

# RADIO & APPLIANCE

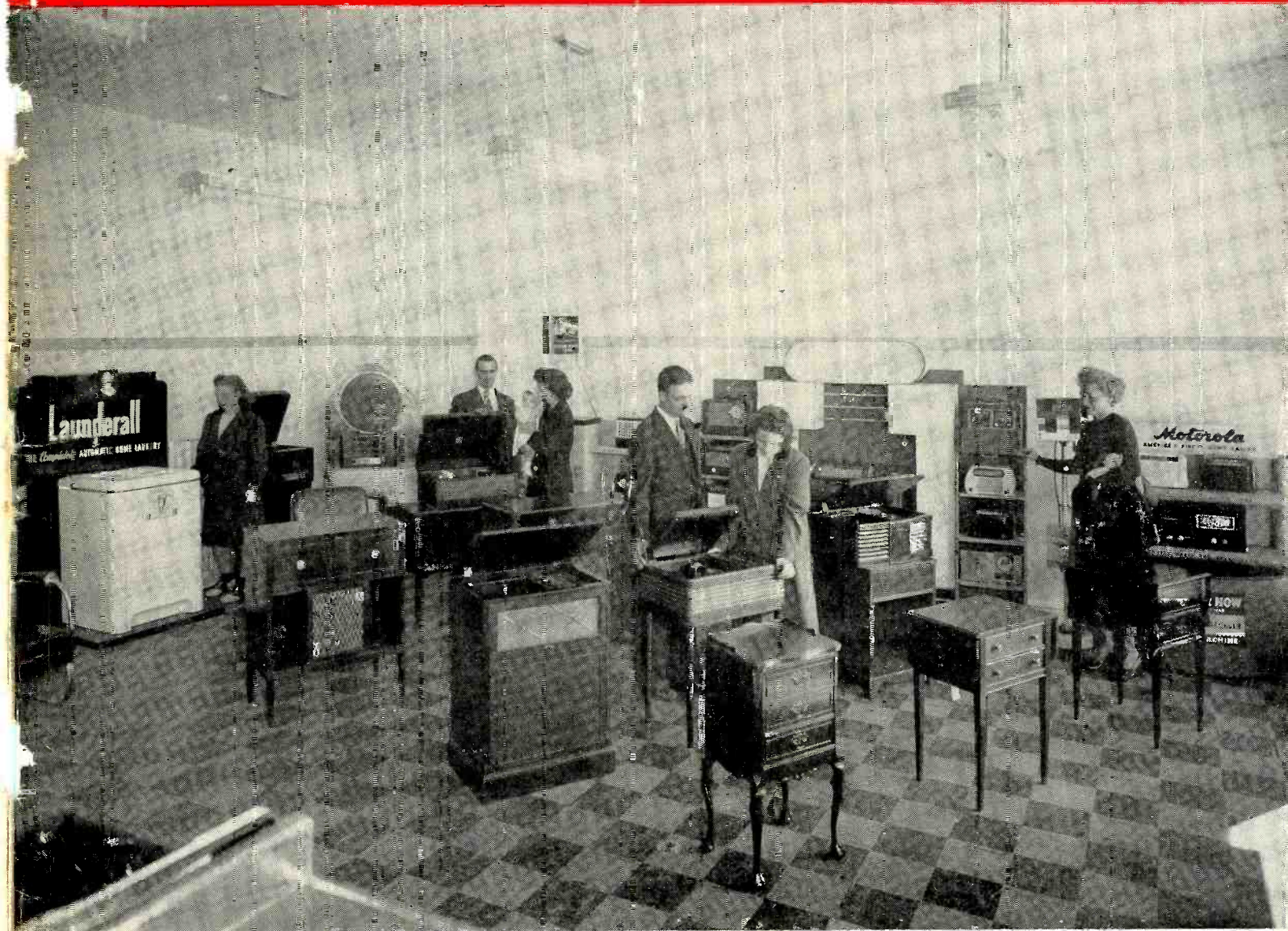
## JOURNAL

The Industry's Complete Dealer Magazine

Combining  
F.M. & Television  
•  
Master Servicing  
•  
Phonograph  
& Record  
Merchandising

October

1946



For cover description see page 6

### IN THIS ISSUE

- PLAN NOW TO MAKE CHRISTMAS SALES PAY OFF
- 25 LEAKS TO PLUG IN YOUR PROFIT PICTURE
- SET YOUR SALES CAP FOR WOMEN
- POST-WAR VACUUM CLEANERS ARE HERE NOW
- FREE RECORD CLUB BOOSTS DISC SALES
- NEWSPAPER ADVERTISING BULLETIN BOARD

more...

... and more

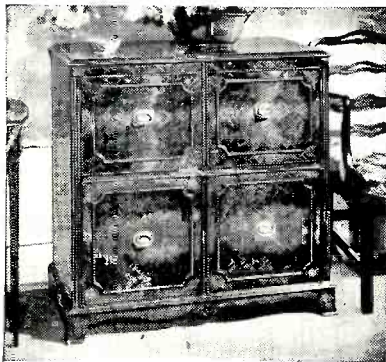
... and more

STROMBERG-CARLSONS with

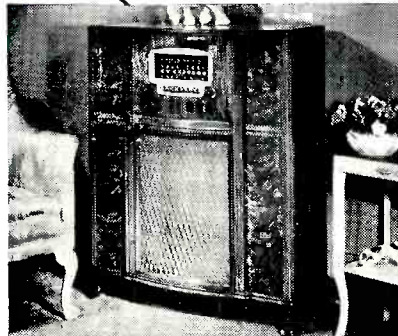
FM

Production is now rolling at Stromberg-Carlson... to help you satisfy your customers' demands for more, more, more Stromberg-Carlsons with "Complete FM." They're peerless instruments, every one — outstanding in cabinetry, superb in performance, "Complete FM" and designed to bring you more Stromberg-Carlson customers than ever before in history!

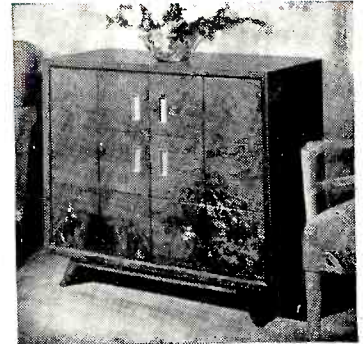
are on the way!



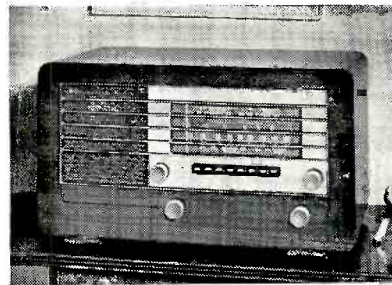
The HEPPLEWHITE, 1121-PGM—A beautifully appointed automatic radio-phonograph console in a cabinet of classic 18th century design. Standard, two FM bands, and short wave band with spread-band tuning. Engineered for wire recording.



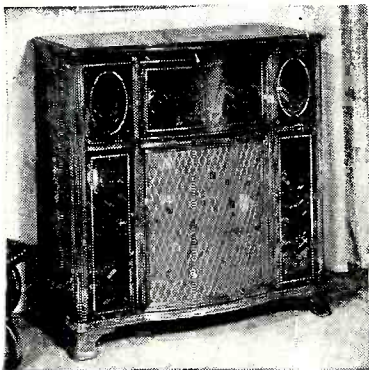
The IMPERIAL, 1121-LW — The ideal console radio. Outstanding reception on standard broadcast; on both present and newly approved FM bands; and on spread-band international short-wave.



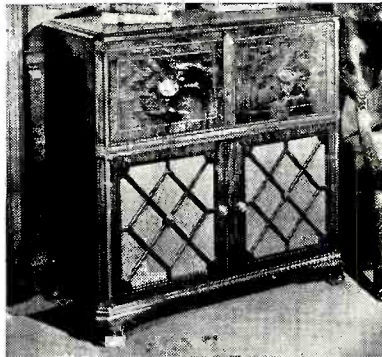
The NEW WORLD, 1121-M2-M—Pan American in the trend of its pattern, with uniquely original disappearing doors, this automatic radio-phonograph contains all the famous Stromberg-Carlson technical advances. Receives on standard, two FM bands, and short wave with spread-band tuning. Engineered for wire recording.



The INTERNATIONAL, 1121-HW — Finest of the Stromberg-Carlson table radios. Gives magnificent performance on standard broadcast; on both present and newly approved FM bands; and on spread-band international short-wave.



The EMPIRE, 1121-PL — Superb radio-phonograph combination offering standard broadcast, complete FM; international short wave; splendid reproduction of recorded programs—engineered for wire recording, too. Elegantly graceful bowfront cabinet provides generous record storage space.



The EIGHTEENTH CENTURY, 1121-PFM, 1121-PFW — Beautiful tone characterizes this automatic radio-phonograph console. The distinguished cabinet of 18th century design is in the true English fine furniture tradition. Standard broadcast, two FM bands, and spread-band short wave. Engineered for wire recording.

For the main radio in your home...

THERE IS NOTHING FINER THAN A

STROMBERG-CARLSON

ROCHESTER 3, N. Y.

Radios, Radio-Phonographs, Television, Sound Equipment and Industrial Systems, Telephones, Switchboards, and Intercommunication Systems

## BUSINESS IN BRIEF

### New Standards Set For Small Motors

To make volume production of fractional horsepower motors possible, the National Association of Electrical Manufacturers recently announced adoption of new standards. The backlog of demand for the fractional motors is among the heaviest of all electrical products and is considered by many manufacturers to be the chief bottleneck in meeting appliance demand. The standardization, although offering a long term increase in cheaper volume production, does not give promise of any immediate spurt in volume, however, and its effects may not be felt for another eight or twelve months.

### Cancellation Troubles

Possible cancellation of orders has become a major controversial issue in both the wholesale and retail fields, with the approaching danger of a drop in the sellers' market. Stores, finding themselves over extended and committed on orders for which the demand has fallen off, will be faced with the necessity of cancelling orders. Already the clothing industry has felt this pinch and the group's representatives have been asked to take a stand on the matter. Since cancellations are blamed as a major cause of the depressions of 1920, 1929, and 1937, manufacturers, wholesalers, and retailers are seeking to find a solution now which will protect the business of all three groups, before the present business boom ends.

### End of the Seller's Market?

The sudden slump in the New York Stock Exchange, which occurred August 27, has been blamed by traders and investors on the Department of Commerce report that manufacturers' inventories in a number of lines were rising. The fact that what might have been good news a year ago is interpreted as a danger signal now indicates that our enormous factory capacity is rapidly satisfying the pent-up consumer demand. This does not necessarily mean depression, but a rapid return to a normal market where selling is required.

### Radio Output at All-Time High

Production of radio sets in August established a new record for the industry both for this year and as against prewar averages, the Radio Manufacturers Association has announced. Member companies reported an aggregate output of 1,442,757 sets during the month, and estimate that the industry's total production for the month is well over 1,500,000. The August record for RMA companies was almost 350,000 above the industry's prewar monthly rate and about 400,000 above comparable July figures. Console and radio-phonograph models rose substantially and almost equalled the prewar output, but table models continued to dominate the production figures. FM sets dropped under July's output but a number of manufacturers have announced plans to bring out new FM models later in the fall.

### Rural Electrification

Every month 100,000 rural homes are being electrified out of the estimated 135,000 homes to which electrical circuits are being added. With power lines being completed rapidly, leaders expect most of the nation's three million non-electrified farms to be electrified by 1950. At this rate, the farmer is rapidly becoming a number one prospect for electrical home appliances as well as farm machinery. The Air Conditioning and Refrigerating Machinery Association estimates that dairy farmers will spend about one billion dollars for new farm and home equipment in the immediate future.

### Consumer Gets 91c

Persistent price rises during the past year have lowered the real income of the American people to 91c of the \$1 earned in 1945, a survey completed the first of August by the Investors Syndicate in Minneapolis showed. The average consumer is estimated to have a cash income of 99c but rising costs of the essentials of living make him pay \$1.09 cents for the goods he paid \$1 for a year ago. The big jump came during OPA-less July when cost of living figures went from \$1.03 to \$1.09.

### Air Freight, Cost Cutter

Shipping Radiotone professional recording machines by air to Detroit, Chicago and New York, the Ellinwood Industries of Los Angeles has definite figures to prove it's cheaper to ship by air. (1) It merely has to wrap the product in heavy paper, thus saving \$4 in packaging material which would otherwise be necessary, and subtracting 28 pounds in dead weight from shipping costs. (2) It saves 10 days time in delivery, with \$10,000 worth of equipment, for example, delivered ten days earlier, the saving at 6 per cent would be \$16.67—a substantial saving in yearly figures. (3) Better insurance against rough handling because of the smoother ride. Light, tough packing insures against bumping of machine against machine or against the plane.

### Favoritism in the FCC

Following continued complaints that the Federal Communications Commission was playing favorites in its allocation of wave lengths, the Department of Justice has begun a thorough investigation to uncover whatever truth there may be in the allegations. In and out of Congress, it has been said repeatedly that the big stations are favored, and small ones have little or no chance. Well, the Justice Department may soon have the answers.

### Installment Boom

That old boogy man, installment selling is building up to another crash peak, according to Professor Maynard C. Krueger, Assistant Professor of Economics at the University of Chicago. Installment selling is already increasing rapidly and in another year it will be the main support of a business boom, Professor Krueger told a recent meeting of the Illinois Men's Apparel Club. "How long consumer credit can sustain buying power after full production hits the market in all lines is a matter for business psychologists, but consumer credit is no stable economic basis for prosperity. Such a boom," he declared, "must inevitably collapse."

## Family Incomes in the USA

The rising income of American families is indicated in a recent U. S. News survey which showed that 47 per cent of U. S. families are getting less than \$2,000, as compared with 81.5 per cent in 1936; 45 per cent are now getting between \$2,000 and \$5,000 per year as compared with only 16 per cent in 1936; and 8 per cent now enjoy \$5,000 and more, an income only 2.5 per cent could boast in 1936. The middle group with \$2,000 to \$5,000 a year to spend is the most important market since the lower income leaves very little to spend beyond the necessities and the highest group is, as a whole, worse off than before the war, with increased taxes and living costs.

