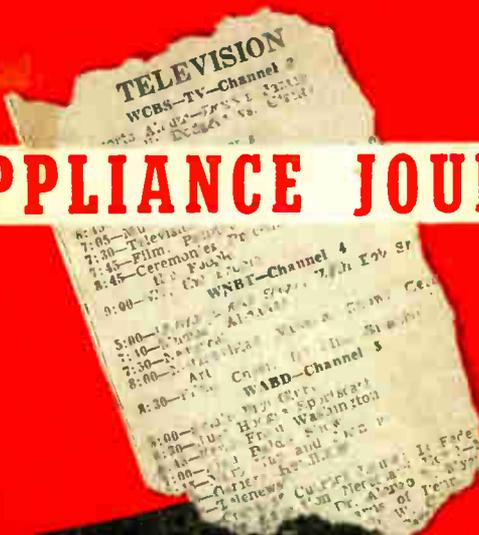
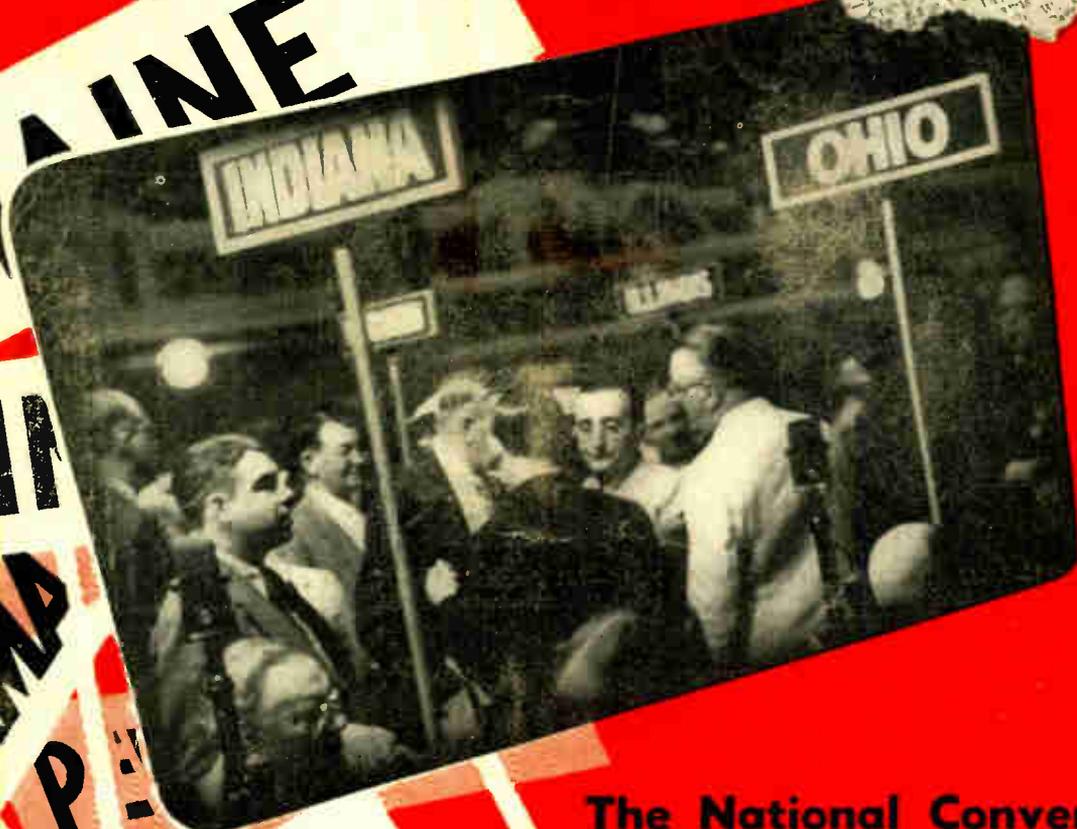


RAJ

RADIO & APPLIANCE JOURNAL



MAINE
ILLINOIS
ALABAMA
NEW YORK



50 PURCELL RADIO
JOHN HORTON
KANSAS

VAIRGINIA

The National Conventions
**TELEVISION'S
BIGGEST
AUDIENCE**

climb on the sales bandwagon

JULY 1948

See 262 P.L. & R.
U.S. POSTAGE
PAID
NEW YORK, N.Y.
Permit No. 10521

From: RADIO & APPLIANCE JOURNAL
A KOBAL PUBLICATION
BRO BLDG, RADIO CITY, 1270 SIXTH AVE.
NEW YORK 20, N.Y.
RETURN POSTAGE GUARANTEED
Published 11 months for the last 12 years, month ending
January 1948. No other radio or appliance publication.

these
smart new

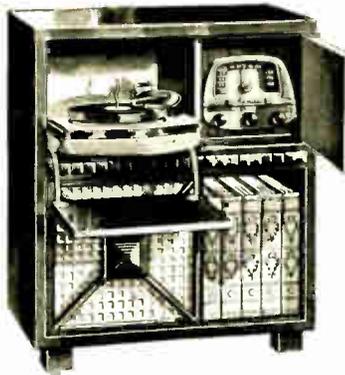
Admiral

automatic radio-phonographs

Can't go out of date!



7G11—AM Automatic Radio-Phonograph. Traditional walnut cabinet, \$169.95. With FM, \$199.95.



7G14—AM Automatic Radio-Phonograph. Modern walnut cabinet, \$169.95.



9B14—FM-AM Automatic Radio-Phonograph. Modern walnut cabinet, \$299.95.

... because of

TELEVISION OPTIONAL!

No need to worry about these smart new Admiral radio-phonographs becoming obsolete because of television. They're styled to match perfectly Admiral's famous Magic Mirror television consoles.

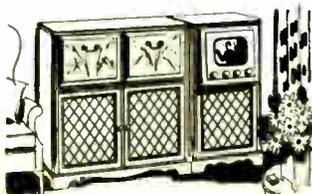
Here's the perfect answer for the customer who wants to wait for television. He can enjoy an Admiral automatic radio-phonograph with Miracle tone arm and famous static-free "ratio-detector" FM *right now*. Later, when television comes to town, he can add an Admiral in beautiful matching console.

In television markets, it's the perfect answer for the

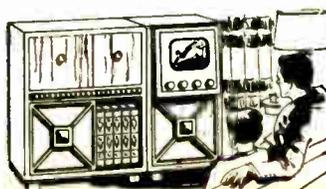
customer with a limited budget. Either unit, the radio-phonograph or television console, can be purchased first and the other added later.

Based upon actual production figures, 9 out of every 10 American homes have a radio-phonograph console that is eight years old or older... or have none at all. There is plenty of combination business to be had... especially when you can answer the "what-about-television" question. With an Admiral it's *television optional!*

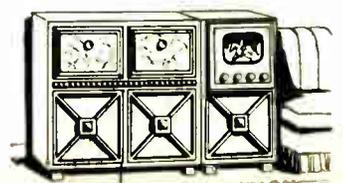
Small additional charge for mahogany and blond cabinets. Prices slightly higher in far South... subject to change without notice.



30A12 — Magic Mirror Television console with the clearest picture of them all. 29 tubes plus 10" picture tube. Traditional walnut cabinet, \$299.95.



30A14 — Magic Mirror Television console. 29 tubes plus 10" viewing tube with the clearest picture of them all. Modern walnut cabinet, \$299.95.



There's NEWS...
EXCITEMENT...
PROFIT... in the

New **PHILCO**
RADIO-PHONOGRAPH
and RADIO for 1949

Philco distributors are telling the sensational story to their dealers in meetings and open houses all over the country. Don't fail to attend yours. It's your Profit Story for 1949.



ALEX H. KOLBE
Publisher

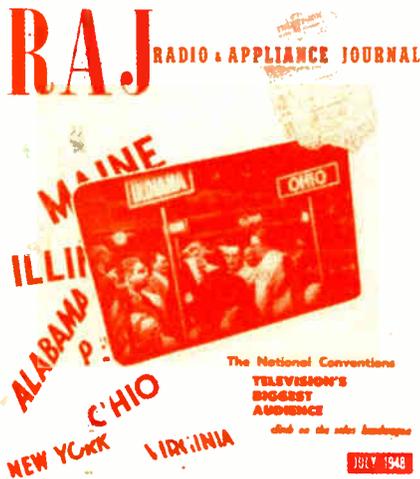
NAT BOOLHACK
Editor

Business Department
AARON LAFER

VINCENT T. COSTELLO
Art Director

MARY LOUISE KAUFFMAN
Circulation Manager

This Month's Cover



For the first time in American history, the full drama and vitality of our National Political Conventions were brought to life in June and July by the telecasting in Philadelphia. Television's biggest audience, estimated at 25 million, saw these events. These people now constitute your future "customer list". See editorial on page 6.

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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VOL. XVII (17)

Should be over your
bench NOW!

Factory-facts on FM as well as AM radio receivers and allied equipment of 115 manufacturers. Record changers and wire recorders.

Rider-Exclusive "clarified-schematics", break-down every multiband job into individual diagrams of circuits as they exist with each turn of wave band or equipment switch.

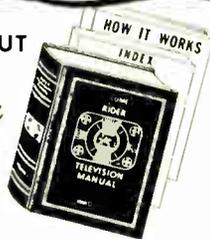
The separate "How It Works" book and the Index comes with the Manual at no extra cost. Explains the theory of new radio circuits and elaborates on the mechanical innovations of the sets covered by the Manual.

1648 PAGES, PLUS "HOW IT WORKS" BOOK AND INDEX . . . \$15.00

VOL. 1 JUST OUT

RIDER

Television
MANUAL



OVER 1400 PAGES
(but the equivalent
of 2000 pages)

PLUS, 2 Separate Books, "HOW IT WORKS" and INDEX . . . Complete \$15.00

Circuit descriptions, adjustment of various trimmers, traps, transformers, etc., voltage and resistance readings, alignment instructions, parts lists, schematics, patterns, chassis views, wave forms. Everything needed on 1946-1947 television receivers (complete and kit) of 34 leading manufacturers.

208 page "How It Works" book covers underlying theory of television. Transmission and reception, frequency standards, antennas, various portions of television receivers.

Television

"HOW IT WORKS"

Available Separately

If television is not yet in your area, it will be soon. Here is theory you want. \$2.70

VOL. 1 RIDER **PA** MANUAL

Out in September

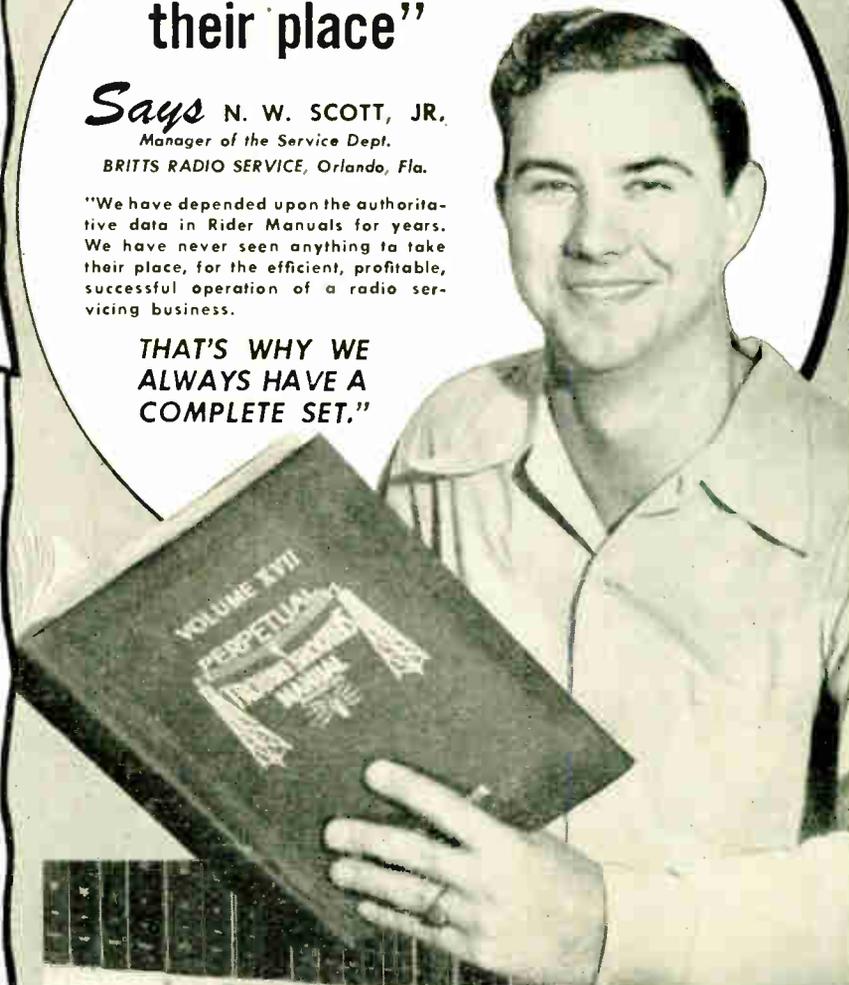
The first industry-wide service manual covering products of all leading manufacturers of PA amplifying systems, manufactured since 1938 to date. Schematics, voltage data, resistance values, capacity values, parts lists, etc. "HOW IT WORKS" explains theory of various designs employed in different types of amplifier systems, the servicing of PA systems, using sine wave and square wave means of checking, methods of rapidly locating faults. Everything you need. Approx. 2000 Pages. . . \$18.00

"We have never
seen anything to take
their place"

Says N. W. SCOTT, JR.,
Manager of the Service Dept.
BRITTS RADIO SERVICE, Orlando, Fla.

"We have depended upon the authoritative data in Rider Manuals for years. We have never seen anything to take their place, for the efficient, profitable, successful operation of a radio servicing business.

THAT'S WHY WE
ALWAYS HAVE A
COMPLETE SET."



You, TOO—
NEED ALL 17
RIDERS MANUALS

Volume XVII . . .	\$15.00
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JOHN F. RIDER PUBLISHER, Inc., 404 Fourth Avenue, New York 16 Export Agent: Rocks International Corp., 13 E. 40th St., N.Y.C. Cable ARLAB

NOTE: The Maltory Radio Service Encyclopedia, 6th Edition, makes reference to only one source of Radio Receiver Schematics—Rider Manuals.

Editorial

THE CONVENTIONS AND TELEVISION

BY the time you read these lines both the Republican and Democratic National Conventions will be history, but the tremendous chain of events they set in motion will first be beginning.

We're not speaking of the candidates or the campaign in which they are about to engage. With that we are all familiar. The chain of events of which we speak is the powerful effect of the Conventions on the television consciousness of the American people, and what this means to the industry and to you, the dealer.

A record-breaking television audience estimated at almost 25,000,000 (12,500,000 for each convention) saw these history-making meetings. For the first time, the searching "eyes" of a battery of five television cameras caught the full essence and excitement of a political convention and transmitted it directly into thousands of homes. The intensive preparation and complete coverage given these events reflects great credit on The National Broadcasting Company, Columbia Broadcasting System, DuMont Television Network and The American Broadcasting Company. These networks organized and pooled their resources to produce the most pictorial record for this new and interested audience.

Now that the conventions are over, what significance do they hold for the industry of television and the retail merchant? In our estimation, this group of 25,000,000 people who witnessed the convention constitute the dealer's "Customer list" in the months ahead. The overwhelming majority of these persons saw television for the first time, and it was a thrilling experience for them. It did more to make them potential customers than many a less dramatic demonstration would have done. And these 25 million will tell their friends and neighbors.

The magic of television is no longer a secret among a select few. The conventions brought its full impact for enjoyment and education home to the American people. From here on its up to you! While the candidates are plugging their party—you campaign for more television sales. *Climb on the sales bandwagon.*

THE MARKUP PROBLEM

FROM all sections of the country where television receivers are now being sold to consumers comes complaints and criticism concerning the compara-

tively low markup allowed retailers on television. The average is about 27 per cent, and the retailers say this does not even cover their overhead operation, let enough provide a legitimate margin of profit. Considering the high cost of installation (an increasing number of dealers are making their own installations), dealer profits are practically non-existent.

One prominent merchant told us recently: "If this situation continues, I'll be forced to give up television entirely. When my costs of operation are almost 33 per cent, I can't continue to buy and sell television at a 27 per cent markup. Something's wrong somewhere, and it had better be cleared up fast."

The manufacturers say that the current high costs of labor and components makes it mandatory that their price structure remain firm. They appreciate the position the dealer is in and are now making concerted efforts to remedy the situation. Since it is apparent that dealers are anxious to do a good selling job on television, it is essential that this inequality on markup and profit be cleared up as quickly as possible so that merchants have the green light to do a real aggressive selling campaign.

In the meantime, shrewd dealers, instead of wasting time fretting over the video markup problem are concentrating on selling and radio and radio phonograph combinations. During this year, the radio industry will produce around 14 million radios and combinations at a total retail value of more than \$750,000,000. Those misanthropes who take it for granted that television's remarkable advance is being made at the expense of radio are misinterpreting the facts. The radio industry would have planned a \$750,000,000 production year for 1948 even if television had not existed, and *current television sales have supplemented, not supplanted, radio.*

PROPHECY

PROPHECIES of what the world may be like in the year 2004, the 100th anniversary of the Advertising Club of New York, are coming in from national business and professional leaders. The prophecies will be microfilmed and placed in the cornerstone of the club's new building. We particularly like the one sent in by Arthur Hays Sulzberger, president and publisher of the New York Times who wrote: "When a man who always fears the worst suddenly finds himself face to face with it he is, in my judgment, half beaten. I believe that by that time man will have progressed a long way toward winning and holding the dignity and freedom for which ever so many centuries he has been striving. I believe that dictatorship of the right and left will both have miserably perished—and in their own flames—not necessarily in ours. I believe that we will have made real strides toward subordinating nationalism to brotherhood—in giving Godliness place over sectarianism. I believe that if we have failed to reach these goals it will be due, in part at least, to the fact that we in this blessed land of ours have failed to accept the challenge of greatness that is presently ours."

IT'S NEW!

*It's the hottest,
most demonstrable
portable*

ZENITH EVER BUILT!



