible full-volume off-station roar.

“That certainly makes a lot of noise.”

“Well, all radios are like that around here. Comes from the fluorescent lights and motors and all kinds of interference.”

We admired the radio in silence for a few seconds, then I pointed to a label that announced, “This instrument is equipped with the new General Electric Electronic Reproducer.” and asked, “What is that gadget?”

This comedy of errors takes place every day in thousands of stores. But it's not funny when it affects your dollar volume

. . . in reverse

“Oh, it's a new kind of pick-up.” That was all.

He put a record on for me. We listened to it for a few seconds and of his own volition he said, “Pretty bad, isn't it? Look at that center hole—worn into an oval. We ought to get some new records some day. These are all worn out.”

We moved down the line to an RCA. As he lifted the cover of the record changer compartment, the changer quivered gently on its mounting—obviously an excellent spring mounting job.

“Why does it shake like that?” I asked.

“I guess there's something wrong with that model. They're the only kind that do it, but I never knew why.” He was actually apologizing for a key sales feature!

Fiction? Exaggeration? No! . . . not a word of it.

Spurred by this demonstration of poor salesmanship, I made a spot check of several other stores in the area. One salesman, instead of demonstrating the models on his floor, took me into his office to sell from his catalogs. At first he couldn't find them. After he found the catalogs, he couldn't locate his price lists. With the aid of

HOW TO SELL RADIOS SUCCESSFULLY

This article describes some of the mistakes made daily by hundreds of salesmen who think they are selling radios when, in actuality, they are discouraging sales. But now that we've torn down some current sales practices, the question remains . . . what is the most effective means of selling radios? Ideally, by a perfect demonstration plus an expert sales talk. These can be broken down into several basic principles:



a secretary he finally got the prices. After a great deal of page turning we tentatively settled on a model that seemed to be suitable.

"Come down sometime and I'll take you up to the distributor, and we'll take a look at this set," he told me, by way of a clincher.

Most salesmen were demonstrating radios with which they were obviously unfamiliar. They would try several knobs before finding the one that turned the set on. They would try to use sets that were not plugged in.

All the demonstrations followed the same pattern. A salesman would go to a set and experiment with a few knobs. Then if he had a record handy, he would put it on, turn the volume up, turn the tone control to full bass, and settle back with a pleased smile to watch my reaction. If I then asked for a demonstration of radio reception, the salesman would tune in on WGY, a 50 thousand watter fifteen miles away.

Six of the seven men I talked with were completely lost when I asked them anything about the radios they were demonstrating.

"All radios are alike inside," one man told me. "This radio has a six-inch speaker," another salesman said proudly about a set selling for \$159. It would have been obviously unkind to ask him to explain the merits of a six-inch speaker in a console at that price.

No one made any attempt to close a sale. No one mentioned terms, or dealers' installation procedures, or any of the services that would be supplied.

While I waited twenty minutes for attention in one store, I watched the owner consummate a sale. He was selling a Philco for \$350 to a husband and wife. When I came in, he was just finishing his sales talk and the matter was up to the couple for decision.

"Do you want it?" the husband asked.

"Well, I don't know," said the wife; "what do you think?"

"It's up to you to decide. If you want it, I'll give the man \$50 now to hold it, and I'll come down Monday

1. Install the equipment necessary to give a perfect demonstration. A roof-mounted aerial is a minimum requirement. Shield the antenna lead-in and ground the shield. Install line filters on your 110-volt power lines. Ten or fifteen dollars spent this way will give perfect reception in most locations.

2. Test and set up every model on your sales floor. Remove all packing blocks and check over the set to make sure it is in operating condition before you put it on the floor. Plug in all sets and connect aerials to at least a few.

3. Know your merchandise; make certain that every one of your salesmen is familiar with the various models on display. Know the outstanding sales features of each model and brush up on some technical data about the sets themselves. In short, be prepared to

answer any question the customer is apt to ask.

4. Have all the materials for a demonstration on hand. Keep a good supply of records readily available and replace them as soon as they show signs of wear. Have all your promotional literature on display and offer it to your prospects if they do not ask for it.

5. Give a complete demonstration. Show not only the record changer, but also demonstrate the selectivity and sensitivity of the receiver.

6. Close your sales talk with a bid for action. Talk terms, describe the services you offer. Mentioning price once is not enough; you must do more than that to move money from the customer's pocket into your cash register.



and pay him the rest." His hand went to his wallet.

"Well, I really don't know what to do."

During this interchange the dealer stood with his arms folded across his chest, moving his head from one customer to the other like a man watching a ping pong game—simply waiting for the matter to be decided. Any competent salesman would have had his order book and pencil out, asking for name and address at the offer of the deposit instead of making no effort to influence the decision. That radio was not sold. The customers bought it of their own free will, but no one can lay claim to having done a selling job on the merchandise.

The most colossal ignorance, however, was displayed when I asked, "What can you tell me about FM?"

Several salesmen said, "It's just a noise eliminator," one of them adding,

"something like a resistor." "To us FM means fine music," I was told in another store, but the statement wasn't explained or amplified.

"It's a means for taking out static." . . . "It's a new system of broadcasting. They send out their waves shorter but with more power." . . . "It's just about the same as television." . . . These were other answers.

When I asked, "Do I have to pay more for FM?" one salesman said, "No, all radio sets over \$150 have it." But in other stores I was told: "FM will cost you \$100 extra, and it isn't worth it." . . . "It will cost you \$65 more, and you'll never miss it if you haven't got it." . . . "Of course, FM will cost you more, and you won't get anything for your money."

Any competent salesman will agree that this recital has been a pathetic comedy of errors. But can you say, "At least we don't do anything like

(Continued on page 45)



The pick of the Portables



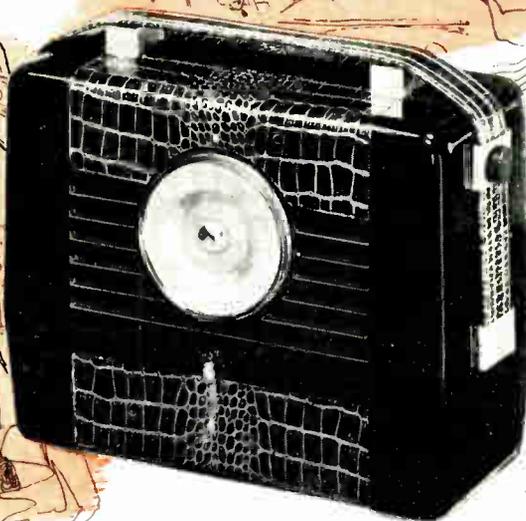
Powerful

Extra range and power are yours with the "Globe Trotter," amazing sensitivity, plenty of volume even for outdoor dancing. That handsome case is light-weight aluminum and plastic with a special, weather-resistant finish on the aluminum.

Plays on house current (AC-DC). Plays on its self-contained RCA battery and turns on the second you lift the dial cover. It's a star performer with the marvelous tone of the famous "Golden Throat."

Pocket Size

Just 6¼ inches high, this tiny "Personal" gives you room-size volume. It's built like a fine camera, has rugged RCA batteries, tiny but sturdy RCA tubes. Plays instantly when you open the handsome case. Choose yours in black, brown or red alligator-grained plastic!



the "Golden Throat"

FINEST TONE SYSTEM
IN RCA VICTOR HISTORY

Always buy RCA batteries . . . they're radio-engineered for longer life.

Prudently Priced

Like all RCA Victor instruments, this stunning new portable is an outstanding value. It has fine volume and the glorious tone of the "Golden Throat." Plays on AC or DC house current or on its long-life RCA battery. Lightweight—in durable maroon plastic with non-tarnish golden finish trim and a handsome saddle of smart luggage-type covering. It's a welcome companion at home or wherever you go!

When you're in New York, see the radio and electronic wonders at the RCA EXHIBITION HALL. Open free to all, 36 West 19th Street, across from Radio City.

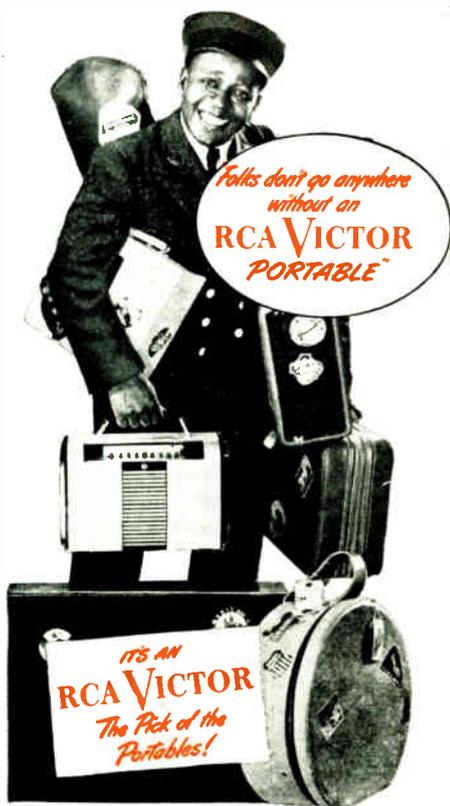


Watch for this sales-building advertisement in
LIFE—May 10, COLLIER'S—May 8, and
SATURDAY EVENING POST—May 15.

Tune in Robert Merrill, singing "Music America Loves Best" . . . Sundays, 2:30 PM, EST, on your NBC station.

Portables for vacation time... a profit natural!

Outstanding RCA VICTOR Instruments plus dramatic promotion sets the Sales Pace . . . keeps turnover high!



THREE stunning, lightweight, portable radios—especially designed for your customers' enjoyment *wherever* they go. Each smartly styled set is up-to-the-minute in fashion. Each has splendid tone with plenty of volume for real listening pleasure. These superb portables are a natural for vacation-time sales.

To get your sales rolling, and keep turnover high, customer catching RCA Victor promotion is going to work for you now and all summer.

The advertisement on the opposite page will reach hundreds of your potential customers. They'll see these portables in glorious full color and begin looking for them. Watch for this advertisement in LIFE, COLLIER'S, SATURDAY EVENING POST and LOOK in May and for another hard-hitting national "salesman" in June.

To help draw sales into your radio department, RCA Victor has the dramatic window and floor display piece, shown here. Lithographed in 18 colors, this smiling life-size "Red Cap" will help you turn RCA Victor Portables into cash. For counter tops, you can have an 18-inch version also in color.

Get your supply of these pieces. Tie-in with the extensive RCA Victor advertising and watch the sales roll in. See your distributor for details.

Standing in your window or on your sales floor this life-size display piece tells your customers you have the RCA Victor Portables they want to add to their vacation-time pleasure.

ONLY RCA VICTOR MAKES THE VICTROLA
"VICTROLA"—T. M. Reg. U. S. Pat. Off.

RCA VICTOR  
DIVISION OF RADIO CORPORATION OF AMERICA

NEW TEN-SECOND LEWYT CLEANERS



DEMONSTRATION SPEEDS OFF DEALERS' FLOORS!

Old-line appliance men amazed as new Lewyt techniques turn floor traffic into vacuum cleaner profits! Sales tripled in 10 stores!

Many dealers are going to find this hard to believe. For our tests, we took 10 dealers who know their way around the appliance business. 2 of them doubled sales. 3 of them quadrupled sales. 5 tripled sales!

How did they do it? They did it by cashing-in on floor traffic!

That amazing 10-second demonstration gets customers over to the new Lewyt 'Market Place'. This compact floor display always has a Lewyt ready to demonstrate. It guides your talk with pictures. And the Lewyt backs up your story! Sales are clinched while the customer is still in your store! That's the profitable way to get vacuum

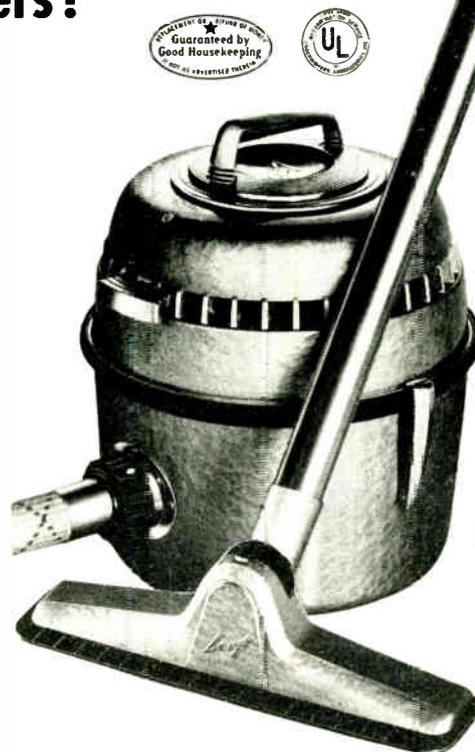
cleaner volume!

It's that simple—that sure-fire—backed all the way by hard-selling pages in LIFE, SATURDAY EVENING POST, GOOD HOUSEKEEPING, LADIES' HOME JOURNAL. The most aggressive national advertising campaign in Cleaner History!

Find out all there is to know about the new Lewyt. Your local distributor has all the facts about the 10-second demonstration, the 'Market Place', cooperative advertising, new sales promotion schemes—the drive, the push, the sell it takes to move vacuum cleaners today. Write us now for his name!

Dramatic Demonstrations Sell Lewyt Cleaners!

- No messy bag to empty!
- No roar—it's quiet!
- Triple Filter Dust Control!
- Cyclonic Suction—can't clog!
- Eliminates dusting-by-hand!
- Adjustable rug nozzle!
- Waxes floors; de-moths closets!
- No more cluttered closets!
- Only needs emptying every 4 to 6 weeks!
- No heavy push-pull!
- Price includes all 7 attachments!
- Costs less than old-style cleaners!
- 1-year Written Guarantee!
- Backed by 60 years of precision manufacturing!



WRITE TODAY!
DISTRIBUTORS are FRANCHISING NOW!

Lewyt
(RHYMES WITH 'DO IT')
VACUUM CLEANER

LEWYT CORPORATION
Vacuum Cleaner Division
76 Broadway, Brooklyn 11, N.Y.

Movies' Best Salesman

Jesse L. Lasky, often called the father of motion pictures, believes that television can be the greatest salesman motion pictures ever had. Talking sense instead of fear, Lasky warns Hollywood that television is here to stay and the motion picture industry had better recognize it. "Instead of attacking television," says Lasky, "Hollywood would do well to adapt it to various uses. If we acknowledge it as a competitor, we are not going to be able to serve the best interests of all concerned." Lasky reveals that television's value first came to him in New York, when, after an appearance on a television show, a taxi driver asked him, "Say, aren't you Jesse Lasky? I saw you on television a little while ago." This little incident decided him to send the stars of his next production to every television station in the country for personal appearances even before trailers on the film are released.

Shape of Things to Come

A miniature power supply in capsule form may make possible radio receivers no larger than a wrist watch, and tiny television sets to be carried in the pocket like a camera are some of the miracles envisaged by RCA President David Sarnoff. General Sarnoff, who was awarded the honorary degree of Doctor of Commercial Science at Boston University last month, sees the future of radio and television linked with atomic energy. A sobering thought stressed by the General is that although these fascinating possibilities are not just around the corner, we shall see these promises fulfilled if the world is at peace and science unfettered!

Petrillo Relents

Petrillo's lifting of the ban on the use of musicians in television programs removes the greatest obstacle in television programming and will result in a tremendous increase in public interest. The first Sunday following the removal of the ban, several symphony orchestras had their concerts telecast and the results exceeded all expectations. Imagine seeing artists like Toscanini, Heifetz and Stokowski perform in your own home. And add "Der Bingle" for good measure!

Forty Million Customers

Within the next five years television will develop into a \$600,000,000 receiver sales business at retail value and will serve more than 40,000,000 people in the 140 principal U. S. markets, according to a "guestimate" by Arthur

A \$30,000,000 1948 Television Potential



Approximately 1700 radio and appliance dealers, television manufacturers and distributors crowded the Sheraton hotel grand ballroom in Chicago on March 23. Representatives of the new television station WGN-TV suggest ways in which to benefit from a 30 million dollar potential television market in Chicago and suburbs this year. The present market situation in television was compared to that in the radio field when batteryless radios were introduced in 1927. Radio sales in Chicago soared to 750,000 in 1928 and 1929, compared to a total of 135,000 in 1927. The dealers were told that the 1948 estimate of 100,000 television sets is conservative and can be exceeded, depending on the number of sets available and the advertising and sales efforts that is put behind the sale of them.