## And Shine Your Shoes?

Recently the Federal Trade Commission cracked down on a manufacturer who advertised a "spinal manipulator" which would "strengthen and normalize the spine or spinal area, help keep the spine flexible and strong, revive pep, increase blood and lymph circulation in the spinal area, remove contractions of the spinal muscular tissue, promote normal nerve function, insure health, tone up abused frames, correct round shoulders, increase reserve energy and endurance, renew mental activity, cause a brighter outlook, lessen fatigue, "(breath here)," correct body abnormalities, stretch bunched and congested ligaments or allow choked vessels or half paralyzed nerves to resume normal functions, release contractions of spinal muscles, spread muscles away from spinous processes, relax rigid muscles, reduce bony misalignments, overcome insomnia, overcome pain in spine, neck or head due to accident, overcome pain at base of skull or between shoulders, or tension at base of neck due to rigid tense neck, overcome eye trouble or prevent blindness, or correct misplaced vertebrae, or contraction of muscles in shoulder or neck." The manufacturers admitted to the FTC that the "device has no value except to the extent that it may serve as an aid to perform physical exercises." After the FTC's cease and desist order, the device will be advertised only in these mild terms.

## Shopping Trips by Air

Albany Airlines, of Albany, Georgia, has arranged a shoppers' taxi service daily to Atlanta. The plane passengers will arrive in Atlanta when the shops open and leave at six o'clock. Similar trips are planned from Valdosta, Columbus and Gainesville. Atlanta stores have backed up the venture with offers of free transportation from the airport to the shopping district and will use paid space to promote shoppers' trips.

## Radio and Television Union

The American Federation of Labor has issued an international union charter to the Radio Directors' Guild, according to William Green, A. F. of L. president. The union's jurisdiction covers those who direct radio and television broadcasts. It starts out with a nucleus membership of one thousand organized into locals in New York City, Chicago, Hollywood and Washington. George Zachary, New York City, temporary head of the union, has announced plans to organize radio directors in 860 local stations throughout the country. The new union counts a potential membership of approximately 5,000.

## The Line Is Busy

Despite the many cartoons portraying accidents while the luckless driver gets a shopping reminder from the wife, car-phone service is very close to reality. Service in New York City and its environs was promised by the first of October and will cost about \$22 a month. A. T. & T. has requested authority to build short wave transmitters and receivers along 800 miles of highway between New York, Washington and Buffalo and between Los Angeles and San Diego. Test equipment between New York and Boston, and Chicago and St. Louis may be available to the public soon after the first of the year.

## Peace With A Sword

Proof that the United States is not going to be outbluffed in the battle of wits going on around the world's peace tables comes from the report that assembly lines for war materials will be set up alongside assembly lines for peace materials. The announcement does not mean that we are preparing for or anticipate another war but will give the nations of Europe visible proof that we will not be caught unprepared again.

## Radio Prices Cut

One of the largest chains of radio dealers in the New York metropolitan area greeted the OPA 3 per cent price increase permit with an advertised 20 per cent reduction in popular brand radio prices. Some experts attribute such a price cut to the so-called buyers' strike, but industry spokesmen contended that it was further evidence of their argument that prices will adjust themselves when production gets into full swing, and competitive selling returns. The production record of the radio industry has topped all other industries since V-J day.

## A Mighty Pigmy

Few people realize the power of fractional horsepower motors to get the work done. According to Civilian Production Administration estimates, the average home contains from six to a dozen such motors. The small motor components make the wheels go 'round in refrigerators, fans, vacuum cleaners, sewing machines, electric clocks, kitchen mixers, ironing machines and phonographs, as well as the warm air furnaces, where shortages of the pint-sized engines are holding up production.

## Vets Christmas Package

An all-electric kitchen package of major appliances will be provided immediately for war veterans' housing, according to a recent voluntary action taken by the Edison General Electric Appliance Co. To qualify for this priority a builder must prove that a veteran will actually occupy the house. A careful distribution system will guarantee equal distribution throughout the nation.

## Full Production

Now that you've read how far up production figures are, here's some interesting predictions from the National Electrical Manufacturers Association: The companies predict that full production will not be possible until next Spring or possibly next July. Shortages of materials and labor troubles have prevented most of the companies from reaching full production. Shortages were reported especially marked in the production of materials needed in the housing field, particularly for the manufacture of electric wiring.

THE WHOLE TRADE'S TALKING ABOUT  
*Tele-tone's 'DYNA-MITE'*

**"Mightiest Atom" of the Airways!**



- **So small in size—  
yet so BIG in performance,  
tone quality, value!**

AT LAST—a powerbilt, diminutive, superbly styled plastic table model radio *that has everything bigger sets have!* Powerful superheterodyne, (AC-DC). Has TELE-TONE's new velvety drive for smoother tuning. Combination aluminum nickel magnet on permanent magnet speaker, slide-rule dial, automatic volume control, maximum power output. Covers entire new F.C.C. broadcast band. Priced to retail at \$17.95, and available for prompt delivery.



**TELE-TONE RADIO CORPORATION, 609 West 51st St., New York 19**

*America's Leading Small Radio Specialists*

## Letter from the Publisher

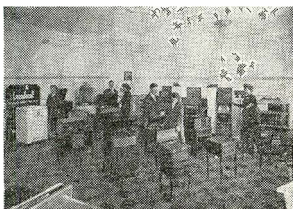
Recent discussions we have had with long-established radio and appliance dealers shows that they are growing increasingly concerned over the reckless attempt, on the part of some, to stir up a feeling that the only way to meet the competitive era ahead is through a tooth-and-claw battle between radio appliance dealers.

Now, our industry cannot progress, perhaps not survive, if the alleged leaders of thought put competition on the basis of a bitter fight between dealers. Organization and association by all radio and appliance dealers who will unite, not to fight a battle with each other, but to combat the in-roads of other industries, is what we must have.

In the final analysis, there will only be so many consumers' dollars to stretch over all the things the average American family needs. The radio and appliance industry will be in direct competition with the public's desire for automobiles, new homes, better clothes, and the myriad other products that will be in there battling for our share of the consumers' dollar. Instead of trying to puff life into an obscure and vague slogan it would be well for all the radio and appliance field to put their energies to work showing the industry how we all can insure getting more of our share of the consumers' spendable dollar.

Your RADIO & APPLIANCE JOURNAL has had 30 years' experience in helping our readers meet many competitive problems. We feel this experience allows us to say with authority that the great need is for a National Association of radio and appliance dealers that will work very closely with the RMA, NEMA, NELA, and NEWA to the end that we will present a united front, not against each other, but against the industries whose survival depends on taking a larger part of our share of the consumers' 1947 dollar.

*Alex H. Kolbe*



### COVER PICTURE

Our cover picture is a view of the radio section of the Albany Appliance store in Atlantic City. See story "Advertising Rings the Bell," page 40.

# RADIO & APPLIANCE JOURNAL

**ALEX H. KOLBE**  
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**MAL PARKS**  
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RADIO & APPLIANCE JOURNAL

# Here's Olympic's New Home

one of

## Radio Industry's Most Modern Plants



*New Home of Olympic  
'Tru-Base' Radios*

The 2-acre, block square former Brewster Building, 200,000 square feet of the most modern, finest equipped, completely self-contained manufacturing plant in the radio industry.

**WE'VE MOVED** into the four-story former Brewster Building in Long Island City, New York. Our new home means a lot to *you*. More Olympic Radio sales through *more* and *finer* Olympic Radios.

**More Olympic Radios.** By January first our new plant will have a capacity of 4,500 radios per day. Four times our present capacity. *Twelve 400-foot-long production lines* will be set up so that the bare chassis starts at one end and the finished radio, performance-tested and cartoned, comes off at the other end.

**Finer Olympic Radios.** The new building will house vastly expanded research facilities, including separate departments for television and F.M. The Research Engineers will have available the most modern equipment, such as acoustics testing chambers, a television transmitter, and advanced laboratory instruments. Olympic's radio craftsmen will work under conditions that bring top efficiency. *The entire building will be equipped with the most up-to-the-minute fluorescent lighting, eliminating eye strain.*

### HERE'S HOW THE NEW BUILDING STACKS UP:

**First floor:** Receiving, shipping, electro-plating and spraying departments; drying ovens; master stock room; tool room.

**Second floor:** Production lines for superbly-styled Olympic consoles, table combinations, television sets.

**Third floor:** Production lines for brilliantly engineered Olympic table models and portables.

**Fourth floor:** Sales and executive offices; show room; modern cafeteria equipped to serve 1500 employees per day; extensive electronic research laboratories, with separate departments for television and F.M. *Research such as that which developed 'tru-base'—Olympic's exclusive audio circuit feature—which enables table radios for the first time to reproduce the full, audible tonal range clearly, sharply and precisely.*

We'll be glad and mighty proud to show you our fine new home any time you're in town!

**Olympic Radio**  
REG. U.S. PAT. OFF.  
 The only radio with 'Tru-Base'  
REG. U.S. PAT. OFF.

OLYMPIC RADIO & TELEVISION, INC., 3101-19 38TH AVENUE, LONG ISLAND CITY 1, N. Y.

# Editorially Speaking

THERE is a little misconception on the part of the many dealers and jobbers with whom I visit each month concerning the present shortage of finished radios and appliances.

Apparently many otherwise sensible dealers and wholesalers have been misled by the propaganda of labor unions which, in effect, says that manufacturers are hoarding their products in order to get a higher price from OPA, or, they are storing them up in warehouses until such time as OPA is abolished altogether.

An aura of validity is given to these misleading assertions on the part of politically conscious labor leaders who can point to published figures which purport to show that manufacturer inventories are higher today than at any time in our history.

As a matter of fact, manufacturers' inventories in the radio and appliance field in general are higher than they ever have been. But, while these inventories are at record levels, they are not inventories of finished products; they are inventories of partially finished products which cannot be completed due to a shortage of some essential part, due to strikes on the part of labor, due to transportation difficulties and many other factors which make it virtually impossible for radio and appliance manufacturers to ship finished merchandise today.

All this has a bearing on the subject of prices because the manufacturers' costs are seriously increased when their working capital and products are tied up in inactive inventories. The sharp increase in business loans during recent months is due to the fact that the working capital of manufacturers is being tied up rapidly by mounting stocks of radios and appliances which are in the process of manufacture. We must consider, too, that this tying up of working capital constitutes a further hardship for manufacturers because labor and suppliers will not wait for their money.

Therefore, when appraising the situation as it is presented by labor leaders and politicians who are intent on covering up their own shortcomings by smearing manufacturers, we should bear in mind that the same problems of dealers and distributors are magnified when we are in the manufacturing end of the business.

This is something which you should bear in mind when discussing the increased prices of radios and appliances with your customers. We seem to be right in the middle of an era of "profitless prosperity" when everybody is doing more business than ever before in their history . . . and doing it at a loss.

Now there is a more serious aspect to this situation than just the fate of a few manufacturers, dealers or distributors in any given industry. We face the prospect of more strikes in the durable goods field, and these strikes could aggravate the problem created by shortages of needed materials and parts to the point where manufacturers would no longer be able to continue in business. Those who were able to continue in business would find themselves confronted with a continuous piling up of goods in the process of manufacture, which, in itself, could lead to a very serious business recession during the months ahead.

Therefore, it seems to me that dealers and distributors should analyze the current shortages of radios and appliances not through the eyes of labor leaders and others, but in the light of common-sense business principles with which they, of all people, should be most familiar.

*Mal Parks*



# BREAKING SALES RECORDS FROM COAST TO COAST!



**IMMEDIATE  
DELIVERY!**

CHAIRSIDE MODEL 608A

## ELECTROMATIC *coluratone*\*

**AUTOMATIC RADIO-PHONOGRAPH COMBINATION**

- DETACHABLE LEGS
- FUTURAMIC CABINET
- PERMANENT BOND VENEERS
- AUDIO-AMPLIFIER SYSTEM
- AUTOMATIC PRECISION CHANGER
- CRYSTAL PICK-UP
- TRAVELITE INDICATOR
- VERNIER TUNING

*Plus the famous piano test recording that sells this model in double-quick time*

**WRITE FOR FULL DETAILS NOW!**

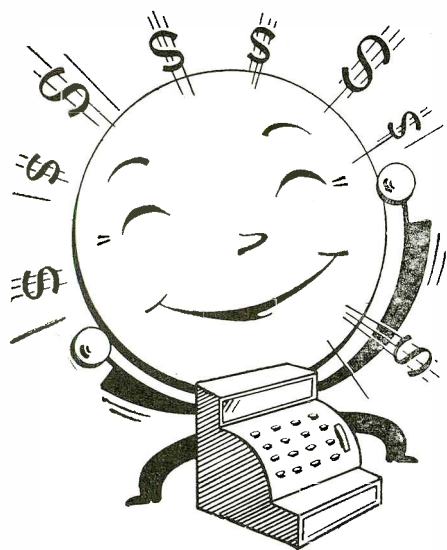
\*Coluratone - copyright pending.

TOPS IN TABLE TOP COMBINATIONS AND CONSOLETTES

# ELECTROMATIC

**MANUFACTURING CORPORATION, 88 University Place, New York City**





# THE BELL RINGS

more consistently  
for merchants  
who stock

## RECORDISC HOME RECORDING BLANKS

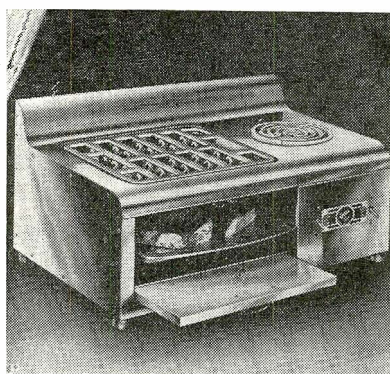
Made by . . . backed by . . .  
the world's largest manufacturer  
of home recording  
blanks. And known, admired  
and desired by thousands of  
amateur and professional recording  
enthusiasts.

Bond base, aluminum base  
and steel base . . . of superior  
quality . . . at lowest  
prices. Your Recordisc distributor  
will gladly show  
you how a Recordisc Department  
can be built into  
a major division of your  
store.