THE NEW ZENITH "POP-OPEN"

Universal

Meet a radio salesman's dream come true! An eye-dazzling beauty with lustrous color accents and exciting modern lines that sets a new high in glamorous fashion styling. It's extra-light for room-to-room use as an AC-DC table set . . . yet rugged enough to go anywhere as a powerful outdoor radio. Even *Zenith* never offered more new and exclusive features in a portable before . . . and its new low price spells faster and easier sales for you!

**BACKED UP BY THESE TWO
FAST MOVING SALES MAKERS**



The ZENITH "TRANS-OCEANIC"

The aristocrat of all portables . . . and a champion sales leader! Displayed in your window with Waverod up and Wavemagnets suction-cupped to the glass, it pulls shoppers inside to ask questions. Standard and shortwave performance no other portable can match do the rest . . . paying you off in satisfied customers who come back for *more Zeniths!* Model 8C005Y.



THE ZENITH "ZENETTE"

The new leader in personal radios! Tips the scales at only 5½ pounds . . . yet outweighs all competition for dynamic sales appeal. It's an exquisite luxury portable . . . and an AC-DC table set with rich tone and powerful volume. Here is quality you're proud to offer your customers . . . quality that builds goodwill and adds prestige to your name! Model 1C800.

NEW

POP-OPEN BUTTON

Touch it! — Dial Speaker Opens, Wavemagnet Pops Up and set begins to play!

NEW

POP-UP WAVEMAGNET

Pops up for 100% better reception. Detachable for reception in trains, planes, etc.

NEW

METAL FRAME

Bond of lightweight metal encircles the set making it stronger yet 18% lighter!

NEW

DIALSPEAKER

Patented new Zenith "Exclusive" permits large, powerful speaker, better tone!

Keep An Eye On



ZENITH RADIO CORPORATION • 6001 DICKENS AVE. • CHICAGO 39, ILLINOIS

Dealers in "Nutmeg" State Well Prepared for TV

Television activity reached full-scale proportions in Connecticut last month as a drive was launched to build a large, widespread television audience blanketing the state. Dealers, with sales staffs well-trained and briefed about television opened their sales drive with extensive advertising in newspapers throughout New Haven, Hartford and Waterbury areas. L. K. Roth, president of Radio & Appliance Distributors, Inc., predicted that the sales efforts would result in 100,000 TV receivers for Connecticut by mid-1949. Expressing confidence that Connecticut's per capita absorption of television receivers will eventually prove to be the greatest in the world, due to the large number of stations now and soon to be serving the little, strategically-located state (these include four from New York and one from Newark, one Boston station, a New Haven station and probably three more in larger cities). Mr. Roth points to the fact that approximately 75 percent of the television receivers sold today are going into homes in the middle and lower income brackets. Significantly, more than 95 per cent of the television receivers currently being sold are going into private homes.

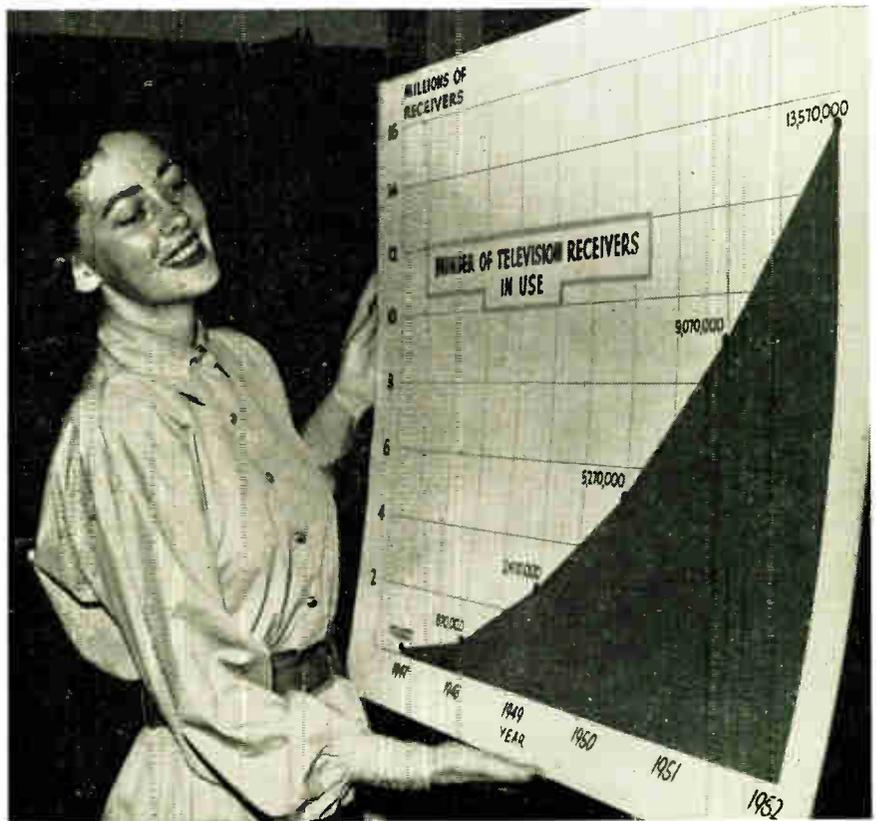
"Lit's Have Fun"

A Philadelphia department store, Lit Brothers, one of Philly's oldest and largest, is making the first major bid to capture a weekday morning television audience on a regularly scheduled basis. Backed by three major set manufacturers, Admiral, Philco and RCA, whose sets are retailed by Lit's, the store will sponsor a program called "Lit's Have Fun," an audience participation program, over WCAU-TV every Tuesday morning from 10:00 to 11:00 o'clock. The unusual, four-way cooperative deal was worked out by Samuel J. Cohen, sales manager of Lit Brothers, who succeeded in bringing together the three highly competitive firms for the mutual benefit of all. The program will enable each manufacturer to promote its own television sets on an equal basis while building extraordinary interest in Lit's overall television department and sets in general. Maybe the television industry will teach the United Nations how to work together!

Television in Taverns

Television has increased profits in taverns having sets and tavern owners

Bright Statistics for a Booming Industry



Television will serve more than 40,000,000 people in the 140 principal U. S. markets within the next five years and will develop into a \$600,000,000 receiver sales business at retail value at that time, according to a recent estimate by Arthur A. Brandt, general sales manager at General Electric's Electronics Park, Syracuse, N. Y. Here Miss Marybelle Forbes reviews the happy prospects for the new industry.

feel that eventually all such public places will have television receivers. These interesting facts were uncovered in a survey conducted by Bell Television, Inc. which covered all taverns in the Greater N. Y. metropolitan area. That business profits have increased because of television was acknowledged by fifty-seven percent of those answering the question. Thirty-four percent reported no change in business, while nine percent said a decrease had occurred. Profit increases ranged from ten to sixty percent, with an average of sixteen percent reported.

Focal Point in Living Room

The piano and the television set will be the focal point of interest in the living room of tomorrow. This is the consensus of the music industry at the National Association of Music Merchants trade show held last month in

Chicago. The recent upsurge of interest in music is being given further impetus by television, which will once again make the home the center of family entertainment. If television can succeed in making the home the center of entertainment, it will be an even greater sociological invention than a technical one!

Mobile Television

America's first public demonstration of mobile television was seen in Philadelphia last month through the cooperative efforts of Philco, WCAU-TV and the Keystone Automobile Club. Standard television sets are mounted atop silver jeeps and powered from within the jeeps themselves. The installations were made by Philco engineers who worked out an idea for bringing WCAU-TV's programs to the public at large at various sections of the city during the National Conventions.

I N C O M P A R A B L E C A P E H A R T
E N G I N E E R S E V E R G R E A T E R
W O N D E R S O F S I G H T A N D S O U N D
F O R T H E A M E R I C A N H O M E . . .

Capchart "Living Music" Tone
Capchart Television
The Capchart Turn Over
and
Capchart Gravity-Intermix Record Changers

N O W F E A T U R E D I N T H E
I N C O M P A R A B L E C A P E H A R T
C O L L E C T I O N

The Capchart Concert Grand
The Capchart De Luxe
The Capchart Standard

Farnsworth

TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

Forecasts \$250 Million Tele Market This Year

The retail market for television sets this year is expected to come close to \$250 million dollars, based on an estimated production of between 600,000 and 800,000 receivers during 1948. This is the forecast of Dan D. Halpin, sales manager for television receivers of the RCA Victor Division, speaking recently before the National Association of Music Merchants in Chicago.

Pointing to the fact that America's newest and biggest industry—television—has exceeded even the optimistic rate of development, Mr. Halpin digressed to the problems concerning television's impact on radio. "The question arises frequently as to the impact of television in current radio markets. Frankly, I believe the impact is more psychological than actual on dealers and their sales people because a tremendous radio market still exists, although many merchants have been tempted to neglect their radio and phonograph business by the glamor and immediate potential high dollar volume in each unit of sale on television," said Mr. Halpin, emphasizing that television should be considered "extra business" over and above normal volume.

Zenith Acquires Farnsworth TV Rights

Commander E. F. McDonald, Jr., President of Zenith Radio Corporation has disclosed the completion of negotiations with Farnsworth Television and Radio Corporation by which Zenith has acquired paid-up rights to build home television receivers under all of Farnsworth's patents and pending applications for the entire life of the patents involved.

Zenith recently patented special tubes for the transmission and reception of television sound by frequency modulation and has announced a new television development called "Phonevision." The acquisition of complete rights of Farnsworth now gives to Zenith full assurance that its Phonevision and television sets recently announced for Fall production will incorporate every modern and essential feature representative of the newest in television.

No Change in TV Channels

The Federal Communications is not considering a renumbering of the present 12 TV channels, states FCC Chairman Wayne Coy in response to an RMA resolution adopted by RMA in Chicago on June 17.

No Television Sold Here



Notwithstanding the prominent television sign on this store in Ithaca, New York, De Young's Radio and Television Shop does not carry any television and does not expect to for several years.

This seeming contradiction was cleared up when Mr. De Young, an energetic young man who first started in business as a radio serviceman in 1933, visited the editorial office of Radio & Appliance Journal.

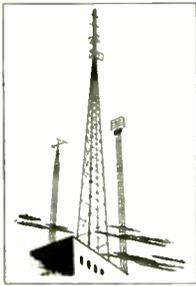
Our first question to Mr. De Young was: "Why don't you carry television?" "Wish we could, but there's no television in our part of the country and according to the latest information, we won't have any television broadcasting there until 1951" said Mr. De Young.

"Then why do you call yourself a television shop?" we queried. "Ah," he replied with a twinkle in his eye, "there's a reason. Psychologically, by the time television does arrive in our town, the folks there will be so accustomed to associating it with our name that all the groundwork will have been prepared for doing a topnotch selling job."

Mr. De Young's thinking is so sound that we hope other dealers in areas where there is no television programming will emulate it and lay the groundwork now for future sales instead of bemoaning the fact that they have no television. The store shown above is the second opened by De Young in Ithaca, a city with a permanent population of 25,000 and a college student population of 15,000. (Cornell University is the mainstay of the city).

Since De Young showed much foresight, we asked how he was doing with radio. His answer was characteristic. "You can't sell consoles these days by waiting for customers to come in and ask for them. And I don't. Here's an illustration: I did a repair job for a customer some time ago, and when he came to pick it up, I asked about buying a new radio-phonograph console. He replied that he'd think about it sometime. Well, sir, I didn't give him much time to think about it, but the following day, I piled a new \$300 console into my truck and drove out to his home. He was sitting on the front lawn, and once I was there, he invited me in to demonstrate the set. Of course, I drove away with an order."

That kind of aggressive merchandising pays off. De Young also does a terrific sales job on records with the college crowd. His store is located 1,000 feet from the main entrance to Cornell, and as he explains it, 'college kids are crazy about records'. From all accounts, the entire population will be crazy about television when it finally comes to Ithaca.



Washington News Highlights



TV Shipments for First Quarter

The expanding market for television receivers was indicated in a report released last month by the Radio Manufacturers Association on TV set shipments during the first quarter of 1948. Shipments of 106,136 receivers during the three months ending March 31 brought the total distribution since January 1, 1947, to 268,317. Twenty-seven states and the District of Columbia have now received a varying amount of TV sets although some shipments have been only a handful in areas where there is no regular television broadcasting service. The New York-Newark area continued far in the lead with well over 100,000 sets in the two cities alone without counting receivers in cities close enough to tune in New York stations. Among other cities where the heaviest shipments have been made are Philadelphia, Chicago, Los Angeles and Washington.

29 Who Failed

Twenty-nine radio and component manufacturers failed financially during the last fiscal year 1947-1948 with liabilities totalling \$23,912,000, reports the RMA Credit Committee from its 24th annual convention in Chicago. Ten of these companies were radio set manufacturers and two television receiver producers. The remainder produced a variety of radio equipment and parts. Nearly half of these companies started operations during the last five years and few were RMA members. Some of the causes contributing to the failures of these radio manufacturers were: extensive inventories, excessive plant facilities, unprofitable operations, inadequate distribution facilities, poor quality of merchandise, and inadequate production experience.

Television Show Policy

Following action by the RMA Set Division and upon recommendation of retiring chairman Galvin, the Board of Directors voted to continue the Association's policy not to sponsor or endorse any public shows of television or radio receivers, and members of the Set Di-

vision adopted a resolution asking member set manufacturers to refrain from exhibiting receivers at any such national public trade shows at the manufacturer level during the years 1948 and 1949, or until such shows are approved by the RMA Set Division. The policy does not apply to national or regional trade shows for distributors or dealers.

Billion Dollar Class

The radio industry moved into the billion dollar category last year when almost 20 million radio and television sets, two million receiving tubes, and \$212 million worth of transmitting equipment were produced and sold, ac-



RMA President Max F. Balcom (right) receives a set of luggage from RMA Treasurer Leslie F. Muter at RMA annual membership meeting in Chicago on June 17. Mr. Balcom was reelected president.

According to Max Balcom, just reelected president of the Radio Manufacturers Association, Mr. Balcom predicts that television receiver production this year will reach between 600,000 and 750,000 as compared with about 175,000 TV sets in 1947 and may double the 1948 output in 1949. Although the industry is facing the fact that the manufacture of high priced radio sets is now on a reduced quantity basis due to the greater impetus of television, Mr. Balcom still feels that there is no reason why total sales volume in the radio industry cannot continue at the same high level attained during 1947.

New Industry Promotions

An appropriation of 15,000 has been made to cover the expenses of RMA participation in National Radio Week, November 14-20, which will be sponsored again this year jointly by RMA and the National Association of Broadcasters. Funds for four additional Town Meetings for Electronic Technicians have also been made available by the Board, in addition to previous appropriation of \$5,000 for a fifth Town Meeting to be held in New York City in September. The four additional Town Meetings will be held in Chicago, Boston, Los Angeles, and possibly Atlanta, Ga. The RMA Advertising Committee, under Chairman Stanley H. Manson, also voted to make available to New York City Distributors and dealer associations all of the promotion material and reports on the Hartford "saturation test" campaign. (See Radio & Appliance Journal, March, 1948.) Expenses of the New York City campaign will be borne locally.

No Increase in Exports

There seems little prospect that American exports of radio receivers and components will rise above present levels or will return to the 1947 peak in the near future. "The considerable decline in exports of radio receivers and components which was predicted some time ago has now come to pass," points out James E. Burke, export manager of Stewart-Warner Corp. and chairman of the RMA Export Committee. While the money which our government may expend in certain South American countries for merchandise to be shipped into Europe under the European Recovery Plan may arrest, or have a reverse trend, there is, however, no likelihood that radio exports for some time to come will be very much in excess of the exports of recent months. American radio manufacturers have as yet no foreign markets for either FM or television receivers.

Bendix Radio

THE ONLY DIRECT DEALER

COMBINING RADIO AND

TELE



*"How Can You Miss with
a Program Like This!"*

EDWARD C. BONIA
Sales Manager, Bendix Radio Division

- The appointment of only one dealer in each community
- Direct factory-to-dealer shipments
- Freight prepaid to destination
- Low consumer prices competitive with national chains and mail order houses
- Liberal dealer discounts
- Nationally advertised retail prices protected by your exclusive franchise
- Radio and television built to Bendix aviation quality standards
- A complete line of radios and radio-phonographs including famous Bendix Long Range FM
- The most advanced television created by the acknowledged leaders in radar and radio engineering
- Consistent national advertising that builds store traffic for you
- Compelling point-of-sale promotion helps
- Special promotion models to meet competitors' "off-season" distress sales
- Plus many new profit-building features soon to be announced.



Everything's New About

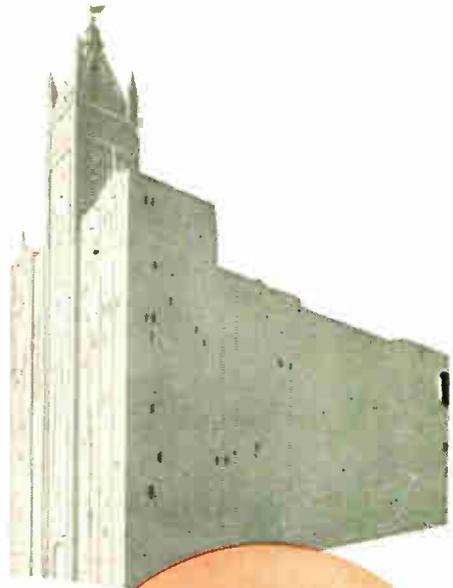
BENDIX RADIO
REG. U. S. PAT. OFF.

Now Offers You

MERCHANDISING PROGRAM

VISION!

Come to the Bendix Radio Open House at the Summer Mart in Chicago . . . See the Amazing "Front Row" Television . . . See the Complete New Bendix Radio Line . . . Hear the New Long-Distance AM-FM Console Combinations. Get a Front Row Seat at the Greatest Show on Earth.



Write Today

for full details of
the new power-packed
Bendix Radio and
Television
Merchandising
Program.

Bendix Radio **FOR 49**

BENDIX RADIO DIVISION of
BALTIMORE 4, MARYLAND



Will TV Set Owners Recommend Television to Friends?

Motorola, Inc. recently conducted a survey among an audience of more than 1,000 television set owners in the city of Chicago. The facts disclosed (published exclusively in Radio & Appliance Journal for the first time) some exceptionally significant trends in relation to consumer wants and preferences.

The survey, made by Motorola's advertising agency, Gourfain-Cobb, was initiated by telephoning 200 Chicago-area set owners. At the time of the call, 162 sets were turned on; 30 sets were not turned on, and 8 were out of order, giving a percentage of 81 percent of sets in use; 19 percent not in use.