Brandt, general sales manager of the General Electric Company's Electronics Department. Brandt, who addressed a three-day television seminar for 125 engineers at Electronics Park last month, explained that as new television areas are opened and more programs are made available, the number of television receivers in use by the end of 1952 will be more than 12,000,000 units.

Receiver Production

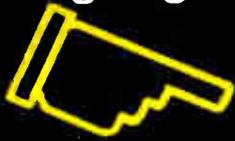
Television receiver production continued to climb in February to a new peak as over-all set manufacturing remained at a high seasonal level and the output of FM-AM receivers advanced above the January figure. RMA members reported the manufacture of 35,889 television sets during February, bringing their total production since the war to 250,937. More than two-thirds, or 25,594 of the February TV set production were table models, the remainder being consoles and radio-phonograph combinations. Overall set production was slightly ahead of January and about equal to output one year ago.

"Rugged Selling" Is Here

"Our company believes the time for rugged selling is here, and to back up that belief, we're spending at a rate greater than ever before in an aggressive campaign to send the customer into the stores to look at the finest line we've ever offered." This realistic point of view, expressed recently by Stanley H. Manson, advertising and public relations manager for Stromberg-Carlson, is becoming more and more evident among the larger companies, and marks a sharp break with wartime institutional selling, and with the postwar "dream-a-little-longer" advertising campaign. Current manufacturer advertising is designed to bring customers into your store. The manufacturers realize that with present production schedules exceeding prewar volume, it is urgent that every segment of the industry do a better merchandising job. The point we wish to make is: are you, the dealer, picking up where the manufacturer leaves off. Does your own selling effort match that of the manufacturer?

GET READY FOR ACTION!

When the Newest and Best Portables are backed by an Advertising Program like this . . . ACTION is what you're going to Get! STOCK UP NOW!



this ad
will sell in
40 Million
homes in May

**FULL PAGE
COLOR ADS IN:**

American Weekly
Better Homes &
Gardens

Coronet

Esquire

Field & Stream

Holiday

Life

Nat. Geographic

Sat. Eve. Post

Seventeen

Sports Afield

This Week

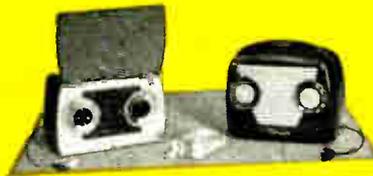
True

the first really new
Portable Radios

Exclusive DIAL-IN-HANDLE
Easier to read . . . Easier to tune

Meet the new all through Motorola Sporter®. A brilliant modern design with all controls in thumb's reach. Brings in hard-to-get stations with big volume and beauty of tone. The handsome cabinet is woven fabric permanently coated with clear, durable plastic. The Motorola Sporter—A best buy at **\$49.95** only

*5 tubes (with rectifier), Tuned RF Section
3 Gang Condensers, AC/DC or Battery.*



AMERICA'S FAVORITE PERSONAL PORTABLES

PLAYMATE JR.—above left—glamour baby of personal radios. A midget with a rich, full, giant's voice. AC/DC or battery. A best buy at only **\$39.95**

MODEL 58L11—above right—radiant tone, loads of power in a tiny plastic cabinet. Retracting handle. Fully enclosed aerial. AC/DC or battery. A best buy at only **\$29.95**

MODEL 48L11—same as Model 58L11, but battery operated only. A best buy at only **\$19.95**

*Prices slightly higher in the south and west.
Batteries Extra on All Portables.*

Look in your classified phone book for the name of your nearest Motorola dealer.



**MOTOROLA TELEVISION IS YOUR
BEST BUY AT \$179.95**

Installation additional

MOTOROLA INC., 4545 AUGUSTA BOULEVARD, CHICAGO 51, ILLINOIS

WRITE, WIRE OR PHONE YOUR **Motorola** DISTRIBUTOR FOR DETAILS!

Before and After Story

We began preaching the gospel of store modernization before the war ended, and we've been at it ever since. Many radio and appliance merchants have remodelled their store fronts and display rooms and are reaping the rewards of attracting new business. It is an established fact that the public likes to deal in modern, streamlined retail establishments that look up to the minute.

The continued high cost of building has delayed many projected plans for remodelling. Some retailers have found it wise to tackle the job piecemeal . . . first the store front; then the interior. But whatever your method of approaching the job, you'd better start getting that "new look" into your selling organization if you want to get some of those new dollars into your cash register.

This month's store modernization concerns Freedman's Radio & Electric Co., Inc., one of the leading stores in Springfield, Mass. From a one-floor crowded display room and office, Freedman has rebuilt its two floors and store front so that it now presents to

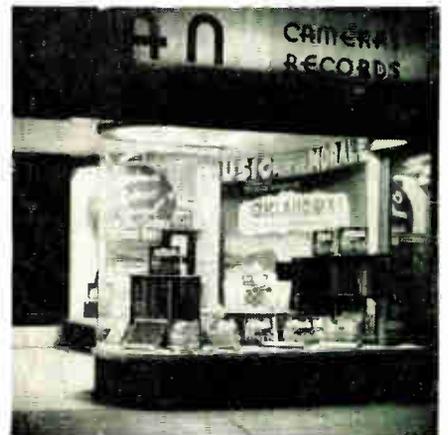
the buying public of Springfield (population 350,000) a magnet for everything that's new in radios, television, appliances, records, camera equipment.

During the war, Freedman's confined itself almost entirely to the sale of records and servicing. Now, with seven listening booths in the phono section, the firm's disc business has more than tripled.

The second floor has two large display rooms, offering facilities for private demonstrations, a model operating kitchen, a model laundry, and offices. The front of the building is faced with Vermont marble with a large expanse of glass, including glass doors for visual display. The interiors are done in harmonious pastel shades and the whole building is air conditioned.



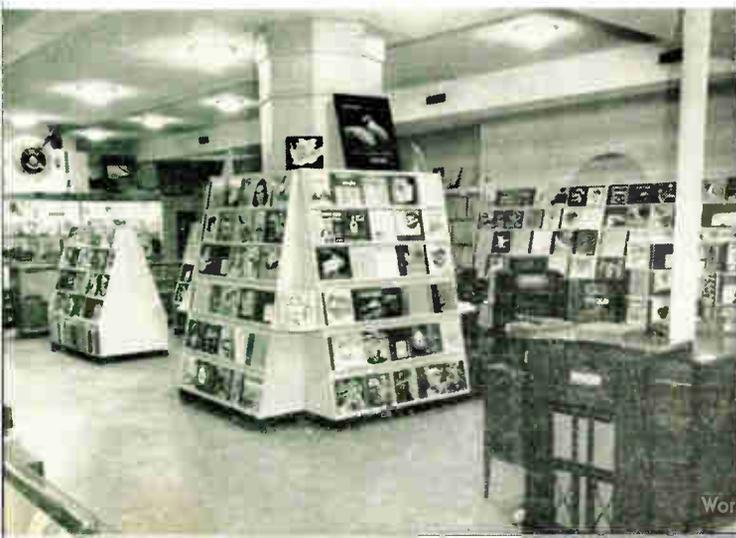
New Front: Taking full advantage of the new trend in store front design, Freedman covered entire building with Vermont marble. Windows and store interior form one unit, leading customer's eye into the store interior.



Old Front: This was a good window, but it was "dated" and no longer served the purpose of attracting street traffic.

Before: Store interior was attractive but lacked that "new look" which stimulates buying.

After: Streamlined columns, wide aisles, smart lighting, grouped displays all add up to more sales.



New 1948 **FM-AM** Model 557

CLINCHES SALES WITH FLAWLESS RECEPTION

- AC-DC Superheterodyne.
- 6-in. Oval Alnico 5 PM Speaker
- Compensated for frequency drift
- Underwriters Approved



- Specially designed FM Gang, Condenser
- Internal FM Power Line Antenna
- Automatic Volume Control

\$49⁹⁵

Emerson Radio and Television

Here is EVERYTHING the public has been led to expect from noise-quieting FM-AM engineering and performance!

A magnificent cabinet — a superb instrument—the most outstanding value which



quickly SELLS on demonstration.

There is a growing demand in YOUR territory. Emerson FM-AM

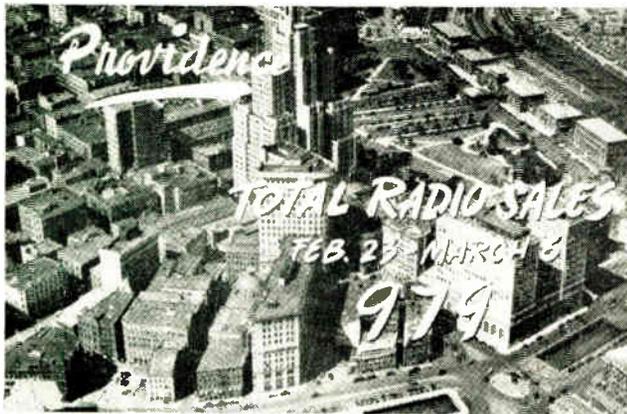
Model 557 will enable YOU to capitalize

this profit-making trend.

Ask Your Emerson Radio Distributor

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

Final Scoreboard on Hartford's Test Campaign



RAJ's story last month on "Bombshell in Radio Selling" detailed the planning and promotion on the Radio Manufacturers Association Test Campaign in the Hartford Trading area from February 23 to March 6. Now the final statistics are in on the campaign, and the facts they reveal are tremendously significant. The figures were computed from data submitted by 108 dealers from two cities—Hartford where the campaign was undertaken and Providence, where no special promotion took place during this two week period. The reason Providence was selected as a comparison city is that it had exactly the same weather as did Hartford during this period, has approximately the same population and the same classification of income groups.

Hartford, where the campaign was undertaken and Providence where no special sales efforts took place—showed Hartford's dealers outsold Providence dealers by more than two-and-a-half to one. The score was 2,505 sales for Hartford, 979 for Providence.

"This is not only an outstanding record but it is also interesting to note that results showed that there was a corresponding increase in the unit sale of radio-phonograph combinations. It has opened new vistas to radio merchandising," was the comment of Stanley H. Manson, chairman of RMA's Advertising Committee, who added: "The importance of this campaign does not stop with the sales record. It provides proof that there is a new market for radios which still remains to be tapped. The significance of this campaign is best indicated by the dealers themselves who said that the campaign not only improved their sales records during the test period but also had given them new sales techniques which could be used to increase their business the year round."

Because of the outstanding success of this campaign, the RMA Advertising Committee is considering a plan for a wider application of the personal possession selling techniques tried out in Hartford.

	Consoles	Console Combination	Table Combination	Table Sets	Portables	Car Radios	Record Players
HARTFORD	33	311	255	1,507	154	29	216
PROVIDENCE	18	201	77	589	50	7	37



Radio-phonograph sales can be maintained at volume levels in all markets throughout 1948 by offering . . .

TELEVISION OPTIONAL!

Retailers, distributors, and manufacturers are urged to support a basic merchandising concept which offers continued and increasing prosperity to the radio industry.

ROSS D. SIRAGUSA, President, Admiral Corporation

At the recent January Furniture Mart in Chicago, Admiral Corporation presented a merchandising idea that met with instant and enthusiastic approval. In Admiral's "Television Optional," retailers, distributors and manufacturers alike recognized a sound program for promoting television without impeding the sale of radio-phonographs.

During the past few months in such television markets as New York, Philadelphia and others, retailers have been alarmed by a noticeable drop in sales of high priced radio-phonograph combinations. This, despite the fact that a recent survey conclusively indicated that better than 53% of television purchasers also want radio-phonographs.

Why is the movement of such units slowing down? For one reason, many prospective customers desiring *complete* home entertainment simply cannot afford the high price tag required for a radio-phonograph-television combination. Then, too, in markets where television is "just around the corner" customers are delaying the purchase of a radio-phonograph until they can buy and *use* a complete unit including television.

With TELEVISION OPTIONAL, as introduced by Admiral, complete home entertainment is provided in matching units which can be purchased independently

or simultaneously. The customer with a limited budget can select either the radio-phonograph or television unit *immediately* . . . the companion piece later.

The customer who wants to wait for television can purchase and enjoy a *radio-phonograph* immediately . . . and add the matching television unit later.

Frankly, TELEVISION OPTIONAL is neither original nor patented by Admiral. It is merely a well conceived adaptation of the sectional furniture idea popularized by leading designers and manufacturers. It provides a basic merchandising idea which we believe *should be adopted industry wise to the benefit of all.*

Admiral cannot possibly make all the television receivers that will be required in years to come to satisfy the ever increasing demand for this popular form of home entertainment. Nor would we want to if we could. Competition is essential to the healthy growth of any industry.

To retailers we therefore say: urge your suppliers to adopt TELEVISION OPTIONAL. To manufacturers we say: TELEVISION OPTIONAL is yours to be used as you wish, and welcome. We'll all sell *more* radio-phonographs, *more* television receivers . . . and prosper accordingly.



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**Stromberg-Carlson
Television**

Manufactured by Stromberg-Carlson Corp., Rochester, New York

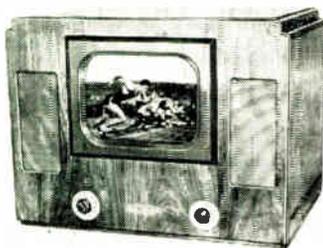


This model, named the Dorchester, combines FM radio and television in a handsome modern mahogany veneer cabinet. Large screen with 12-inch picture tube. Twelve inch speaker is cushioned in live rubber. Tuning eye facilitates station selection.

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

"Mars" Television

Manufactured by Mars Television, Inc., 29-05 40th Rd., Long Island City, N. Y.

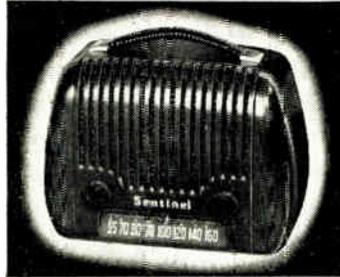


This receiver features a 12-inch picture tube and a device called the "Mars Dual-Tuner", which is said to eliminate consumer confusion in tuning. Ordinarily the consumer is faced with several dials, but this set has only two dials; one for station selection and the other for sound and picture control. The picture tube is independently mounted and never has to be removed in case of servicing.

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

New Sentinel Portable

Manufactured by Sentinel Radio, Evanston, Illinois



Called "The Handy Dandy", this is the newest model in Sentinel's line of personal portables. Cabinet is made of durable lustrous plastic trimmed in gold. Weighs 5½ pounds with iron core I.F. transformers; batteries; built-in loop aerial; permanent-magnetic dynamic speaker.

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

**Freed-Eisemann
Combination**

Manufactured by Freed Radio Corp., 200 Hudson St., New York City



The Freed-Eisemann Modern, a conservatively styled console combination is available in brown and bleached stripe African mahogany finishes. Designed particularly for the decorator-minded customer, the cabinet employs two full-length doors. Incorporates a 21-tube radio with Armstrong FM and co-axially mounted dual speakers with a tonal range of 30—15,000 cycles.

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

"Pockette" Portable

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

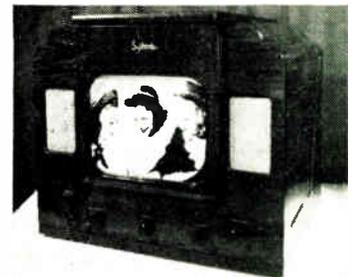


This new 4-tube radio measures only 3" x 5¾" x 3⅝" and weighs only one pound and 11 ounces. When the lid opens, the "Pockette" is on; when the lid is closed the set is automatically shut off. This avoids undue use of the two standard batteries which the radio utilizes.

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

Sightmaster 15" Television

Manufactured by Sightmaster Corp., 220 Fifth Ave., New York City



This new model has a 15" television tube with FM radio receiver. Picture area is 120 square inches. Available in mahogany, walnut and blonde cabinets. Dealers are being selected on a franchise basis.