### THE RECORDISC CORP.

395 BROADWAY, NEW YORK 13, N. Y.  
Office Address: Recordisc, New York, N. Y.  
Export Dept: Royal National Company, Inc.  
89 Broad Street, New York

# New Appliances



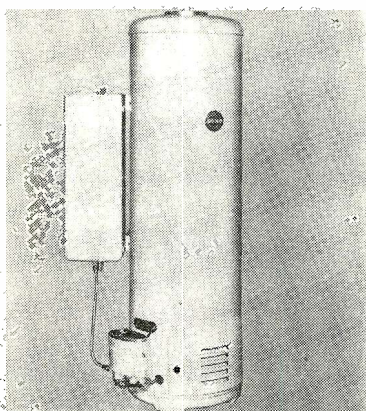
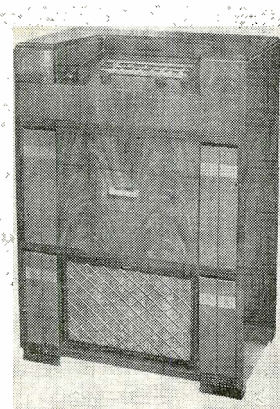
### Gill Electric Stove

Attractive, as well as efficient, the Gill Electric stove, manufactured by the Gill Electric Manufacturing Corp., Redlands, Calif., is of modern design in stainless steel and aluminum. The stove weighs only 11 pounds, yet it cooks a complete meal at one time with two efficient burners and an ingeniously designed broiler.



### Crosley Combination Model

This handsome "debutante" radio-phonograph combination in walnut or mahogany cabinet, has Crosley FM antenna built in. Four album compartments with eight matching albums will hold 48 ten-inch records and 48 twelve-inch records. Crosley Corp., Cincinnati 25, Ohio, builds this model.



### Duo-Therm Water Heater Fuel Supply

The five-gallon fuel tank shown has been introduced by Duo-Therm Division, Motor Wheel Corp., Lansing, Mich., for use with its new line of automatic fuel oil water heaters. Attached right to the side of the heater by a simple operation, the tank is ideally suited for use where a large capacity fuel tank is not immediately available and enables the user to put his water tank into prompt service.



### Electronics Age Toy Radio

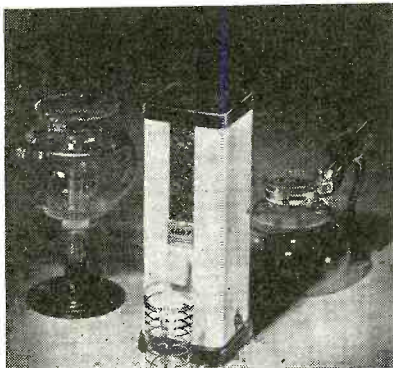
Electronics Age Manufacturers, Brooklyn 17, New York, is presenting Air Champ, a genuine, scientific radio toy. Believing that toys are ideally suited to teach the younger generation the fundamentals of science, E. A. M. is producing a series of toys which illustrate simply, safely, and dramatically, what the atom and its electrons can do. The radio set illustrated comes complete with instructions for assembly and operation.





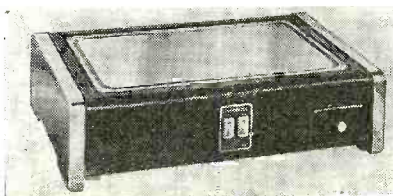
### Bendix "Invisible" Radio

This attractive Sheraton mahogany end-table is actually a radio, a product of the Bendix Radio Division, Bendix Aviation Corp., Baltimore 4, Md.



### Cory Home Coffee Grinder

For the coffee connoisseurs, who insist that coffee must be freshly ground, the Cory Corp., 221 North LaSalle St., Chicago 1, Ill., has just added this electric grinder.



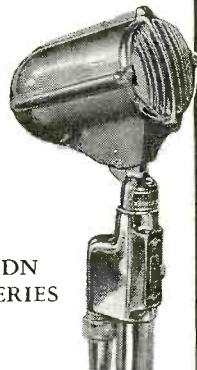
### Thermador Electric Speed Griddle

Production of this light, compact Thermador Electric Speed Griddle has been resumed according to its manufacturer, the Thermador Electrical Manufacturing Co., 5119 District Blvd., Los Angeles 22, Calif.

OCTOBER, 1946



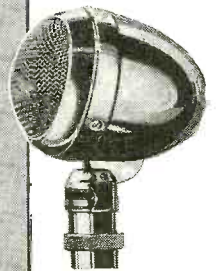
The CONNEAUT



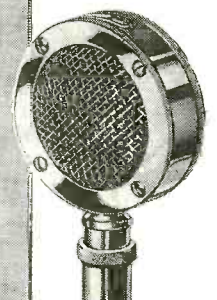
DN SERIES



J-T SERIES



MODEL T-3



MODEL D-104

● It is in moments like these that clear, distinct voice reproduction is imperative and this depends, to a large extent, upon the characteristics of microphones used in such public address installations. Included, as a part of many such P.A. systems, are Astatic semi-directional microphones, as illustrated, all expertly engineered, sturdily built and sure to render exceptionally fine performance under the most trying conditions. There's an Astatic Microphone made for every known application.



Visit your Radio Parts Joebor or Write for New 1946 Catalog.

# At Last!

## A PRACTICAL RADIO MERCHANDISING PLAN

### for Service Engineers

See Page 23

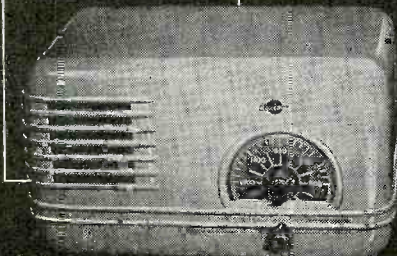
# Only Electone

BRINGS YOU THE  
SMOOTH MODERN CASE

of **ENDURING** <sup>U.S.</sup> **STEEL**  
1947 PERFORMANCE

By **SHIELDING**  
Against  
**ELECTRICAL INTERFERENCE**

- SUPER-GAIN CIRCUIT
- PLANETARY DRIVE



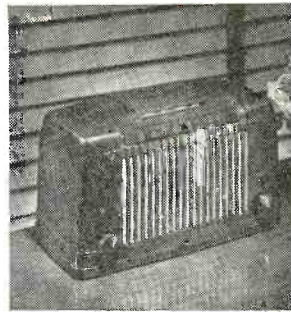
Mellow-toned  
VOICE CHAMBER



**NORTHEASTERN ENGINEERING, Inc.**  
MANCHESTER NEW HAMPSHIRE

ENGINEERS AND MANUFACTURERS OF THE BEST IN ELECTRICAL AND ELECTRONIC EQUIPMENT

## New Radios

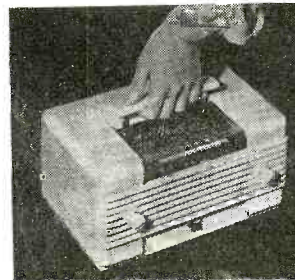


### Arvin Radio Table Model

This new table model with "piano key" type automatic station selector is the Arvin model 555 in walnut finish plastic, its companion model in ivory plastic will be known as the Arvin model 555A. Both are products of the Noblitt-Sparks Industries, Inc., Columbus, Indiana.

### Chromalox Hot Plate

This hot plate, type SHM, has an attractive streamlined appearance. The new plate is available for 115 or 230 volts and the range type switch permits three heat operation. The manufacturer is the Edwin L. Wiegand Co., 7500 Thomas Blvd., Pittsburgh 8, Pa.

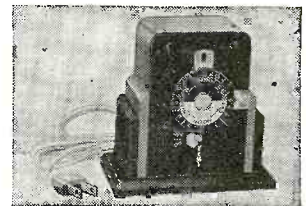


### Remler "Scottie" Receiver

Described as the first completely new postwar "personal" radio, this model has a strikingly designed cabinet of molded ivory Plaskon. The cabinets are being molded by the custom plastics division of Remler Co., Ltd., San Francisco, Calif.

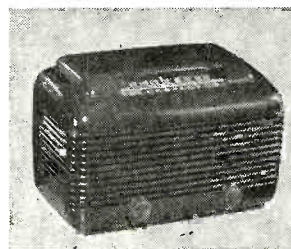
### Robot Portable Time Switch

Latest device to hit the postwar market is the Robot Portable Time Switch which will wake you up to music, start your electric coffee maker, control your roaster, defrost your refrigerator and perform many other jobs. The Miller Harris Instrument Co., Milwaukee 6, Wis., produces this and a number of other control units.



### Crosley "Minnette" Table Model

This brown plastic Crosley table model 56 TG boasts automatic sensitivity control, a husky permanent magnet speaker and beam power output, and inclosed loop antenna. It's built by the Crosley Corp., Manufacturing Division, Cincinnati 25, Ohio.



RADIO & APPLIANCE JOURNAL

# and Appliances

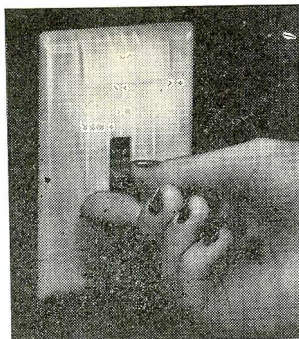


## Universal Toaster

A new feature which allows the toast to be examined without interrupting the toasting cycle has been incorporated in this new automatic toast-timer, built by Landers, Frary & Clark, New Britain, Conn. The toaster is finished in gleaming chromium with a hinged "Clean Easy" tray at the base to help the busy housewife.

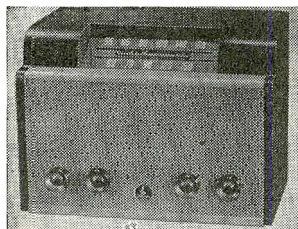
## Permalite Switch Light

There's no more feeling your way to a light switch with the new Permalight electronic switch light announced by the Universal Microphone Co., Inglewood, Calif. This handy switch light automatically provides a soft guiding glow when lights are off, assuring instant identification in the dark.



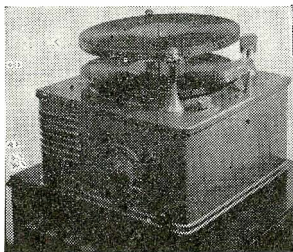
## Emerson Radio Model 512

The new, advanced styling of this two-tone walnut grained cabinet features Emerson's colorful Visio Dial. Model 512, an AC-DC set, includes a built-in super loop, permanent magnet, dynamic speaker and miracle tone, manufactured by Emerson Radio and Phonograph Company, 111 Eighth Ave., New York City 11.



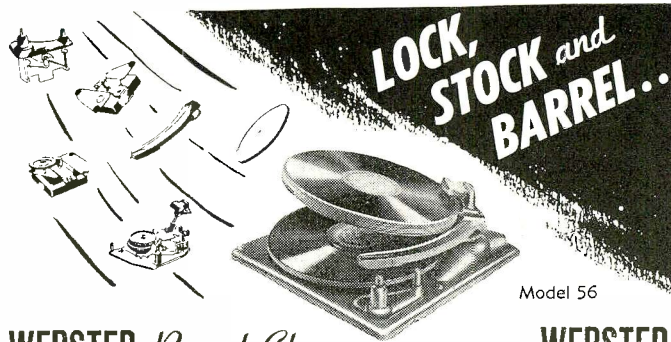
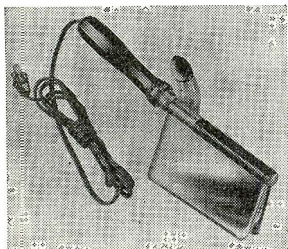
## Electone Combination

Electone offers a neat compact radio phonograph with high fidelity crystal pick-up and a high speed changing cycle which plays 10 or 12 inch discs automatically. Northeastern Engineering, Inc., Manchester, N. H., makes the combination. The superhet radio has all the well-known quality features of Electone.



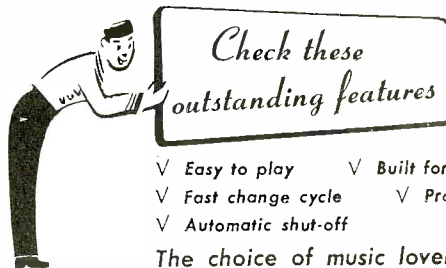
## Empire Electric Presser

The Empire Electric Presser, for pants, ties, slacks, etc., is now coming off the production line in time for Christmas. The presser is useful in the home and office and is light weight for travellers. The Empire Appliance Co., with sales offices at 480 Lexington Ave., New York City, is introducing this handy presser.



WEBSTER Record Changers are made by WEBSTER

From raw materials to finished record changer—that's the story at Webster-Chicago. Parts are made and line assembled under constant inspection—resulting in precision record changers that give the utmost listening pleasure and service.



**WEBSTER CHICAGO**  
5610 Bloomingdale Avenue, CHICAGO 39, ILLINOIS  
31 years of Continuous Successful Manufacturing

*The Perfect Gift*

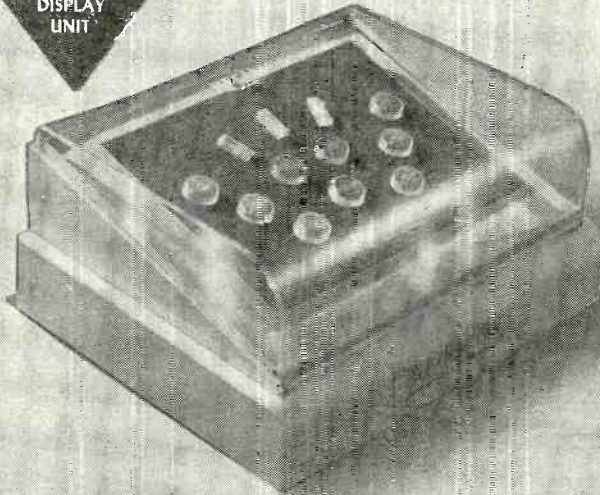
**FEATURE**  
*Rembrandt*  
**FOR CHRISTMAS**

**PORTABLE  
ELECTRIC  
PHONOGRAPH  
by REMINGTON**

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

# RECOTON holds the lead . . . with this Big, History-making 4 KARAT DEAL . . .

DE-LUXE  
DISPLAY  
UNIT



To power the new Recoton lines, this revolutionary, streamlined clear-view display unit—FREE with Recoton's grand 4-Karat deal. Includes one dozen each of Recoton's famous-for-quality, nationally-advertised Jewel-tipped Phonedles: Primus (retails \$2.50); Rubypoint (retails \$3.50); Supra (retails \$5.00); Symphonie (retails \$7.50) . . .

NEW  
DISPLAY  
CARDS



Splendidly designed, attractive display cards to feature important Recoton lines. These colorful volume-boosters get the Recoton sales message across in a flash. No fuss, no time wasted—they put everything right before your customers—speed turnover!