The survey further reveals that:

1. One out of four (13 out of 52) uses a magnifying lens.

2. Ownership of a radio does not impede television set purchase. The 52 homes surveyed own 132 radios, in the following models: 92 table models, 29 consoles, 11 radio-phono combinations.

3. Owners of Motorola radios are the largest proportional buyers of Motorola television sets.

4. The husbands have more to say than wives regarding purchase of a television set.

5. Forty-six of the 52 queried said they would recommend the purchase of a television set to their friends.

6. In general, men said they obtain the most enjoyment from their set, masculine interest programs being predominant.

7. All opinion agreed that television

brings the family closer together.

8. The television audience is many times larger than the number of individual set owners—i.e.—in 47 of the 52 families, 661 persons, in addition to the families, had seen programs in the weeks preceding the interview.

9. Set owners would like to have their favorite radio programs (Jack Benny, etc.) televised.

10. Of the 52 owners, 23 said they would trade in their present set for another, they'd buy television alone; 22 want a radio-TV-phono combination; 6 in an AM-FM combination.

11. Better programs was cited as the most important single improvement desired by these set owners.

Size of Income Has Little Effect on TV Buying Plans

More than 6,500 families living in the Greater Milwaukee area plan to buy a television set this year, according to a comprehensive report on an analysis of consumer buying habits recently released by the Milwaukee Journal Consumer Analysis. The report which marks its 25th anniversary, asked residents of Milwaukee: "Do you own a television receiver? Do you plan to buy a television receiver in 1948?"

Per Cent and Number of All Families Owning a Television Receiver

	Per Cent	Number
Own a television Receiver4%	956

By Income Groups

Group	Per Cent	Number
\$50 rent and up.....	.5%	522
\$40 to \$50 rent.....	.2	134
\$30 to \$40 rent.....	.2	124
Under \$30 rent.....	.4	176

Only .4% or 956 Milwaukee families were owners of television sets in January, 1948. This figure includes sets owned by families but used in business establishments. By March 1 the number of sets installed in public and private places had reached 1,666. More than 6,000 families, 2.8% of the total number, say they plan to buy a television receiver during the next year. Especially significant is the fact that variation in intent to buy is very slight among families of the various income brackets, although the highest figure is noted among families of the top group.

The survey confirmed reports from other sections of the country about the income groups who are currently buying television receivers, underlining the fact that it is the middle income groups that are flocking to buy television. With the cost of outside entertainment continuing to rise, families are finding that a television set is the perfect alternative to the mounting price of a 'night on the town'.

Division of All Families According to Whether They Plan on Buying a Television Receiver in 1948

	Per Cent		Don't Know	Number		
	Yes	No		Yes	No	
	2.8%	96.7%	.5%	6,659	231,015	1,302

By Income Groups

	Per Cent		Don't Know	Number		
	Yes	No		Yes	No	
\$50 rent and up.....	3.4%	96.0%	.6%	3,209	90,619	567
\$40 to \$50 rent.....	1.5	97.8	.7	853	55,625	398
\$30 to \$40 rent.....	3.0	96.5	.5	1,613	51,888	269
Under \$30 rent.....	2.9	96.9	.2	984	32,883	68

Guide for New Television Merchants

In a recent speech to radio and music merchants, Stanley H. Manson, advertising director for Stromberg-Carlson Company, offered these timely suggestions for retailers planning to enter the television sales market:

1. Enlarge your service department to adequately take care of television; if this is too big a job at the moment, then arrange for this service with a bonafide television servicing organization.
2. Build attractive, comfortable, special demonstration rooms so that customers can see a telecast under the most favorable conditions.
3. Window displays are important and should command your best efforts. Set up and advertise the nationally recognized brands you carry in stock.
4. Train your sales force to talk intelligently on television. Make use of manufacturers' literature and booklets in direct mail to customers.
5. Arrange for home demonstrations. Customers are impressed with such a demonstration and sales usually follow quickly.
6. Tell customers about easy and attractive time payments. Feature this in your advertising and window displays.

MR. GEORGE A. RICHARDS

Announces

the appointment of...



MR. FRANK E. MULLEN

AS PRESIDENT OF

W J R W G A R K M P C
DETROIT CLEVELAND LOS ANGELES

Mr. Mullen, who will take over the active administration of these three stations, has a long and successful record in the radio industry. He joined the National Broadcasting Company in 1926, has been an executive vice president since 1940. He was a vice president of the parent company—The Radio Corporation of America. We are indeed proud to announce that a man of his attainments and long experience in all phases of radio will very shortly assume the office of presidency of our three stations.



New LP (Long Playing) Record Makes Bow, Entire Symphony on 12-Inch Disc Plays 45 Minutes

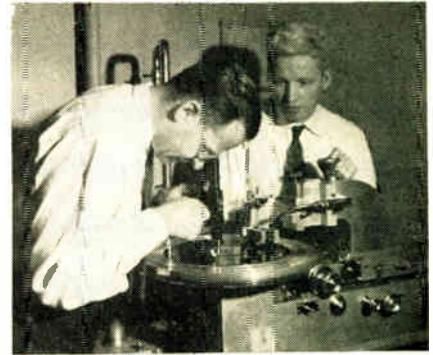
A revolutionary nonbreakable Microgroove phonograph record which plays 45 minutes on one 12-inch double-faced record with full fidelity and absence of distortion took the record world by storm when it was shown for the first time on June 21 at a press preview by Columbia Records, Inc. The new record, known as the Columbia LP (Long Playing) Microgroove, is capable of producing entire symphonies and concertos as well as the complete score of a Broadway musical on a single record. The new records are also being made available in the 10-inch size with playing time of 27 minutes. These new records are ready for immediate distribution to record dealers, and according to Edward Wallerstein, Chairman of the Board of Columbia Records, a wide and representative library of selections from the company's catalog, including a wide variety of classical and popular numbers, have already been made from master pressings.

Essential feature of the new records is that they revolve at $33\frac{1}{3}$ revolutions per minute instead of the conventional 78 rpm. This means that a new player had to be devised and manufactured to meet this radical change in playing mechanism. At the demonstration, James H. Carmine, Vice President in Charge of Distribution of Philco Corporation, announced that such players

are now being manufactured by Philco and will be marketed by both Philco and Columbia Records. The development of a balanced fidelity reproducer, especially created by Philco engineers to play the Microgroove records, has been designed. This consists of a new-type featherweight electronic tone arm and stylus which exert only one-fifth of an ounce playing pressure on the record surface. The new player attachment, which retails for \$29.95, can easily be attached to a radio or console combination.

Of significance is the fact that the new 1949 line of Philco radio phonographs is designed to play both the new Microgroove records and conventional records, and contains a standard tone arm in addition to the new reproducer. Other manufacturers have also indicated that they will incorporate dual speed turn-tables on their new radio-phonograph models.

The Columbia Record Co., Mr. Wallerstein revealed, began planning for the LP Microgroove record as far back as 1939. "We knew that when great symphonies were played on the phonograph there was a distinct drop in listening pleasure when the record ended in the middle of a movement and had to be changed. We also knew that eventually the public would demand full quality without distortion," said



Dr. Peter Goldmark (left) CBS Director of Research and the man who is largely responsible for the development of LP, makes a microscopic examination of the Microgroove record with the assistance of Rene Snepvangers.

Mr. Wallerstein, disclosing that film, tape, wire recording, sixteen-inch transcriptions, and other recent systems were carefully investigated before the LP Microgroove system was adopted.

Both LP record and player are the ultimate results of nearly three years of intensive work in the Engineering Research and Development laboratories of the Columbia Broadcasting System by Dr. Peter Goldmark, Director, assisted by Rene Snepvangers, CBS Recording Engineer and the entire laboratory staff. Although comment within the record industry is divided as to the total effect of the new records on future business, it is felt that the LP record may be the spark which is needed to stimulate the sharp slump in record business which began to be felt shortly after Christmas and has continued to date. What the public's reaction will be at present in the realm of guesswork, but it is felt that the basic appeal in records that can play an entire symphony with but one turn, plus the advantages in cost, storage space and non-breakability, may be powerful factors in getting public acceptance.

Radio for Every Schoolroom

Adopting a slogan suggested by chairman Wayne Coy of the Federal Communications Commission, the RMA School Equipment Committee has approved a proposed guide for school officials on the varied uses of a radio receiver in a classroom. "A radio for every schoolroom" is the goal and will be backed by a special booklet on "Classroom Radio Receivers," which will be published in the Fall. The report does not cover TV sets for classrooms as the committee felt that television broadcasting service is not yet widespread enough to warrant such study at this time.

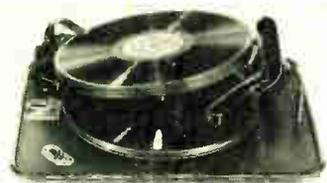


Frank K. White (left) President of Columbia Records Inc. demonstrates the new LP Microgroove record on the specially designed Philco Player ($33\frac{1}{2}$ RPM) to Arthur Godfrey, Columbia Records star.

The Changing Scene in the Record Changer Field

Garrard Automatic Changer

Manufactured by Garrard Sales Corp.,
315 Broadway, New York City.



This new model stresses simplicity of construction combined with the same engineering standards found in the more expensive Garrard units. It plays 10-10" or 10-12" records, automatically switches a flatter the last record has been played. There is a separate platform for 10" and 12" records, controlled by a lever on the mounting plate. The turntable is unique being weighted for fly-wheel action and driven by means of a drum on the inside.

Double-Face Record Changer

Distributed by Fisher Radio Corporation,
41 East 47th St., New York City.



The Duplex plays both sides of records, up to 24 sides. It will fit into the same space as that occupied by ordinary drop changers; can be stopped in the middle of a stack of records, and can be made to stop automatically at the end of the record which is playing at the moment. A quality unit.

Recording Chassis

Manufactured by Universal Microphone Co.,
Warren Lane, Inglewood, Calif.



A new home recording unit with professional features, this machine has a pantographic movement which makes possible equally-spaced cut-

Millionth Record Changer

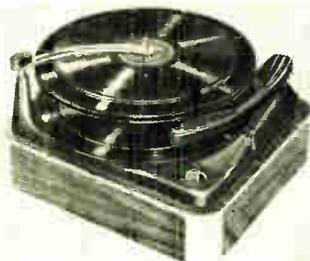


A milestone in the history of Webster-Chicago Corporation was reached when the factory produced its one millionth post-war record changer. In a recent ceremony, Mayor Martin H. Kennelly, of Chicago, was presented the record changer which will be installed in a radio-phonograph in his home.

The announcement is indicative of the post-war impetus given to the radio-phonograph industry. Webster-Chicago has embarked on an expansion program in plant facilities and is adding another floor to its modern plant. The 20,000 sq. ft. will be devoted to additional assembly lines for the wire recorder.

Automatic Changer

Manufactured by V-M Corporation,
Benton Harbor, Michigan.



This new model (402) features positive intermix playing of 10" and 12" records, automatic shutoff, quick change cycle, single knob control, curved spindle support arm. Has wide application as a replacement unit or with walnut or maple base equipped with attaching cords for use with table model or non-combination units.

ting over the entire record. Uses a 10" turn table, 110 volt, 60 cycle, 78 RPM motor which can easily be converted to 50 cycle operation. Comes complete with crystal pickup to play back 12" records.

Farnsworth Intermix Changer

Manufactured by Farnsworth Television & Radio Corp., Fort Wayne, Ind.



This new changer, now in production after two years of research, will automatically play 10 and 12-inch records separately or intermixed, without any manual adjustments. There are no levers or posts whatever to be placed in position in preparing for the changer for operation. Manufacturer claims that records cannot be chipped at the edges or be scratched by the changer.

Toy Phonograph

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



Primarily styled for children, this toy phonograph is constructed like the larger, more expensive units, employing two tubes, one as an amplifier and another as a rectifier. Built with all standard radio parts and is approved by underwriters lab. Also equipped with a high output pickup and four-inch permanent magnet speaker. Case is finished in blue, with lithographed figures in white.

Dual Speed Changers

The introduction of (LP) Long Playing records (see story on page 18) may very well cause some significant changes in record playing mechanisms. Already, Philco is producing consoles with dual speed motors (which play at both 33½ and 78 RPM) and with two pick up tone arms. Crosley and Magnavox are also producing two-speed motors.

Television by

A GREAT LINE of

"For every purpose and every purse"—there are OUTSTANDING Emerson Television models—with variations to meet the desires of ALL prospects.



Emerson Television Model 606

The "Console"—with 52-square-inch screen—fits anywhere in home or office. Handsome mahogany veneer console. See basic features on next page.

\$299⁵⁰



Emerson Phonoradio Model 605

FM-AM with 12-inch speaker. Complete "combination" Phonoradio in mahogany veneer cabinet—matching "Console" Television Model 606.

\$149⁹⁵



Optional "4-Way" Combination

Emerson Radio and Television Models 605 and 606

FM-AM Radio—Phonoradio—Television—for side-by-side arrangements or individual settings.

BOTH for **\$449⁴⁵**

Better VISION, STYLE,
TONE, PERFORMANCE
and VALUE



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

Radio & Appliance JOURNAL • July, 1948

Emerson

GREAT MODELS

Compare the features—the popular prices—the universal appeal of this great line—with all others.

Ask your Emerson Radio and Television distributor how YOU can capitalize the growing development of Emerson Television in connection with your Emerson Radio franchise.



Emerson Television Model 571

See its basic features at left. BIG 52-square-inch screen — a superb performer in a handsome Honduras mahogany cabinet.

\$269⁵⁰
Installation extra

“IMAGE PERFECTION” BIG 52-Sq.-Inch Screen

FM “STATI-CLEAR” CIRCUIT

Frequency-Modulation sound on TELEVISION and FM radio—noise-free voice and music.

“MIRACLE PICTURE LOCK”

Holds picture steady on the screen — preventing flickering and drifting.

BIG 52-SQUARE-INCH SCREEN

Gives you the ENTIRE PICTURE with amazing eye-ease clarity.

Full 13-channel Television coverage



EMERSON “4-WAY” MODEL 585

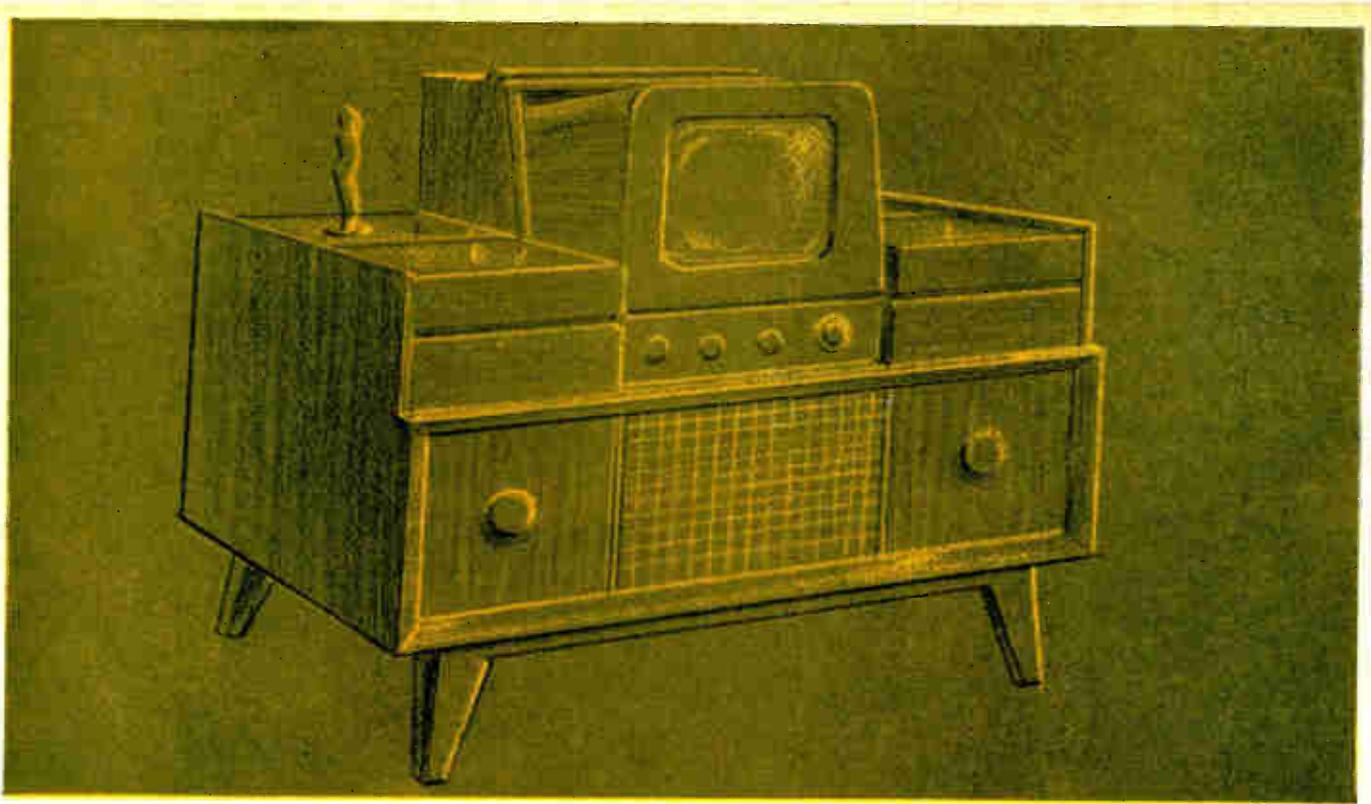
Television — FM-AM Radio — Phonoradio

A truly magnificent “combination” of radio and television in handsome console. All SUPER features at an unbelievable price.

\$495⁰⁰

● Ask Your Emerson Radio and Television Distributor

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



The viewing screen on this set is brought to comfortable eye level when it is lifted as in a typewriter desk. Otherwise, the set looks like a low wall cabinet. Phono and radio on either side are exposed by merely lifting the lids.



← *Since the radio-phonograph and television are not used simultaneously, a simple sliding arrangement permits phono to pull out at a convenient height for use. Horizontal break in cabinet design gives lower appearance to rather high cabinet.*

TELEVISION

THE first automobiles were horse buggys with motors. Today's television sets are radio cabinets with screens. Television design is suffering the stuttering progress that most new products and inventions have had, as in designing the new, we cling to what was familiar in the old.