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

More new radios and recorders on page 30

Texas Store Opening Premiere

When a Texan applies his penchant for bigness to opening a new radio and appliance store, things happen fast



IN TEXAS, where radio and appliance retailers pull no punches in vying for business, there is an interesting trend toward store openings with fanfare reminiscent of Hollywood premieres.

Illustrative of the color, the dramatic touch, and the showmanship which Southwestern dealers employ in ushering in new outlets was the recent action-packed debut of the second Vergal Bourland store in Fort Worth.

By way of introduction, Vergal Bourland made his bow on the Fort Worth sales horizon in 1946 in a row of pre-fabricated huts, with no merchandise to sell, but winning friends with a mobile, speedy 24-hour repair service at a time when dependable service was at a premium.

Within one month, he had five service trucks rolling, and in less than a year, the enterprise blossomed out in a glass-fronted, modern-to-the-nth-degree building in midtown Fort Worth.

Some idea of the progress of the company may be gleaned from the story statistics unfold: From a \$10,000 monthly "take", the monthly gross income by September, 1947, was peaked

at a high of \$118,000; after starting with fifteen employees, in the fall of 1947 there were sixty-eight; fifteen service trucks now roam the city's streets giving first-class tune-up service; present monthly advertising budget is in excess of \$1,000; and the sales roster boasts such topflight names as Kelvinator, Bendix, ABC, Apex, Hotpoint, Stromberg-Carlson, Zenith, RCA Victor, Philco and Carrier air conditioners.

Store No. 1 is situated within two blocks of the central shopping district; Store No. 2 is in north Fort Worth, which Mr. Bourland describes as a "nice residential district, but not ultra".

Not quite as glamorous-looking as the first store, the merchandising setting in Store No. 2, measuring 100 feet in depth by 70 feet in width, has such niceties as a completely-connected model kitchen, and an attractive record shop equipped with three booths. An abundance of space is available for arranging merchandise displays.

Service

Service for customers of both stores is performed on a centralized basis in

the downtown quarters; two service department telephones ring steadily, and approximately 200 service calls are recorded daily.

Bourland's has a combined newspaper advertising schedule—featuring colored layouts—publicizing both stores.

"Actually," said Mr. Bourland, "I pared my advertising bill in half. With one store, we allocated 3 percent of the gross take for advertising; we now figure our over-all advertising kitty on a 4 percent basis."

The rousing welcome accorded the second store far exceeded the comparatively tame affair which introduced Store No. 1. Mr. Bourland explained that he learned new store-opening wrinkles by experience from the first store shindig.

Vergal Bourland's formula for staking openings involves (1) Large-scale newspaper pre-opening publicity (2) Appropriate entertainment (3) A selection of souvenirs designed to please all age groups (4) Contests in which attractive prizes are given (5) Re-

(Continued on page 26)

We've packed them

Profit comes a-hopping with the one and only recorder with all 12 vital features . . . the first recorder that's easy-to-use and easy-to-sell.

This ad announces the birth of WIREWAY—the magnetic wire recorder that works (and sells) with push-button ease.

It's hot. It's the open sesame to some thumping big money for you. It puts you in a new field where no one has scratched the surface, because no one has had a set with *everything in it that everybody wants*.

Tall talk, coming from a new company with a new product? Not exactly. The proof is in the *guts* of our new product.

We've bought out the company that supplied many leading brand-name sets with *the best wire-moving mechanism in the business*. Right now, this unit is functioning successfully in thousands—scores of thousands—of sets. It's tried, tested, true . . . and *terrific!*

So terrific, in fact, that we're building a business around it. We're taking all its magic and combining it with a

few discoveries of our own that nobody has ever had.

We've cased the field thoroughly and found out that the public will pour out dough for wire recorders provided they're made with *all 12 vital features* that everybody wants. And we're packing them all into one superb *recorder-phonograph-broadcaster combination* that will leap like a kangaroo to the top of the heap!

That's WIREWAY. It's a great new national-brand product that will be talked, publicized and advertised into fame. It's ready. And it *sells*. We know—because we've made sales tests and had to stop them because they were *100* successful.

Want some of this success? If you have the kind of salesmen who know their way about a home-demonstration, maybe you're the dealer or distributor for us. Let's find out. Write, wire or phone us.

wireway

Reg. U. S. Pat. Off.

Portable Wireway complete with phonograph unit, permanent Fidelitone needles, crystal microphone, 4" x 6" oval Alnico V speaker, two 1/2 hour spools of wire and morocco-like leatherette lightweight carrying case.



\$149.50

Retail Price
Slightly higher
west of the Rockies

WIRE RECORDING CORPORATION OF AMERICA 76 Varick Street, New York 13, N. Y.

Radio & Appliance JOURNAL • April, 1948

all into one...

At the Chicago Show!
See and try WIREWAY in our suite at
the Congress Hotel during the Radio
Parts and Electronic Equipment
Conference and Show, May 11-14.

**The one and only
recorder with all
12 vital features:**

- 1—Recordings are made on wire
- 2—Recordings last indefinitely
- 3—Same wire can be used over and over
- 4—Undesired sections can be erased
- 5—Set shuts off automatically
- 6—Recordings can be edited
- 7—Regular phonograph records can be played
- 8—Recordings can be made direct from radio and phonograph records
- 9—Two motors for constant speed recording and fast rewind.
- 10—Records two-way telephone conversations
- 11—Can be used as a public address system
- 12—Can be used as a miniature broadcasting station



Texas Store Opening Premiere

(Continued from page 23)

freshments and (6) Merchandise demonstrations.

In preparing opening arrangements, Mr. Bourland accorded the amusement angle serious consideration, recognizing the terrific drawing power of this feature. His choice was fortunate—Bill Boyd and his Cowboy Ramblers, a recording rhythm combo in high favor among Fort Worthians.

The Bill Boyd crew, decked out in western costumes, autographed records, sang and played request tunes for the crowd. By means of an amplifier, the music was beamed out for listening within a ten-block radius of the store.

The main program of the three-day Bourland opening was held at nighttime. For three nights, the store front was equipped with a battery of searchlights shooting wide beams into the sky. Another unique touch was a soap bubble spigot attached to the front which dispensed beautiful bubbles into space; both adults and children chased after the floating globules.

Exploiting the American fondness for getting something for nothing, souvenirs given away at the coming out party included recipe books, ice-cube tongs, screwdrivers, matches, and a pickle fork, which the crowds fought over. The store was dotted with overflowing barrels of suckers, with small fry enthusiasm for this souvenir becoming a bit feverish.

Climaxing each evening's entertainment was a drawing at which toasters,

hand irons, percolators and electric fans were given to lucky-number holders who registered upon entering the store.

A guest home economist, furnished by the Waring-Blendor company, passed out a drink concocted of milk, slices of watermelon, eggs, etc., pulverizing the ingredients in the device her company manufactures.

Instead of holding demonstrations of a variety of home equipment, emphasis was put on concentrating the crowds' attention on a single item, Abbie Andrews, Bourland home economist, held demonstrations of the Bendix ironer, showing how this product operates with an assortment of wearing apparel.

Says Mr. Bourland: "A successful opening is the kind of spade work that helps a newcomer in the field get in position to swap punches evenly with well established dealers."

"Prep" Sessions

A. C. Aechternacht manages the new store and has a ten-man sales personnel. An intensified salesmen training program is part of the company's formula; Bud Aechternacht schedules 30-minute prep sessions every morning. Of an evening, the north store's sales staff joins the downtown force for more rigorous schooling, which includes product demonstrations, manufacturers' movies, off-cuff talks by distributor representatives, and round table discussions. School starts promptly at 7:30 P.M., ends at 11:30. Pre-requisite re-

SMART TEXAN



Vergal Bourland, peppery main-spring of the two-store radio and appliance organization bearing his name. Mr. Bourland believes in dramatizing his stores and the merchandise he sells, using a Texan's flare for doing things in a big way.

quirements for every salesman is the Kelvinator vocational and sales program and the program designed by the Texas Electric Service Company.

North Side sales personnel share in the steak-and-bean dinner contests staged, and so highly esteemed, by this organization. Salesmen, grouped in teams, vie for sales, with losers eating beans, winners steaks. To high salesmen on winning teams, Mr. Bourland awards prizes—home freezers, radio combinations, and other desirable products.



SHOWMANSHIP

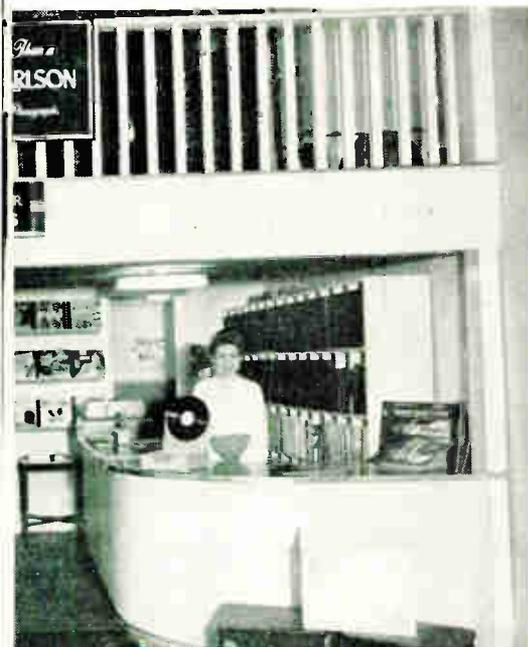
The pictures on this and the facing page illustrate how Vergal Bourland made the opening of his new store an event in the life of Fort Worth, Texas. Reading clockwise, the pictures show: the crowd-drawing effect of providing appropriate entertainment at a new store opening. Bourland chose Bill Boyd and his Cowboy Ramblers to play rustic rhythm tunes the day the store opened for business. The crowd loved it!

"Sucker bait" was a game to attract the small fry. Bourland set up large barrels and filled them with lollypops. Kids dived in after them, while parents beamed and bought.

The crowd's attention was concentrated on demonstrations of only one item at a time—in this case an ironer. Miss Abbie Andrews, Bourland Home Economist, conducted the demonstration and was swamped with questions.

A well stocked record department with individual listening booths is part of the Bourland Formula for generating store traffic.

Measuring 70 x 100 feet, the new Bourland store boasts roomy facilities for displaying merchandise. An intensified salesman training program is part of the plan to keep sales of radios and appliances at peak level.



Kansas City Dealers Discuss TV Merchandising

First step toward introducing RCA Victor television receivers to Kansas City was taken last month when representatives of the RCA Victor Home Instrument Department, headed by Henry G. Baker, General Sales Manager, met with 75 Kansas City dealers and their representatives at the President Hotel to discuss merchandising problems.

Lee Williams, Manager of the Kansas City branch of the RCA Victor Distributing Corp., discussed the local television problems and activities, bringing the retailers to date on the position of Kansas City in the television field.

Dan D. Halpin, RCA Victor Television Receiver Sales Manager, described in detail the development of the company's broad line of television receivers and the role each will play in the dealer's sales activities. Jack M. Williams, RCA Victor Home Instrument Advertising and Sales Promotion Manager, discussed the methods of attracting trade to the store, point-of-sale identification, and how to link sales to advertising activities.

Westinghouse Outlines New TV Installation Service

Emphasizing the importance of prompt and proper installation service for customer satisfaction, the Westinghouse Home Radio Division, Sunbury, Pa., has announced a program for television training and service policies.

The new Westinghouse television receivers are being installed by Certified Westinghouse Television Service Agencies, staffed by factory-trained crews, according to W. H. McKnew, General Service manager. A fee of \$55 includes a normal installation, antenna, and service for one year.

The Agency arrangement has been carefully worked out to assure prompt installation, Mr. McKnew said, explaining that each crew unit can install 12 sets a week, and factory distribution is carefully coordinated in the market area so that sufficient installation crews are available to assure prompt and efficient service.

The television service program has been set up as a separate section of the Division service department under the direction of Alfred H. Kuttruff, veteran radio engineer and former field service representative for the Division.

Westinghouse franchises for Television Service Agencies have been granted to the Times Appliance Company, New York, and to the Westinghouse Electric Supply Company in Newark and Philadelphia. Installation crews are currently being trained in Boston, Baltimore, and Washington.

Miniatures Glamorize Gift Giving



One of the problems facing the retail radio-television-appliance merchant is how to glamorize gift giving of large items. Other retailers have successfully solved it, particularly the hat trade, which some years ago introduced small hat replicas which were packed in exact miniature hat boxes. The idea was most successful and acted as a powerful sales stimulant, especially at holiday time or occasions such as mother's day, father's day, etc.

Now, for the first time to our knowledge, the idea is being applied to the radio and appliance business. Purcell Bros. of San Francisco, one of the West's most aggressive appliance sales and service organizations, recently introduced the miniature gift package for such major purchases as a refrigerator, radio, stove, television receiver. Not only do these miniatures provide the surprise element of a gift that would have been practically impossible to wrap and "sneak in", but they serve the dual purpose of announcing the gift to come—thus building the pleasure of anticipation. These plastic miniatures are accurate replicas of the products they represent and are realistic to the point of a pull-out phono-graph on the miniature console model!

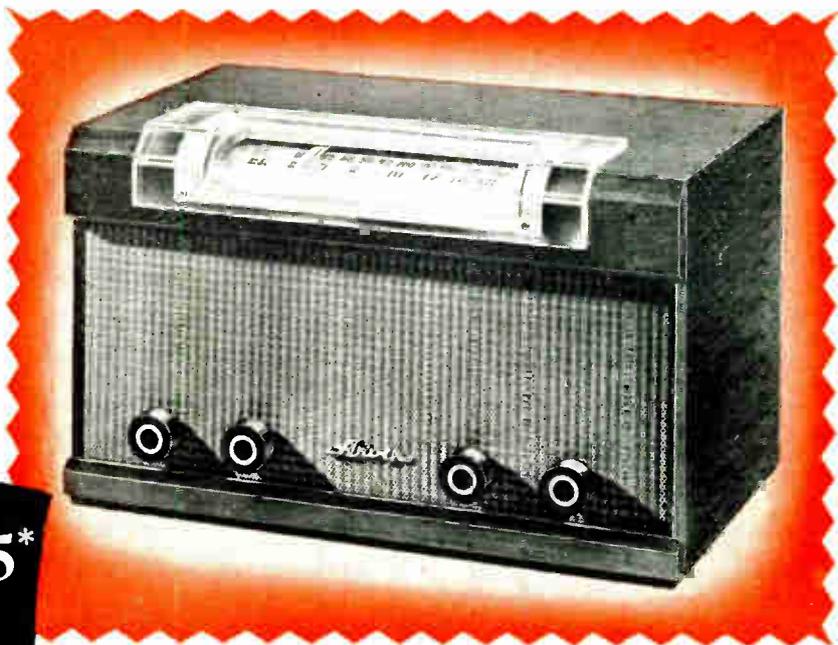
Purcell Bros. work very closely with their advertising agency, with the result that all promotion and advertising is closely coordinated, even to the specially-designed silver and gold gift box bearing the inscription "Purcell, Purcell always rings the bell with things to lighten your day," an excerpt from the lyrics used in the company's tuneful radio transcriptions. Customer reaction to the miniature model gift idea was very favorable. It enables a husband to "glamorize" a utilitarian gift to his wife, it enables friends and relatives to give wedding gifts of large size that can tastefully be displayed along with other gifts. While the present miniatures number less than a dozen, Purcell plans to expand the number so that there will eventually be a suitable representative of each of the 104 national brands they sell and service.

ARVIN ... a great FM set for a great FM market

All major networks
now on FM!

Today's top value in table model
FM receivers—plus superb
AM performance

NBC, CBS, ABC and Mutual are all putting out network shows on FM as well as regular AM. FM station operation and construction is at a new peak! Make the most of this terrific increase in FM listening! Feature this beautiful ARVIN and watch profits grow! Top-notch 8-tube performance with flawless, static-free FM tone fidelity. Amazing AM reception, too! Smart modern cabinet is genuine mahogany veneer with lucite escutcheon. Heavy duty speaker; 2 RF and 2 IF stages on FM circuit; 15 tuned circuits for razor-edge selectivity; 8 tubes plus selenium rectifier; continuous variable tone control. Underwriters' listed.



ARVIN \$**69⁹⁵***
Model 280TFM

America's peak personal portable buy!