PREMIUMS  
TO  
SALES-  
PEOPLE



A hard-hitting premium deal to ring the "sales-bell" over and over. Your salespeople earn valuable premiums for every Recoton Jewel-tipped needle sold. Big, exciting catalog features 64 different prizes. . . .

An impressive national advertising campaign in such leading magazines as Esquire, House Beautiful, Saturday Evening Post, Fortune, Good Housekeeping, Colliers, etc., is in swing. These national ads will assure consistent demand for Recoton Phonedles.

NATIONAL  
ADS



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

# RECOTON

*Always faithful*

... AND EVER PROFITABLE

# RECORD COMMENT

Archbishop Spellman of New York has recorded an album of his own poetry for RCA, and all royalties will be turned over to the New York Foundling Hospital, an institution which cares for children without distinction of race, creed or color . . . A new disc firm named Mars has just been organized, which will specialize in organ music . . . Several independent record companies, in an effort to strengthen their position in the industry, have banded together into a group known as Independent Record Sales Co., to promote sales to juke box operators and stores . . . Most buyers are not concerned with and rather expected the recent jump in price of the Victor black label. In department stores especially, many execs are not raising the prices on their paper inventory so that the surplus money thus created will counteract normal departmental shortages.

\* \* \*

Columbia Recording Corp. has announced the appointment of Albert Earl as assistant advertising manager. Mr. Earl, who joined the record company in 1944, has been in charge of artist tour promotion, cooperative advertising and catalogs. An advertising tie-up between Columbia and Revlon Products Corp., featuring the recording company's singing star, Dinah Shore, and Revlon's new nail polish and lipstick color, Ultra-Violet, is scheduled to get going some time next month.

\* \* \*

Among other new appointments is that of Stanley Goodman as merchandise manager for the phonographs and accessories division of Decca Records, Inc. Mr. Goodman replaces Jack Meyerson who goes to World Broadcasting System (a subsidiary of Decca) as general manager.

\* \* \*

Ted Cott, program director of WNEW, New York, has been appointed as vice president in charge of production of Merry-Go-Sound children's records by the Tone Products Corporation of America. Mr. Cott is the author of "The Victor Book of Musical Fun."

OCTOBER, 1946

The appointment of Charles Roberts as field sales manager of Musicraft Records, Inc., was announced. Mr. Roberts, who will headquarter in New York, was formerly district sales manager of Musicraft Distributors, Inc. Other Musicraft changes include the appointment of Charles Lichtman of the New York Distributing Co. as executive sales representative to service the juke box trade. A specialist in the field, he will service the greater New York area. Also, two new distributors in Texas have been named, making a total of 34 outlets in the United States.

\* \* \*

RCA Victor's latest record-film tie-up promotion is with Republic's "I've Always Loved You," which features on the sound track pianist Artur Rubinstein's recording of Rachmaninoff's Second Piano Concerto. On the Red Seal disc the same artist is assisted in the same work by the NBC Symphony Orchestra. The promotional line-up includes air time on the recording company's "Music You Want" show; full page national advertising for November in class magazines and movie fan publications.

\* \* \*

This recording company's "Perry Como Week" resulted in the sales of 4 million records, including issues of three new discs and seven reissues of his songs from the past year. The Como campaign included network radio tie-ups, point of sale promotion, a national advertising campaign focusing attention on a new storage album decorated with a cover portrait and the new and re-pressed records. Dealer aids, such as streamers and folders outlining publicity possibilities were also issued. The company plans to sponsor other "artist weeks" throughout the year.

\* \* \*

The Metallurgical Division of the Pfannstiel Chemical Company is at present engaged in a new promotion of its well-known, osmium-tipped phonograph needle, featuring a 10-day-satisfaction-or-your-money-back guarantee on every needle.

The present demand for children's records is terrific. Not five years ago less than 2 million children's records were pressed by the industry, and this year more than 27 million records will be produced. It is even doubtful whether that figure will meet the demand. Filling as they do the functions of both story book and story teller, records have become a major item for Christmas gifts. In a strong bid for this trade, Columbia has released eight new children's albums and expedited production on its entire catalog . . . Buyers are okaying the new educational approach for exposing children to classical music through narration. The VOX Music-master series started with subjects like Mozart, Schubert, Tchaikowsky and Beethoven with narrations by Jose Ferrer and Floyd Mack . . . Outstanding among children's albums being released for the Christmas season is Capitol Records' novel volume, "Bozo at the Circus." A complete picture book is included as part of the album itself. Capitol calls the synchronized records and book a "record-reader."

\* \* \*

Another new recording company, Concert Hall Society, first of the postwar organizations to specialize exclusively in serious contemporary and seldom heard classical music, will soon introduce a novel plan of issuing a series of album sets by subscription only. The series of 12 albums comprising 16 compositions never before recorded in this country is limited to 2,000 subscribers and will aim for the highest levels of technical quality.

\* \* \*

Collectors, who want their selections catalogued for easy location or identification, will like the Recordplate Indexing System, which includes the Recordplate, a numerical indexing label; the Album Alphabet, consisting of labels alphabetized for albums, cases, racks and shelves; and the Record Index, a well-bound, visible loose-leaf book in which the selections are entered alphabetically or by cross referencing.

(Continued on page 44)

**THE WORLD'S SMALLEST  
PORTABLE PHONOGRAPH**



MADE BY  
**THORENS**  
OF SWITZERLAND

THORENS #55

Made by Thorens of Switzerland, makers of the finest musical instruments and sound-recording equipment used throughout the world. Plays all your favorite 10 in. and 12 in. records with a fine, melodious tone quality. You carry it like a camera—weighs about 4 lbs. Size 11"x4¼"x2". This phonograph is so new that we have been unable to provide enough to supply the demand—it is extremely popular—"the life of the party" wherever it goes.



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

**THE BIGGEST NAMES  
IN RECORDS**

(in the race field)

**STERLING  
AND  
JUKE BOX**

**DISTRIBUTORS! A few choice  
territories still open!**

**JUKE BOX RECORD CO., Inc., 7 W. 46th St., N. Y. 19**  
A. E. MIDDLEMAN, *President*

**MONTHLY MERCHANDISING  
CALENDAR for NOVEMBER**

This exclusive monthly service is designed to help you plan your own Merchandising program for more sales in November.

Continuing the new, carefully-designed, dealer-tested and exclusive monthly service which will help you plan your own Merchandising Program for more effective selling during November.

There are many events you can tie-in with during November and, since it officially marks the advent of the winter "season" it provides many good opportunities for alert radio and appliance dealers to do an outstanding sales job while, at the same time, preparing for the Christmas selling season which lies just ahead.

If de-control of O.P.A. on radio, appliance and other items comes as quickly as many believe it may, you can look forward to an increase in the flow of merchandise. This means that you should make an effort now to clear your shelves of slow-movers even though it might mean taking less profit on each item.

Record album sales start to soar during this period and a careful inventory check should be made to insure ordering an adequate number of newly-issued albums which will be in increasing demand. Tie-ins with programs such as the Bing Crosby show provide many angles for unusual merchandising stunts and these should not be neglected in your planning.

Be sure you utilize the Calendar on the opposite page to the utmost by cutting it out and pasting it on heavy cardboard. Many dealers report that they have used the first Calendar (September 1946 issue of Radio & Appliance Journal) to good advantage at store sales meetings. Using the Calendar as a guide some stores provide small monetary prizes for the best merchandising ideas suggested by salespeople to tie-in with events listed on the Calendar.

And, don't neglect to use the blank spaces for your own notations of local events, to jot down your own ideas, to note advertising schedules, etc. Decide now to use it for more sales at more profit during November.

**RADIO & APPLIANCE JOURNAL**



	SUN.	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
N						1	2
						American Art week, November 1st to 8th. Display paintings by local artists in your windows, ask customers to vote for best painting, award small table model radio to artist whose picture receives most votes. Have presentation ceremony photographed and written up in local paper.	
O	4	5	6	7	8	9	
	Tuesday is election day. Plan to publicize returns from a loudspeaker or set in your store.						Next week is American education Week, November 10th to 16th. Cull out all your "won't move" records, send mailing to every teacher with coupon good for one of the "dog" records on presentation at store. List names carefully, use as a nucleus for later mailings.
V	11	12	13	14	15	16	
	Armistice Day World War I		Christmas this year will be the biggest celebration yet. Have you stocked tree lights and other electrical decorations?				
E	18	19	20	21	22	23	
						National Radio Week November 24th to 30th. Work with local radio station to feature their "Special Event" programs in your window. Invest heavily in increased newspaper advertising with special stress on radio's importance in developing informed public opinion.	
M	25	26	27	28	29	30	
	Thursday the 28th is Thanksgiving Day. Prepare special Thanksgiving events for Friday and Saturday following. Try local museums, etc., for very old irons, toasters, etc. and build window display comparing drudgery of past eras with freedom given by present day appliances.		The day after Thanksgiving marks the unofficial beginning of the Christmas shopping season, are your stocks and displays ready? Study "Plan Now to Make Christmas Sales Pay Off" (in this issue) for helpful hints in planning Christmas sales.				
B							
E							
R							

# How to use this Calendar

Every day is an opportunity to sell more goods. This merchandising calendar is especially designed to help dealers prepare their sales promotion activities far enough ahead to permit proper timing for increased sales volume. Tie in selling plans with special events throughout the month; fill in empty spaces with your own sales program. Tear this page out and place where it can be seen at all times by salesmen.

# NEWSY BUSINESS PEOPLE IN



Appointment of Arthur E. Akeroyd of Newton, Mass., as New England District manager for Solar Manufacturing Corp., has been announced. Mr. Akeroyd will also serve as New England district manager for Solar Capacitor Sales Corp. wholly owned Solar subsidiary distributing Solar products to electrical and Radio jobbers.



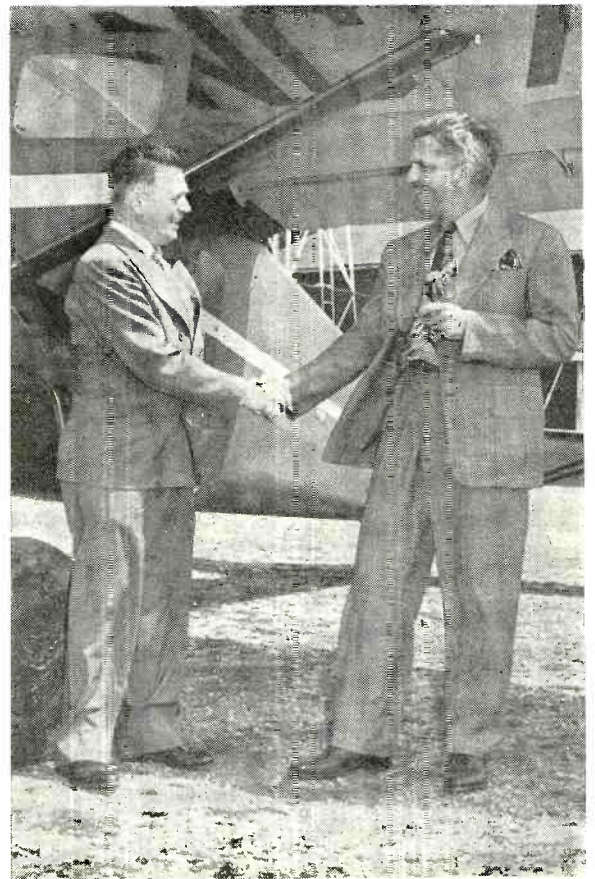
Announcement of the promotion of assistant sales manager C. A. Lange to the position of sales manager of the Domestic Sewing Machine Co., anticipates the heavy rise in sales expected by new company president Dodge E. Barnum. Additional district managers have also been recently added.



Tom Mason joined Ohio Appliances, Inc., organization as manager in charge of their Cincinnati branch September first. In his new position, Mr. Mason will be responsible for merchandising through the retail dealers in the Cincinnati area, all major and traffic appliances that are distributed by Ohio Appliances, Inc.



William Meyer, army veteran with four years of service, has been named advertising and publicity director of Tele-Tone Radio Co., New York. He will work directly with John S. Mills, general sales manager. Mr. Meyer was formerly a merchandise manager with Consolidated Millinery Co., Chicago.



T. J. Peters, (right) president of the State Distributing Co. of Grand Rapids, Mich., is greeted upon his recent air arrival at Rockford, Ill., by L. E. McVee, vice president in charge of sales, Free Sewing Machine Co., manufacturers of New Home and Free—Westinghouse sewing machines. Mr. Peters, whose company is exclusive New Home distributor in western Michigan, was taken on a tour of the Free Sewing machine plant.

Selling does have some of its brighter moments thinks "Chet" Bejma, General Electric radio representative, as he explains the company's "Wake-Up-To-Music" clock radio set to these two beautiful young ladies at a recent Chicago show. The blonde is Helen Kohl, brunette is Audre McInnis—both models. The G. E. clock set is being produced by company's receiver division in Bridgeport, Conn.



# THE INDUSTRY'S NEWS



Allen G. Williams was recently appointed regional manager for the New England area of Galvin Manufacturing Corp., makers of Motorola Home and Car Radios and Motorola Gasoline Car Heaters. Mr. Williams has been with the sales department of the organization since 1935. He served in the army airforces two and a half years.



Louis C. Upton, president, American Washer and Ironer Manufacturers' Association and president, the 1900 Corp., St. Joseph, Mich., led his industry in cooperation with Lever Brothers Co. in a nationwide promotion of household washers the first of October. Grocers and Appliance dealers combined in promotion of new washers.



New director of advertising for Columbia Recording Corp., is John Birge. Mr. Birge was formerly associated with J. M. Mathes, Inc., as executive on the Canada Dry Ginger Ale account, and has held the position of advertising manager of the Warren Telechron Co., Ashland, Mass., and of the General Electric Home Bureau.



Snapped on a recent cattle-ranch vacation are two well-known trade personalities. The practiced rope twirler is Tom White, who is also president of Jensen Manufacturing Company, manufacturers of radio and phonograph speakers. Burton Browne, watching the technique, is president of Aero Needle Company, manufacturers of long playing and coin box needles. The vacationers were snapped on a ranch near Calgary, Canada.

Jack Pasternack, former retailer with Montgomery Ward, has been named merchandising manager of the County Hardware Corp., of Mount Vernon, New York. County Hardware, one of the largest retail stores in Westchester County, handles radios, records and major appliances in addition to general hard lines.