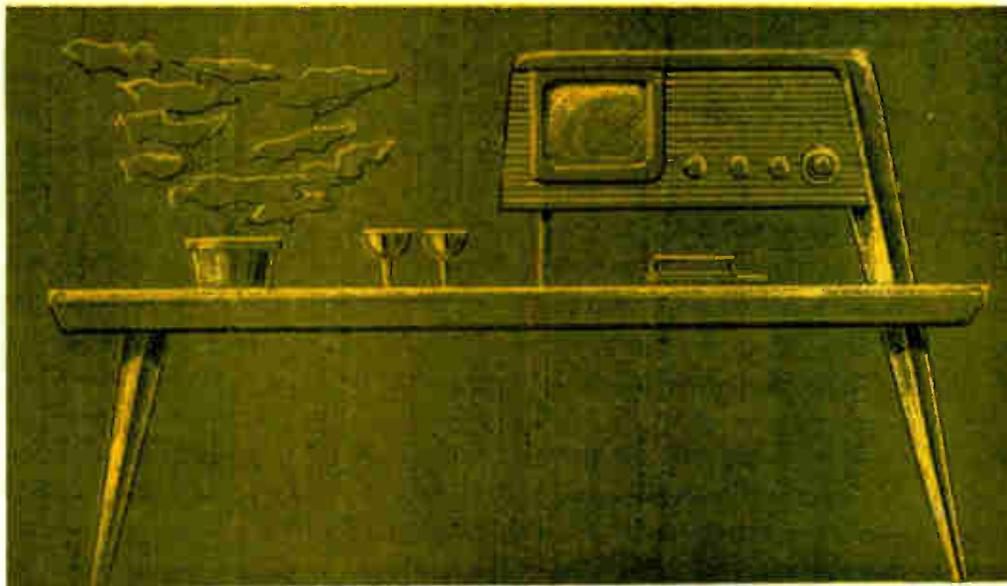
The point is, television is new and requires a new kind of design. There are really two problems in designing a television cabinet. First, to conceive the design exactly and specifically suited

to its needs and second, to imaginatively present that new design so that it will be easily and well integrated with the homes and furniture and the kind of living we have already.

It's not as easy as it sounds, for there are the technical problems involved and the large question of gracefully housing television apparatus which is still bulky and awkward. It demands proportions which are somewhat new in furniture design and which we have not been asked to cope with before.

The most important consideration for the manufacturer, is that the viewing screen be well situated and at a comfortable level for the eyes. Too many manufacturers, fastening on traditional radio cabinet design, have given us screens which are static, awkwardly planned and rather too low. If this same kind of design is elongated to lift the screen to good sight level, we have the coffin-on-end design which is all too common in the television sets

For a long time, we at Radio and Appliance Journal have criticised current television design as being merely a rehash of radio and, in most cases, unworthy of this vital new industry. One manufacturer said to us: "O.K. I agree that most television sets look terrible, but instead of tearing us down all the time, why don't you do something constructive?" We thought that was fair enough, so we engaged one of the country's foremost industrial designers to make some sketches, exclusively for us. These are presented herewith as a contribution, we hope, to the industry.—Editor.



A small television set is integrated in the design of a large and useful table. This is one method of avoiding the high, narrow console or the jumbled look of the small model receiver which resembles a box on any handy table.

DESIGN TODAY

on the market today.

In our living rooms from now on, the television set is likely to become as important as the grand piano or even as the fireplace once was. The set will be a focal point, center of interest and the hub of seating arrangements. The problem is to design the set so that it is important and easy to view, but to keep it from protruding from the general decor like a honky-tonk juke box.

Another question is what to do about the television screen itself which, especially if it is large size, may appear like a great challenging eye when it is blank, a disturbing and hardly attractive element in any scheme of decoration. The answer is a design in which the screen can be easily closed from view and as easily exposed to watch a program. There are any number of possible solutions and a few are suggested in the sketches below.



An aesthetic design retains the well-proportioned feeling of a low cabinet and yet allows the picture to be shown to good eye level. The door above the record album compartment swings 270 degrees to expose the television screen. A drop-leaf door on the upper right exposes the radio-phonograph pull-out mechanism.



Bronislaw Zapolski, who designed these television cabinets for RAJ, has created radio and television models for DeWald, Air King, Jewel, Templetone, and Cleervue. He has also used his talents to design products for the plastics, photographic, cosmetics and packaging industries. He is now on a four month tour of Europe, studying the status of television there, and will report regularly to RAJ.

losing sales
because of a limited line?



*don't get cross
get a
CROSLEY
franchise!*

All New!

*complete
1949*

CROSLEY
line

9-207M—FM, AM, Shortwave, Record Changer. 18th Century design. Mahogany Cabinet by Carrallton.

9-203B—FM, AM, Record Changer. Classic modern design, new, blonde finish.

9-204—FM, AM, Record Changer. 18th Century styled. Selected walnut woods.



9-205M—FM, AM, Record Changer. 18th Century styling in rich mahogany finish.

9-201—FM, AM, Record Changer. Smartly styled, finished in choice walnut.

9-212M—Console radio-phonograph in exquisite mahogany or walnut woods.

Localized promotions pave the way for sales!

- build store traffic—
- speed up turnover!

Your prospects are pre-sold with power-packin' advertising in national magazines and newspapers, coast to coast. You tie-in to this sales push with dramatic, practical promotion materials and displays keyed to your market . . . designed especially to tell

the world you've got these terrific all new Crosley values. Newspaper ad mats—point-of-sales displays—direct mail—hard hitting promotion that helps you cinch sales where it counts, right on your own sales floor!

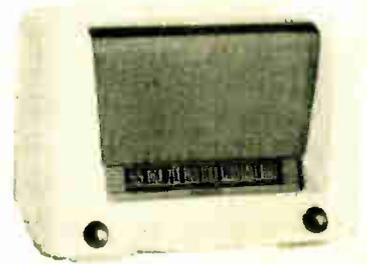
**Just
Out!**

**fills every
style and
price need
in your
market!**

26 self-selling new models . . .
feet in the door to sales

You're face to face with the profit-makingest line in America today! It's the all-new Crosley line of feature-studded FM-AM radio phonographs, table combinations, table radios, portables and farm sets. 26 "big guns" aimed at *every* prospect in your market. No need for Crosley dealers to limp along with the bugaboo of *limitations*. Limited styles, limited models, limited price appeals. Crosley dealers *do business* and plenty of it with a big name line that blankets the market. That's just *one* powerful plus you'll find in the all-new Crosley line!

9-114W—Tuneful earful in any room! Ivory finish plastic. Walnut plastic, 9-113.



9-202M—FM, AM, Record Changer. Contemporary styling, rich mahogany finish.



9-120W—Compact power package. Rich tone! Ivory finish plastic. Walnut plastic, 9-119.



9-104W—Smart beauty all 'round! Carry-grip, ivory finish plastic. Walnut plastic, 9-103.



9-122W—Style star! Glamorous ivory finish plastic. Walnut plastic, 9-121.



9-102 — Sleek, smart. High performance! Walnut plastic. Ivory finish plastic, 9-118W.



9-105—Shortwave and AM in glistening walnut finish plastic, 9-106W.



Rondo—End table radio, smart and new from every view. Gold and ivory finish plastic.



Portable 9-302—Plays 3 ways, AC, DC, battery. Powerful, sensitive performance.



Battery-Powered Radios—5 tube and 4 tube models. Tuned R.F. Walnut plastic. 9-101 illus.



Recital—Million dollar performance at penny-pinching price! AM radio, Shortwave, Record Changer. Walnut finish.



CROSLEY

Division—**AVCO** Manufacturing Corporation

Cincinnati 25, Ohio

Shelvador* Refrigerators
Frostmasters • Ranges
Radio Phonographs • Radios
FM • Television • Shortwave
Home of WLW and WLWT

Crosley Spectator Television
Receivers are now available in all
television areas.

World Radio History
© 1948

* TRADE-MARK REG. U. S. PAT. OFF.

Don't miss out on sales with a line that isn't filled out to meet the ever-expanding needs of your prospects. Come along with Crosley—and watch sales soar! Call your Crosley Distributor for details about the Crosley 3 for 1 franchise!



Dale Ward, merchandise manager at Fagan's, who originated the highly popular and lucrative radio game which is stimulating sales. Diagram below shows card used by customers in playing the game. Photo at left shows a section of the store's well-stocked display room.

Novel Promotion Boosts Volume to \$125,000

IN A popularity poll of locally-originated radio programs conducted among housewives of Little Rock, Arkansas, the snappy, Bingo-like radio-telephone game sponsored by the Fagan Electric Company would win hands down.

A requisite of playing "Fagame", programmed for fifteen minutes on Little Rock's Station KXLR, which is luring most housewives away from a once-popular soap opera, is a 10 x 12 card, which the participant may obtain only by calling at the company's showroom, or from house-to-house canvassers.

Not only does "Fagame" work as a foot-in-the-door mechanism for the crew making an outside sales survey, but it is familiarizing housewives with manufacturers' names on the Fagan roster.

Each product name is assigned a letter on the card in the word R-A-D-I-O. A radio announcer selects the product name from a group of names, reads the identification column letter, next the manufacturer's name.

A radio listener checks the column the announcer identifies to see if the name called is on her card. If under the proper column, she marks the square with a button or other small object.

When she has filled in all of the twenty-five manufacturers' names on the card, she telephones Fagan's receptionist and says "Radio". The first person to complete a card and call the company is declared winner and is awarded a brace of home appliances as prizes.

"Fagame", a top promotion on the

company's calendar, helped boost the dollar volume at the Little Rock store

to \$125,000 in 1947. It is also played at the El Dorado, Arkansas and West

REVISED DECEMBER 1, 1947

*"If it is Electrical
It is Fagan"*

FAGAME

THE RADIO-TELEPHONE GAME

"The House Beautiful of Electric Living"

Spring at Ninth Little Rock, Arkansas
FAMOUS NAMES IN HOME APPLIANCES

*"If it is Electrical
It is Fagan"*

An Award
Every Program

★
KXLR
10:15 A. M.
Monday
Wednesday
Friday

An Award
Every Program

★
KXLR
10:15 A. M.
Monday
Wednesday
Friday

Philco

REFRIGERATORS AND RADIOS

**Universal
Emerson**

Westinghouse

ELECTRIC HOME APPLIANCES

VISIT THE OPERATING WESTINGHOUSE ELECTRIC KITCHEN

PHONE 4-2366	PHONE 4-2366	PHONE 4-2366	PHONE 4-2366	PHONE 4-2366
R	A	D	I	O
7 ELECTRICAL DEPARTMENTS	ELECTRICAL CONTRACTORS	REGINA FLOOR POLISHER	EVERHOT ROASTER	WESTINGHOUSE ROASTER OVEN
SIMPLEX IRONER	RITTENHOUSE CHIMES	BEST-EQUIPPED REPAIR PLANT	WESTINGHOUSE WALL CABINETS	WESTINGHOUSE LAMP BULBS
EMERSON RADIO	CORDY COFFEEMAKER	ELECTRICAL GIFTS	WESTINGHOUSE CONSOLE RADIO	UNIVERSAL VACUUM CLEANERS
ALL ELECTRIC KITCHEN	WESTINGHOUSE WASTE-AWAY	35 KNOW HOW-YEARS	WESTINGHOUSE DUO RADIO	Westinghouse Portable Sewing Machine
WEDDING GIFTS	CALCINATOR DISPOSAL UNIT	WESTINGHOUSE 7 FT. REFRIGERATOR	FREE-WESTINGHOUSE SEWING MACHINE	BUNBEAM MIXER

FAGAN

SOUTH'S MOST DIVERSIFIED ELECTRIC COMPANY
ELECTRIC COMPANY
ENGINEERS... CONTRACTORS... LINE CONSTRUCTION... WIRING... REPAIR PLANT... APPLIANCES... ELECTRICAL EQUIPMENT

MONDAY
Listen to **KXLR**

WEDNESDAY
10:15 A. M.

FRIDAY
1450 on Your Dial

INSTRUCTIONS

The product name has previously been assigned the letter R, A, D, I or O so as to facilitate the greatest possible combination of product names. The radio announcer selects the name of a product from a group of product names, then he reads the identification column letter, next the product name. The radio listener checks the column identified to decide whether the product name called is on his R-A-D-I-O card. If the listener has the product name under the proper column, he marks the square by placing a small button or a small object thereon. If the listener has not the product name under the proper column, he must wait until next product name is called. This process is repeated until one radio listener has filled in all 25 product name boxes on his R-A-D-I-O card. The instant the radio card is complete, he calls an employee of Fagan Electric Company at Telephone Number 4-2366 and says "Radio". The first person who has successfully completed his R-A-D-I-O card and who speaks to an employee of Fagan Electric Company at Telephone Number 4-2366 first is declared the winner, after verification as to the accuracy of his R-A-D-I-O card. The decision of the Judges shall be final. Duplicate awards in case of tie.

★ A Winner Has Only 5 Minutes After the Program to Notify Fagan Electric Company.

\$125,000 Volume

Memphis branch stores.

Proud originator of "Fagame" is smiling Dale Ward, Merchandise Manager at Fagan's, who doubles as City Treasurer of Little Rock.

"We stage 'Fagame' every weekday morning," said Mr. Ward. "Costing \$8.50 per program, it took a substantial chunk out of our \$18,000 home appliance advertising budget last year, and promises to get a neat cut of the \$30,000 advertising kitty assigned this department in 1948. But it's worth every cent. Over 4,000 ladies are playing the game in Little Rock, 3,000 are participating in El Dorado, and 2,000 are playing it in West Memphis."

Dale Ward, a graduate of the University of Arkansas, and Chief Auditor at the company before the war, is a zealous exponent of get-out-and-sell tactics, preps outside sales personnel on the technique to apply in exploiting "Fagame" in door-to-door selling.

He says: "Each of the three men pounding doors in the Little Rock trade territory has instructions, when the housewife opens up, to hand her a 'Fagame' card. If she's played it, he engages her in a line of chatter concerning whether she has ever won, how close she has come, etc., graduating, by easy degrees, into an attempt to learn her appliance needs.

"If she doesn't play the game, he hands her a card, explains it, describes prizes, then coasts into a sales routine. The game is a natural come-on—an ice-breaker anyway you look at it.

The sales survey, held in conjunction with the radio game, works three ways: It sells merchandise, gleans prospects for the future, and spreads word-of-mouth advertising the company could secure in no other way.

Newly-married couples, whose marriages are publicized in Little Rock papers, are paid visitations, after a proper waiting period, by Fagan salesmen, presented gifts and a story on the firm's ability to handle their home equipment needs.

The Fagan Electric Company—"The Most Diversified Electrical Company in the South"—is an Arkansas institution. The organization specializes in service and installation on power equipment, transformers, etc. Not until 1945, was the highly successful incursion into home appliance selling made.

Established in 1913 as a motor and transformer service by Mrs. Anna Fagan, now secretary-treasurer, the company is headed by Ellis M. Fagan, her son, who has been a state senator in the Arkansas legislature for eighteen years, and a Little Rock civic leader.

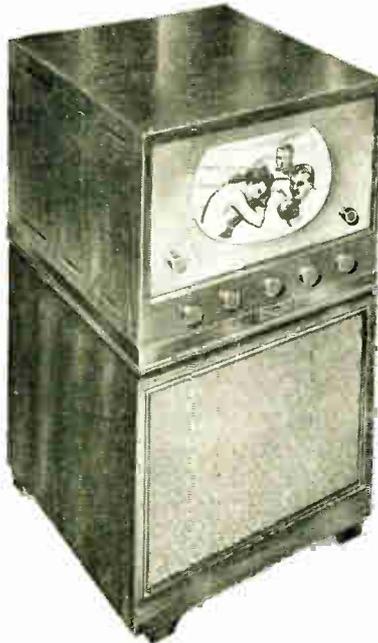
TRANSVISION

BIGGEST VALUES in TELEVISION! Large-Image, Direct-View TV Kits at Low Cost!

Kits Engineered for EASE of ASSEMBLY and Top Performance.

Cabinets designed and built for Beauty, Utility, Durability.

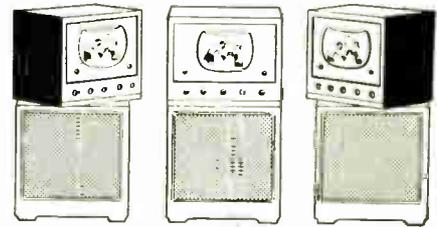
NO TECHNICAL KNOWLEDGE REQUIRED for ASSEMBLY



Console Model 7CL



MODEL 10BL
Gives 115 Sq. In. Picture



Roto-Table for full 180° Visibility

TRANSVISION manufactures the most extensive line of high quality Television Kits, Cabinets, and Components. Models illustrated and listed here are only representative of Transvision's leading values. See your distributor.

MODEL 10BL, TV/FM Kit, gives 115 sq. in. picture; complete FM Radio; receives all channels; streamlined cabinet... **NET \$299.00**

Roto-Table for Model 10BL, gives full 180° visibility **NET \$ 24.95**

MODEL 7CL, TV Kit, gives 60 sq. in. picture; console cabinet complete with Roto-Table; streamlined design... **NET \$199.00**

MODEL 7BL, same as 7CL except that it is a table model **NET \$189.00**

All prices include cabinets, tubes, antenna, and 60 ft. of lead-in wire. (Models 7CL and 7BL can be supplied with complete FM Radio for small additional cost.)



FREE—
Fascinating
BOOKLET
On Television

Illustrated 20-page 2-color booklet gives you excellent basic information on television. Call at your distributor's for a **FREE COPY**; or write to us for names of distributors.

"SERVICE NOTES"

by Transvision... The Key to Successful Television Servicing. Confidential Television Notes and Information, product of experience with over 20,000 television sets complete with photos, diagrams. Worth a small fortune. Cost is only... **\$1.95 NET**



All prices 5% higher west of Mississippi; all prices fair traded.

For further information see your distributor, or write to:

TRANSVISION, INC. Dept. RAJ **NEW ROCHELLE, N. Y.**
In Calif.: Transvision of California, 8572 Santa Monica Blvd., Hollywood 46

BIG TELEVISION SHOW at the WALDORF!