ARVIN MODEL 240P
\$19⁹⁵*
Battery Operated

A honey for huddles! Smooth styling in rich ruby-red thermo-plastic—tops in good looks and good listening. • Low-drain miniature tubes • Genuine Alnico speaker • Special Arvin circuit for super-sensitivity and tone.

• Genu-ine Alnico speaker • Special Arvin circuit for super-sensitivity and tone.

ARVIN MODEL 241P ... \$29⁹⁵*
Battery — AC/DC

Same smart styling, but three times the selling power because of its 3-way utility • 4 miniature tubes plus selenium rectifier • Alnico speaker • Underwriters' listed • Outstanding value at the price!

Powerful portable for getting distance!



ARVIN MODEL 250P
\$39⁹⁵*
Battery — AC/DC

Special Arvin distance-getting circuit uses 5 miniature tubes plus a selenium rectifier • Big 5 1/4 Alnico speaker • Powerful antenna shielded from chassis for getting distant stations

• Attractive luggage-type case, metal top and bottom and non-breakable plastic wrap-around. Underwriters' listed. Today's top buy in the whole portable field!

NATIONALLY ADVERTISED IN LIFE, SATURDAY EVENING POST, COUNTRY GENTLEMAN

Write, wire or phone your Arvin distributor



*Slightly higher in Zone 2 — All portables priced less batteries

NOBLITT-SPARKS INDUSTRIES, INC.

COLUMBUS, INDIANA

Professional Wire Recorder

Manufactured by Lear, Incorporated,
Grand Rapids, Michigan

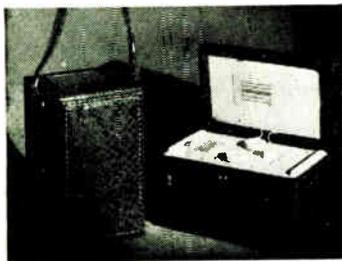


A new professional type wire recorder that will be sold under the name "Learecorder". This unit brings several innovations into the popular price field, chief of which is the very simple push-button automatic operation of all its functions. A recorder lock prevents unintentional recording; high-speed rewind requires only three minutes; monitoring device permits continuous reproduction during recording. The Learecorder will be marketed either as a unit or in a combination known as the "Dyna-port"—a portable unit including a dynamic speaker. AM radio, single record phonograph, microphone and headphone.

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

"Trixie" Portable

Manufactured by Jewel Radio Corp.,
583 Sixth Avenue, New York City



A new three-way portable. Model 801, uses four tubes plus a selenium rectifier. Outer case alligator and natural leather is made of simulated python, trimmed with saddle stitching. Interior is completely dressed with ivory plastic loop cover and dial panel.

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

Portable Wire Recorder

Manufactured by Wire Recording Corp.
of America, 1331 Halsey St.,
Brooklyn, N. Y.



Called the "Wireway" this is a lightweight, portable magnetic wire recorder which features a built-in oscillator which permits broadcasting to any radio within 150 feet range. The unit also contains the conventional turntable for playing phono discs which may be recorded on wire. Also usable as a portable PA system. The company also offers a number of accessories for use with the Wireway: a telephone pickup by which 2-way phone conversations may be recorded and an automatic timing device which records radio programs in the owner's absence.

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

Superhet A-M Tuner

Manufactured by the Kappler Co.,
7302 Melrose Avenue,
Los Angeles, Calif.



A new design standard broadcast (AM) tuning unit, with frequency coverage of from 550 to 1700 KC. A unique bridge-type balanced modulator employed in the superhet circuit is said to eliminate noise ahead of the IF amplifier, and cancels second order modulation products, which are the cause of most "birdies".

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

New Wire Recorder

Manufactured by Precision Audio
Products, Inc., 1133 Broadway,
New York City

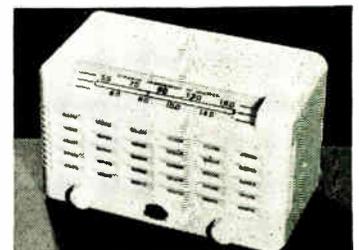


In addition to high fidelity wire recording, this unit also boasts a built-in radio and phonograph. Called the "Wiremaster", this unit has 13 tubes, records and reproduces a frequency response of 40-10,000 cycles, and plays through a Jensen High Fidelity 8" PM speaker. All controls are located on the front panel. An automatic braking device which stops both spools from turning when current is suddenly cut off, is another feature. Entire unit is housed in an attractive two-tone leatherette portable case; weighs 49 pounds.

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

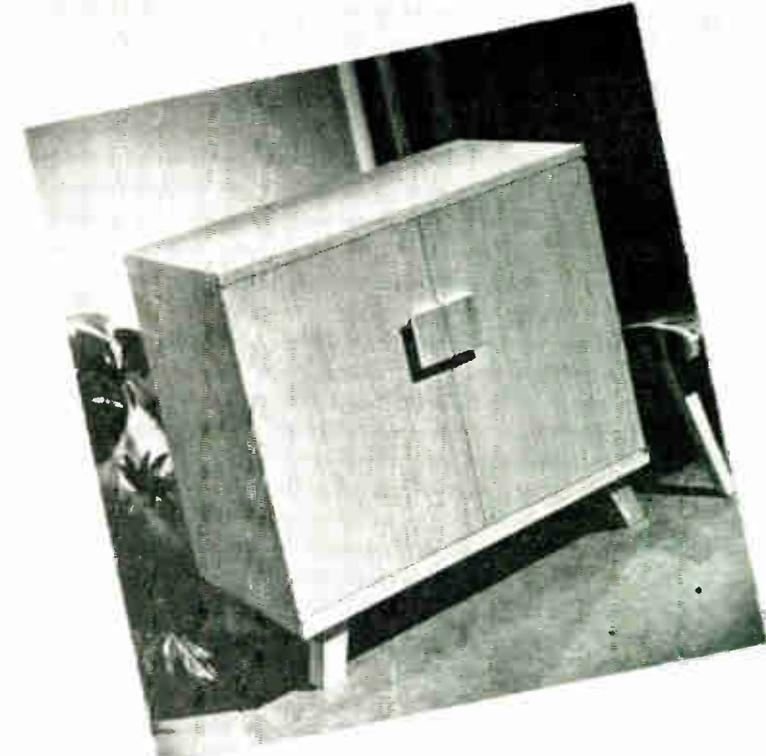
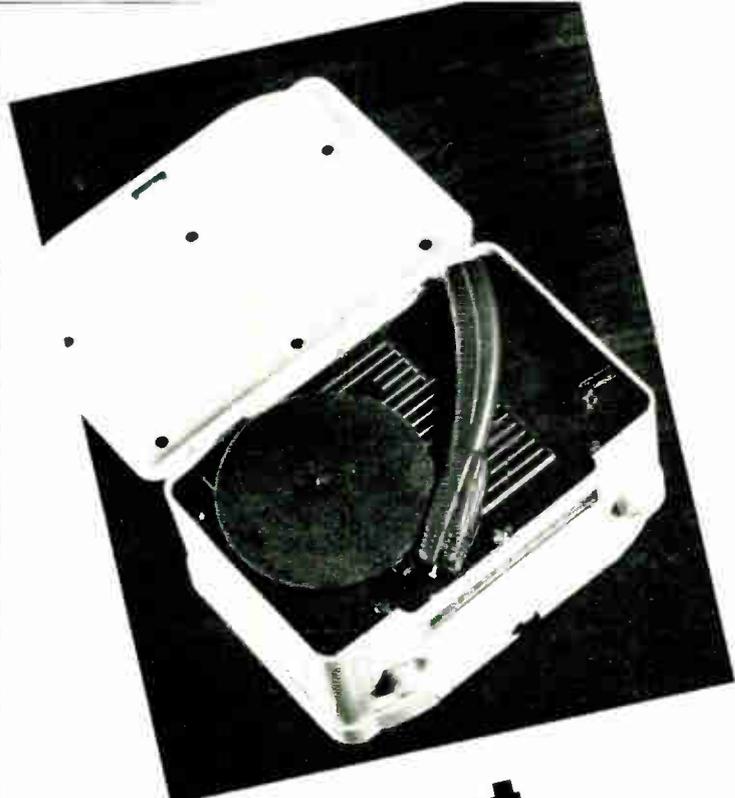
Minerva Ivory-Belle

Manufactured by Minerva Corp. of
America, 238 William Street, New York



This new table model features four tubes plus a selenium rectifier. Pure ivory cabinet, slide rule dial—illuminated. Available for immediate delivery.

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



West Coast Radio Design

THERE'S one thing about the State of California which always impresses the inhabitants of the other forty seven states who were just left out of the picture when it came to climate. And that is: no matter what is produced there, whether it be films, oranges or females, there is always present a characteristic freshness of design and concept which can easily be identified as "West Coast."

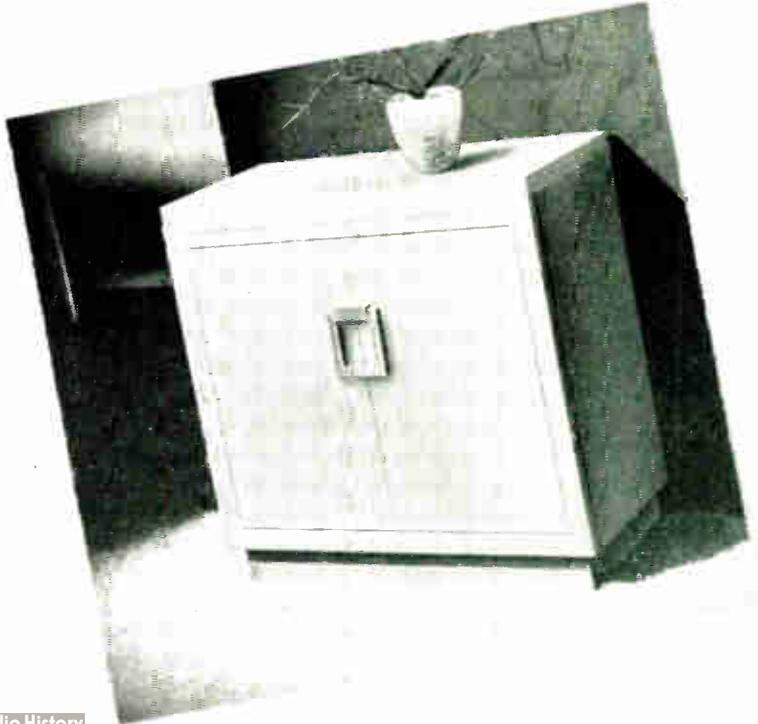
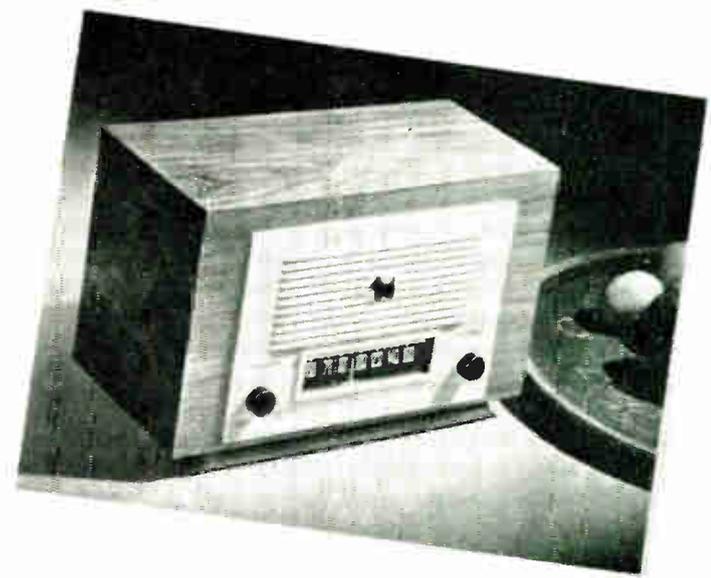


JACK TOTTON, Vice President and General Sales Manager of Remler Co.

This is true of radio design, too, and because basic cabinet design has become an integral part of selling, these new models, manufactured by the Remler Company of San Francisco, are of interest to the industry. To our way of thinking, the new sets and combinations pictured on this page symbolize the "California" spirit in radio design and construction.

Of interest too is that they are being made by a company which is currently celebrating its 30th anniversary in the radio field. Remler was originally organized in 1918 to manufacture wireless—one of the first practical applications of the then infant science of electronics. Two years later, radio fans all over the country were making their own home receivers from kits manufactured by Remler.

The models pictured on this page were developed to mark the firm's 30th Anniversary in the radio business and are of interest, not only for their basic design, but also because there are few companies who date back 30 years in this industry.



Survey Reveals Reasons for Low Vacuum Cleaner Sales

The producers of household vacuum cleaners, taking their cue from the reasons given by non-owners of the appliance for cleaning their homes, will use "health and sanitation" as their principal promotion theme in 1948, with more diverse use of both the cleaner and its tools as an important appeal to housewives.

The Vacuum Cleaner Manufacturers' Association recently retained Daniel Starch and Staff, New York business research consultant, to conduct a nationwide survey to determine why women don't own vacuum cleaners. Asked what their leading reason was for cleaning their homes, by whatever method in use, 46.9 percent of the non-owners of vacuum cleaners gave answers which added up to "health and sanitation". The other 50 percent replied "prolonging and protecting life of possessions" and "maintaining appearance".

It was also determined that more than one-half of the occupants of wired homes in the United States, or 15,885,000 families, do not own vacuum cleaners. Of these non-owners, more than half have refrigerators and 44.1 percent have washers, according to the survey. Reasons given for non-owner-

Says Appliance Industry Needs 100,000 Women

"There is a great need for 50,000 to 100,000 women in the appliance industry if only manufacturers would wake up," W. F. Linville, general sales manager of Bendix Home Appliances, declared recently in speaking to members of the Electrical Women's Round Table. "Manufacturers need them badly, but don't know it; distributors need them badly but don't know it; dealers need them more than ever, and the customer need is very great," said Mr. Linville, tracing the history of women in home service work and illustrating how they first became useful in the food industry.

Later, when ranges and refrigerators were made for home use they became an important part of this industry's sales programs. The firm of Landers, Frary & Clark, he stated, was the first electrical appliance manufacturer to employ women in demonstrating their products in 1915; and added that important developments in any manufacturer's refrigerators or ranges were due because women were working with them.

ship of vacuum cleaners include: "cannot afford one"; "have no rugs"; "can get along without one"; "use carpet sweeper"; "to many other things to buy"; "just started housekeeping"; "waiting until I have my own home"; "apartment too small". It was also found that non-owners do not understand that vacuum cleaners can be used on walls, ceilings, bare floors, and dozens of other uses. There was also found to be much mis-information about vacuum cleaner prices, some persons believing that the appliance costs as high as \$200.

The Vacuum Cleaners Manufacturers' Association is convinced that the new program will result in greatest cumulative impact on the non-user and will raise the level of acceptance of vacuum cleaners in relation to appliances which now hold precedence in consumers' minds.

Washer Manufacturers Seek to Standardize Local Plumbing Codes

The American Washer and Ironer Manufacturers' Association has announced plans to bring about standardization of local plumbing codes throughout the United States, as these codes apply to design of household washers and their details of installation. The move was prompted by the belief that growing confusion among local regulations serves to hamper the sale and use of washers in some communities but has no effect upon them in others.

The Association also plans to draw up and release current information on the sanitation requirements of self-service laundries, the first of which were established in the South and Southwest about fifteen years before World War II.

NERA Launches Sales Personnel Plan

Nation-wide launching of the NERA Sales Personnel Plan for recruiting, selecting, training and supervising retail appliance-radio salesmen has been started by the National Electrical Retailers Association.

A comprehensive folder describing the plan in detail may be obtained by writing to C. C. Simpson, Managing Director, NERA, at the organization's headquarters, 1304 Eye Street, N. W., Washington, D. C.

Prices Reduced on New Crosley Shelvador Line

A reduction equivalent to 7 to 16 per cent in the retail prices of new 1948 Crosley Shelvador refrigerators was announced recently by the Crosley Division, Avco Manufacturing Corporation.

"We believe this reduction in price is of real significance in view of the continuing high demand for quality electric refrigerators. Not only have we reduced the prices of new models, as compared with the closest comparable 1947 models but we also are offering larger capacities and additional features in all of our 1948 models," said Inwood Smith, Manager of Refrigeration.