This smiling group have just enjoyed a sumptuous repast at New York's famed Cafe Richelieu and are pictured at your Radio & Appliance Journal offices. They are, left to right (seated), Mr. Theodore Fremd, Advertising & Sales Promotion Manager, Appliance Division, Yale & Towne Mfg. Co.; Mr. Kenneth F. Greene, McGivena Advertising Agency; (top left) Mal Parks, Editor, flanked by Irving N. Cooper, Eastern Advertising Manager, your own Radio & Appliance Journal.

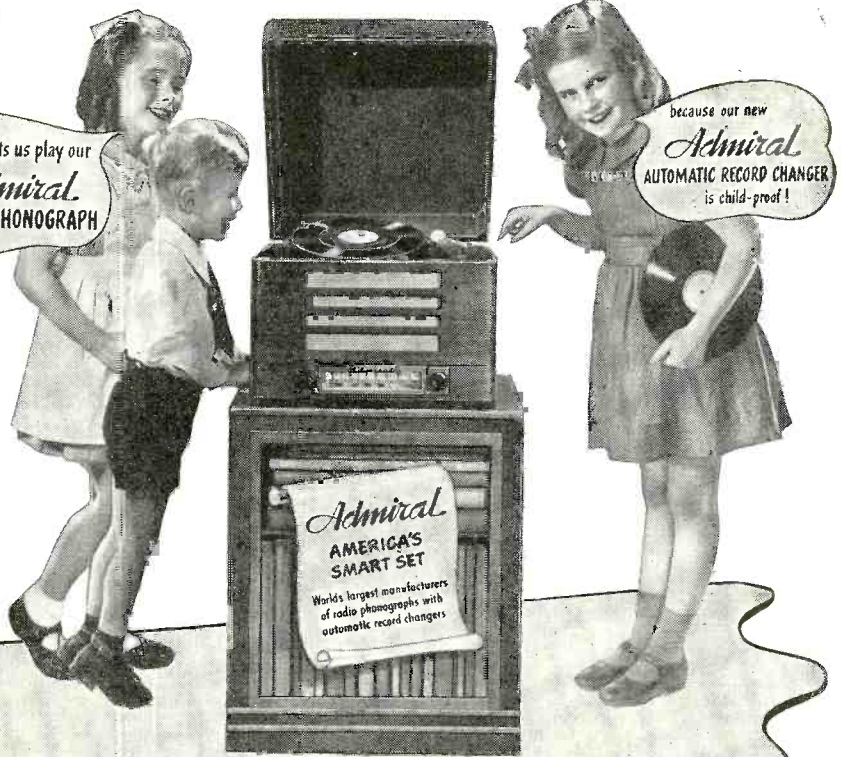


# 3-PIECE ISLAND DISPLAY

It's a honey . . . this new 3-piece display from Admiral. Life-size kiddies, printed in full color, are as cute as they can be. The album cabinet, which is part of the display, is substantially constructed . . . strong enough to support an actual table-model Admiral radio-phonograph.

Daddy lets us play our Admiral RADIO PHONOGRAPH

because our new Admiral AUTOMATIC RECORD CHANGER is child-proof!

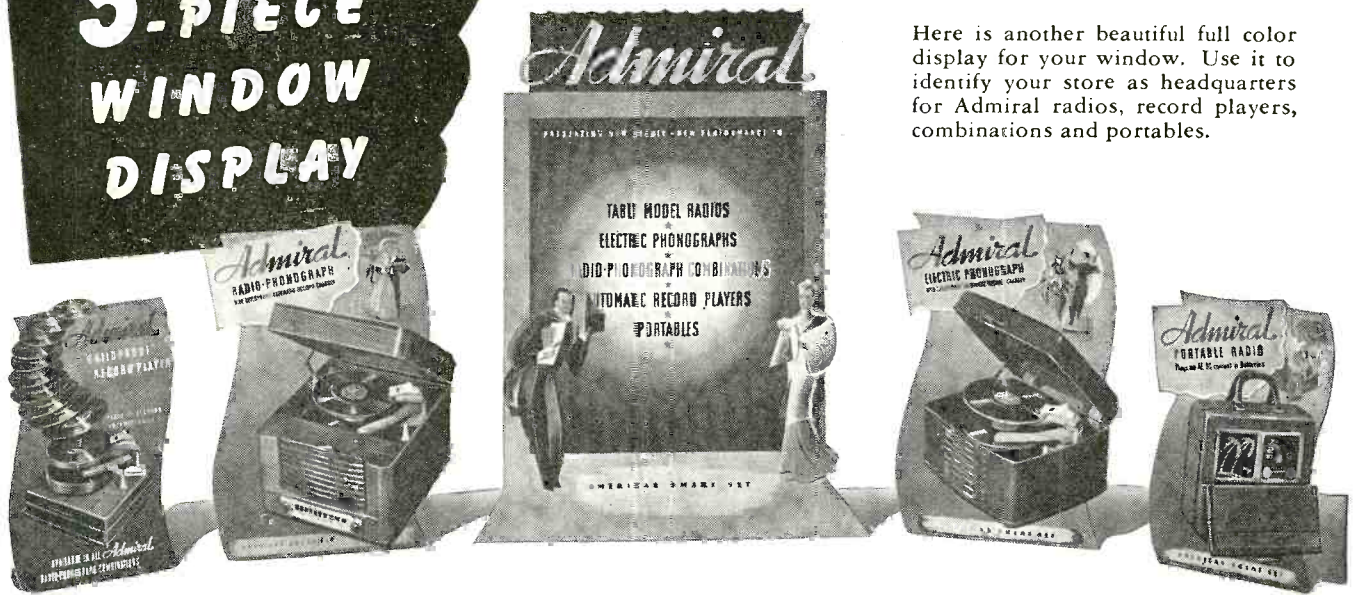


## Two New Eye-Catching Displays...from

# Admiral

# 5-PIECE WINDOW DISPLAY

Here is another beautiful full color display for your window. Use it to identify your store as headquarters for Admiral radios, record players, combinations and portables.



*Admiral Corporation*

World's Largest Manufacturer of Radio-Phonographs with Automatic Record Changers  
 CHICAGO 47, ILLINOIS  
 GET COMPLETE DETAILS ABOUT THESE NEW DISPLAYS FROM YOUR DISTRIBUTOR

# F. M. & TELEVISION DEVELOPMENTS

## Video Installations "Big Problem" in Chicago

Proper installation of television receivers will be a big problem, according to Chicago dealers and distributors who are planning to enter the television field. Television men believe that the shortage of thoroughly trained servicemen in the Chicago area during the first few months after video sets hit the market next year will cause considerable delay in installation of the sets. Major manufacturers in the industry are seriously concerned with the problem of proper installation and the lack of men to do the jobs. Some of the big companies contemplate a sales policy by which they will refuse to sell sets unless they can guarantee clear reception.

## Ford Will Sponsor Sports Televising

An effort to get a jump on the market was evident last month in the announcement that Ford Motor Company had completed arrangements to sponsor the televising of six home football games from Columbia University over CBS's Television Station WCBW, New York; and had also arranged to sponsor Madison Square Garden's sports events, with the exception of boxing, also over the Columbia Broadcasting System. The first game was broadcast September 28.

## Zenith Has FM Table Model

Zenith Radio Corporation has begun limited production of its new FM-AM table model radios, which are believed to be the first postwar FM table models available. While the supply is limited the new sets are being spread as much as possible through dealers from coast to coast. Zenith plans no special promotion for the new model.

## Television Off OPA List

Television receiving sets in combination with radio sets were removed from price control the middle of September. Those not in combination with radio receiving sets have been off the list for some time. The latest release was based on the sets' insignificance in the cost of living, according to the OPA.

## U. S. Television Corp. Starts Promotion

With three production models and two custom-built receivers, all featuring in addition to television, AM-FM radio and automatic record changers, the United States Television Corporation started promotion of their sets in four New York City stores last month. Immediate response in all of the stores was reported as "very good," one of the stores accepted down payments on all orders while the others merely accepted orders for future delivery. The sets retail for \$750 for a 10-inch direct view model to \$2,750 for a custom-built model. All sets are housed in period mahogany cabinets.

## Don Lee Video Will Explore Color Technique

The Don Lee Television System has been granted a license by the Federal Communications Commission to do research in color television. According to Don Lee video chief Harry R. Lubcke, the company has a unique method of color transmission, which they have dubbed the "beer bottle theory of television." His explanation: "If you look at the sun through a brown beer bottle, you see a brown sun; if you look at it through a green bottle, you see a green sun, etc. Do this electronically fast enough (180 times per second) and you will have the illusion of a constant image in as many different colors as you have different colored bottles." The FCC license gives the go-ahead signal for a proposed three-year research project.

## Telev viewers Tallied

More people gather around a television receiving unit in Philadelphia than in New York, according to a recent ABC survey. Made by questionnaire, the survey showed an average of five persons in New York and 5.4 persons in Philadelphia gathered around each receiving set during a recent ABC television show sponsored by Chevrolet and aired by WABC, New York, and WPTZ, Philadelphia.

## Television Selling School

Radio Station WPEN is sponsoring a television training course available to members of the Appliance Dealers' Association of Philadelphia. Originally planned as a 12-week selling and servicing course, it has been decided to eliminate the servicing instructions, as they would prove too complicated to teach within six weeks. Thus the course has been reduced to eight weeks of instruction, with emphasis upon selling and demonstrating. Television manufacturers will take part in the course, explaining and demonstrating particular features of their receivers. The course is receiving enthusiastic response.

## RCA Tele Transmitter

The first postwar RCA television transmitter, completely new in design and providing five kilowatts of output power on any one of the 12 frequency channels assigned by the FCC to commercial television in metropolitan areas, has been placed in production, it was announced by W. W. Watts, vice president in charge of the RCA Engineering Products Department. Together with the RCA Orthicon camera and other studio and field equipment recently announced, the new model TT5A Television Transmitter and the Super Turnstile Antenna complete the company's initial line of equipment for television broadcasters. The heart of the transmitter is its output tube, the new 8D21, which is said to be the first tube specifically designed to provide the high-power, high-frequency, wide band operation required for television broadcasting.

## More FM Sets

A steady expansion in production of frequency modulation receiving sets and transmission equipment is expected during the remainder of the year, industry executives reported recently. After a year of confusion involving frequency changes ordered by the Federal Communications Commission and charges that both manufacturers and broadcasters were de-

liberately holding back in favor of standard broadcasting, FM may begin to pay off on its promise of several years' standing.

With many of the larger manufacturers now swinging into production, the first sizable shipments are expected to reach the public some time this fall. Among the leaders now producing FM sets are Freed-Eisemann, General Electric, Stromberg-Carlson, Zenith, Philco and Scott. RCA-Victor is said to be planning FM production on a large scale, supposedly starting in November with a de luxe console model. Although there are still some shortages in cabinets, copper wiring and tubing, the feeling is that the worst is over.

According to the Radio Manufacturers' Association output of FM sets reached 17,273 units in June an encouraging gain over the first months of the year. As the uncertainty surrounding FM dissipates, some of the materials that were deflected into the record-breaking number of standard radios now being produced will undoubtedly go into the new development. Transmission equipment also is finding its way to broadcasters. Arthur Freed, chairman of the Pioneer FM Manufacturers' Conference, said that according to a survey he is conducting there are 60 to 70 broadcasters transmitting on the new frequencies. Transmitters are being shipped at the rate of two or three a week. During the fall, he predicted, this rate will be tripled.

### Color Video Coming

Color television came a step closer to public realization with the announcement that the Columbia Broadcasting System has petitioned the Federal Communications Commission in Washington to adopt standards for commercial application of its color television system. The company asked the FCC to conduct a hearing at which it and others may testify on the petition. The action came as the culmination of intensive tests and public and private demonstrations which CBS undertook immediately after V-J Day. Members of the commission staff have been invited to visit the CBS laboratories to appraise the present status of the development. Columbia's tests indicate that the basic technical stages have been com-

pleted and further advances have to be made under commercial conditions. CBS has conducted field tests for the last seven months to determine the freedom of the ultra-high frequencies at long distances and to determine the coverage of its color station W2XCS. Many subsidiary problems in propagation and reception of the ultra-high frequency signals were investigated and new measurement techniques developed.

### RCA Shows New Video Line

RCA Victor's postwar line of television receivers and plans for the company's "Eyewitness Television" campaign were unfolded to New York dealers in September at a closed meeting in the Hotel Pennsylvania. Four models were shown, starting with a \$250 model and including a \$1200 projection type model. At the same time the company announced the formation of RCA Services, Inc., a new organization which will handle servicing and installation of television sets. With the formation of this unit, all servicing and installations are taken out of the hands of the dealer and distributor, who will mere-

ly display and merchandise the sets. Limited deliveries on the two lower priced sets was to start in October, but deliveries of the console will not be made until next year.

### Television Ethics

Television set manufacturers and broadcasters are being urged to set up an industry-wide committee to draft and enforce a code of ethics against excessive commercialization of television programs. Commercial television throughout the United States will be a reality within a year, an industry spokesman predicts, pointing out that most of the experimentation in television broadcasting today is along the lines of commercialization rather than along the lines of public education and entertainment. The industry calculates that about 2,500,000 new jobs will be created for television retailers, distributors, service and repair men, for employees in the television set factories, television engineers, actors and actresses . . . if the industry, both manufacturers and broadcasters, will avoid the commercialism that has swallowed radio broadcasting.

## An Invitation - - -

to join the most alert,  
progressive group in the  
radio and appliance  
field—the 27,500 readers  
of

### RADIO & APPLIANCE JOURNAL

For only \$3.00 per year you will receive 12 full issues of the industry's oldest dealer merchandising publication.

- NO CUT RATES
- NO PREMIUMS
- NO GET-RICH-QUICK OFFERS

Just a good trade paper trying to do a good job for its readers.

**Send No Money—Your Credit's Good With Us**

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

Please enter my subscription for 1 year and bill me.

NAME .....

POSITION .....

COMPANY .....

ADDRESS .....

CITY..... ZONE..... STATE.....

# National Union Announces an EXCLUSIVE RADIO MERCHANDISING PLAN for Service Engineers



HERE IT IS AT LAST! The radio line thousands of service engineers have been waiting for—yes, the radio that has *everything* the service trade needs to cash-in on today's big pent-up new set demand.