On August 16, 17, and 18, Transvision will hold its 2nd annual exhibit at the Waldorf-Astoria Hotel in New York. **BE SURE TO COME** and see the many sensational new television developments.

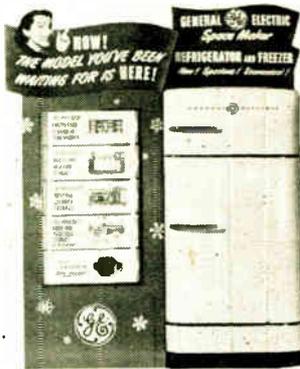
New Aids to Increased Sales

Point-of-Sale Campaign



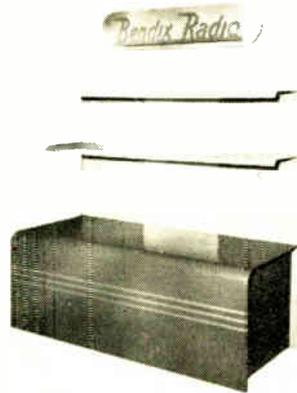
This is one of eleven new units in RCA Victor's current identification and point-of-sale campaign. Of five-panel, easily folded construction, it is designed to accommodate an RCA Victor console and two table model television receivers. The display makes extensive use of sketches illustrating the many features of RCA's "Eye Witness" television. Recognizing that the dealer's store is the point of final choice by the customer and the place where he selects a set against sharp competition merchandise, RCA Victor is opening a concentrated program of long-range character, to link the dealer's name and place with their product. Write to Jack M. Williams, Advertising Manager, RCA Victor Home Instrument Division, Camden, New Jersey.

"Flip-Flop" Display



Taking a page from the Chinese pocket book trick, General Electric has designed this 6-foot high, lithographed cardboard unit which works on the same principle as a Chinese toy. A series of five cards summarize major advantages of the G-E "Space-Maker" refrigerator. On the back of each card is an appropriate 8-color illustration. Each side has 15 seconds "reading time" before the flip occurs. Display is shipped to G-E dealers in individual carton. For further information, write to General Electric.

Permanent Sales Aid



Bendix Radio, believing with a growing number of other manufacturers, that the dealer is the focal point in any sales campaign, has created a number of durable, eye-catching store displays helps to help him reap a harvest of better and more consistent sales dollars. This particular unit enables the dealer to place merchandise where it can be "easily bought," the secret of modern store selling. This unit provides effective presentation with economy of space, is built of sturdy panels and shelves in decorators' colors—plum, jonquil, and gray. Write to Bendix Radio Division, Bendix Aviation Corp., Baltimore 4, Maryland.

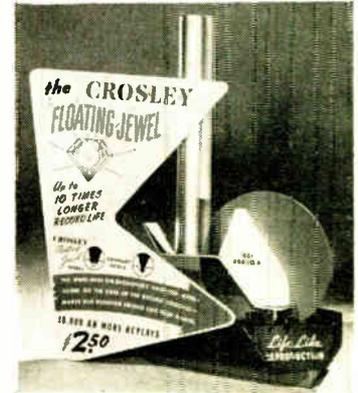
Television Layout



To help its authorized dealers perform a more efficient merchandising job, Transvision, Inc., manufacturers of television receivers, has prepared special cut-out letters, mounted on strips, for use in adapting this design to the dealer's individual requirements. Write to the company for additional information on how to set up display. Transvision, Inc., 385 North Ave., New Rochelle, N. Y.

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

Floating Jewel Display



A unique needle storage and display rack which makes an attractive counter frontpiece designed to help the dealer sell and demonstrate the "Floating Jewel" record needle is now available to retail merchants. Utility of the display is found in the vertical shaft of the stylus, which being hollow, holds a supply of two dozen needles from which a dealer may sell. Write to Harold Newell, Service Manager, Crosley Division, Avco Manufacturing Corp., Cincinnati, Ohio.

Pocket Size Demonstrator



A miniature sales demonstration kit that will make every sales clerk a *demonstrator* has been announced by General Mills, Inc., manufacturers of the Pressure-Quick Saucepan. The kit is "pocket size" and emphasizes one of the major features—the bi-metal safety cover, which automatically vents air when cooking begins and seals itself. The demonstrator consists of a palm-sized saucepan, about two and a half inches overall. When a lighted candle or match is applied beneath it, the cover automatically snaps down into place with a sharp "Click." These kits are available to all dealers and will be released by distributors to be employed as a retail sales training tool.

AUGUST IS A **HOT** MONTH for "Back-to-School" sales!



"I'm crazy about my new college roommate" (It's a G-E radio), says Beverly Cochran, popular university co-ed. See the August G-E "back-to-school ad" in Life, Look, The Saturday Evening Post, Country Gentleman, Farm Journal, and Progressive Farmer, with their 71,948,000 readers.

Get ready now for back-to-school selling. It's the big money opportunity of the next sixty days—your chance for extra business if you feature and push G-E **natural color tone** radios. Place your stock-filling order now with your G-E radio distributor. Or write today to: *General Electric Co., Electronics Park, Syracuse, N. Y.*



**natural color tone
RADIOS**



Model 102

Big buy for the budget-wise. Big in everything but price. Big rosewood plastic cabinet. Big tone—**natural color tone**—plenty of power. 5 1/4" Dynapower speaker—with G-E Alnico 5. Model 102—a fast seller at \$19.95.*



Model 150

Handsome AC-DC and battery portable with natural color tone. Maroon plastic case. Marvelous selectivity. Amazing power. New selenium rectifier. Model 150 above. \$39.95*

Wakes 'em up to music. A dependable G-E clock—a **natural color tone** radio—an electronic reminder all in one. Superheterodyne circuit. AC only. Rich-looking rosewood plastic cabinet. Model 60 below. \$39.95*



Model 60



Model 210

Genuine FM plus AM. Built-in antennas for both FM and AM. G-E **natural color tone**. Dial light. Tone control. AC or DC. Stunning rosewood plastic cabinet. 5 1/4" G-E Alnico 5 speaker. Model 210 above. \$64.95*

Radio stations use the same reproducer. Hep-cats and long-hairs go for the G-E Electronic Reproducer and **natural color tone** of this G-E de luxe automatic combination. Model 304 below. \$109.95*



Model 304

*Western prices slightly higher. Prices subject to change without notice.

GENERAL ELECTRIC

178-C6

PORTABLES • TABLE MODELS • CONSOLES • FARM SETS • AUTOMATIC PHONOGRAPH COMBINATIONS • TELEVISION
Radio & Appliance JOURNAL • July, 1948

Candid Television

Manufactured by Pilot Radio Corporation,
37-06 36th St., Long Island City, N. Y.



This receiver caused quite a stir when first shown last month. Listing at \$99.50, the "Candid T-V" weighs less than 15 pounds and uses a 3" viewing tube. It has been designed as a companion set, to be used in the office, den, nursery, Summer home, etc. The manufacturer claims that it may be operated in most homes with only a simple inside doublet wire furnished with the unit. The chassis has 21 tubes (including picture tube and 3 rectifiers) and operates full 13 channel TV coverage. AC only.

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

Retractable Screen TV

Manufactured by RCA Victor Division,
Camden, New Jersey

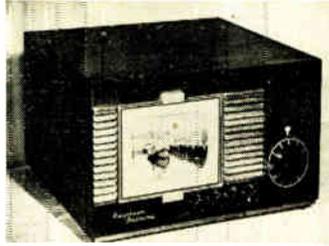


An unusual combination of big screen television and handsome compact cabinet is contained in this new RCA Victor lowboy model which has a 15 x 20 inch retractable screen. The set presents a remarkable clear image achieved as a result of the recently introduced 5-inch RCA picture tube with a silica face. Cabinet comes in walnut, mahogany or blonde finishes. A hinged door over the speaker grille folds back over the opposite panel when the set is in use.

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

Raytheon-Belmont Television

Manufactured by Raytheon-Belmont Corp.,
60 East 42nd St., N. Y.

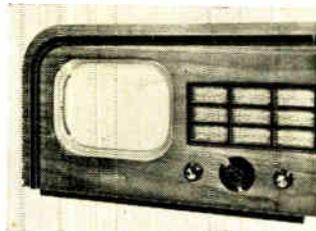


The introduction of this universal television receiver which operates on AC current of any frequency as well as DC, eliminates the need of converters in DC areas. This table model has a 7" direct view screen, and is the first of a completely new video line to be marketed under the name of Raytheon-Belmont. Encased in genuine mahogany cabinet, the set has 17 tubes (plus one rectifier) and covers both television bands and all 13 channels.

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

Columbia Television

Manufactured by Columbia Television, Inc.,
33 Jefferson St., Stamford, Conn.



Special features of this TV receiver are: only three controls (volume, station selector and contrast), attractive and compact cabinet designed by Glen Holland, noted industrial designer, newly designed audio amplifier to minimize distortion, 26 tubes, and use of RMA approved components throughout. The company makes both 10" and 12" models, both with and without FM radio.

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

The manufacturers of the various models shown on these pages are anxious to cooperate with dealers regarding shipments, franchises, sales helps, names of distributors and any other information which the dealer may need. We suggest you write them for additional data. Name and address of manufacturer is included under name of each product.

"Sightmirror" Television

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

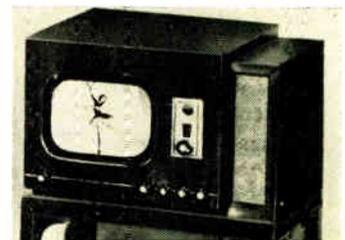


The "Sightmaster" screen (patents pending) becomes a decorative mirror when the set is not in use. When the set is in operation the picture appears on the mirror itself. It is not a reflected image, but a picture actually transmitted through the mirror. Purpose behind the mirror is to overcome the necessity of the unattractive blank television screen when the set is not in use. The receiver employs a 15" tube and also combines continuous tuning on FM radio.

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

Stromberg Table TV

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

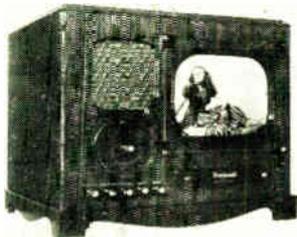


This new table model-FM receiver contains a 12-inch direct view screen, 5½-inch speaker system, and is housed in a handsome, pin-striped mahogany veneer cabinet. This model rounds out the company's television line, which includes the Westchester and Chinese Classic, both radio-FM-video-phono combinations, and the Dorchester, a console FM-teleceiver.

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

Rembrandt "1950" TV

Manufactured by Remington Radio Corp.,
80 Main St., White Plains, N. Y.

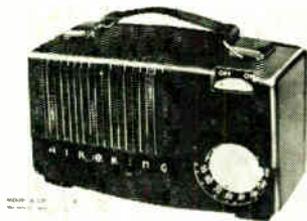


A table model receiver featuring a 12" DuMont Tube, and FM radio. Some additional features are: automatic frequency control, copper circuit which helps eliminate line interference, 8" PM speaker. Hand rubbed cabinet is available in mahogany, knotty pine, oak, maple and chinese pastels.

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

Three Way Portable

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

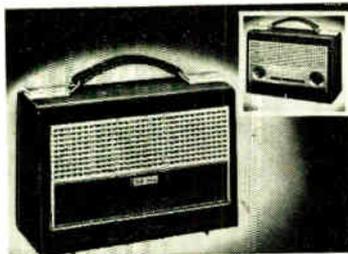


This newest addition to the Air King family is sturdily designed to withstand outdoor weather. Recessed dials make for durability. Set responds immediately, requiring no warm-up period. Cabinet (Polystyrene) is maroon trimmed with ivory or ivory trimmed with maroon. Weighs 1 1/2 lbs. with batteries.

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

Tele-Tone Portable

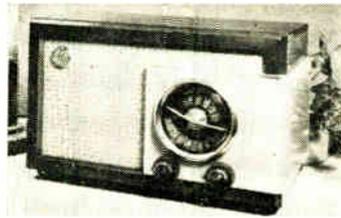
Manufactured by Tele-Tone,
540 West 58th St., New York City



A compact new portable weighing only 6 3/4 lbs. complete with battery. Cabinet of polystyrene with a gold metal grill and drop-door front. Five tubes, built-in loop antenna and hinged back allowing easy access to the interior. Available in sand and maroon colors.

General Electric FM-AM

Manufactured by General Electric,
Electronics Park, Syracuse, N. Y.



A new FM-AM table radio which operates on AC or DC. Cabinet is of sliced American walnut and has a lighted dial housed in a projecting overlay of white plastic. Six tubes in addition to a rectifier, 5 1/4" Alnico "5" speaker, self-contained antenna for AM and a line antenna for FM which eliminates the need for outside aerials except in remote areas. Say you saw it in *Radio & Appliance Journal*, July, 1948.

More new radio and television products on page 32

ANOTHER
Rembrandt
REG. U. S. PAT. OFF.
"1950" Masterpiece!

**TABLE
MODEL
TELEVISION
RECEIVER
AND
FM RADIO**
\$495 LIST

78 square inch direct-vision view screen with 12 inch Dumont Picture Tube.

Dumont Inputuner provides continuous tuning for all 13 Channels and entire FM Bands.

Remington Automatic Picture Stabilizer provides Steady, Clear, Bright reception.

Shatter-proof glass protects Picture Tube. Easily removed for cleaning.

Hand rubbed cabinets of finest natural woods—Mahogany, Blonde Mahogany, Knotty Pine, Curly Birch, Maple, Oak or attractive Chinese Pastels.

24" wide, 18 3/4" deep, 20 1/4" high.

● **SCREEN SIZE**

● **CONTINUOUS TUNING**

● **PICTURE STABILIZER**

● **SAFETY SHIELD**

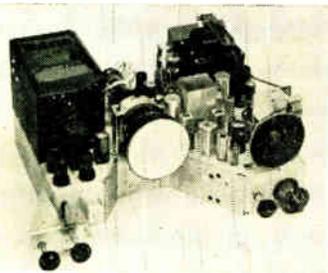
● **DISTINCTIVE APPEARANCE**

● **SIZE**

"REMBRANDT" Console Models have 12 and 15 inch Dumont Picture Tubes.

Remington Radio Corporation
WHITE PLAINS • NEW YORK

Projection Television Chassis
 Manufactured by Spellman Television Co.,
 130 West 24th St., N. Y. C.



This is a modified version of the 630 circuit designed to accommodate STPR projection tube. Intense source of light on face of projection tube

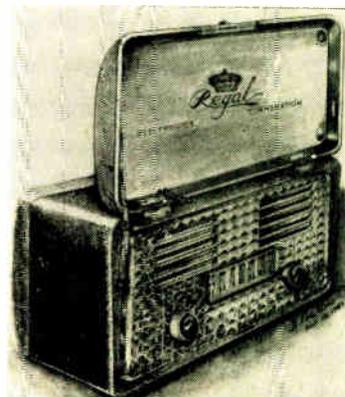
enables projection of image onto screens of sufficient size for large audiences. Contains 30 tubes, full 13 channel coverage, FM sound system, exclusive cut-out relay to protect projection kinescope in the event of sweep failure.

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

Regal 3-Way Portable

Manufactured by Regal Electronics Corp.,
 603 West 130th St., New York

This Model BP-47 is compact and operates from either its own batteries or from 110 volts AC-DC through the provision of a miniature power supply no larger than a ballast tube.



Slide rule dial, metal cabinet, plastic covers.

Desk Model Radio

Manufactured by Globe Electronics,
 225 West 17th Street, New York City



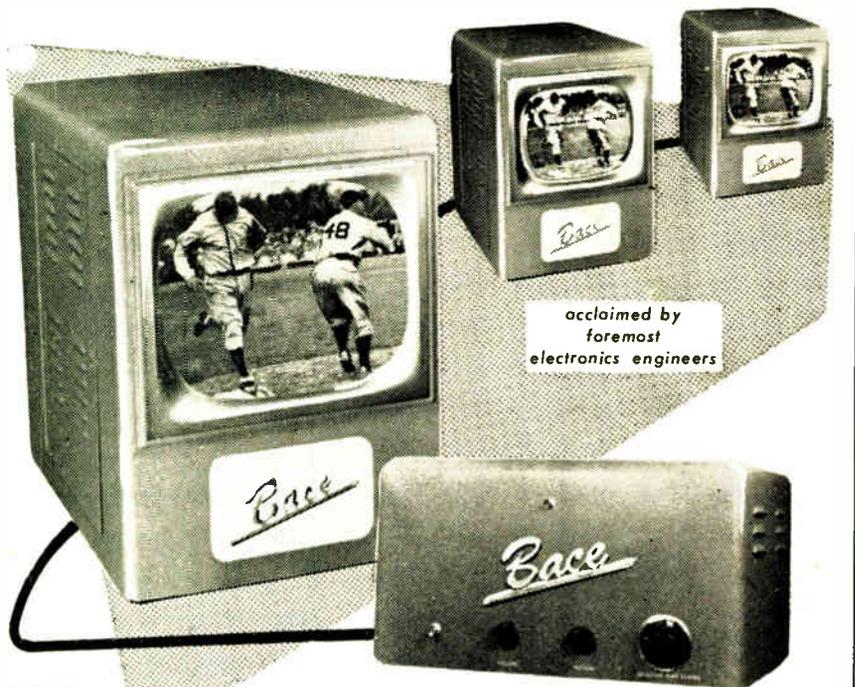
Called Model 95, this is an AC-DC superhet radio containing 4 tubes, built-in antenna, Alnico 5 PM speaker, and is housed in a bronze-coated finely sculptured reproduction of a western horse. Base comes in mahogany, walnut or onyx finish.

DeWald Portable

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



This model B-504 contains 4 tubes, rectifier, large sliderule dial, molded cabinet. Operates three ways, on either current line or batteries; cabinet is shatter-proof and styled in dual colored polystyrene.



acclaimed by
 foremost
 electronics engineers

**BACE .
 SETS THE
 PACE**

BACE MULTI-UNIT VIEWERS

Place Bace Multi-unit viewers wherever you want them and control them all at one central location.