Teaser Campaign

Initial phases of an exciting teaser campaign which nudged the nation's curiosity bump for several weeks have just been completed by the Norge division of Borg-Warner Corporation. Primarily a poster promotion, the plan was launched in mid-February on boards of 152 major cities in order to provide a strong public introduction for the company's new line of automatic defrosting refrigerators.



Key to the whole program was a set of two posters, the first of which featured a yellow moon shining across a board fence upon which had been painted the letters "S. D. F." Against the deep blue background of the night sky appeared the words, "It Happens at Midnight. . . ."

This was followed two weeks later with a poster which showed that the letters "S. D. F." stood for "Self-D-Froster," and announced that the new Norge defrosted itself automatically each night. According to C. H. MacMahon, director of advertising and public relations for the division, distributor and dealer response was highly enthusiastic.

NEW APPLIANCES

Electric Ovenette

Manufactured by National Enameling and Stamping Co., 270 N. 12th St., Milwaukee, Wisconsin

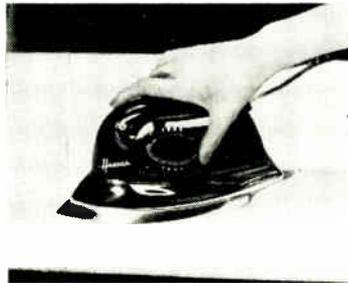


This new Nesco model marks an addition of a new electric casserole—the "Seventy-Fifteen" Electric Ovenette. Features are a solid stainless steel cover; equipped with an automatic thermostat and signal light. The removable 6 quart porcelain enamel cooking well is fully insulated with glass wool.

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

Automatic Electric Iron

Manufactured by The Hoover Company, North Canton, Ohio



Among the new features of this Hoover iron is its aluminum sole plate which heats evenly all over and is said to be given greater heat conductivity. This iron was designed after a careful study of what women do and do not want in electric irons. As a result, the large plastic, pancake-shaped dial serves as both protection against the heat of the iron or accidentally touching it with the fingers, and as temperature control. Handle is of brown plastic with smooth thumb rest molded in one with the handle.

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

ABC-O-MATIC Washer

Manufactured by Altarfer Bros. Company, Peoria, Illinois



This washer has a new and patented principle of "centric agitation" which is said to enable the washer to handle a 50% greater load (10 to 12 lbs.) in about one-third the time of other domestic-type washers. Requires no permanent installation; is easily transported; automatic time control stops washer at the proper time; has no high speed parts, no vibration, and no solenoid valves or thermostats; occupies 23" x 30" floor space.

Memo to Advertisers:

LYTE PARTS COMPANY
11 WASHINGTON AVENUE
PLAINFIELD, N. J.
PLAINFIELD 2-3887



March 31,
19 48.

Mr. Nat Boolhack,
Radio & Appliance Journal,
1270 Sixth Avenue,
New York 20, N.Y.

Dear Nat:

We take this opportunity of congratulating you on the excellent pulling power of the Radio & Appliance Journal.

Our first insertion brought a tremendous response from all sections of the country, and from very representative concerns. These inquiries have since developed into some real business.

We also wish to thank you for your whole-hearted cooperation in planning our advertising.

Very truly yours,
LYTE PARTS CO.

George Bellinck
GEORGE BELLINCK, V.P.

GJ:P

RADIO & APPLIANCE JOURNAL
1270 Sixth Avenue New York 20, N. Y.

\$ EASY PROFITS \$

DISPLAY — DEMONSTRATE — SELL
INTERCOMMUNICATION FOR ALL!



list
\$19⁹⁵
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" **\$12⁹⁵**
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-4
KEARNEY, NEBR.

Plans Completed for Radio Parts Show Next Month; Exhibits to be Televised, Peak Attendance Expected

Preparations for the 1948 Radio Parts and Electronic Equipment Conference and Show at the Hotel Stevens, Chicago, May 11-14, anticipate a record attendance. Arrangements have been made with American Television, Inc., to televise the Show, according to Kenneth C. Prince, Show Manager.

Advance hotel registrations already totalling a thousand rooms, and space assigned and confirmed to date is running far ahead of previous years. Plans for special trains from New York, Philadelphia and Washington indicate that 275 persons will leave New York on Saturday, May 8th, in a completely streamlined section of the New York Central's Commodore Vanderbilt, while the Mid-Lantic Reps Limited of the Baltimore & Ohio will leave Philadelphia routed through Washington to pick up industry members from Eastern Pennsylvania, Baltimore, Washington, Richmond, Western Maryland and Western Pennsylvania.

According to this year's program, Sunday, May 9th, and prior days will be devoted to sales meetings and the Exhibition Hall will be open for erection of displays on Sunday. Monday will be "Associations' Meeting Day," with meetings scheduled for NEDA; the "Representatives" of Radio Parts Manufacturers, Inc.; "Canadian Luncheon"; Sales Managers Club; and the Industry Dinner at 7 P.M. in the Grand Ballroom of the Stevens.

Plans to handle a record crowd have been completed by the committee, and Rollie J. Sherwood, chairman of the banquet committee, has announced a novel program, free of speeches, and with emphasis placed on theatrical entertainment.

I.R.E. Convention Draws Record Attendance

The Institute of Radio Engineers 1948 National Convention attracted record crowds last month to the Grand Central Palace in New York. The convention, lasting four days, exhibited a total of \$6,000,000 in the latest type of electronic equipment, covering radio, television, communications as well as military and scientific applications.

Disclosure of developments designed to make possible better and more economical home FM receivers, higher fidelity broadcasting and improvements

Heads G-E Component Sales



Russel S. Fenton, appointed sales manager of component parts in the General Electric Receiver Division. A native of Pittsburgh, where he was a dealer for several years, Mr. Fenton has been with G-E since 1942.

in television reception were some of the highlights. Most of the equipment and speeches were of special interest to engineers, but the technical advances and implications of many new devices caused considerable interest to persons close to the radio and television field.

Sylvania Expands Output Of Television Tubes

Production of television viewing tubes during the first six months of 1948 will be expanded several times by Sylvania Electric Products Inc. H. Ward Zimmer, vice president in charge of manufacturing, said that the majority of tubes produced will be of the ten inch direct view type although there is increasing demand for larger direct view and projection tubes.

Production of large viewing tubes, while aided by the mechanization of the industry during the war, does present new problems to the tube manufacturer. One of these is the handling of the large glass bulbs, which increases the need for production space. To meet this need the cathode ray tube department of Sylvania is doubling production floor area.

Radio Parts 'Reps' Study Selling Atomic Energy

The sales representative of the future may have to learn how to sell atomic energy.

Members of The Representatives of Radio Parts Manufacturers, Inc., which includes more than 350 sales representatives of manufacturers of component parts in the radio and electronics field, have formed a special Atomic Research Information Committee.

The committee will study and report on developments in potentially marketable atomic equipment and recommend sources of atomic knowledge to members as they become available.

"While emphasis currently is upon detection equipment intended primarily for military use, the time is not far off when a sales representative may have to explain the Geiger Counters described in his catalogues and make clear how they are applicable to operations as yet undreamed of," declared Leslie DeVoe, who is president of The Representatives.

"Already there is talk of the development of a 'cold' vacuum tube, i.e., a tube operating radioactively without a filament, which will never wear out and may radically alter sales problems. It will also open new branches of electronics," he said.

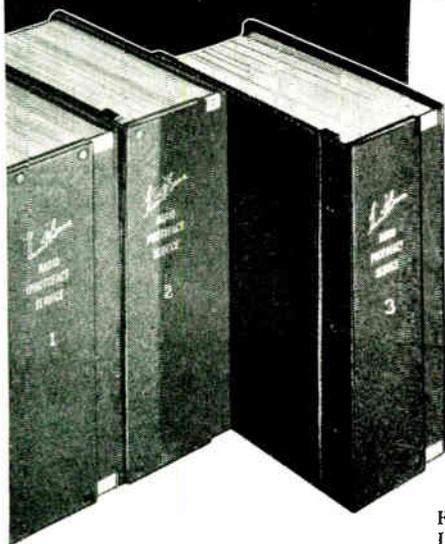
Wholesalers Study TV Servicing Problems

The distributor's problems with reference to the installation and servicing of television receivers in the Metropolitan New York area will be the subject of a study to be made by a sub-committee of the National Electrical Wholesalers Association's Service and Repair Parts Committee.

Among questions to be considered by the sub-committee are (1) what principal difficulties have been encountered in television receiver installations? (2) is installation and servicing done by a servicing dealer or an outside agency? (3) what mileage area is covered by television transmitters? (4) within what areas is service to users available, and what record forms are maintained?

The study is expected to reveal information which will be of great value in helping dealers, wholesalers and television manufacturers formulate policies to meet the need for reliable data in this rapidly expanding servicing field.

30,000 Servicemen Know the Score!



YOUR PRICE, EACH VOLUME, IN
EASY-TO-USE DELUXE BINDER

\$18³⁹

ABSOLUTELY INDISPENSABLE!

These Books Earn Money for Them Every Single Working Day...

YES! 30,000 Radio Servicemen depend on PHOTOFACT Publications to boost their earnings—to help them get more work done in less time. You, too, can earn more every single working day! Order your PHOTOFACT Manuals now. Get the complete, accurate data that's tailored to help you—the data you need for more profitable radio servicing.

World's Most Practical Radio Service Manuals!

Everything you need for fast, efficient, profitable servicing—bound in easy-to-use volumes. Large size schematics with the exclusive PHOTOFACT Standard Notation; photo views keyed to parts lists and alignment data; complete listings of parts values and proper replacements; alignment, stage gain, circuit voltage and resistance analysis; coil resistances; dial cord stringing; disassembly instructions; record changer analysis and repair data. Order PHOTOFACT today—it's the *only* complete, practical Radio Service Data that meets all of your *actual* needs.

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



Howard W. Sams RADIO RECEIVER TUBE PLACEMENT GUIDE

The book that shows you exactly where to replace each tube in 5500 radio models. Covers receivers from 1938 to 1947. Each tube layout is illustrated by a clear, accurate diagram. Saves time—eliminates risky hit-and-miss methods, especially where the customer has removed tubes from the set. A handy pocket-sized 192-page book, indexed for quick reference. You'll use it profitably every single day! Order several copies for your bench and for outside calls **TODAY! ONLY \$1.25**



Howard W. Sams 1947 AUTOMATIC RECORD CHANGER MANUAL

Nothing like it! Complete, accurate data on over 40 post-war models. Exclusive exploded views, photos from every angle. Gives full change cycle data, information on adjustments, service hints and kinks, complete parts lists. Shows you how to overcome any kind of changer trouble. PLUS—for the first time—complete, accurate data on leading WIRE, RIBBON, TAPE and PAPER DISC RECORDERS! 400 pages; hard cover; opens flat. Don't be without this manual. **ONLY \$4.95**



Howard W. Sams 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 re-stringing quick and simple. A "must" for every service bench and tool kit. Order your copies now. **ONLY 75c**

**There's Nothing Like These Books—
Own One and You'll Want Them All!**

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 75c per copy.
- Send FREE PHOTOFACT Cumulative Index.

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"

RCA Presses Campaign for Standardization of Tubes

A campaign for greater standardization of tube types used in the radio and electronics industry, begun before the war by the RCA Tube Department, is re-emphasized with the publication of a new list of "preferred-type" tubes, according to an announcement by L. S. Thees, Equipment Sales Manager of the RCA Tube Department.

Prepared especially for electronics design engineers and equipment manufacturers, RCA's "preferred-type list" catalogues selected receiving and non-receiving tubes "of greatest usefulness"

to the industry. Purpose of the list is to encourage greater concentration on fewer tube types by designers and manufacturers of electronic equipment in the interest of greater economy for the industry as a whole.

"Establishment of a preferred-type list was originally dictated by the need to counteract increasing demands for more and more tube types differing only in minor details, an expensive situation for everyone," Mr. Thees revealed. "RCA's preferred-type list concentrates attention on the types of 'greatest use-

fulness' as determined by customer preference and engineering analysis."

Pointing out that in the receiving-tube category alone, some 90 tube types out of 650-odd types manufactured by the entire tube industry, account for about 90 per cent of sales, the RCA Tube Department is strongly emphasizing the economics and advantages to be gained from further standardization on "preferred types."

Manufacturers of home and auto receivers especially are being urged to blue-print their products around fewer tube types. Fifty-seven types, the Tube Department points out, take care of practically all types of receiving-set circuits including ac sets, ac-de sets, television and FM receivers, battery and auto sets.

Listing advantages of tube standardization, Mr. Thees emphasized that larger demand for fewer types results in manufacturing economies which are reflected in lower costs to purchasers. "Tube plants manufacture more efficiently for stock," he said. "Long production runs on fewer tube types result in greater manufacturing economy. Better quality results because tube operators acquire more skill working continuously on one type. All are reflected in lower costs to users."

New TV Tube Gives Improved Light and Detail

A new 10-inch direct-view television picture tube which gives approximately twice the light and improves image detail and contrast will be made by General Electric Company in one of its home receivers, it was revealed by A. A. Brandt, general sales manager of the company. The new tube makes it unnecessary to turn off the house lights at night to enjoy the picture on the screen; the tube is also expected to relieve eye-strain which sometimes results from too great a contrast between the screen and dark surroundings. This is accomplished by an aluminum backing which acts as a mirror, preventing loss of light and stray reflections inside the tube, thereby greatly improving brilliance and contrast.

New Guide on Crystal Replacement

A new guide to phonograph crystal replacement, which shows the exact replacement crystal to use in the different models of RCA Victor phonographs, has been prepared by the RCA Tube Department and is now available to radio servicemen and dealers. The guide is entitled the "RCA Crystal-Pickup Data Folder" and is available through RCA parts distributors.

USE THE BEST TODAY!

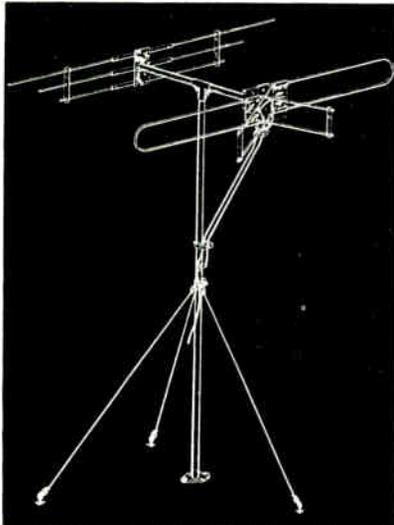
BE PREPARED FOR TOMORROW!

Your receivers are only as good as your antenna

LYTE FM & TELEVISION ANTENNA

(MODEL LTC-R)

WITH TRIPLE REFLECTOR



Lessens interference to a greater degree than any antenna on the market. 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**

MANUFACTURED BY

LYTE PARTS CO.



PLAINFIELD, N. J.

NEW MANUALS AND CATALOGS

RCA Technical Papers

Source: RCA Laboratories Division,
Princeton, New Jersey

A complete index (Volume II (b)) of all technical papers published by Radio Corporation of America since 1893. The papers cover a vast range of subjects in the fields of radio, electronics and related fields, and list the author or a coauthor of which was associated with RCA at the time of the paper's preparation or at the time the work described in the paper was performed. Copies of the Index are available upon request to RCA Review.

New Battery Catalog

Source: Zenith Radio Corporation,
6001 West Dickens Ave., Chicago, Ill.

A new battery catalog which illustrates battery socket and plug connections for all sets. Illustrates the complete line of batteries used in Zenith radios, plus universal-type batteries designed to fit practically every dry-battery radio requirement. Also lists an extension cable that makes possible use of economical rural-type batteries to operate Zenith portables.

Television Encyclopedia

Source: Fairchild Publishing Co.,
8 East 13th St., New York City

This is the first non-technical reference book ever compiled on television in all its major aspects. Entitled "Television Encyclopedia" and written by Stanley Kempner with the aid of a group of television authorities, the book includes an historical survey of television, biographical sketches of pioneers in the field, a glossary of technical and trade terms and an exhaustive television bibliography.