And who else but National Union could provide a merchandising plan for radio sets—so perfectly fitted to the service engineer's special needs?

For over 15 years National Union products, plans and policies have been shaped for the exclusive benefit of service dealers.

And now N.U. RADIO SETS are here—for the same service men who have so long known and used other N.U. products—and have found the N.U. way of doing business a better, more profitable one for their special type of operations.

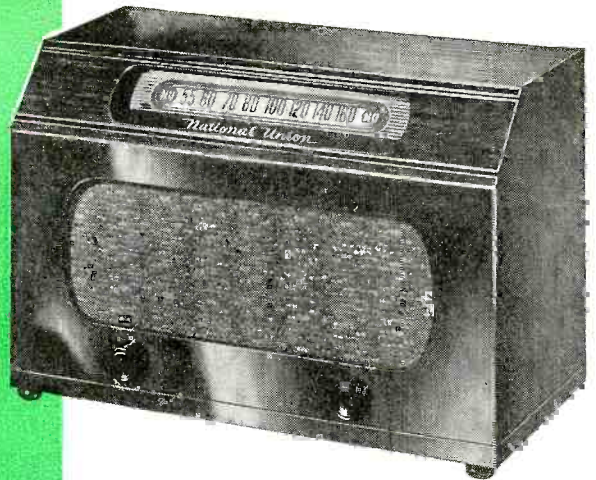
**THE LINE**—5 models, of which one 5-tube and one 6-tube model are now ready; three others available in 90 days.  
**THE PRODUCT**—Top quality throughout; precision-built chassis; beautiful cabinets in modern designs.

**PERFORMANCE**—Thoroughly up-to-the-minute; N.U. sets compare with the best in their class.

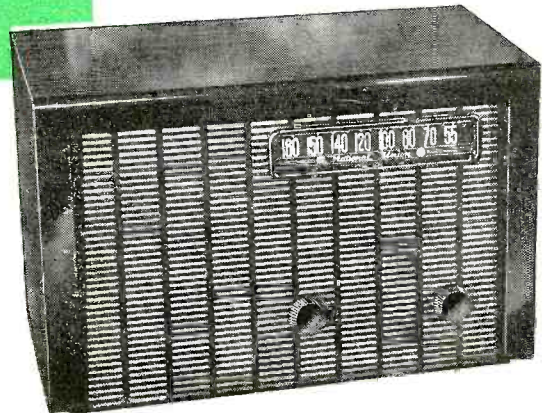
**PRICES**—Competitive with established brands.

**VOLUME REQUIREMENTS**—None! N.U. sets are not sold on a franchise basis. Order whatever quantity you need.

**DISTRIBUTION**—Sold only through N.U. Distributors and Service Dealers.



**PRESENTATION MODEL No. G619.** 6 Tubes. AC-DC. Tuned R.F. Stage. Superheterodyne Circuit. Loop Aerial. Automatic Volume Control. Illuminated Slide-Rule Dial. Standard American Broadcasts. Mahogany Veneer All-Wood Table Cabinet, 13" x 8 $\frac{3}{4}$ " x 6 $\frac{1}{2}$ ".



**COMPANION MODEL No. 571.** 5 Tubes. AC-DC. Superheterodyne Circuit. Built-in Antenna. Automatic Volume Control. 2-Gang Air Condenser Tuning. Illuminated Slide-Rule Dial. Standard American Broadcasts. Walnut Veneer All-Wood Table Cabinet, 13 $\frac{3}{8}$ " x 7 $\frac{7}{8}$ " x 8 $\frac{1}{8}$ ".

#### OTHER MODELS NOW BEING PLANNED

- A 3-Way (AC-DC-Battery) Portable Model.
- A Combination Table Model Radio-Phonograph with Automatic Record Changer.
- A 6-Tube Battery-Powered Farm Radio Table Model.

Here, for the first time, is a practical post-war radio line for the service engineer to handle—a group of fine modern radio sets—but *above all* a proven merchandising plan which *fits*. Ask your N.U. Distributor for the complete facts today!

NATIONAL UNION RADIO CORPORATION, NEWARK 2, N. J.

## NATIONAL UNION RADIOS, TUBES AND PARTS

Transmitting, Cathode Ray, Receiving, Special Purpose Tubes • Condensers • Volume Controls • Phototubes  
Panel Lamps • Flashlight Bulbs • Radio Sets • Auto Vibrators • Ballasts • Batteries



# Plan Now To Make CHRISTMAS SALES

This year, more than any other, the radio and appliance dealer has one of the toughest rows to hoe that has ever confronted the members of this or any other industry. In spite of the fact that there is still a greater demand than usual, the dealer is faced with the harsh reality that he will have to "SELL SHORTAGES" for at least one more Christmas season. It is a well recognized fact that this type of selling is one of the most difficult that there is. However, bemoaning the facts will not change the picture one iota. The question is: How can the dealer (1) sell what merchandise he has; (2) keep all of his customers, both real and potential, happy, and (3) sell merchandise that he HASN'T?

The dealer that comes up with the perfect answer to this triple threat question will enter the year 1947 in far better condition than any year he has weathered during the past decade. For the situation this year calls for far more than merely selling what merchandise the dealer has in stock. In order to come out ahead of this game, the dealer will have to sell a tremendous volume of merchandise that he hasn't got yet. That means that this year, more than ever before, all of the many principals of modern merchandising must be brought into play and fully exploited, in an effort to partially offset the disadvantage of the merchandise that isn't there.

by J. L. Purnies

In spite of the fact that there are some indications of an improved inventory picture between now and the end of the year, deliveries will remain uncertain, and many people will not get the radios, the ironers, the washing machines, nor the refrigerators that they have been anticipating for many months.

What can the dealer do to keep his customers, and above all, what can he do to make sure that HE will make the sales when these items ARE available? That's the question of the hour!

Taking these problems in their forementioned order, the first thing a radio and appliance dealer should do is to take careful note of his stock NOW ON HAND. In addition to this, he should form a separate list of that stock which he has reason to believe WILL BE ON HAND no later than December 1st. Any stock he feels that he MIGHT have on hand, or any stock that is scheduled to arrive AFTER December 1st, should be disregarded for the time being. On the basis of past holiday seasons, shipping schedules may be expected to be slightly out of joint at this time of year, and in addition to this fact, most factories will have been deluged with advance orders, so that promised deliveries on any certain date should generally be taken with a grain of salt.

Armed with this information the dealer can judge for himself how much he can deliver on the spot, and how much he can safely take orders for that require delivery before Christmas. UNDER NO CIRCUMSTANCES SHOULD ANY DEALER PROMISE DELIVERY UNLESS HE IS ABSOLUTELY CERTAIN THAT IT CAN BE MADE. Failure to observe this rule will cost the dealer more friends in a few weeks than he can regain by years of advertising and faithful service to his customers.

A substantial amount of money should be laid aside for Yule advertising. Local newspapers are about the best medium, although there are many sectors where local radio "spot announcements" can be used to good advantage. Rates are surprisingly reasonable on the smaller independent stations, and should be investigated by every radio and appliance dealer as another valuable way of reaching a mass market at comparatively low cost-per-contact. Most small business men, and almost every radio and appliance dealer comes in this category, figure that an advertising appropriation should amount to from 3 to 4 per cent of the year's gross sales volume. Naturally this should be spread over the whole year, but the dealer should NOT spread the amount EVENLY. Certain seasons are higher in sales volume and therefore should receive more of the dollar budget. On the other hand,





# Pay Off

the "off" seasons should not be neglected entirely, because this is the time when advertising is relatively simple. During the "off" seasons all advertising is somewhat curtailed, therefore a smaller ad can successfully compete with other ads in getting the attention of the reader. However, during the "flush" seasons, such as Christmas, all dealers in all fields are advertising heavily, and therefore the radio and appliance dealer has to follow suit, using bigger ads than usual, or his ad will be "lost" somewhere in the paper, and he will get no response from it.

After years of war the dealer is wise if he features "specific" advertising instead of "institutional" ads. In other words, instead of stressing the name of the company, as many have been doing, he should splash radios and appliances, item by item, in all of his ads. All manufacturers will cooperate with the dealer in supplying him with glossy photos (all photos *must* be glossy, for reproduction), and in most cases the manufacturer will be able to provide printing "mats" at little or no cost to the dealer. These dress up an ad and draw consumer attention.

Another merchandising technique that has been found to be valuable to the dealer is the use of direct mail. However, this is something that should be carefully thought out before using. Assuming the dealer has a good, up-to-date mailing list, the

next step is to determine exactly what type of direct mail is best suited for each individual dealer. If the radio and appliance dealer has a fair supply of merchandise on hand, it will be safe, and a good business bet, for him to get up a folder, using the front page for a Yule-tide greeting, and the inner spread and back page for a catalog listing of his specials, **COMPLETE WITH PRICE**. This year more than ever, the promotion efforts of the successful dealers in all industries will feature price. Rising costs of all commodities have made most people highly conscious of price, and many people hesitate to enter and inquire about prices. Instead they will go to some other dealer where the prices ARE known! About the best and yet the most inexpensive way for a dealer to have a folder gotten up is by photo-offset printing. Such printers are listed in the classified section of your phone books, and many of them can make arrangements for art-work, and type setting at much lower rates than the average radio-appliance dealer can. They will also be happy to help you with the actual lay-out and the writing. Another advantage of this method is its speed.

There will be many times during the shopping season when the dealer will have to say "NO" to the customer. This, at best is a difficult thing to do and at the same time retain the good-will of the customer.

During the holiday rush this will be even harder to do, because tempers are short, and customers have heard the same answer in stores all over town. Therefore, with each repetition of the phrase, tempers grow shorter, until finally some hapless merchant will say the "NO" that broke the proverbial camel's back. It is a serious problem, and anything you, as a progressive radio and appliance dealer, can do to make sure YOU aren't this nemesis of camel's backs, is well worth trying. It is a challenge that will test all of your ability as a salesman and modern merchandiser. Requisites for the "Successful NO" are a cheerful disposition—**IF THE CUSTOMER IS SHOWING ANY SIGN OF CHEERFULNESS**. Many people, when subjected to a shopping tour under today's trying conditions, feel more than slightly irritable, and a display of undue cheerfulness, especially combined with an unsatisfactory answer, can be one of the most maddening things that there is. It is safe to say that just as many customers have been turned against some store or another by cheerfulness at the wrong time, as have been by lack of merchandise and surly replies to single questions. This is something that all dealers will have to watch very carefully this year. Psychology is not just something that only erudite doctors know about. On the

(Continued on page 44)

# Dealer Advertising

**G. FOX & CO.**

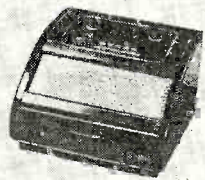
HERE'S WHERE THE "GOOD LISTENING"  
IS EVERYTHING FROM THE SUPERB  
SIGNALS TO PORTABLES FOR

**MUSIC IN YOUR HOME**

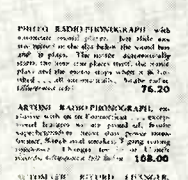


**the MAGNAVOX**  
COMPARE WITH ALL OTHERS

Compare the size and you'll agree this  
newer factor in radiophones has  
you heard with respect to its ability  
production of music. In Magnavox the  
fine 815 the music, the artistic high and  
powerful tone, and the great sound that  
comes. Illustrated right is only one  
from our Magnavox collection. It is the  
"Magnavox" 50 performance in feature  
radio. Limited quantity. **273.00**



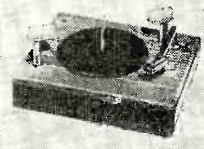
**PHONO RADIO-PHONOGRAPH** with  
a complete record player. This radio can  
be used as a table or a floor model. It  
has 815 tubes. The radio departmentally  
is also the same as the floor model. It  
has 815 tubes. It is a complete radio-  
phonograph. **76.20**



**ARCTON RADIO-PHONOGRAPH** with  
a complete record player. This radio can  
be used as a table or a floor model. It  
has 815 tubes. The radio departmentally  
is also the same as the floor model. It  
has 815 tubes. It is a complete radio-  
phonograph. **108.00**



**8-TUBE RADIO** with  
a complete record player. This radio can  
be used as a table or a floor model. It  
has 815 tubes. The radio departmentally  
is also the same as the floor model. It  
has 815 tubes. It is a complete radio-  
phonograph. **34.95**



**8-TUBE RADIO** with  
a complete record player. This radio can  
be used as a table or a floor model. It  
has 815 tubes. The radio departmentally  
is also the same as the floor model. It  
has 815 tubes. It is a complete radio-  
phonograph. **34.95**

**HURRY! THEY'LL GO... AND GO FAST!**



**GAROD WHITE PLASTIC 5-TUBE  
SUPERHET**  
with contrasting grille and  
dial scale. 6-inch super-power speaker gives 7-tube  
performance. Modern "dialtone" dial. And the  
available "Telegraph" antenna... that brings  
in the best signals with high fidelity. It's a brand-  
new radio... a perfect performer... a super value!

**\$28.70**

**GAROD RECORD PLAYERS**... automatically  
play 12 records through your radio speaker. **\$45.90**

2714 Washington **SEIDEL** Franklin 4800  
OUR STORES TEL. 90 MONDAY THROUGH FRIDAY



**8-TUBE RADIO** with  
a complete record player. This radio can  
be used as a table or a floor model. It  
has 815 tubes. The radio departmentally  
is also the same as the floor model. It  
has 815 tubes. It is a complete radio-  
phonograph. **34.95**

A page-long spread gave a Hartford, Conn., dealer room for appealing layout to tie in his merchandise and attract the reader to his copy. The feature item is placed to attract first attention and smaller, less expensive models are so placed to carry the reader's eye down through the copy to achieve the best attention for all items. Lots of white space produces a clean modern appearance that is pleasing to the reader's eye.

An attractive picture and prominent price emphasizes the immediacy of this St. Louis store's appeal.

**'Miracle Tone' Emerson Radio**

**IMMEDIATE DELIVERY \$33.70**

The chief value factor is in the  
the advanced features of 6-  
tube Emerson Radios. In  
addition to the 6-tube set  
with a 6.5-inch speaker and  
normal and automatic speaker  
switching, it is a 6-tube  
radio in your own home.