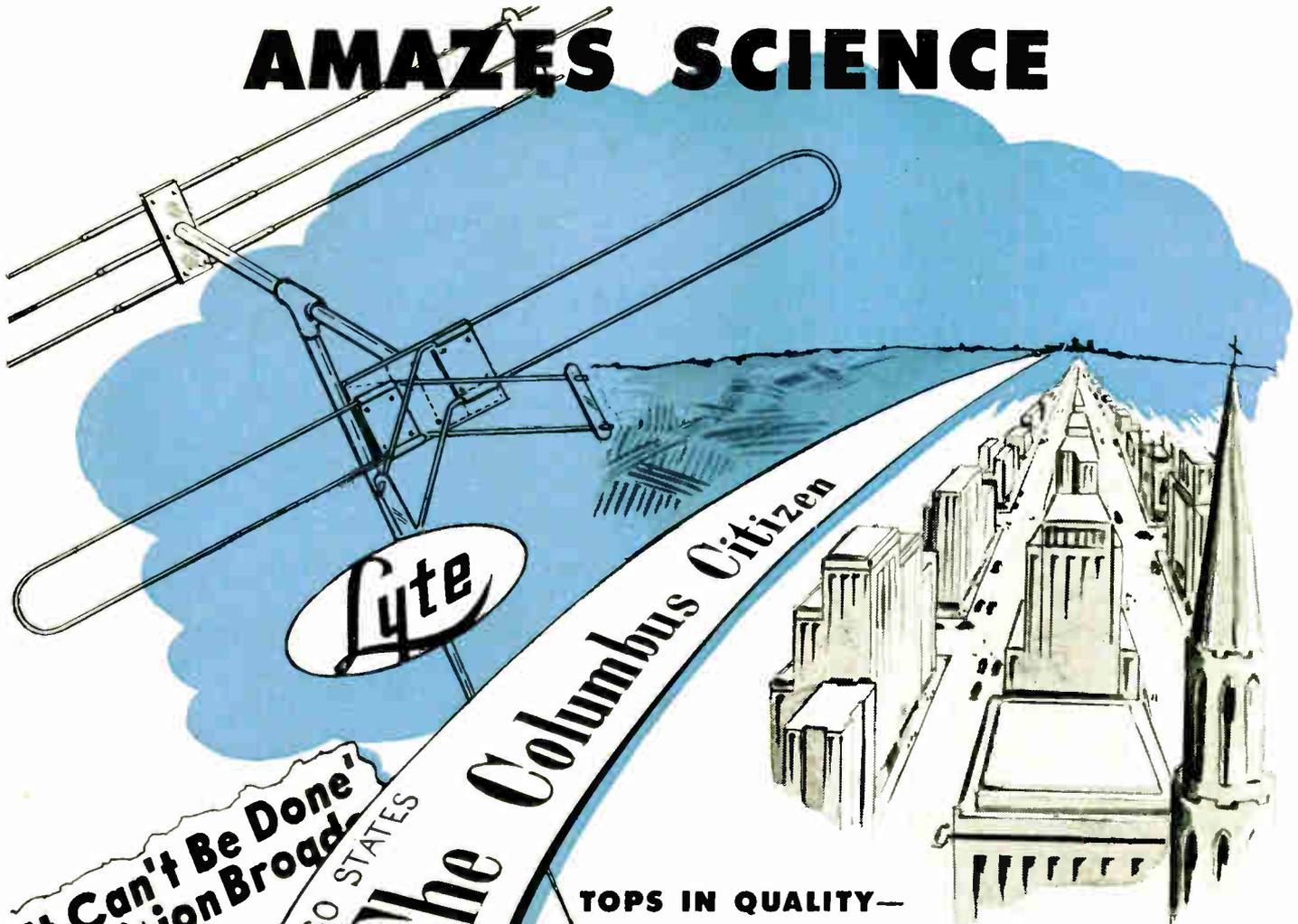
These large screen viewers with synchronized control are ideally adapted for installation in Bars, Clubs, Hotels, Hospitals, Institutions and other locations where crowds gather or where people desire amusement in several rooms and at the same time.

The large 15" flat-faced tubes are guaranteed not to develop ion burn spots. Engineered to the highest possible specifications for ease of control, long life and clear, steady television reception.

Write for our color folder with complete information about the Bace Multi-Unit Television.

Bace TELEVISION CORPORATION
 GREEN & LEUNING STS SOUTH HACKENSACK, NEW JERSEY HA 3-4881

AMAZES SCIENCE



Lyte

'It Can't Be Done' Television Broadcast Received Here

SO STATES

The Columbus Citizen

TOPS IN QUALITY—

A High Fidelity, High Performance Antenna, proved in the laboratory and in the field, and at a low cost to you . . .

Harold F. Jordan, 1281 Cambridge-rd., is the center of a scientific mystery thriller. Mr. Jordan has been receiving WLWT, Crosley's video station in Cincinnati, when science says it can't be done.

The feat is a technical impossibility since television waves do not follow the curvature of the earth as do radio waves.

WLWT has never expected reception beyond a 45-mile radius. Mr. Jordan takes no credit.

"It all belongs to my son, Harold Jr.," he said. "I'm not technical-minded at all."

Young Jordan used a dipole Lyte antenna with a triple reflector in setting up the set.

Engineers of the television station have been informed of the freak reception and are expected to come here to investigate.

Television in Columbus is going through a period of great activity

- This new LYTE antenna, engineered to produce maximum results for AM, FM and TV receivers, designed for 72 ohm to 300 ohm service, covers all 13 television channels and guarantees outstanding signal strength.
- If you receive a dull picture try the new LYTE for yourself—you'll be amazed and will agree that the LYTE antenna is the most efficient on the market today.
- Also available, the LYTE model LTM 35 telescoping mast. Adjustable from 6 ft. to 35 ft. Supplied complete with all necessary parts and hardware. Quick and easy to install. Your inquiries invited.



LYTE PARTS CO.
15 WASHINGTON AVE., PLAINFIELD, N. J.

To Televisе "Electrical Living" Exhibit in Chicago

Formulation of plans for presentation of programs at the National Television and Electrical Living Show to be held at the Chicago Coliseum next September 18th through the 26th, has been announced by the Electric Association, comprised of more than 600 leading companies of the industry. A huge television theatre seating more than 3500 persons, probably the largest in America, will be the setting for the daily telecasts. Most leading brand name appliance manufacturers, including refrigeration, heating, table appliances, radio and television, vacuum cleaners and related items have already reserved space for exhibit of their products during the nine day showing, which is expected to attract more than a quarter of a million attendance to the Coliseum.

New Projection Unit



The attractive young lady is demonstrating a new projection television set to be marketed by Cortly Television Corp. of 15 West 27th Street, New York City. Incorporating the latest developments in projection television, this unit has wide application in institutions, taverns, recreation rooms, schools. It has been designed for use in places where a large audience is anticipated.

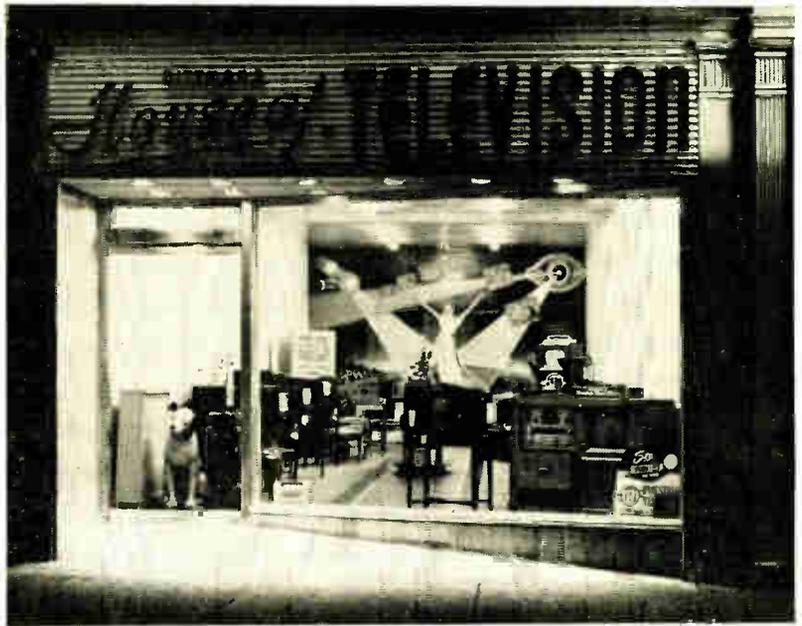
How to Arrange "Live" TV Window

(Continued from page 17)

Partly masking the windows themselves is a great help and should be considered in the first stages of the promotion.

Whenever possible, consideration should be given to placing television receivers so that they are at eye level height.

Devoted Exclusively to Television



Called "Dittman's House of Television," this attractive retail store located at 1818 East 13th Street, Cleveland, Ohio, is said to be the first establishment devoted exclusively to television in the entire city. Owned by J. W. Dittman, who started in the retail appliance business more than 40 years ago, this new outlet marks a new trend, based on the belief that television is not just another item to sell, but that it represents something so radically different from other merchandise as to demand a different selling approach.

The "House of Television" is situated in the WEFW Television Station building in the heart of downtown Cleveland. The station is owned and operated by the Scripps Howard Newspaper chain. The store is kept open every evening until 10 p.m., thus permitting husband-and-wife shoppers to come in for a demonstration. Besides being completely modern in every detail, Dittman has also built a special television theatre in the rear of the store. The company also makes extensive use of on-the-road salesmen, newspaper advertising, demonstrations and trial installations. Although sales were rather sluggish during the early Spring, the coming of baseball telecasts livened things up quite a bit as Cleveland is quite a baseball town.

One of the nice things about having a store devoted entirely to television, says Mr. Dittman, is that the customer's entire attention is directed to the subject at hand, thereby helping the salesman to make an effective demonstration.

Where window lights and outside reflections interfere with the picture, masks around the top and sides of the picture tubes, extending out about eight inches and tapering off on the sides of the tube, will be of considerable help in producing a satisfactory picture.

Projection receivers should be placed as far away from the front of the window as possible, up to a distance of 20 or 25 feet. Placed in this manner, a projection receiver can accommodate a larger number of people and provide a wider angle of view.

Care should be used in installing receivers in windows which are too near store entrances or lobbies, to avoid blocking of entrances.

To provide entertainment when no television programs are scheduled, ar-

rangements may be made with a local station to telecast a special current events film prepared by NBC. The film, titled "RCA Eye Witness Television," illustrates the variety of programs available to the public on television today, and also includes one-minute spot commercials on RCA Victor television receivers, at beginning and end. The film runs approximately 14 minutes.

Close cooperation with the local stations' programming department should result in some added program time during the day, when otherwise only test patterns might be on the air.

Receivers will attract considerable attention, however, even with only a test pattern showing, and sets should be kept turned on to take advantage of this fact.

Men Dominate Purchasing Decisions on Television

Unlike radio, where women are said to dominate the buying of a new set, television sales are made to men in 75 per cent of the cases.

This is one of the major facts just disclosed in a television survey conducted by the Federal Advertising Agency for the Stromberg-Carlson Company. Although the survey does not assign any particular reason for this sharp change in buying habits, it is believed that the predominance of sports programs on television is the major reason.

Other important facts revealed by the survey are: although only 27 per cent of present video owners have a console type receiver, 51 per cent desire it. Two explanations are offered for this discrepancy: first, table model receivers were more readily available at the time of purchase; and secondly, having once been introduced to television with gratifying experience, owners are now less resistant to higher priced floor models.

The survey also showed that non-owners' preference paralleled those of set owners. Fifty-one per cent wanted console models with all services—AM, FM, and record changer—while 49 per cent indicated a preference for

table models.

Seventy-five per cent of video receivers were found to contain 10-inch tubes and 11 per cent had 7-inch tubes. The remainder were using larger sizes. When asked for their preference in considering the next purchase, the majority of owners indicated that they would buy a receiver with a larger tube, with the 12 and 15-inch sizes most popular.

The survey also confirmed the fact

that children constitute the most enthusiastic audience for television. It is common for neighborhood youngsters to gather in a television home and quietly watch afternoon and evening programs by the hour, regardless of what type of entertainment is being telecast. Television was also revealed to have a profound interest on the family life and interests, particularly in "bringing the family closer together."

"Twin City" Dealers Honor Bill Beamish



In an unusual tribute to a radio distributor, dealers serviced by William Beamish, who handles Admiral products in Minneapolis area, honored him at a party at his home recently. Fifty-three dealers from Minneapolis and St. Paul joined to mark Beamish's twenty-seventh anniversary as an electrical appliance distributor. Also present were Admiral executives W. C. Johnson, sales manager; Seymour Mintz, advertising director; and Paul Dye, Midwest sales manager.



Presents
the *NEW*
ESSEX-20





for

- TAVERNS
- HOTELS
- INSTITUTIONS
- SCHOOLS
- CLUBS

The ONLY 20-inch Direct View Teleceiver with Remote Control and *any number* of viewing units.

The latest addition to Industrial's line!

New ESSEX-20 Makes Cash Registers Ring!

- New plastic screen filter. Brilliant daylight images at wide angles.
- Remote control—completely tamper-proof.
- New 12-inch concert speaker protected by metal grill.
- Flexible—additional screens when and where you want them.
- All Television channels and FM.
- Microphone optional.
- Tested, trouble-free performance under hard usage.

Attractively
Priced



Write or phone for details

INDUSTRIAL TELEVISION, INC.

359 LEXINGTON AVENUE - CLIFTON, N. J. - GREGORY 3-0900

The VISION in Television

NEW COMPONENT PARTS

Dynamic Noise Suppressor

Manufactured by Minnesota Electronics Corp., 204 Oppenheim Bldg., St. Paul, Minn.

This model is one of three new amplifiers added to the line of the Goodell Dynamic Noise Suppressor Amplifiers. These are laboratory amplifiers of high quality, designed and constructed to provide music reproduction fidelity limited only by the available signal and loud speaker equipment used.



DC-AC Inverters

Manufactured by American Television and Radio Co., 300 East Fourth St., St. Paul, Minn.



This new line of DC-AC Inverters operates on DC input voltages ranging from 6 volts DC to 220 volts DC. They are especially designed for operating AC radios, PA systems, television sets, amplifiers, small AC motors, and electrical appliances, from DC voltage sources.

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

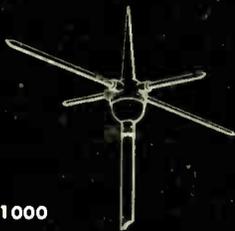
Visual Alignment Generator

Manufactured by Philco Corp., Philadelphia, Pa.



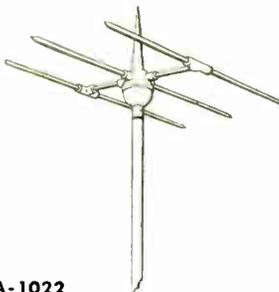
This device makes it possible for television and radio servicemen to make accurate alignments on all types of television and FM receivers. Called the Philco Model 7008, this is said to be the only complete portable instrument in its field, and contains the following: a crystal calibrator, to provide accurate check points every five megacycles; an AM (marker) generator; an FM generator; a special oscilloscope; and a common power supply.

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



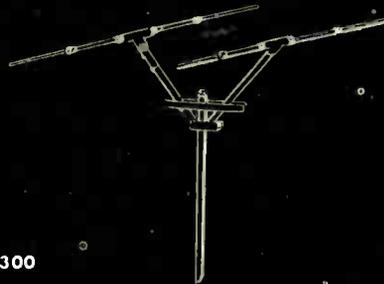
A-1000

A rotating dipole for ALL channels. The head rotates in both directions by means of a remote control switch at the set. \$115.00



A-1022

A rotating "High Gain" antenna with a THREE element array for areas with weaker signal. \$125.00



A-1300

A tunable telescopic calibrated antenna. **Directivity**—Increases the "horizontal" directivity and maximizes the forward-to-backward field strength by adjusting the spacing between the driven element and the parasitic element.

Elevation—In order to obtain great directivity in both the horizontal and vertical planes, provision is made to elevate the antenna from the horizontal plane over a range of 45° to 135°.

Gain—This driven antenna and its parasitic element can be tuned to maximize the signal being received or transmitted.

Antennas are shipped complete with 10 foot masts. Nothing else to buy except transmission lines. Connectors are available.



372 CLASSON AVE., DEPT. R1, BROOKLYN 5, N. Y.

Composite Video Generator

Manufactured by Raytheon-Belmont,
6th East 42nd St., New York City

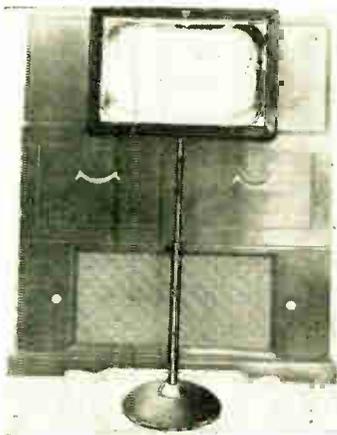


The composite video generator brings to the service engineer in a single, small portable case all the elements needed to provide a complete "standard television video signal." This makes it possible for trouble shooting or repair work to be carried out in the shop or in the home, at any time—and no time is lost waiting for a television transmitter to come on the air.

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

Floor Stand Lens

Manufactured by Walco Sales Co.,
66 Franklin St., East Orange, N. J.



This new, improved model is attached to a floor stand for use in front of console television receivers. Features include a round metal base, similar to the type used on floor lamps, with an adjustable vertical bar which supports the Walco magnifier. When not in use, the entire unit may be stored away in a closet, inasmuch as the lens is not secured to the receiver.