FM Transmission and Reception

Source: John F. Rider, Publisher, Inc.,
404 Fourth Avenue, New York City

This latest addition to the John F. Rider Publisher, Inc. list of titles is an up-to-the-minute book on the latest phase of broadcasting—FM—and covers the underlying principles of FM transmission and reception. The first section discusses both the narrow-band and wide-band transmitters manufactured for service in television. The second section of the book explains each stage of an FM receiver, comparing them with their counterparts in AM sets, and devotes special attention to the four different types of FM detectors as well as the FM tuners on the market today. Such servicing problems as relocation of antennas, image response, noise and oscillator troubles, cathode lead inductances, etc. are listed.

Electrical Connecting Devices

Source: Howard B. Jones Division,
Cinch Mfg. Corp.,
2460 W. George St., Chicago, Ill.

This booklet provides a thorough coverage of electrical connecting devices, with specifications, illustrations and suggestions for inspection, installation, etc. May be obtained without charge by writing to the company.

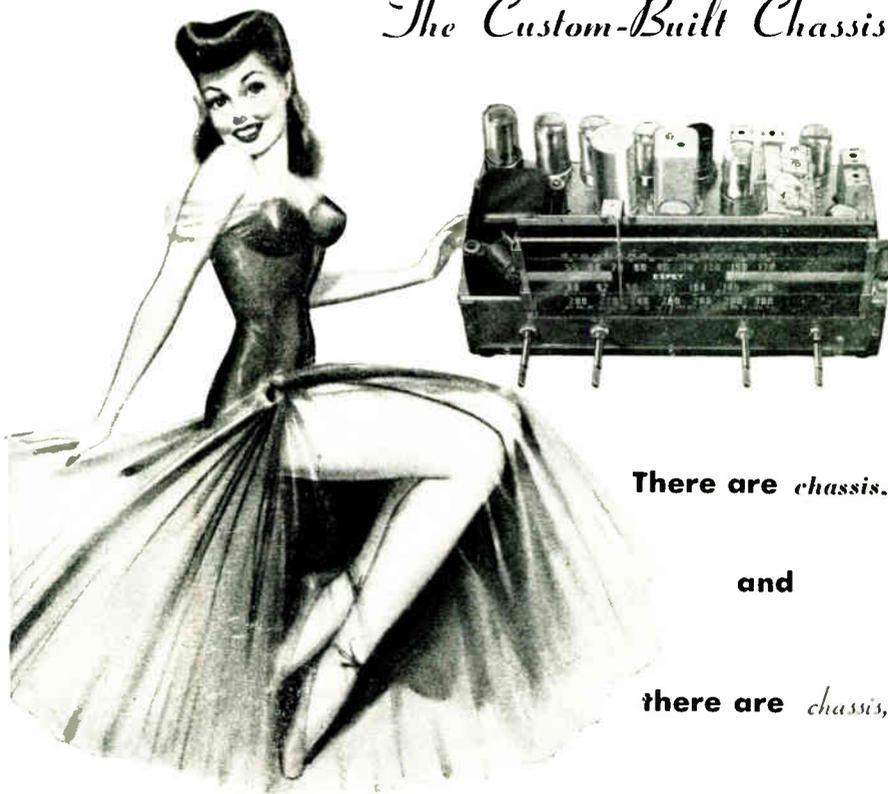
Industrial Adhesives

Source: Minnesota Mining and
Manufacturing Co.,
901 Faquier Avenue, St. Paul, Minn.

The choice of exactly the right type of coating, sealing or adhesive is often a vexing problem. This new brochure, "3M Adhesives in Industry" contains 10 pictures, cites 18 case histories, and lists 26 of the more than 1,000 formulae offered by the company's adhesives and coatings division. Copies are available on request to the company.

ESPEY

The Custom-Built Chassis



There are *chassis*,

and

there are *chassis*,

How many times have you wished you could replace that worn out AM set now housed in a beautiful, highly thought-of cabinet? At last it's possible—and at a price within the reach of everyone! The **ESPEY** line of custom-built chassis is designed for just such installations, as well as for custom-built and other special applications. Take the **ESPEY MODEL 7-B**, for instance. It's a top-quality AM-FM receiver, featuring high fidelity reception, illuminated slide rule dial, full tone control, and is wired for phonograph operation.

Its superheterodyne circuit contains 10 tubes plus a rectifier tube, and operates on 105/125 volts AC, 50/60 cycle. Furthermore, it's supplied ready to operate, with 10" speaker containing an Alnico #5 magnet, both AM and FM antennas, and all hardware needed to make the installation easy and complete.

For further details about this—and the rest of the **ESPEY** line—write to Department V today.

ESPEY MANUFACTURING COMPANY, INC.
528 EAST 72ND STREET-NEW YORK 21, N.Y.

A **RAJ** SECTION NEW COMPONENT PARTS

Liquid Magnifying Lens

Manufactured by Liquid Lens Corp.,
77-17 Parsons Boulevard, Flushing, N. Y.



This "all-vue" lens is constructed of specially prepared DuPont Lucite, liquid filled and permanently sealed. Spherically designed to produce a perfect optical vision and pre-focused, which eliminates adjustment and does not telescope the picture. The picture is said to be horizontally and vertically visible at any angle up to 180 degrees.

Master Amplifier

Manufactured by Setchell Carlson, Inc.,
2233 University Ave., St. Paul, Minn.

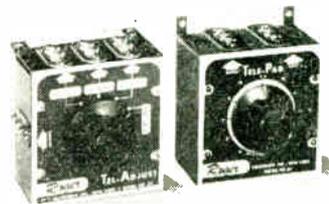


This master amplifier, Model PA722, has one phono and four microphone inputs, each with individual volume and

tone control and offers considerable advantage when more tone control.

Solves TV Installation Knots

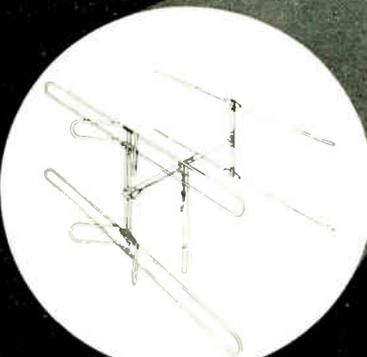
Manufactured by Roger Television, Inc.,
366 Madison Ave., New York City



Designed for dealers selling television, this device, called the "Tele-Pad" is permanent test equipment for the serviceman and the television installer. Used in trouble-shooting television receivers both at the installation and on the bench, the Tele-Pad is a calibrated variable pad box for television signal frequencies. It matches impedances between receiver and dipole transmission lines, checks sensitivity of television receiver, finds causes for ghosts, for tearing and unstable pictures, and for other troubles peculiar to television. Say you saw it in *Radio & Appliance Journal*, April, 1948.

Top Performance *
with **JFD**

F-M and TELEVISION
ANTENNAS
and
Accessories



Model TA105
(illustrated)

DOUBLE STACKED DIPOLE WITH
HIGH FREQUENCY LOBES AND
REFLECTORS
LIST PRICE **\$35.00**

Here is the last word in television antennas. This double stacked folded dipole with high frequency lobes and reflectors gives full reception on both TV bands and on the FM band. Frequency Range is from 44 to 216 mc. JFD's exclusive "ROTO-LOCK" insulator, molded of a special modified polystyrene, guarantees maximum insulation efficiency and TOP PERFORMANCE on upper television channels. Heat and cold resistant in extreme temperatures.

This lightweight, durable antenna is precision engineered of heavy wall 1/2" aluminum tubing and is completely adjustable in both horizontal and vertical planes. Mast and supporting members are the heaviest in use today — 1" diameter and 1/16" wall thickness. Assembly can be completed in a few minutes — all pre-assembled. Every screw, nut, and bolt is right in place — no need for a hardware bag.

Cat. No. TA105 List Price \$35.00
Cat. No. TA105L (No. TA105 with 60' or 300 ohm Twin Lead). List Price \$37.50

ASK YOUR JOBBER FOR FREE LITERATURE DESCRIBING OTHER
JFD TELEVISION AND FM ANTENNAS OR SEND DIRECT TO US,
WRITE FOR JFD FOLDER 248-S

"Pioneering in F-M and Television Antennas Since 1939"

JFD MANUFACTURING CO., Inc.
4111 FORT HAMILTON PARKWAY, BROOKLYN 19, NEW YORK, U.S.A.

*Industrial
Teleceivers*




For Public Viewing in
TAVERNS - HOTELS
HOSPITALS - SCHOOLS
INSTITUTIONS - CLUBS

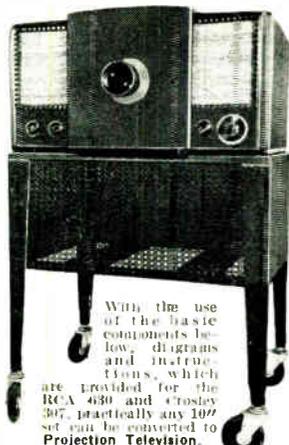
Featuring **SIMPLIFIED
CENTRAL CONTROL**
with any number of
viewing screens

**INDUSTRIAL
TELEVISION, INC.**
359 LEXINGTON AVE., CLIFTON, N. J. · GREGORY 3-0900

PROJECTION TELEVISION!

Convert your RCA 630 or Crosley 307 to this

OUTSTANDING TELEVISION CONVERSION OF 1948!



The gigantic picture this set is capable of projecting must be seen to be believed! One set converted by a Los Angeles company was demonstrated at the Shriner's Temple in Los Angeles, during the Rose Bowl game. It was viewed by 4800 people at one sitting! A 12x16-foot rear projection plastic screen of our type was used.

F. 1.9 TELEVISION PROJECTION LENS

Dimension—Length 7" Diameter 1 1/4", F 1.9 E.F. 5 in. (127 mm). This lens incorporates in barrel a corrective lens for use with a 5TP4 projection tube. It is easily removable for use with flat type tubes. Lens can be utilized to project picture sizes from several inches to 7x9 feet. Made by Bausch & Lomb Optical Co. Dealers' Price \$125.00



Mounting ring available for above lens. Price \$2.50

30 KV RF POWER SUPPLY

Dimension—Length 14", Width 11", Height 11". This unit has a low voltage supply separate from high voltage pack. Low voltage DC supply has control which enables you to vary voltage from approximately 12 KV to 40 KV. Unit has focus control built in for use with 5TP4 projection tube. Dealers' Price, complete \$99.50



STAND FOR PROJECTION TELEVISION SETS

Dimensions — 23" High, 25" Wide, 18 1/2" Depth. For use with RCA 630 chassis or Crosley table model sets. Unit mounted on ball bearing soft tired wheels. Depth is designed to accommodate RF Power Supply. Open grill allows free circulation of air. This stand a natural for mounting scopes and other lab. equipment for easy mobility. Specify whether for Television use or shop. Stand as shown in top photo. Dealers' Price \$31.50

REAR PROJECTION TELEVISION SCREENS

The screen surface consists of a conglomerate arrangement of microscopic plastic crystals that "Pin Point" the projected image providing unexcelled angular viewing with a minimum loss of projected light. It is estimated that there is a loss of approximately 10% of light viewing the image at 45 degrees off center. Light transmission percentages are controlled to obtain the maximum efficiency of the television optical projection system. The percentage of 80% of transmission has been determined as that providing maximum efficiency. Stock sheets are available from 3x4 feet down. Specify inside dimensions of screen desired. If larger sizes are required, they can be made to order. Frames can be had on request, small sizes \$5.00—large sizes \$10.00. Dealers' Price of screen, per sq. foot \$4.50 Include 25% Deposit With Order, Balance C.O.D.

Pioneers in Projection Television
SPELLMAN TELEVISION, INC.
130 WEST 24th STREET • NEW YORK 11, N. Y.

Television Filter

Manufactured by Pioneer Scientific Corp., 295 Lafayette St., New York City

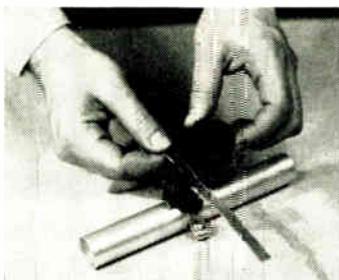


Polaroid, the most famous name in glare removing optics, has now turned its attention to television and come out with a new television filter which is said to clear and sharpen the picture and produce a crisp image and greater contrast without glare. The Polaroid Television Filter box contains a basic size filter, a cutting pattern with simple instructions for trimming filter to each set, etc.

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

TV Lightning Arrestor

Manufactured by RCA Victor Division, Camden, New Jersey



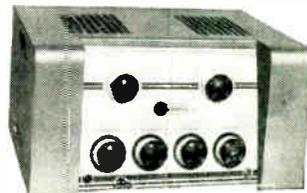
A unique new lightning arrestor, designed to fit quickly and easily into television and FM receiver installations. This simple plastic and metal device will fit 300-ohm transmission lines and is a foolproof new method of attaching the transmission line which avoids cutting and splicing. The arrestor is easily mounted on any indoor water pipe by means of its flexible metal ground strap.

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

TWO GREAT
NEW 50 WATT AMPLIFIERS

Bogen
SOUND SYSTEMS
AND
COMMUNO-PHONES

GX50 DELUXE 50 WATT AMPLIFIER



The proudest achievement in Bogen's fifteen years of sound leadership. Three microphone, one phono-channel. Dual Electronic Tone Corrector; Push Pull 807 constant voltage output for ease of speaker matching. Oil filled high voltage filter capacitor, cable harness construction, safety interlock switch.

List Price: \$216.25*

H50 STANDARD 50 WATT AMPLIFIER



UNDERWRITERS' LABORATORIES APPROVED. Two microphone, one phono channel. Bass-Treble Tone Control. Response: 30-20,000 cps ± 1 db. Push Pull 807 constant voltage output. Oil filled filter capacitor, cable harness construction, safety interlock switch.

List Price: \$183.75*

*Slightly Higher, West of Rockies

FREE!—For a complete explanation of constant voltage output technique and GX50 and H50 literature write Dept. B-4.



David Bogen
CO., INC.

663 BROADWAY, NEW YORK 12, N. Y.

NEWS OF COMPONENT PARTS INDUSTRY

Electronic tube advertisements which describe "packaged circuits" for typical radio amateur applications have been initiated by the Tube Division of G. E. at Schenectady, N. Y. The circuit utilizing the advertised tubes may be obtained from G-E distributors.

Paul H. Wendel has joined the Photofact staff of Howard W. Sams & Co., Inc. Widely known in the industry as a writer, engineer, market and sales analyst, Mr. Wendel served with the AAF during the war and later was associated with several publications in the radio field.

D. R. Bittan Co., Inc., formerly known as Bittan-Nevins Co., is the new name of the firm, according to an announcement by D. R. Bittan, president of the firm. Raymond Steckel is vice president and Bernard Brown is treasurer.

Federated Purchaser, Inc., 80 Park Place, New York City, marking twenty years of service to the radio industry, has announced the opening of a modern branch for the distribution of radio and electronic equipment in Allentown, Pa. The new office is located at 1113-15 Hamilton Street and is managed by William Kornhauser.

Zenith Radio Corp. has announced a completely new line of frequency modulation antennas, reflectors, and extension arms designed to insure maximum FM performance. The new line includes a folded dipole FM antenna, an accessory reflector assembly for use in locations where noise or distance requires a reflector.

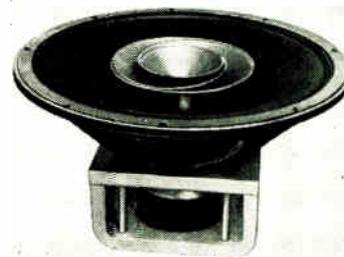
Stromberg-Carlson has introduced the RF-72, a single unit loud-speaker designed for high quality reproduction of sound. The RF-72 features true fidelity, high power handling capacity, lower distortion, extended frequency range and wide angle distribution.

Russell S. Fenton has been appointed sales manager of component parts in the General Electric receiver division at Electronics Park.

The May Issue of Radio & Appliance Journal will contain a Special Section devoted to the forthcoming Radio Parts & Electronic Equipment Show to be held at the Stevens Hotel in Chicago, May 11-14, 1948.