**6-TUBE TRAVELER \$25.50**

**STUBE HOFFMAN, \$24.70**

**LE BOYS**  
RADIO AND APPLIANCE DEPT.

332 SOUTH BROADWAY-DOWNTOWN LOS ANGELES

A tie-in with the national advertising slogan sells Emerson radios for a Los Angeles dealer.

Another L. A. dealer pushes sales of a single item with an attractively large picture of the phonograph and easily read copy.

**MAY CO. HAS IT**  
DOWNTOWN

THE "MAYTONE" ... MADE BY DETROIT RADIO CORP.



**46.40**  
Includ. tubes for inserted

**AUTOMATIC ELECTRIC PHONOGRAPH**

- Automatic phonograph with turn-plates. Not an attachment.
- Turn control volume control.
- Plays 12 records on 10 needles with records without changing.
- Highly finished in smooth lined lacquer wood.

**TO**

You'll Find Your Favorites in  
**SEARS RECORD SHOP**

DISCS	
Sam Cooke - "Sings for the Soul"	79c
Ray Charles - "Sings for the Soul"	79c
Billie Holiday - "Sings for the Soul"	79c
Billie Holiday - "Sings for the Soul"	79c
ALBUMS	
Sam Cooke - "Sings for the Soul"	3.52
Ray Charles - "Sings for the Soul"	5.09
Billie Holiday - "Sings for the Soul"	6.14
Billie Holiday - "Sings for the Soul"	7.19
VICORDS	
Sam Cooke - "Sings for the Soul"	53c
Ray Charles - "Sings for the Soul"	53c
Billie Holiday - "Sings for the Soul"	53c
Billie Holiday - "Sings for the Soul"	53c
RECORDS	
Sam Cooke - "Sings for the Soul"	53c
Ray Charles - "Sings for the Soul"	53c
Billie Holiday - "Sings for the Soul"	53c
Billie Holiday - "Sings for the Soul"	53c

SEARS  
Phone 14411 1200 Broadway Bldg.

This monthly feature is offered to aid you to do a better job in your local newspaper advertising. Each month your Radio and Appliance Journal Editors examine hundreds of newspapers from all parts of the country, and choose advertisements which, they believe, will provide helpful suggestions for your own advertising problems. The scarcity of appliances continues to be shown in the lack of dealer appliance advertising.

An attractive heading pushes record sales in a Miami department store.



# 25 LEAKS to Plug in Your PROFIT PICTURE

We are now entering a period of "profitless prosperity." Only the dealer who figures carefully will be able to show a profit on his business. Check these bookkeeping "leaks" for your profit dollars.

by Ernest W. Fair

Saving time, stopping profit leaks and reducing costs are of interest to every electrical dealer in the land; one of the best ways to insure greater profits on a given volume of business is to safeguard those profits.

And the place where profits most readily escape us, whether our business operation be large or small, is in our mathematical use of figures. For in the handling of figures, we are most prone to commit small mistakes which lead to large profit losses.

Here are 25 points at which this leak in our profit dam can be stopped . . . where exercise of care and caution can mean retention of greater profit dollars on our volume of business.

1. *Add cash sales carefully*—doing it mentally is the most frequent cause of error . . . every mistake means a loss, one way or the other, whether we under-add and lose dollars right there or over-add and lose a customer later on.

2. *Check invoices thoroughly*—adding of invoice totals and their transportation to ledgers or monthly statements should be checked, double-checked and triple-checked. Not only should additions be checked closely but we should make sure every invoice has been accounted for . . . one missing invoice can easily mean not only the loss of all profit on that sale but also the entire cost of items thereon.

3. *Balancing cash* is another spot where bad figuring means quick losses. Days' totals should be given the closest inspection and most particular check and re-check.

4. *Check incoming invoices thoroughly*—the human element was present when they were made out so mistakes could have been made . . . and they will stay made to our loss if not discovered; every invoice from every supplier should be checked not just for listing and number of items but for charge per item correctness, multiplication and final addition figuring.

5. *Deposit slip errors* cause confusion at the bank and in our account bookkeeping. Too often we rely on mental addition in this instance . . . it is easy to insert the deposit slip even with a duplicate into our adding machine and do not only addition but tabulation there as well.

6. *Reconciling bank statements* requires careful checking for discovering an error on a bank's monthly statement is no job to pass over lightly; returned checks, stubs and cancelled checks, should be checked most carefully. Simplest procedure is to list the amounts of checks outstanding from the unmarked check stubs and subtract the total from the balance on the bank statement, then add any deposits not credited. This should be the true balance and should agree with our own figures.

7. *Adding journals* has been found to be one of the most frequent sources of error in electrical store bookkeeping. Such journal columns should always be posted with the adding machine even though we are tempted to do it "more quickly" by hand. It avoids confusion and mistakes due to interruptions.

8. *Prove ledger postings* every day and catch errors thereon daily for such errors take a lot of costly time to trace back when discovered at a later date.

9. *Take a daily trial balance* for that enables us always to know how much we have outstanding and tells us when we have too much of our capital tied-up in accounts.

10. *Foot customers' accounts frequently* as a method of making final accounting an easier process as well as assuring more accuracy by handling fewer figures at a given time. Incidentally, this helps the credit department keep an account from over-extending itself.

11. *Check customer statements* not only for dollar-and-cents accuracy but against ledger postings and invoices; make certain no statement is sent out with someone else's invoice entered thereon or a given invoice has been overlooked.

12. *Figuring interest, discount, percentages, etc.*, is another source of many errors. These operations should never be hurried nor should they be undertaken by an inexperienced member of the office staff.

13. *Analyze departmental records periodically* for experience has shown that such frequent check-ups help to locate errors which are much more easily found at their source than having to be found by tracing them backwards through the firm's bookkeeping system.

14. *Month-ends are dangerous* for that is where figuring work has stacked up and when we can become groggy enough to make bad errors; eliminating the "stack-up" by spreading the work over the last five or ten days of the month is a helpful method of procedure.

15. *Daily business statements* of the firm's financial condition not only aid better management of the electrical store but help keep books accurate to date and make it easy to locate these errors in figuring . . . only a 24-hour period check is required.

16. *Figuring mark-ups* has often been the source of many profit leaks. This should be reduced to the minimum of work by compilation of automatic mark-up charts which can be used for any possible figure and will

quickly and easily give one the exact amount so that no figuring is required.

17. *Calculating inventory* is one of the most tedious of all figuring jobs and for that very reason we often make mistakes in doing it; many firms still count mentally though adding machines are in the front office and can be used for that purpose . . . there are too many figures involved in the average electrical dealer's inventory to attempt it "mentally."

18. *Use arithmetic tables whenever possible*—these are available for addition, subtraction, multiplication, percentages, mark-ups and just about every imaginable need of the electrical dealer's office staff . . . such books and charts always pay off in time saved, not to speak of elimination of mistakes by their usage!

19. *Tax figuring* mistakes are one type which never work out to our advantage . . . they should be prepared by someone who knows how and final

tabulations should be checked by someone else in the office for arithmetic mistakes.

20. *Freight, express and other cartage charges* are frequently figured by agents with not too much regard for accuracy in their calculations . . . it never pays to accept such invoices without thorough checking, particularly with smaller firms.

21. *Check C.O.D.'s carefully*, both incoming and outgoing, for the variety of charges require closest attention for accuracy and since they frequently occur out of the day's routine of operation, we often tend to become careless with them.

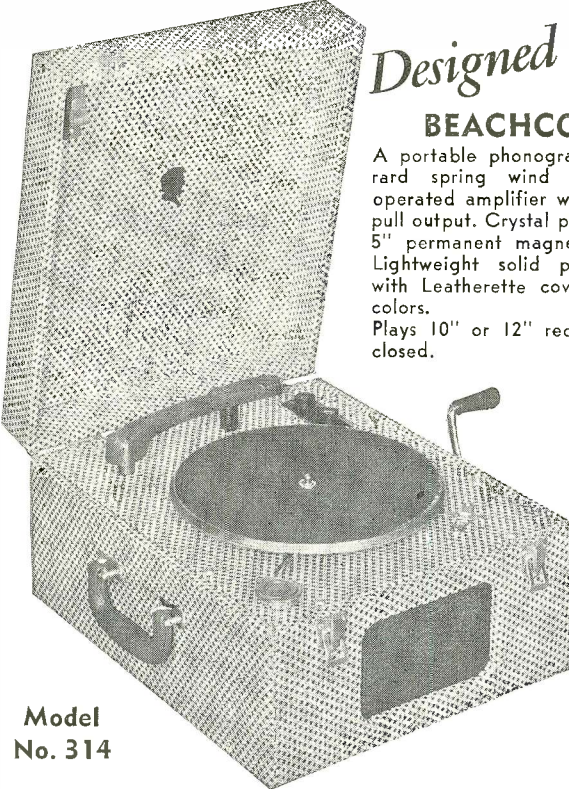
22. *Payroll figuring* is generally so closely checked by the individual employe receiving the check or cash that the chance of error is small; but when errors do occur, it costs needless time and money to trace them back and re-adjust the numerous totals connected with today's top-heavy payroll and tax bookkeeping requirements.

23. *Salesmen's commissions* require most careful checking by the electrical dealer's office staff for it is almost axiomatic that the best electrical salesmen are the worst multipliers and adders. No salesman's report should ever go unchecked; it is even safer to double-check them.

24. *Discovered errors* should be corrected immediately not only on the firm's books but directly with the customer or supplier, in whichever direction the error may go, while it is easy to make the corrections with the other party also. They should never be stacked up or carried over for correction on next month's statement.

25. *Similarity of figures* often causes costly errors when one becomes tired; a 6 can become a 9 or vice versa; a 2 and 5 are often confused. If mental arithmetic is required, it should never be done by office personnel close to the point of fatigue.

Designed for YOU




Model No. 314

BEACHCOMBER

A portable phonograph with a Garrard spring wind motor. Battery operated amplifier with 3 tube push-pull output. Crystal phono pickup and 5" permanent magnetic speaker. Lightweight solid plywood cabinet with Leatherette cover in choice of colors. Plays 10" or 12" records with cover closed.

49.95

Fed. Tax Included



Model No. 311

VAGABOND

AC operated phonograph containing a 5" permanent magnetic speaker and a 3 tube amplifier. Crystal pick-up and heavy duty turntable. choice of colors. Equalizer for new improved tone control.

38.95

Fed. Tax Included

LINCOLN ELECTRONICS CORPORATION

653 11th AVENUE, NEW YORK 19, N. Y.

4-Point Promotion!  
4-Point Quality!

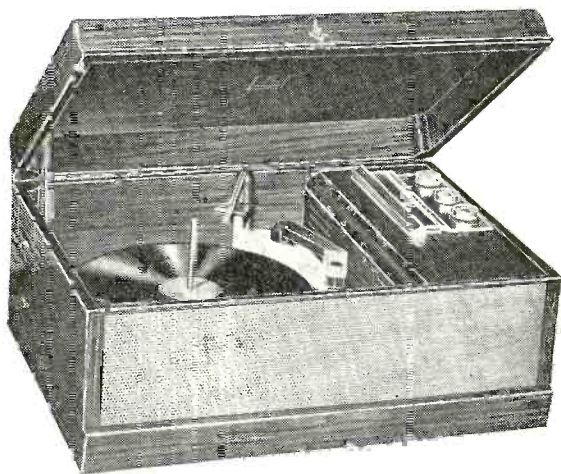
THE NEW 1947

# Emerson

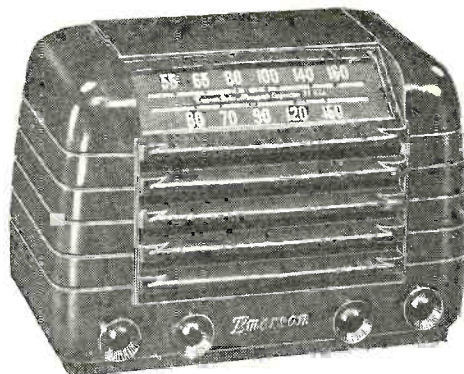
Starting at \$21<sup>60</sup>

Here are a few forerunners of the INDISPENSABLE 1947 Emerson Radio line—every type of radio, phonoradio and television—ranging in price from \$21.60.

Now being produced at an increasing rate and shipped to all dealers on an equitable allocation basis.



Emerson Phonoradio Model 506. Radio and phonograph with automatic record changer for continuous playing of 10-in. and 12-in. records. "Miracle Tone" achieved by new circuit and speaker developments. Handsome rare wood cabinetry . . . \$123<sup>20</sup>



Emerson Radio Model 515. AC-DC. Visio dial. Built-in super loop. Miracle Tone through Alnico 5 permanent magnet dynamic speaker. Automatic volume and tone control. Handsome, modern plastic cabinet. All advance features.

\$30<sup>00</sup>

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

World's Largest Maker of Small Radio

*Better* STYLE, TONE, PERFORMANCE, VALUE

# Radio



## Biggest Campaign in Radio History

Launched in all sections of the U. S. with the biggest advertising and sales promotion campaign in radio history.

Series of big-bertha ads in more than 300 newspapers in behalf of all dealers alike.

Cooperative dealer advertising in more than 500 newspapers.

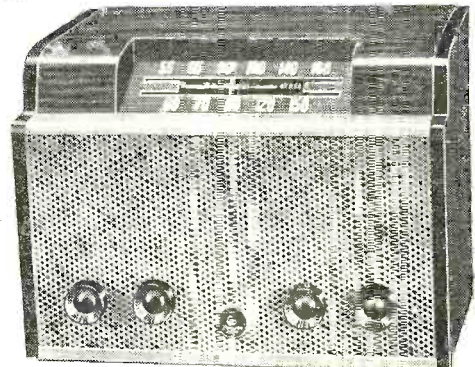
Tie-up advertising by thousands of dealers.

A consistent flow of point-of-sale promotion.

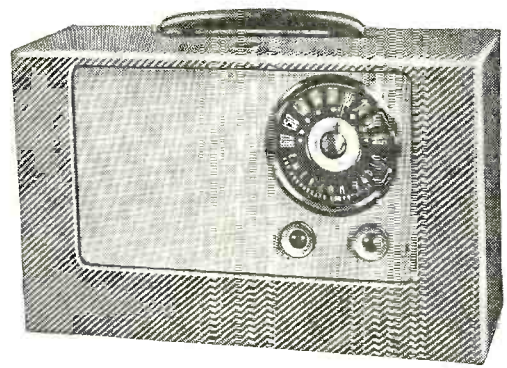
Widespread publicity.