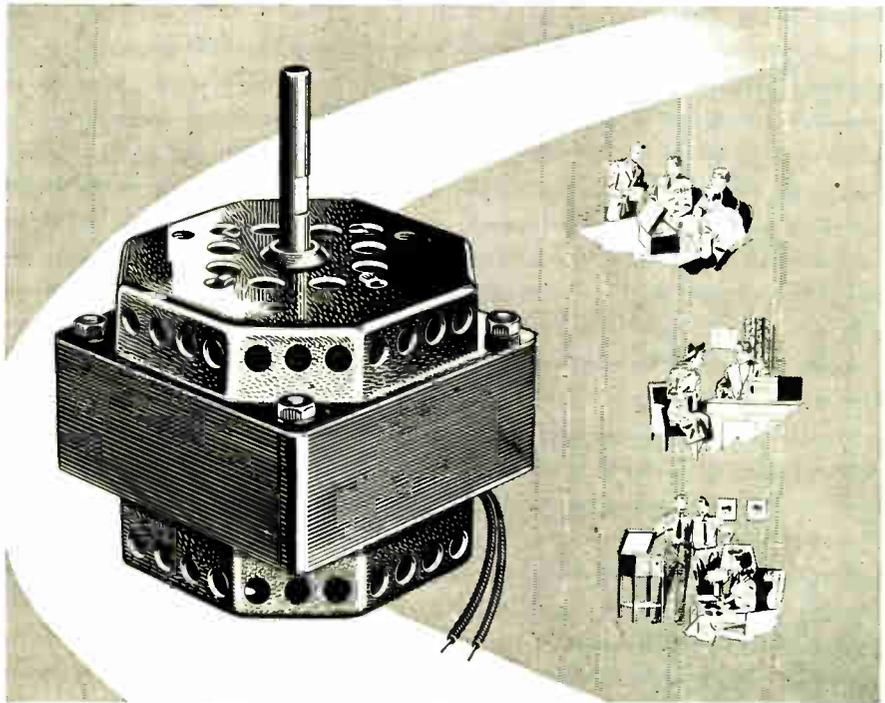
Say you saw it in *Radio & Appliance Journal*, July, 1948.

Wall Mounting Enclosure

Manufactured by Jensen Manufacturing Co., 6601 S. Laramie Ave., Chicago, Ill.

This Peri-dynamic enclosure is designed to house 6-inch speakers, especially the Jensen Model P6-TH. Cabinet is finished in simulated brown leather with grained effect and chrome trim. Comes furnished with brackets and screws for mounting on wall or post.

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



Smooth Power...

FOR EVERY TYPE OF RECORDING UNIT

There's plenty of long-lasting *Smooth Power* in this compact General Industries recording motor. Originally developed for and widely used with marked success in disc recorders, it has been redesigned to meet the increased power requirements of tape and wire recorders. Here, indeed, is the *one* motor that meets *all* recorder requirements.

Like its companion motors in the famous *Smooth Power* line, this motor features a dynamically balanced rotor, with precision accuracy assured by the latest type of electronic testing equipment. Other features include special locating and locking means for both top and bottom covers . . . self-aligning, oil-impregnated sleeve and end thrust bearings . . . dual aluminum cooling fans and scientific air intakes for maximum cooling effectiveness.

For additional information and performance data, write *today* to:

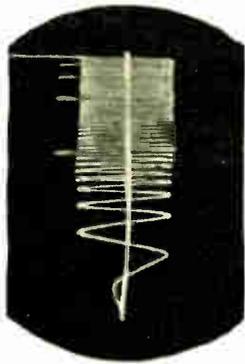


The GENERAL INDUSTRIES Co.

DEPARTMENT F • ELYRIA, OHIO

Sweep Frequency Generator

Manufactured by Clarkstan Corp.,
11927 West Pico Blvd.,
Los Angeles 34, Calif.



This is an electronic device which determines the behavior of audio and other alternating electrical apparatus with respect to frequency and associated phenomena. The sweep frequency signal generated is used for instantaneous valuation in production testing, for over-all and component checking and for testing and servicing all types of broadcast receivers and transmitters.

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

Crystal Phono Replacement

Manufactured by RCA Victor Division,
Camden, New Jersey

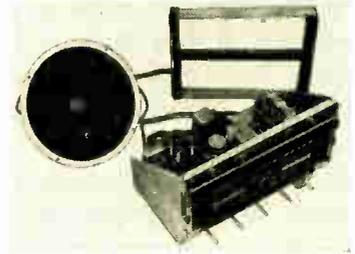


A new "silent sapphire crystal pickup" which may be used as a replacement for any of 70 different crystals employed in the pickup arms of a variety of different makes and models of phonographs. Recommended for modernizing old phonographs as well as for replacing worn-out crystals. Needle chatter and surface noise are greatly reduced with the new pickup.

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

New Espey Chassis

Manufactured by Espey Manufacturing Company, 528 East 72nd St.,
New York



Rounding their line of custom-built chassis units, Espey has added this model 511 AM/FM receiver employing 12 tubes plus an electron tuning indicator tube and a rectifier. Features AVC on both AM and FM, separate full range base treble tone controls. 13 watt push-pull audio output and provision for phonograph operation controllable from the front panel.

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

King of them All!

— BEST BY TEST —



Model TV-3
\$29.95 List
2-13 channels

NEW! TELEBOOST TELEVISION PREAMPLIFIER

• BOOSTS YOUR TELEVISION SALES BY

1. Permits use of indoor installations
2. Sells T.V. in low signal areas
3. Eliminates internal oscillations on T.V. sets
4. Cuts down off-channel interference

EVERY SET OWNER IS A PROSPECT!

Finest quality construction! Field tested and proven!

DEALERS:

Liberal discounts—see your local jobber

DISTRIBUTORS:

Some territory still open

Model TV-1
Channel 2-6
Model TV-2
Channel 713

ONLY
\$19⁹⁵
LIST

SONIC INDUSTRIES INC.

2999 THIRD AVENUE
NEW YORK 55, N. Y.

PHOTOFACT Publications Help You to Success!

Have more practical, useful, complete data than you can get anywhere else...

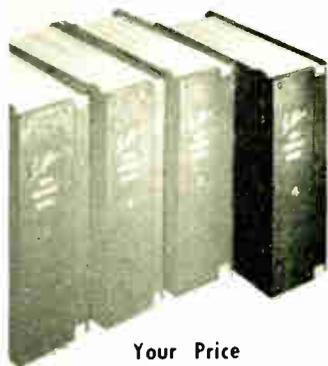
READY NOW!

PHOTOFACT VOLUME 4

Includes First Three TV Course Installments!

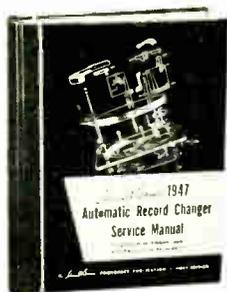
Latest companion to popular Volumes 1, 2 and 3 brings your file of post-war receiver service data right up to July 1948! Most accurate and complete radio data ever compiled... an absolute **MUST** for all Servicemen. Everything you need to know for faster, more profitable servicing, in handy, unified form. Includes: Exclusive Standard Notation schematics; photo views keyed to parts lists and alignment data; complete parts listings and proper replacements, alignment, stage gain, circuit voltage and resistance analysis; coil resistances; dial cord stringing; disassembly instructions; record changer repair instructions. Order Volume 4 today—it's the *only* service data that meets your *actual* needs!

- Vol. 4. Models from Jan. 1, 1948 to July 1, 1948
- Vol. 3. Models from July 1, 1947 to Jan. 1, 1948
- Vol. 2. Models from Jan. 1, 1947 to July 1, 1947
- Vol. 1. All post-war models up to Jan. 1, 1947



Your Price
Each Volume,
in DeLuxe Binder

\$18³⁹



1947 Automatic Record Changer Manual

Nothing like it! Covers more than 40 different post-war models. Absolutely accurate, complete, authoritative—based on actual analysis of the equipment. Shows exclusive "exploded" views, photos from all angles. Gives full change cycle data, adjustment data, 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; 8½" x 11"; hard cover; opens flat. Don't be without this manual. **ONLY \$4.95**



Radio Receiver Tube Placement Guide

The book that shows you exactly where to replace each tube in 5500 radio receiver 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 when 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 outside calls! **ONLY \$1.25**

**FAMOUS \$500⁰⁰
TELEVISION COURSE
At No Extra Cost to You!**



NOW RUNNING IN CURRENT PHOTOFACT FOLDER SETS

Here's the first practical, successfully proved Television instruction for the Service Technician! Now—*at no extra cost to you*—you can prepare for profitable Television servicing without taking time off from your business. If you can service a Superheterodyne, the PHOTOFACT Course will teach you clearly and simply how to service a Television Receiver. Telegrams, letters and 'phone calls by the hundred acclaim the first installment of the \$500 Television Course which appeared in PHOTOFACT Folder Set No. 38. If you haven't started the Course (which is running in current PHOTOFACT Folder issues)—be sure to get PHOTOFACT Sets No. 38, 39 and 40 today! Stay ahead of the game with PHOTOFACT!

Don't Miss a Single Installment!

Dial Cord Stringing Guide

The book that shows you the one *right* way to string a dial cord. Here, for the first time, in one handy pocket-sized book, are all available dial cord diagrams covering over 2300 receivers, 1938 through 1946. Makes dial cord restringing quick and simple. Pays for itself in time saved on a single dial cord repair job. A "must" for every service bench and tool kit. Order today! **ONLY \$1.00**



BOOST YOUR EARNING POWER!

Mail This Order Form
to HOWARD W. SAMS & CO., INC.
2924 E. Washington St., Indianapolis 7, Indiana

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

- Send Photofact Sets ... 38, ... 39, ... 40. (\$1.50 per Set).
- Send Photofact Volume 4 (including Sets Nos. 31 through 40) in DeLuxe Binder, 18.39.
- Vol. 3. Vol. 2. Vol. 1 (\$18.39 each).
- Automatic Record Changer Manual, 54.95.
- Tube Placement Guide, \$1.25.
- Dial Cord Stringing Guide, \$1.00.
- Send FREE Photofact Cumulative Index.

Name _____
Address _____
City _____ State _____

HOWARD W. SAMS & CO., INC.
INDIANAPOLIS 7, INDIANA

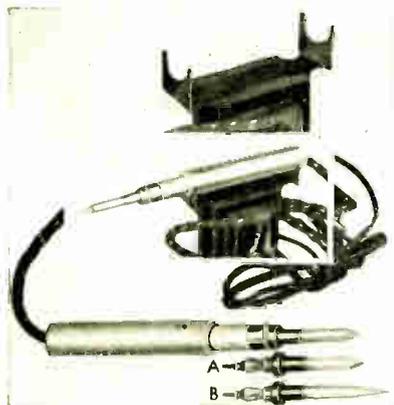
Export—Ad. Auriema—89 Broad St., New York 4, N. Y.—U. S. of America
Canada—A. C. Simmonds & Sons, 301 King St., East—Toronto, Ontario

PHOTOFACT SERVICE

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

Featherweight Soldering Iron

Manufactured by Transvision, Inc.,
New Rochelle, N. Y.



Called the "Soldetron", this soldering iron features interchangeable tipheads, fingertip control, bakelite handle with cork covering, intermittent control minimizes tip corrosion and eliminates frequent cleaning. The iron heats up within 20 seconds from a cold start; cools upon release of the button.

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

Vue-Scope Television Magnifier

Manufactured by Celomat Corp.,
521 W. 23rd St., New York, N. Y.



This lens which is constructed to soften the image and tints it blue to reduce eyestrain and glare is mounted on brackets which permit horizontal and vertical adjustment to screens of various sizes.

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

Auto Radio Vibrators

Manufactured by American Television & Radio Co., 300 E. Fourth St.,
St. Paul, Minn.

This line is for use in standard vibrator operated auto and household radio receivers and features ceramic stack spacers for long life, and is covered by a 34-page Vibrator Guide which is available free of charge. (See picture at right.)

Tuned-Ribbon Reproducer

Manufactured by Audax Company,
500 Fifth Avenue, New York City



This is one of 9 tuned-ribbon reproducers made by the company. This version, designed especially for Garrard changers, requires no installation—merely substitute the reproducer for the old pick-up head. Linear 50 to 10,000 cycles; point pressure about 24 grams; output about 30 db.



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

No. 1 on the STYLE PARADE

V-M MODEL
402



Featuring:

Custom styled appearance that will compliment the finest sets on the market. The 402 is the stylized version of the field proven V-M model 400 found on many of the best known radio-phonograph combinations on the market today.

- Positive Record Protection
- Positive Intermix
- Automatic shut-off
- Service Adjustments Eliminated
- Quick Quiet Change Cycle

V-M CORPORATION
BENTON HARBOR, MICH.

Memo to Advertisers:

LYTE PARTS COMPANY
11 WASHINGTON AVENUE
PLAINFIELD, N. J.
PLAINFIELD 6-4347



March 31,
19 48.

Mr. Nat Bohlback,
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.

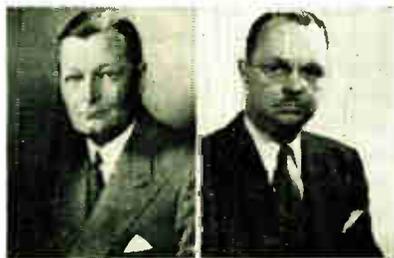
Very truly yours,
LYTE PARTS CO.

George Schick
GEORGE SCHICK, N.Y.

GJ:P

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

**Bendix Announces
'Direct-to-Dealer'
Sales Policy**



E. C. BONIA F. T. STERRITT

The long-expected announcement concerning Bendix Radio's "Direct-To-Dealer" sales policy was formally announced by Edward C. Bonia, newly-appointed general sales manager for radio and television. Bendix Radio Division of Bendix Aviation Corporation.

Citing substantial consumer savings over comparable competitive merchandise. Mr. Bonia's announcement confirmed the pattern of Bendix Radio operations, which began with recent dissolution of their national distributor sales organization. Since that time the company maintained strict silence concerning its plans.

"By adopting this modern merchandising method, Bendix Radio gives both the consumer and the dealer the

Farnsworth Appoints 7 Regional Managers



The Farnsworth Television & Radio Corporation has announced the appointment of seven regional managers who will supervise field sales and service activities for both the Capehart and Farnsworth Divisions. The new regional managers are, front row, (left to right): George S. Jeffers, Southwest region; Paul W. Palmgren, Chicago region, and Eustace Vynne, San Francisco region; back row (left to right): Frank H. Merritt, Southeast region; Charles R. Ward, Los Angeles region; Lee V. Hadin, East Central region, and W. R. McAllister, Eastern region.

break they deserve," stated Mr. Bonia, adding, "The buyer is no longer asked to pay the cost of an extra profit and an expensive method of distribution. The dealer makes a liberal discount

enhanced by greater demand for the products. His discount is protected from local competition on the line by the protection of an exclusive franchise in his community."

the best reception requires the best antenna

INSIST ON

Camco Featherlite

TELEVISION and FM ANTENNAS

A complete line of scientifically designed antennas to provide the ultimate in reception

Send for N.W. Catalog

Illustrated is Model T44

13 to 1 ALL CHANNEL Stacked Folded Dipoles and Reflectors

Camco Featherlite TELEVISION and FM ANTENNAS

CAMBURN, INC.
32-40 57th Street
Woodside, N. Y.

Sweeping the Country!

"TELE-BOOSTER"

Model TVX Channels 2-13

A Preamplifier for Better Television Reception

From Coast to Coast

— FEATURES —

- Simple to install and operate.
- Efficient operation on all TV Channels.
- Exclusive "switch-through" circuit which allows normal antenna operation when booster is turned off.
- Excellent adjacent channel rejection with sufficient bandwidth to preserve normal picture resolution.

\$37.50 LIST

Slightly Higher on West Coast

SOLD THROUGH LEADING JOBBERS IN ALL PRESENT TELEVISION AREAS

VISION

For Further Information Write To:

VISION RESEARCH LABORATORIES
Kew Gardens 15, N. Y.

Five-Point Program for Better Merchandising

"The buyers have come back. You can't just advertise your merchandise today. You have to sell it. You must be not only a manufacturer, a distributor or a retailer. You must be a public relations expert as well—or your customers will forget you."

These were some of the timely remarks addressed last month to 500 members of the Southern California Radio and Electrical Appliance Association, Inc. by Ralph F. Yambert, an advertising, public relations expert, who outlined this five-point program for modern merchandising.

1. *Fact-find consumer research to "help you find out what the public wants and give it to them in the way they want it."*

2. *Sales and training conferences that "bring your employees into partnership in promoting your business aims."*

3. *Advertising which "reflects the personality and character of your business". Advertisers should test their appeals, then follow through with a consistent advertising schedule. Too many advertisers have cut off good campaigns before they had a chance to reap the rich dividends that would have come eventually.*

4. *Publicity and customer follow-ups to inform the public "not just about your products, but about the things you are doing to improve your services."*

5. *Streamlined, effective business correspondence—often ignored by businesses, although your letters are frequently the only source from which a customer draws his impression of you and your business.*

Once they eye it...
they're Sure to Buy it!



ADD-A-VISION

"TWIN BROTHER OF TELEVISION"

PLUGS INTO ANY STANDARD
TELEVISION SET

TAKE A SLICE OF THIS BIG MARKET

Bars, restaurants, hotels, homes,—wherever there's a television set—that's where you'll sell ADD-A-VISION.

Simply plug into any television set and . . . presto . . . you have an *additional* big, 52 sq. inch television picture *anywhere* in the building. No bothersome installation, no antenna required. ADD-A-VISION sells itself wherever it is shown. Find out for yourself, don't wait, but write.

Write now!



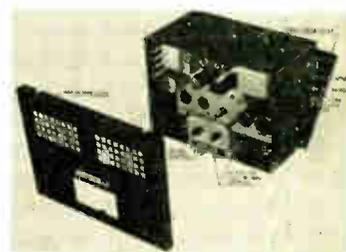
ADD-A-VISION product of

COLONIAL TELEVISION CORP.

780 EAST 137th STREET • NEW YORK 54, N. Y.

High Fidelity Amplifier

Manufactured by Longevin Mfg. Corp.,
37 W. 65th St., New York, N. Y.



Plug-in channel adaptors make this model 122, eight watt amplifier, an audio unit with eight applications: crystal pick-ups, radio tuners, crystal microphones, low impedance microphones, variable reluctance pick-ups, line level transmission and magnetic wire recorders. In addition, the amplifier chassis and cabinet are incorporated in one integral unit. Say you saw it in *Radio & Appliance Journal*, July, 1948.

Electro Permanent Panel Switch

Manufactured by Electro Product Labs.,
549 W. Randolph St., Chicago, Ill.



Designed to eliminate stoop, squat and squint, Electro's new battery eliminators will have an on and off switch mounted on the panel of the radio.

Meissner FM Receptor

Manufactured by Meissner Manufacturing Div. of Maguire Industries, Inc.
Mt. Carmel, Illinois.



Model 8C FM receptor permits a simple connection to any present AM radio. Special features include new FM band, 88 to 108 Mc; audio fidelity, 30% modulation, 105 to 125 volts, 50 or 60 cycle AC consumption.