Co-Spiral Speaker

Manufactured by Stephens Manufacturing Corp., 10416 National Blvd., Los Angeles



To meet the demand for a reproducer to convert existing equipment for high fidelity, this newly-designed Tru-sonic Model P-52FR speaker has a frequency range from 40 to 14,000 cycles. Supplied in both 12" and 15" cone diameters and equipped with 2½ pounds of Alnico V magnet material.

Dynamic Signal Tracer

Manufactured by McMurdo Silver Co., Inc., 1249 Main St., Hartford, Conn.



This model 905A "Sparx" is a super-sensitive aural dynamic signal tracer incorporating 18 watt universal output transformer and test speaker. Employs new vacuum tube hand-size probe on extra-flexible 4 foot cable. Frequency range of probe and cabinet-contained 2 stage a.f. is 20 cycles through 200 megacycles for AM, FM

For the First Time . . .



MAGNAVISION

presents today's

BEST TELEVISION BUY!

- CHECK THESE FEATURES**
- 4 Mc bandwidth; 4 double-tuned video I.F. stages, for fine picture resolution
 - High sensitivity, suitable for fringe area reception
 - RCA F-M Sound System: 3 stage sound I.F. with AVC feeding ratio detector
 - 3-stage Audio Amplifier using inverse feedback to provide distortionless output
 - R-F Tuner features balanced input, plus band-pass R-F amplifier
 - 15" C.R. tube: Flat-faced, 145 sq. in. picture area, with Ion Trap Gun
 - Superb mechanical design that can easily pass JAN specifications

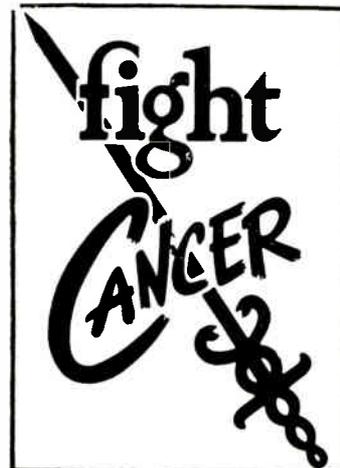
Featuring the sensational new 15" ZETKA FLAT-SCREEN Picture Tube with ION TRAP GUN, THIS CUSTOM-BUILT READY-TO-OPERATE TELEVISION CHASSIS offers a FIRST-TIME OPPORTUNITY to alert dealers! Sell the chassis alone—it's a superbly designed unit that your customers will be glad to buy—or install it in any television cabinet . . . and sell it to taverns, clubs, hotels, theatres, homes. The wonderful new FLAT-SCREEN Picture Tube provides sharp clear pictures that can be viewed by large groups of people, WITHOUT DISTORTION, from any angle within range!

Magnavision 15" complete chassis (T-15-48-A) Size: 22" Wide, 17" Deep, 18" Overall height. Picture tube extends 3" beyond back of chassis. Completely wired, tested, ready to operate, including all tubes, plus 15" ZETKA Picture Tube. List Price **\$595.**

Subject to usual dealers' discount

The Magnavision Company are licensees of Radio Corporation of America
DEALERS: Write today for full information about this first-time opportunity in television, to
AIM INDUSTRIES • 41 UNION SQUARE, NEW YORK 3 • EXCLUSIVE SALES AGENTS

The Magnavision Co. New York, N. Y.



APRIL IS CANCER CONTROL MONTH
GIVE
AMERICAN CANCER SOCIETY

Asks Disc Fans to Name New Record Room

Novel Contest Brings Over a Thousand Entries and Boosts Platter Business for Sampson

USING the public's love of the excitement of a contest to help fix the name of their new radio, appliance, and record store into their minds, Harold Shapiro, vice-president of Samson's, recently planned and carried out this entire promotion which brought thousands of people into the store at 114 W. Wisconsin Avenue, in Milwaukee.

Back in July, 1947, when the interior was being remodeled to house the two story radio and appliance firm, Mr. Shapiro conceived the idea of the contest to name the two record rooms.

To promote this contest, a full-page ad was run in the Milwaukee Journal; radio spot announcements were made; large window posters were put in the front windows; and contest blanks distributed to each of the three Samson stores. People could write in for these blanks, or they could come into the store and ask for them. No purchases were required, for it was Mr. Shapiro's idea to get people used to coming into his new downtown store.

From the start of the contest until its close seven weeks later, a steady stream of people accepted the invitation to come in and look around, the better to judge a fitting name for the two rooms.

By the time the contest closed, well over a thousand entries had been received. Then the three judges who had been appointed by Mr. Shapiro to choose the winners—Charles Lamphier, President of WFOJ, a Milwaukee radio station; Fred Froede, President, Home Savings Bank; and Judge Thaddeus J. Pruss of the Milwaukee Civil Court—went to work to judge the best ones. The name they agreed on as being the best of all those entered was "Old Masters and Modern Maestros" submitted by Mrs. E. F. Maurer. They graded it best for its contrast—"old and new"—its repetition of the letter m; and its fine balance.

The other prize winners were notified by mail; and anyone asking for a list of the winners and enclosing a self-

Samsons Contest **ENTRY BLANK**
RADIOS • RECORD PLAYERS • RECORDS
 A Total of
\$1000.00
 IN PRIZES
 Given Away

Name SAMSONS Two Record Rooms

Name each of the two rooms. You may come in anytime to see what they look like before submitting your entry. Then in 25 words or less complete the statement, "I suggest these names for Samsons record rooms because..."

Entry blanks may be obtained at any Samsons store. NO PURCHASE NECESSARY.

Submit as many names as you wish. Bring them, or mail to Samsons Contest Dept., 114 W. Wisconsin Ave., Milwaukee 3, Wis. Entries will be judged by Mr. Charles Lamphier, President, WFOJ Radio Station; Fred Froede, President, Home Savings Bank; and Thaddeus J. Pruss, Judge, Civil Court. The names will be selected on appropriateness and originality. The statements will be judged on staccato, logic and aptness of

thought. Duplicate prizes awarded in case of ties. Age will be considered in judging entries of children under 14 years. The decision of the judges will be final. No entries returned. All entries and ideas therein become the property of SAMSONS which shall have the right to use, with contestants' names, in Samsons advertising.

Contest closes midnight November 30, 1947 and all entries must be postmarked before that date and received before Dec. 1, 1947.

Notices will be mailed to winners. A complete list of winners will be sent to all contestants requesting one and sending a stamped, addressed envelope. Samsons will decide whether or when to announce the winning names for the record rooms.

"I suggest these names for Samsons two record rooms _____

(classical record room) (popular record room)

because _____

NAME _____ (Signature)

NAME _____ (please print)

ADDRESS _____

CITY _____ ZONE _____ STATE _____

AGE _____

After completion, return or mail to
SAMSONS
 114 W. Wisconsin Ave.
 Milwaukee 3, Wisconsin

This is the entry blank used by Samsons to stimulate interest in his novel Record Room Name contest. The contest served the dual purpose of creating goodwill for the store and getting an excellent name: "Old Masters and Modern Maestros".

addressed, stamped envelope received that list. Thus everyone was in on the contest from the beginning to the end.

This contest made many friends for Samson's. People who came in for the first time to get a contest blank kept coming back to make more purchases. The large selling staff on the main floor and in the basement radio and appliance sections found the same people becoming steady customers.

Records are especially good sellers, according to Leo Lansky, the Record Buyer for all three stores.

"That's only natural," he adds, "be-

cause when grownups shop, they usually come downtown. We're right in the heart of that section, so they can't miss our store. Our contest helped fix it in their minds. And the youngsters automatically head for our store when they have time off from school and work, for we have the widest selection of records in Milwaukee at this store of ours. Classics, comedy platters, literary recordings, and novelties of many kinds are among the items we handle. Knowing they can get whatever they are looking for in the way of a record, our customers keep coming back to us; and that's exactly what we aimed at with our contest!"

Now that the contest is over and Harold Shapiro has a fine name for his record room, he doesn't intend to rest on his laurels or stop further promotion. Being an aggressive merchant, he is aware that it takes constant and planned activity to keep disc sales up to peak potentials, and he intends to follow through. For one thing, the contest produced a fine prospect list of more than a thousand entries. Since it can be presumed that every person who took the trouble to enter the contest had some interest in records, it follows that this prospect list constitutes a swell list for potential record buyers. Samsons plans to circularize this list with direct mail literature giving the latest news of new records in both the classical and popular categories. Furthermore, he plans to make up special "packaged" items consisting of records for particular age groups or special occasions, such as holidays, birthdays, Mother's Day, Father's Day, etc. The buying potential in children's records has barely been touched, and with the many low priced phonographs now on the market, opens up a completely new field.

All in all, Samsons contest more than repaid the effort expended and demonstrated what the retailer merchant can do, if he uses initiative, in building greater acceptance for records and the host of allied products which go along with them.

The Dealer's Point of View

AS THOUGH the precarious international situation and the muddled domestic political scene were not enough, the increasing complaints about warped cabinets, peeling veneers, loose fittings, defective record changers and components continues to cause severe headaches among dealers. This rather disturbing condition doesn't apply to only one city or one area but has been prevalent in all sections of the country.

The complaints, we are happy to say, started with the dealer rather than the customer. Had the dealer permitted the defective merchandise to go out to the customer, it would have been too bad—both for the dealer and the industry at large.

What are the kicks about, specifically? Console and combination cabinets are constructed of unseasoned woods which quickly warp, shrink and bulge soon after they are placed on the dealer's sales floor, thus creating one mess of a servicing problem. One dealer told us that most of his trouble arises from lids and doors, which will not open or close after temperature changes. And remember all the tem-

perature changes we've had in recent months! A prominent New York merchant remarked, enant of this condition: "Talk of the need for a servicing department! What we need in our store is a few expert cabinet makers and furniture repairmen instead of engineers."

Other complaints include: poor radio tubes that "seem to go all of a sudden", warped plastic cabinets on the smaller table model sets; poorly assembled record changers, speakers, condensers. Some department stores report that almost three-fourths of all radio sales made require some kind of servicing soon after the sale.

Of course, this is where the distributor comes into the picture, and dealers say he doesn't come in for much help. The distributors have attempted to clear up the repair mess, and many have set up a minimum repair charge of less than \$2.00, but this doesn't begin to cover the dealer's actual costs. Add to all this the continued shortage of replacement parts, and it begins to look like a first class situation calling for a lot of aspirins for all concerned: manufacturer, wholesaler, dealer and customer.

What's to be done about it? First, manufacturers better begin paying more attention to their factory inspection and assembly procedures. We believe that the engineering is there; the design is good, and the materiel used is excellent. But a lot of the labor is new and comparatively untrained. More rigid assembly and inspection procedures must be instituted. After all, the dealer should spend his major effort on SELLING, not REPAIR.

THE Bureau of the Census has just supplied us with figures concerning January sales of radios and household appliances. These totalled about \$186 million, a drop of about 37 per cent from the peak sales reached in December, 1947, but still a ten per cent gain over January, 1947. The National Electrical Retailers Association reports that while dealers are not yet overstocked on major appliances, they report a rather heavy inventory on radios. NERA started a monthly survey on inventories last February, on an experimental basis, to see what could be learned from dealer inventory figures. As of February 1, 1948, here is part of the inventory picture: *Radios* (AM, FM, Television)—84% of dealers average 38 per dealer; 16% of dealers reported no inventory. *Refrigerators*—84% of dealers average 8 per dealer.

ANOTHER GRACIE FIELDS' HIT

AU REVOIR
and
RED SAILS IN THE SUNSET
with Phil Green and his orchestra
No. 129

75c plus tax

LONDON RECORDS
IMPORTED
FULL RANGE RECORDING



ORDER FROM THE FOLLOWING DISTRIBUTORS

- | | |
|---|---|
| ALL STATE DISTRIBUTORS, INC.
30 WARREN PLACE
NEWARK 2, N. J. | MACKAY RECORDS DISTRIBUTORS
119 ADELAIDE STREET WEST
TORONTO, ONTARIO |
| BARNETT DISTRIBUTING CO., INC.
15 E. 21 STREET
BALTIMORE 18, MD. | MERCURY DISTRIBUTORS, INC.
1139 TREMONT STREET
BOSTON 20, MASS. |
| C. & C. DISTRIBUTING CO.
907 FOURTH AVENUE
SEATTLE 4, WASH. | MERCURY DISTRIBUTORS, INC.
50 FLOWER STREET
HARTFORD, CONN. |
| DAVIS SALES COMPANY
1010 17th STREET
DENVER 2, COLORADO | MUSIC SALES COMPANY
480 UNION AVENUE
MEMPHIS 3, TENN. |
| DIXIE RECORD SUPPLIERS, INC.
731 W. CAREY STREET
RICHMOND 20, VA. | MUSIC SALES COMPANY
724 BARRONS STREET
NEW ORLEANS, LA. |
| DUNBAR DISTRIBUTING CO.
1900 No. HENDERSON STREET
DALLAS, TEXAS | NIAGARA-MIDLAND CO., INC.
881 MAIN STREET
BUFFALO 3, N. Y. |
| W. E. HARVEY CO., INC.
1312 ONTARIO STREET
CLEVELAND 13, OHIO | PENN-MIDLAND COMPANY
2211 5th AVENUE
PITTSBURGH 19, PA. |
| W. E. HARVEY CO., INC.
12649 LINWOOD AVENUE
DETROIT 4, MICH. | ROBERTS RECORD DISTRIBUTING CO.
23-34 OLIVE STREET
ST. LOUIS 3, MO. |
| KAYLER COMPANY
131 S. 24th STREET
PHILADELPHIA 3, PENNA. | ROBERTS RECORD DISTRIBUTING CO.
1615 MAIN STREET
KANSAS CITY, MO. |
| LEROY H. BENNETT CO.
1255 MARKET STREET
SAN FRANCISCO 3, CAL. | STANDARD SUPPLY COMPANY
531 So. STATE STREET
SALT LAKE CITY 1, UTAH |
| LONDON RECORD SALES, INC.
16 W. 22nd STREET
NEW YORK 10, N. Y. | SUNLAND SUPPLY CO., INC.
120 DURANGO STREET
EL PASO, TEXAS |
| JAMES H. MARTIN, INC.
1407 DIVERSEY PARKWAY
CHICAGO 14, ILL. | TARAN DISTRIBUTING CO.
90 RIVERSIDE AVE
JACKSONVILLE, FLA. |
| WILFORD BROS., INC.
1326 So. STANFORD AVE. LOS ANGELES 21, CALIF. | |

THE LONDON GRAMOPHONE CORP., 16 W. 22nd ST., NEW YORK 10, N. Y.

NEWS AND NOTES OF MANUFACTURERS AND DISTRIBUTORS

Louis K. Roth, president Radio & Appliance Distributors, Inc., of East Hartford, Conn., announces the election of Edward Sarnoff as vice-president and the appointment of J. Sydney Greenbaum as advertising and sales promotion manager. The company is a distributor for RCA, International Harvester, and Apex.

Stewart-Warner Corporation television production will be increased to 2500 sets a month by the end of 1948, according to Samuel Insull, Jr., vice-president of radio division. This step up is ten times greater than the current rate of 250 sets a month.

Motorola, Inc., Chicago, Ill., plans a \$2,500,000 advertising campaign in 1948. Thirteen national magazines and eight trade publications will be used to feature the newest ideas in portable radios.

Ross D. Siragusa, president of Admiral Corp., Chicago, predicts the company's recent entry into television will mean even greater sales in 1948. To assure success of its television operation Admiral is expanding its training program to teach all service personnel of its distributors how to install and service television sets properly.

Lear, Inc., Grand Rapids, Mich., reports that after several years of research and experimentation the improved Lear wire recorder will be ready for low cost production with deliveries starting the first quarter of 1948.

The first quarter report of Emerson Radio & Phonograph Corp. and subsidiaries shows a consolidated net profit of \$763,189.57, after deduction of federal income tax. This compares with \$642,393.72 for same period in 1947.

Stromberg-Carlson Co., Rochester, N. Y., announces net income for 1947 was \$1,084,149, equal to \$3.50 per share of common stock. This compares with net income of \$802,910 or \$2.57 a share in 1946 and \$2.51 a share in 1945.

Albert J. Rosebraugh has been appointed manager of small radio set sales for Philco Corp., announced John M. Otter, general sales manager. Mr. Rosebraugh has had 20 years of diversified sales experience with the company.

Belmont Radio Corp., a subsidiary of Raytheon Mfg. Co., has appointed Asquith Associates, Inc., 125-131 State St., Boston, exclusive sales representatives in the New England area. Television installations will

be made by the Greater New England Television Co., a service division of Asquith. A complete staff of engineers is available for service to dealers to make television installations.

Because of Zenith Radio Corporation's policy of no seasonal or annual radios, the movement of radios has been rapid and working inventories in the hands of dealers and distributors have been low, creating thereby a continued substantial backlog of orders at the factory.

The Westinghouse Home Radio Division, Sunbury, Pa., manufactured more than 500,000 radio receivers with a factory billing of \$22,500,000 during 1947. The company plans to exceed this production by 50 per cent during 1948. Emphasis will be placed on unique design for small radios and on good furniture lines in the larger models.

A new radio set manufacturing plant at Clyde, N. Y., 40 miles west of Syracuse, was placed in operation by General Electric's receiver division on March 15. The plant, to be known as the Clyde Receiver Works and managed by Martin Hildenberger, will make table model radios.

Adopted by Emerson Employees



Emerson Radio Employees Foster Parents' Group has "adopted" their tenth child, through the Foster Parents' Plan For War Children. One of the most active of similar foster parent groups comprised of employees of various corporations throughout the country, Emerson Radio Employees Group "adopted" their first three children in March, 1946.

Their latest foster child is Chen Ping-Lin, above, 14½ year old Chinese boy.

New Appointments

Toal Joins Hotpoint



E. P. TOAL G. R. McDONALD

E. P. Toal, New England-New York district manager for Hotpoint, Inc., 570 Lexington Ave., Mr. Toal is well known in both the radio and appliance industries.

Motorola Vice President

George R. MacDonald, newly-appointed vice president in charge of Finance for Motorola Inc. He first joined the company in 1934.

Promoted by RCA



J. R. LITTLE J. A. MILLING

J. A. Milling, appointed to the newly-created position of commercial vice president of the RCA Service Company. He was formerly general manager of the Parts Division of the RCA Tube Department. J. R. Little is new Eastern Region Manager of RCA Victor Division.

New Philco Sales Execs



A. H. CHATTEN A. J. ROSEBRAUGH

Alfred H. Chatten, appointed manager of Philco's Capital Sales Division in Washington, D. C. He has held executive sales posts with Philco since 1930. Albert J. Rosebraugh has been named manager of small radio set sales for Philco Corp.

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.

Celanese Tone Arm



Now Celanese is being used in phonograph tone arms. Westinghouse Electric Corp. is employing Celanese Fortical (cellulose propionate) for its new Phono tone arm. Called the Electronic Feather, and featured on several of Westinghouse's console combinations, the device is an electromagnetic pick-up equipped with a permanent stylus which eliminates needle scratch without sacrificing high musical notes.

TELEVISION KITS

SEND FOR CATALOG AND
DEALER PRICES

B AND D DISTRIBUTING CO.
639 Tompkins Avenue
Staten Island 5, N. Y.

Also well known manufactured
30 Tube T.V. in Beautiful Cab-
inet.

YOUR PRICE \$272.95

(1/3 Deposit Required on All Orders)



STEADY PROFITS

YOUR OWN BUSINESS
with **CORADIO**
The Coin Operated Radio

Place these specially built radios that play 1 or 2 hours for 25c in the sounds of variable speed songs, favorite songs, etc. They will attract the profits and steady volume. Model Coradio, the finest made.

Limited capital required. Send for further information. Where radio.

CORADIO Coin Operated Radio
108 W. 31 Street Dept. RAJ New York 1, N. Y.

Decca's 1947 Sales At All-Time Peak

Net earnings in 1947 of Decca Records, Inc. and consolidated subsidiaries totalled \$1,618,518, equal to \$2.08 a share. Decca's 1947 net sales of \$32,508,718 were the highest in the company's history. The annual report booklet to Decca stockholders was printed in the form of a record album and is the first of its kind to be published by a member of the recording industry.

For added sales
(and profits!)



demonstrate

the amazing Shockproof

nylon needle*

by

DUOTONE

Actually buy-see the whole
tone arm on a record without
effect. A spring steel shaft and
nylon elbow—that is the secret! **\$2.50**
LIST

*pat. pending



RECORD DEALERS RECORD JOBBERS

Here is your chance to add a
volume seller to your line—
**VOCO'S KIDDIE HIT PARADE OF
FAVORITE TUNES**

Voco Kiddie Records are 7" in diameter, have brilliant full color and are recorded by stars of stage, screen and radio. These tuneful kiddie records are the newest released by the originators of the RECORD-GREETING CARD.

Every song will delight every child and bring traffic and profits whenever demonstrated.

Record sells for 25c—display rack with minimum order. Order now for steady profits.

VOCO, INC.

Dept. RAJ

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

But Is It True?

TO THE EDITOR OF
RADIO & APPLIANCE JOURNAL:

I have been thinking about this radio industry and I wonder—what next? Before the war we had some fair radio sets in this country. However, even then the quality and performance was on the downward trend. During the war years the public was promised miracles. With peace, came the new radio sets. What a surprise! Poor cabinets, terrible speakers, no tone, no sensitivity, two-gang condensers, and in general the radios were awful.

Then came the new models for '48. Boy, oh boy—they talk about their new ideas—these were worse yet! From a practical angle, the new peanut tubes are worthless because there has not been a good tube socket developed. The tube will not stay in the socket. If springs are used to keep the tube in place, the prongs are so weak the tube merely bends over and comes out anyway. The speakers have poor quality. Practically no three-gang condensers in any line. Other lines have permability tuning. Permability tuning is worthless because they use dial cord for tuning which usually runs over iron posts without metal or wooden pulleys. When the dial cord stretches, the radio cannot stay adjusted. It was proven years ago in auto radios that permability tuning is impractical. Some kid out of college with a lot of theory and no experience creates a few new tube numbers, but that does not make for a good radio line. There must be more research and actual life tests on new ideas before we will have better radios.

Frankly, the radio dealer is on the spot. He cannot say to his customers truthfully, "Here is a line that is worth the money." It is high time that the radio manufacturers got together and built quality and performance. From here on we merchants must sell quality and performance. The day of order-taking has passed: from now on we must be salesmen. I wonder if in the United States there is a radio set manufacturer who can meet this challenge. I really hope so.

BEN DE YOUNG

DE YOUNG RADIO & TELEVISION
ITHACA, N. Y.

We have reprinted Mr. De Young's vigorous letter in full because it contains statements which one hears with mounting frequency. How much of it is true? We don't profess to know; but it does show that something is amiss; whether the fault can be placed squarely on the manufacturer's shoulders, as



BEN DE YOUNG

Mr. De Young does, is another matter. He speaks of poor cabinets. Undoubtedly some of them are; but the public clamor for new sets after the war was so great that the manufacturer was rushed into using woods which were not fully seasoned. Speaking of tubes, speakers, sensitivity, I think the advances made in electronics during the war are today contributing to better performance than ever before. Considering the high cost of labor and materials and the public's demand for low cost models, the radio manufacturers are today giving more value for the radio dollar than most other industries. We agree with Mr. De Young that quality and performance are all-important in a tight selling market. As regards his statement as to whether there is a radio manufacturer in the country to meet his challenge, we believe they all are trying to do so. Our American radio industry has the finest research facilities in the world. Just bear along, Mr. De Young—those wartime miracles that were promised are coming true. Ed.

Likes Home Town

TO THE EDITOR OF
RADIO & APPLIANCE JOURNAL:

No doubt you have or will be swamped with protests about your page eight television article in the February issue of RAJ wherein you list "KSD-TV-Milwaukee". Now, St. Louisians are in general, a very tolerant people, but we are justifiably proud of St. Louis' Post Dispatch Television Station KSD-TV, consisting as it does the very latest design in postwar television equipment, and giving a signal strength and program coverage which might well be the

pattern and envy of the rest of the nation. We strenuously object to being sold "up the river" to Milwaukee without so much as a "by your leave", even if only a paper transaction.

Seriously, though, congratulations on the informative articles, particularly your championship of that much berated, abused and harassed little fellow, the radio serviceman.

W. H. JOHNSON

FOREST PARK RADIO CO.
ST. LOUIS, MO.

Thanks for calling our attention to the error. Mr. Johnson. It convinces us of one thing: the "Journal" is really read with a magnifying lens. The sense of humor and pride displayed by Mr. Johnson in his "home town" television station is laudable. Ed.

Approves RAJ's New Look

TO THE PUBLISHER OF
RADIO & APPLIANCE JOURNAL:

The reason you have not had a note congratulating you on the February issue of the Journal is because I have been out of town. Tell Nat for me that I really think you have made your publication over and I like it in every respect. It is swell!

HOWARD W. SAMS

HOWARD W. SAMS & CO., INC.
INDIANAPOLIS, IND.

HOW NOT TO SELL RADIOS

(Continued from page 11)

that in my organization." Instead, look to see how many of these common errors are being committed every day in your own store. Even if the faults of your personnel are not so glaring, your operation will benefit by a general review of the fundamentals of good salesmanship.

When a prospective customer walks into your store and tells you he is shopping for a radio, what happens? Do you make a sale or does the prospect leave to look elsewhere?

The answer depends primarily on two things: (1) What can you show the customer that will be fair exchange for his money? (2) What can you say to him that will convince him you are the man from whom to buy?

Gentlemen, the worm has turned. The buyers' market is now a reality and competition is worse than ever. Radios no longer sell themselves. Most customers are becoming reluctant to spend the \$200 or \$300 that a good console requires.

In the coming scramble for the available business the careless retailer will lose out. Only alert, efficient, up-to-date merchandising will keep sales at a satisfactory level. Get out and sell—or your business will go to the man who does.

Journals' End

By Nat Boolhack

DIDN'T occur to us that brand names had anything to do with democracy . . . but RCA's **Frank M. Folsom** recent talk before the Brand Names Foundation, Inc., linked the two very neatly. "The consumers' faith in brand name products is based on their favorable experience with those products and services. The American public's faith in brand name products and advertising will remain firm just as long as they stand the test of experience, that they are as good as we say they are," said Mr. Folsom, pointing out that the same conditions applies to democracy too. Just think that over . . . all dictatorship begins with a distrust and underestimation of the public's ability to evaluate—either your product . . . or your concept of government.

★ ★ ★

As usual, the major impact of any news emanating from Tele-Tone Corporation concerns price. At the St. Regis press luncheon the other day, T-T president **Sol Gross** unveiled their new television table model set . . . to retail at \$149.95! Has a 7-inch direct view tube and good looking cabinet. The set is designed to meet the mass consumer market in the middle and low income brackets. Tele-Tone is a firm believer in producing for mass markets, which brings us right back to the preceding paragraph. Mass enjoyment of the good things of life is closely linked to democracy and the preservation of our form of government. T-T's **John Mills** says the company will produce 50,000 of the low priced receivers by the end of the year.

★ ★ ★

Are manufacturers and distributors "volume crazy"? Are dealers "profit crazy"? Is the buying public becoming "price crazy"? These were some

of the provocative questions asked last month by **Martin A. Tarzian**, president of the Cooperating Appliance Dealers Association of Brooklyn, Inc. Interesting questions, these. We don't believe anybody's crazy, but there are a lot of things out of whack. One thing is certain . . . the lush days of 1946 and 1947 are gone. It's time to wake up and work . . . time to stop taking orders and SELL.

★ ★ ★

Couldn't think of a better man than **Richard Payne** for sales manager's niche at Air King Products Co. Dick succeeds the late Jack Clune, and was formerly associated with General Electric Co. . . . **E. R. Godfrey** named vice president of General Motors and general manager of the Frigidaire division and the household appliance section.

★ ★ ★

A third round of wage increases will only serve to start up the inflationary merry-go-round once more **says W. O. Lippman**, Westinghouse Electric Corp. vice president in charge of plant labor relations, pointing out that his company has made several price reductions and expects to reduce others. His comments make sense because it has never happened that wages caught up with prices in any inflationary race. Of course, increased productivity is one of the answers . . . wish we knew the others.

★ ★ ★

Vigorously accelerated expansion of television broadcasting capable of reaching audiences of 65,000,000 within the next two years is foreseen by **Joseph H. Ream** executive vice president of Columbia Broadcasting System. At the same time, **J. R. Poppele**, president of the television Broadcasters association, in a widely

quoted article says, "You can be sure that the set you buy today will not be obsolete tomorrow or even 10 years from now." Here's advice you can tell your customers. That fear of obsolescence is one of the greatest single obstacles to television buying.

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Now - a High Quality Professional-Type Recorder

*Priced within reach
of the general public*



THE NEW
Learecorder



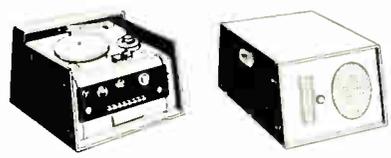
Provides an hour of continuous playing or recording from one spool of wire.

Easy to operate. Push-buttons control all functions. Make your own recording from the air, from phonograph records played on the Learecorder or from sound picked up by the microphone.

Words fail to describe this marvel of engineering skill — to thrill to its perfect rendition of sound and its superb mastery over difficult recording. With its miraculous performance the new Learecorder represents the most extraordinary achievement and sales-producing possibility in the business.



Professional results by amateurs using Learecorder



THE
Dynaport
A portable model in convenient carrying cases. Includes Learecorder, AM radio, and microphone. Ready to plug in. Operates on 110 alternating current.

Dynatone

AM FM Radio Phonograph

WITH

Learecorder



Available with or without Automatic Record Changer in several models and finishes, with cabinets by expert Grand Rapids craftsmen.

DEALER OPPORTUNITIES

Valuable territories now open for representation. Phone, wire or write to Home Radio Division, **Lear, Inc., Grand Rapids 2, Mich.**

First Showing 1948 REMLER Consoles

Just released after months of research...sensational consoles added to Remler 30th Anniversary line! Luxurious cabinetry made by master craftsmen in Remler's own San Francisco plant. Beauty and performance unsurpassed...sensational prices!

Distributors - See Complete Remler Line RADIO PARTS SHOW CHICAGO - Congress Hotel



No. 7120
14

TUBES
plus two rectifiers plus two tuning eyes

18th Century Mahogany-Walnut (illustrated) or Blonde Moderne



Model No. 7120
STANDARD BROADCAST
Super-het; RF stage. Three gang condenser. Over-size power transformer; push-pull 10 watts output; 12" speaker.

SHORT WAVE
5.8 to 18 mc., external connection for outside antenna.

TRUE FM
Lives up to expectations! Ratio detector circuit with 5 tubes. Reception without special antenna. Connectors for auxiliary antenna for difficult locations.

RADIO-PHONO.
Webster No. 56. Stops on last record. Plays 10" or 12" records. QT pick up; permanent type needle.

WIRE RECORDER
Built-in microphone. Recording off AM, FM, phonograph records or microphone. Standard R.M.A. 1/4, 1/2 or 1 hour spools and wire.

CONTROLS
Separate AM and FM tuning... leave either control tuned in while adjusting the other. Separate controls boost highs, lows or both up to 15 db. Volume control. Selector positions: Broadcast, Short Wave; FM and Phono.

No. 7110 Automatic Combination, AM-FM and Foreign
No. 7120 Automatic Combination; AM-FM, Foreign Short Wave and Wire Recording

**YOU NAME IT...
REMLER HAS IT!**

**Any combination of features to satisfy every customer:
AM • AM-FM • WIRE OR DISC RECORDING • AUTOMATIC CHANGER
FOREIGN SHORT WAVE**

PRICE LEADER CONSOLE

Beautiful cabinets, sensational features and outstanding performance... at the lowest prices.

No. 8000—AM-FM • Radio-Phono • Webster No. 56 Automatic Changer
No. 8020—AM-FM • G. I. Automatic Changer Disc Recording

**Complete Line Table Models
AC-DC Battery Portables
AT LOWEST PRICES**

No. 8020 9 TUBES —plus rectifier—plus tuning eye
Same style Mahogany-Walnut

Write for Name of Nearest Distributor. REMLER COMPANY LTD., 2101 BRYANT ST., SAN FRANCISCO 10

30th Anniversary Values

Remler

1918 - 1948

World Radio History