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

NEWS AND NOTES OF MANUFACTURERS AND DISTRIBUTORS

• **Ernest Alschuler**, president of Sentinel Radio Corporation of Evanston, Illinois, has announced the appointment of Larry O'Brien and "Les" Kelsey to handle special contract sales of the company's products. Sales of home and portable radios and television sets, which are to be announced by the company this month, will continue under the direction of E. G. May, Sales Manager.

• **Kenneth W. Sickinger** has been appointed assistant advertising manager of Zenith Radio Corporation, announces H. C. Bonfig, vice president and director of sales. Mr. Sickinger was formerly in the advertising field, and most recently was advertising manager of Stewart-Warner Corp.

• **Loyd Dopkins**, former radio sales manager of Majestic Radio and Television Corporation, has been named vice president in charge of sales, succeeding Parker H. Erickson, who has resigned. Mr. Dopkins' association with the radio business dates back to 1923, when he was first associated with the DeForest Radio Co. and Atwater Kent Manufacturing Co.

• **Emerson Radio & Phonograph Corporation and Subsidiaries** report a consolidated net profit, after taxes, for the 26-week period ended May 1, 1948, of \$1,139,244.03, equal to \$1.42 per share on 800,000 shares outstanding.

• **W. W. (Bill) Wagner** has been appointed Assistant Sales Manager of the Sparton Radio & Appliance Division of the Aparks-Withington Company. He will be second in charge of sales under Henry L. Pierce, recently named sales manager of the division. Mr. Wagner, an associate of Mr. Pierce for many years, had been merchandising manager for Sparton in Northern Illinois Territory.



BILL WAGNER

• **Paul V. Galvin**, president of Motorola Inc., in a recent report to stockholders showed the company's sales for the six-month period ended May 29 were nearly \$26,000,000 as compared with \$21,000,000 sales for the comparable period last year. Net profits, after taxes and reserves, for the six-month period were \$1,550,769, equivalent to \$1.94 per share of com-

mon stock. "Still the brightest prospect in the industry is the tremendous and growing interest in television," says Mr. Galvin.

• **Assignment** of five junior salesmen to assist Arvin district managers in various sections of the country has been announced by Gordon T. Ritter, director of sales for the Arvin Division of Noblitt-Sparks Industries, Inc. Co-

lumbus, Indiana. They are Thomas E. Davis, Edwin F. Cockerham, Dale A. Rust, John Wayne and John E. Lee. All recently completed a 90-day training course at Noblitt-Sparks headquarters where they studied projection methods and did sales training work in adjacent cities.

• **Glen McDaniel**, vice president and general attorney of RCA Communications, Inc., has been elected a vice president of the Radio Corporation of America to serve on the president's staff, according to an announcement by Brig. General David Sarnoff, President and Chairman of the Board.

Promoted to New Executive Posts at Philco



JOHN BALLANTYNE

JAMES H. CARMINE

WILLIAM BALDERSTON

John Ballantyne, who has been president of Philco Corp. since 1943, was recently named Chairman of the Board, to succeed Larry E. Gubb, who declined re-election as Chairman because of illness. William Balderston was elected President of Philco, and James H. Carmine, Vice President—Distribution, was appointed to the Finance Committee and given increased responsibility for the corporation's expanding activities.

For the Sharpest, Clearest Pictures

INSTALL A WORKSHOP RECEIVING SYSTEM

In many locations, the ordinary television antenna does not provide enough "signal strength" for even the finest receivers. Workshop custom-designed Receiving Systems, because of their "high gain," will bring you pictures with brilliant clarity — even at places far beyond the normal range.

Here's what users say:—

- "My WORKSHOP 6-element high-gain antenna brings in Chicago stations 225 miles away."
- "Ghosts and noise have completely disappeared since I stalled your Television Receiving System." — New York City
- "The tough winter brought down a lot of antennas in my neighborhood, but my rugged Workshop antenna stood up beautifully." — White Plains
- "I get wonderful reception on baseball games 125 miles from Cleveland with your antenna system."

Many new television stations will come on the air soon. Play safe with a Workshop Receiving System — it is designed to take care of them.

Write for Free Television Catalog

THE WORKSHOP ASSOCIATES, INCORPORATED

56 Needham Street, Newton Highlands 61, Mass.

A Personal Vacuum Cleaner?

Vacuum cleaners for the whole family? Why not? Father can use one to clean the car. Daughter another to dry her hair. Mother, every day in every way and Junior, to clean up his room after the gang leaves. This bright future for the vacuum cleaner was held out recently by Charles Strawn, midwest sales manager for the Admiral Radio Corporation, in a talk to Vacuum Cleaners Manufacturers Association, when he described the radio manufacturers' vision of a radio in every room, each for its particular purpose. He saw no reason why there should not be as much versatility for vacuum cleaners, including the hand models, the upright and the tank type.



L. E. PETTIT



E. H. VOGEL



A. A. BRANDT

Establishment of an Advertising Division in the Electronics Department of the General Electric Company has been announced by E. H. Vogel, Manager of Marketing for the department. L. E. Pettit has been named as Manager of the new division which will operate at staff level and will be responsible for general supervision of all the department's advertising and agency relationships. Prior to his new appointment, Mr. Pettit was assistant to the general sales manager of the department. Mr. Vogel was formerly associated with General Electric from 1936 to 1939 when he was manager of the Radio Sales Division at Bridgeport, Conn. After a period of service with The American Piano Co. and with RCA Victor, where he was advertising and sales manager, he resigned and returned to G-E in May of this year as a member of Dr. Baker's staff. Mr. Brandt has been general sales manager of the G-E Electronics Department

since September, 1943. He was advertising manager in the G-E Radio Sales Division from 1937 until 1939 when he was appointed manager of merchandising service.

telrex INC.
CONICAL ANTENNAS
28 NEPTUNE HIGHWAY - ASBURY PARK, N. J.
Phone: Asbury Park 1-0119

Telrex Conical Antennas have a constant center impedance and a band width of 5 to 1 in frequency coverage.

These two factors combine to give an antenna-to-transmission-line-to-receiver match that no other type Antenna has.

True conical performance is obtained without the bulk of solid spinnings.

The resolution and gain obtained by the band width and the effective reflectors are responsible for improved definition, contrast and gain. All vertical pick-up is eliminated allowing ghost free reception. This improvement is immediately apparent on the viewing screen of the television set.

2XTV\$20.50 List

4XTV\$42.50 List

CM2 Adjustable
CHIMNEY MOUNT..\$8.85 List

ORDER AT YOUR JOBBER
OR WRITE TO US DIRECT

STEADY PROFITS

YOUR OWN BUSINESS with CORADIO

The Coin Operated Radio

Place these specially built radios that play 1 or 2 hours for 25¢ in the thousands of available hotel rooms, tourist courts, etc. They yield immediate profits and steady income. Install Coradio, the finest made. Limited capital required. Send for further information. Write today.

CORADIO Coin Operated Radio
212 Broadway New York 7, N. Y.
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Cortley Television Corporation brings you the greatest advancement in television since the invention of television itself. A Projection Receiver that throws an amazingly clear image varying in size from several inches up to 6 x 3 feet onto a screen just like a home movie projector. Preliminary Cortley Installations in New York have been tested and proven successful for two years.

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NEW YORK 1, NEW YORK
Telephone MU 3-3624



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12" AND 15" TABLE, CONSOLE, COMMERCIAL MODELS

Distributors, Dealers . . . Write Today

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JOURNAL mailbox

Hartford Campaign

TO THE EDITOR OF
RADIO & APPLIANCE JOURNAL:

We have read with much interest your articles on Hartford's Test Campaign on Radio, and although we do not have a dealer organization here in our city, we have talked with a number of them and they are all interested in carrying out a similar plan. Can you furnish us with details on this or a similar plan?

L. S. CUMMING
VERMONT MUSIC CO., INC.
BARRE, VERMONT

Since the appearance of our "scoop" story on "Bombshell in Radio Selling" in the March Journal, followed up by the "Final Scoreboard on the Hartford Test Campaign" in April, we have received dozens of letters from dealers, distributors and radio manufacturers applauding the action taken by R.M.A. in promoting the sale of radios in the Hartford Test Campaign. The volume of letters indicates that radio merchants are tired of sitting back and waiting for customers to buy; after reading about what happened in Hartford, they know that intelligent, planned action is the answer to the present doldrum in radio sales. The entire campaign on how to organize a "Hartford Plan" in your community is contained in the March issue of Radio & Appliance Journal. For additional information, we suggest that you write to Miss Nora Hammesfahr, The Fred Eldean Organization, 670 Fifth Avenue, New York 19, N. Y. This is the organization which planned the original "Saturation Test Campaign". Ed.

A New RAJ Service

TO THE EDITOR OF
RADIO & APPLIANCE JOURNAL:

Mrs. Seeley and the children are planning to be in New York, Sunday, May 30th. They would like to attend the "Coast to Coast on a Bus" radio program. Can you arrange it so they can have four tickets for that broadcast.

M. J. SEELEY
SEELEY'S RADIOS & APPLIANCES
CHELSEA, MASS.

Among the numerous letters coming to our attention every day, this simple request captured our imagination. At last, a radio and appliance dealer was giving his family a vacation in the "big town," and when his daughters wanted to see their favorite radio program and asked their daddy to obtain tickets, who did Mr. Seeley think of: why, his favorite trade journal — R.A.J. — of course! We enjoyed getting the tickets.

Radio & Appliance JOURNAL • July, 1948

which were sent to Mr. Seeley in time for them to enjoy their holiday in New York. If we can be of any help to others of our readers when they come to New York, just drop us a line and we'll be glad to help. P.S. Just don't ask to have us arrange a personal tour by Mayor O'Dwyer. On second thought, maybe we can take care of that too. Ed.

How Not to Sell

TO THE EDITOR OF
RADIO & APPLIANCE JOURNAL:

Would greatly appreciate receiving 25 reprints of article titled "How Not to Sell Radios . . ." appearing in your April issue of Radio & Appliance Journal.

J. H. DILLON, RETAIL SALES
MANAGER, SEARS, ROEBUCK & CO.
CHICAGO, ILL.

Want Reprints

TO THE EDITOR OF
RADIO & APPLIANCE JOURNAL:

In your April issue of Radio & Appliance Journal, there is an article entitled "How Not to Sell Radios." I think this is very effective and would like to know if we might secure your permission to reprint the article in order that we may place it in the hands of each of our Appliance Managers throughout the country. In using the reprint, we would issue a covering memorandum urging the careful review of the entire article.

GEORGE T. BRYANT
GRAYBAR ELECTRIC CO., INC.
NEW YORK CITY

1883 Cartoon

TO THE EDITOR OF
RADIO & APPLIANCE JOURNAL:

Is it possible to secure a picture of the 1883 television cartoon shown on page six of your April issue? We think it good enough to tell our mailing list about it. We will, of course, give your publication credit.

DOYNE ADVERTISING AGENCY
NASHVILLE, TENNESSEE

Each new issue of R.A.J. brings requests for reprints of articles appearing in the "Journal". Every effort is made to honor these requests. It is gratifying to know that our editorial material finds such widespread acceptance within the trade. It is further evidence that dealers want "know how" information; informative articles which show how to do a better selling job. We'll continue to meet that need by printing articles which reflect the best . . . and the worst practises of the trade. Ed.

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!

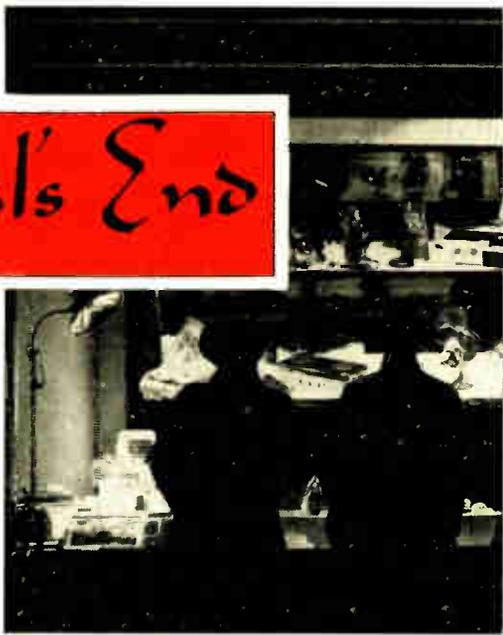
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latest Recordisc
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RECORDING
ACHIEVEMENT"

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395 Broadway, New York 13, N. Y.

Journal's End



By
Nat Boothack

Ben Abrams, Emerson's hard-hitting president, is not a man given to rosy or "pie-in-the-sky" predictions about the future. Therefore, when Ben told more than 200 Emerson distributors meeting at the Waldorf-Astoria for the company's annual convention that by 1949 television will account for 75 per cent of the radio industry's total business, oldtimers sat up and blinked. In painting a glowing future for television, Mr. Abrams did not offer a eulogy for radio, pointing out that less than one-third of all the wired homes in this country now own a portable radio and stressing that the trend toward multiple radio ownership is still increasing. The combined radio and television business by the end of 1949 will reach over \$2 billion dollars, predicts Mr. Abrams, and radio sales will account for \$500,000,000 at the rate of 10 million receivers produced a year. Even assuming that television will outdistance radio at the ratio of three to one, a half-billion dollar volume in radio is a mighty big slice of business—much too big to be buried by those who are anxious to say the final rites over radio.

★ ★ ★

Stanley Manson, Stromberg-Carlson's advertising manager always manages to get some of his famous wry humor into his company's news releases. Stromberg recently conducted a television survey in New York

and Philadelphia, and one of the facts disclosed is that children constitute the most enthusiastic audience for television, frequently gathering in television homes and quietly watching any telecast by the hour, regardless of the type of program. "This may be a good thing for those of us who occasionally look for a little peace and quiet at home," comments Stanley. Incidentally, there's a new sales angle: since it has been found that men have more to say than women in influencing the purchase of a television receiver (see page 35) the dealer might offer the "Peace of Mind" sales approach to family men.

★ ★ ★

The rapid expansion of television set production means continuing good business for the radio industry's component manufacturers, says **Jerry Kahn**, Chairman of the RMA Parts Division. "Parts manufacturers occupy a key position in television, which by all predictions is destined to rank among the first ten industries in the country within ten years," forecasts Mr. Kahn, who as president of Standard Transformer Corp. of Chicago, knows his parts industry. We'll go Mr. Kahn a step further: we predict (Sorry, Mr. Pearson) that television will, for the first time, elevate the radio service industry to a high level of performance and efficiency. Not because servicemen will become smarter or better trained, but for the reason that television instal-

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lation and service will *force* dealers to have well trained servicemen who know how to give service and gain the public's confidence.

★ ★ ★

At the recent **NAMM** (National Association of Music Merchants) in Chicago, television proved to be of primary interest to the 8,684 music merchants who attended. Music dealers are going into television because (1) Their customers keep asking about it, (2) They feel that television will provide a much-needed stimulus for the sale of orchestra and band instruments. Imagine what will happen when little Johnny and Mary will be able to take a violin or piano lesson over television! It will be fun instead of torture to practice. Television demonstrations for the lady of the house will also step up the sale of all types of electrical appliances.

**FOR THE
NEWEST IN
TV AERIALS**

*Watch
WARD*

**GREATER TV
EFFICIENCY WITH
NEW "HIGH-LOW"
ARRAY BY WARD**

All major parts pre-assembled.
Saves costly installation time.

Here's another "first" by Ward in the rapidly expanding field of television reception. Advanced Ward design and engineering makes receivers work to their highest degree of efficiency.

That's the opinion of satisfied set owners, service installers, and major set manufacturers, who are all directly interested in the improved performance of television.

As a result of months of exhaustive scientific research and field testing, Ward now makes available a high band TV array which can be stacked above the standard television elements, and independently oriented! Also new is a kit for stacking two of Wards finest television assemblies into a two-bay array for a greater gain than ever before.

Sure, there have been other multiple antennas, but none with the scientifically measured spacing and complete adaptability of the new Ward models. You can see the difference yourself on the television screen when a "Magic Wand" aerial is connected to the set.

Send in coupon today for free copy of new Ward catalog.

Please send me free copy of your new catalog showing latest developments in television aerials.
NAME.....
ADDRESS.....
STATE..... CITY.....
IF JOBBER OR DEALER
COMPANY NAME.....

**THE WARD PRODUCTS CORPORATION
DIVISION OF THE GABRIEL COMPANY**

1525 E. 45th STREET, CLEVELAND 3, OHIO
IN CANADA: ATLAS RADIO CORP. LTD., TORONTO, CANADA

WORLD'S LARGEST PRODUCER OF AERIALS FOR CAR AND HOME

ORIENTING AND GAIN. Each bay tilts in any plane, can be oriented in any direction to give sharpest focus possible. Eliminates awkward or tricky installations. Permits hairline adjustments for utmost gain on both the high and low band stations.

ADAPTABILITY. Ease of combination of assemblies in basic kits makes "Magic Wand" Aerials more adaptable than ever to the varying requirements of each installation. This superior flexibility means a highly specialized Ward TV aerial for each purpose, with fewer models in stock, no obsolescence, and greater profits!
Write today for free catalog!

WARD
Magic Wand
AERIALS



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730TV2



8TS30



721TS

The greatest television event in history!

The Conventions Help You Sell *Even More* RCA Victor Eye Witness Television

• The nation's interest is focused on the political scene . . . thousands want to hear and *see* the candidates. They're thinking about . . . wanting to buy RCA Victor Eye Witness Television.

People will come to you for bright, clear, steady RCA Victor Eye Witness Television. Check your stocks! Be sure your advertising and displays tell prospects that you have the RCA

Victor Eye Witness Television instruments they are looking for!

If you don't have a good stock of these instruments . . . *contact your RCA Victor distributor TODAY!*

ONLY RCA VICTOR MAKES THE VICTROLA

RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

Why your Customers *want* RCA Victor Eye Witness Television

- Bright, clear, steady Eye Witness pictures
- Eye Witness Picture Synchronizer—locks the picture in tune with the station
- RCA Victor Television Owner Policy
- Static-free FM sound
- The "Golden Throat" tone system
- Automatic Station Selector

ONLY RCA VICTOR HAS THE "GOLDEN THROAT"

Victrola, T. M. Reg. U. S. Pat. Off.