A COMBINED CIRCULATION OF MORE THAN TWO BILLION DYNAMIC SALES MESSAGES—all backed by constructive service of highly trained men in the field.

This indicates what Franchised Dealers of Emerson Radio will continue to get in the way of good will—good-business-promotion. Ask your Emerson Radio Distributor!



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



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



*Emerson Portable Electric Phonograph Model 521. Embodying powerful amplifying unit. "Miracle Tone" achieved through Alnico 5 permanent magnet dynamic speaker. Plays all size records. Sturdy cabinet \$4100*

# NOVEMBER MARKS OUR

# 30<sup>th</sup>



# ANNIVERSARY!

Way back in November, 1916, RADIO & APPLIANCE JOURNAL was first published as Talking Machine Journal. During radio's earliest years it was in the forefront of industry development. It aided the growth of the electric appliance industry and now, to culminate 30 years of uninterrupted publishing service to this great industry we proudly announce that the November issue of Radio & Appliance Journal will be the

### *Thirtieth Anniversary Issue*

replete with fascinating facts about the early days, alive with brilliant advances in the science of radio and appliance merchandising which you can use now to compare with your own present-day methods, chock-full of the industry's history in a parade of pictures, this Thirtieth Anniversary Issue is one that you will want to have and cherish for many years to come.

NOTE TO MANUFACTURERS: Here is a seldom-realized, unusual opportunity to bring your own company's history and contributions to the industry to the attention of the trade's only "selected dealer readers" by scheduling space in this precedent-shattering issue. You can dramatize your company and your products in an issue designed to build goodwill, friendliness and understanding between manufacturer and dealer. Last forms close October 25th. Advertising copy with a historical slant given first preference for special positions.

**RADIO & APPLIANCE JOURNAL**

1270 SIXTH AVENUE

NEW YORK 20, N. Y.

"JUST A GOOD TRADE PAPER TRYING TO DO A GOOD JOB FOR ITS READERS"



# Free Record Club Boosts Disc Sales

Kay's Melody Record Shop at St. Joseph, Missouri, recently boosted record sales by offering a free voice recording upon enrollment in the shop's record club. In the six week period while the offer was in effect over 200 new members were enrolled in the record club, assuring Kay's shop of a regular customer group who will make the store its musical record headquarters.

According to the plans of Kay's Melody Record Shop, opened a little over a year ago, members of the club enroll and agree to purchase ten records in any price range they select during their enrollment period. Upon their enrollment the appointment for their voice recordings is then made.

"Our record fans get a thrill out of having their voices recorded," Miss Bettie Jones, young manager of Kay's Melody Record Shop, explained, "it gives them a souvenir of their club membership and is a novelty in their record collection. Regardless of whether they want to sing, whistle, play an instrument, recite poetry, or just talk, we are ready to make their recording."

The voice recordings are made on a six and a half inch waxed paper disc manufactured by the Capitol Record Company, with a Wilcox recorder cutting the wax impression in the disc.

If a customer wants his voice recorded on both sides of the record, he may do so for a ten cent fee.

In addition to the free voice recording given to members of the record club, they receive a free record when they buy ten records as a part of their club membership. The eleventh, or free record price is based on the average cost of the club member's record purchases.

If a club member buys an album during his enrollment, he is credited with the number of records contained in the album. Or the member may, if he prefers, let his free records accumulate until he has enough to select an album. Thus, if a member has four free records to his credit and selects an album containing five records, he can obtain the album by paying for the fifth record.

There is no time limit as to when a club member must buy his records to be a member in good standing, but since the members are in virtually all cases enthusiastic record fans, their platter purchases are made in a comparatively short time.

The popular records stand out as the club members' favorites, with preferences closely following the favorite selections made on "juke boxes." Albums find considerable support also, mostly from members who have had the benefit of a formal musical education.

Kay's Melody Record Shop, providing an informal gathering place, with air conditioning and modern booths, offers record fans all the comforts they could desire. Five inclosed booths and two stand-up booths are provided in addition to two record players installed on the counter itself.

Attractive murals, of clefs, dwarfs, and singing characters add to the musical atmosphere of the shop. The records in the shop are filed numerically as well as by type of music and artist.

Albums are arranged in a colorful manner in specially built wall racks. These racks are practical utilization of wall space which before had gone unused. Beginning on the wall beside the stairway to the mezzanine location of the shop, the racks occupy a large portion of the wall in the shop itself. In addition, the inclosed

booths are lined with these racks, giving the booths a colorful display of albums. It isn't just a matter of color, however, the wall racks make an ideal self-suggestion sales plan.

"When a customer is comfortably seated in an inclosed booth listening to a record, he glances at the wall display which almost surrounds him," Bettie explained. "The display is varied enough so that regardless of what his taste in music might be, there will be an album to suit his taste."

"We believe that this arrangement has been a tremendous boost in our album sales, and we are enthusiastic about the results obtained from it."

Club members are sent a copy of "Review of Recorded Music" published every month by the Frederick Kugel Company of New York. This is a discussion of current record releases and is published for record dealers. The back page carries the dealer's name and a tear page to be used in ordering records mentioned in the publication.

The booklet meets with favor with the record club members for besides being a souvenir of their club membership, it keeps them posted on new releases and other information about records.

There are many advantages any record dealer may obtain through the use of the record club plan, Kay's manager points out. People being just human, they are always attracted by a free offer, and if the offer is pointed towards their hobby, then it is a sure attraction. It brings new customers to the store, record fans who, otherwise, might patronize the handiest dealer, or merely roam around the town in their search for records. It assures the record dealer of a certain number of sales and helps him plan his own purchases by referring to club members' record preferences.

# Set Your "SALES"

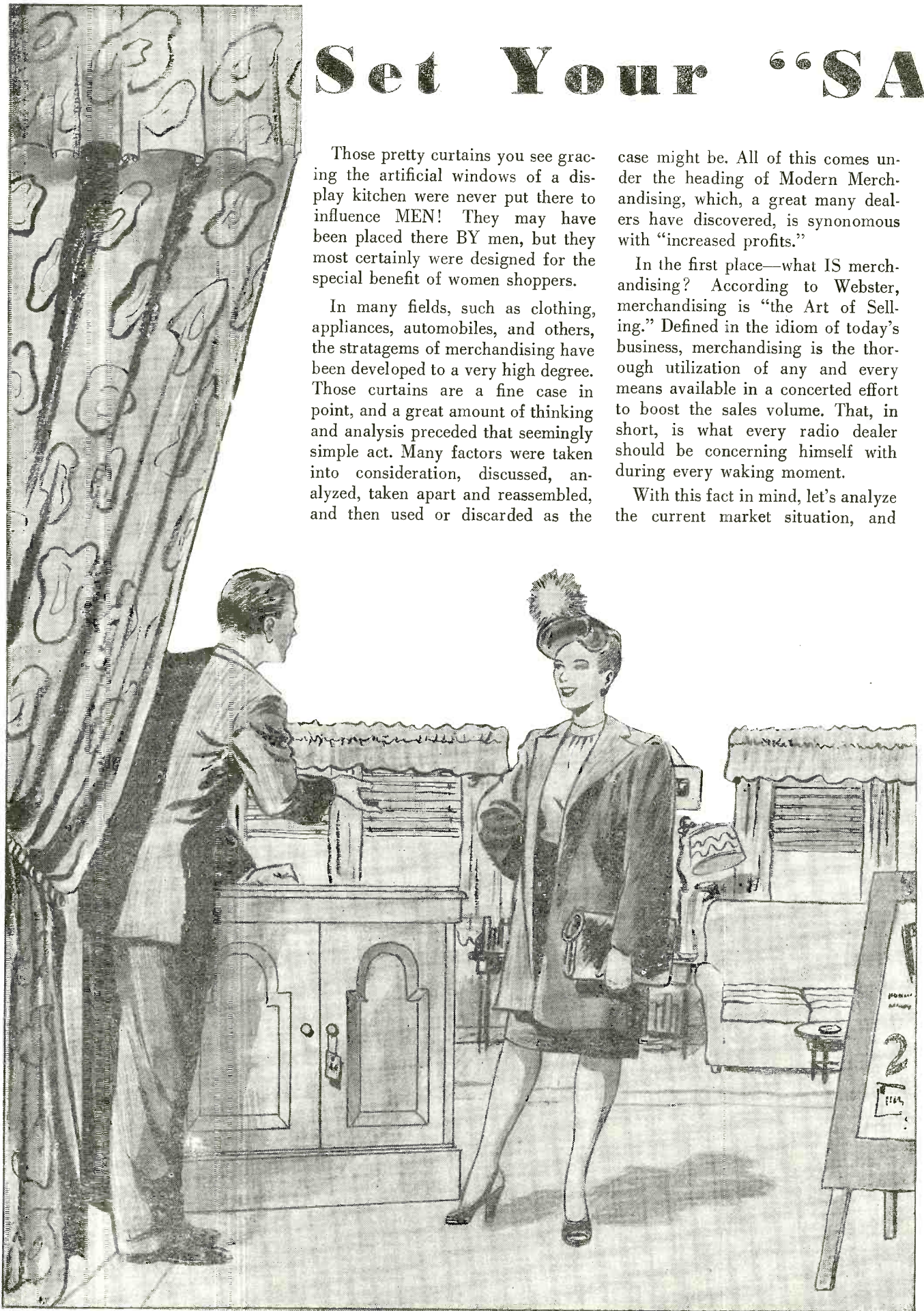
Those pretty curtains you see gracing the artificial windows of a display kitchen were never put there to influence MEN! They may have been placed there BY men, but they most certainly were designed for the special benefit of women shoppers.

In many fields, such as clothing, appliances, automobiles, and others, the stratagems of merchandising have been developed to a very high degree. Those curtains are a fine case in point, and a great amount of thinking and analysis preceded that seemingly simple act. Many factors were taken into consideration, discussed, analyzed, taken apart and reassembled, and then used or discarded as the

case might be. All of this comes under the heading of Modern Merchandising, which, a great many dealers have discovered, is synonymous with "increased profits."

In the first place—what IS merchandising? According to Webster, merchandising is "the Art of Selling." Defined in the idiom of today's business, merchandising is the thorough utilization of any and every means available in a concerted effort to boost the sales volume. That, in short, is what every radio dealer should be concerning himself with during every waking moment.

With this fact in mind, let's analyze the current market situation, and



# ES CAP" for WOMEN

by Harriet Westin\*

see what can be done to boost your sales of radio sets. Well, what are other dealers in other industries doing? What are the local utilities doing? What are manufacturer-owned stores doing? What are chain stores doing? All of these types of outlets can be the source of much priceless information, because, in the case of utilities, such as Consolidated Edison, some of the top merchandising brains in the country are retained on the payrolls—and at a very fancy fee. This applies to most chain stores as well. Manufacturers in some industries also employ merchandising experts to assist their dealers. While the average radio dealer cannot afford to spend any amount of money on merchandising talent, he can certainly use his eyes, and spend a little time in studying the efforts of large concerns, thereby getting the benefit of all the expert's work at no cost to himself. Trade magazines are also an excellent source of information. However, bear in mind the fact that all of the reading and observation in the world is entirely worthless, unless you DO something about it!

Observation soon brings out certain facts. In the first place, merchandise is dressed up. It is dramatized. It is not merely displayed—it is made to appear as a component part of a completed picture. And—no matter what merchandise it is—no matter what type of company is selling it—be it electric irons or automobiles—it is usually merchandised to W O M E N ! ! !

Even goods that are usually considered essentially masculine are promoted towards a female buyer! Upon close inspection, this fact is not nearly as startling as it appears at first glance. Surveys made from time to time all over the country have repeatedly proved that 85 per cent of the nation's retail sales are

made to women. This even included the larger items that are usually considered to be a joint effort on the part of husband and wife. While no woman would go in and buy an automobile without first consulting her husband, you can rest assured that if she is sold on a particular brand or style, she will influence her husband's viewpoint. You may have seen one of the current series of trade journal advertisements to the effect: "Never under estimate the power of a woman!" In merchandising radio sets that should be your cardinal rule.

Radio set merchandising has certain queer little problems that are all its own, and are not shared by any other industry. One of these little quirks is the fact that you can walk into a radio store and spend just as little—or just as much—as you want to, or can afford. There are very few other items of merchandise with the great number of vari-priced models that you will find in the radio set market. This has a two-fold effect on radio merchandising. In the first place—it increases the size of your potential market, because all pocket-books—regardless of their size—can be accommodated. On the other hand, it has its ill effect too. A buyer for one reason or another, will frequently choose a set that is far lower in price than he or she could afford if they wanted to extend themselves a little. Every sale of this nature really represents a loss of profit to the dealer. Most sales of this nature take just as much time and effort to make as a similar sale of a higher priced set.

It is in changing this economy trend, with its resultant loss of profit to the dealer, that the idea of aiming set merchandising at women comes into play. Psychologists have told us that women are far more susceptible to well-planned advertising than men. Look around you and you will see ample proof of this. Your newspaper advertising is almost entirely aimed at women. Turn on your radio during the day-time. What do you hear? Romances, and other types of "soap-

box opera" devoted to women. If these advertisements didn't pay off they wouldn't continue to appear year after year. Women also have a fixation about "keeping up with the Joneses" as well as the fact that they feel that any article that begins to LOOK old IS old. All of these factors should be exploited to the fullest degree by the alert merchant of radio sets.

Advertising should be well-planned and continuous. In it the dealer should stress the fact that the new models, while they also have improved tone—are STYLED in the latest modes. A woman is far more interested in style than she ever was in the number of tubes, and whether the set has short-wave and FM. However, don't overlook the bet that a woman will insist on FM—IF HER NEIGHBOR HAS AN FM SET. Therefore, when the dealer wants to push such sets he should stress the ever-growing popularity of these sets in his territory.

Displays are also important. It has been said by a certain top advertising executive that "a woman buys something with a picture in her mind." By this he meant that no matter what a woman buys, she sees in her mind's eye just how it will look in HER OWN LIVING ROOM, or dining room, or wherever she plans to use it. She is NOT interested in how it looks in the dealer's showroom. Therefore, many merchandising executives have devices like display kitchens for merchandising both major and small appliances, unique miniature rooms for furniture and rugs, etc.

(Please turn the page)

\*Miss Westin is Advertising Manager for Ansley Radio Corporation, Trenton, N. J.

## Set Your SALES CAP for WOMEN

(Continued from page 35)

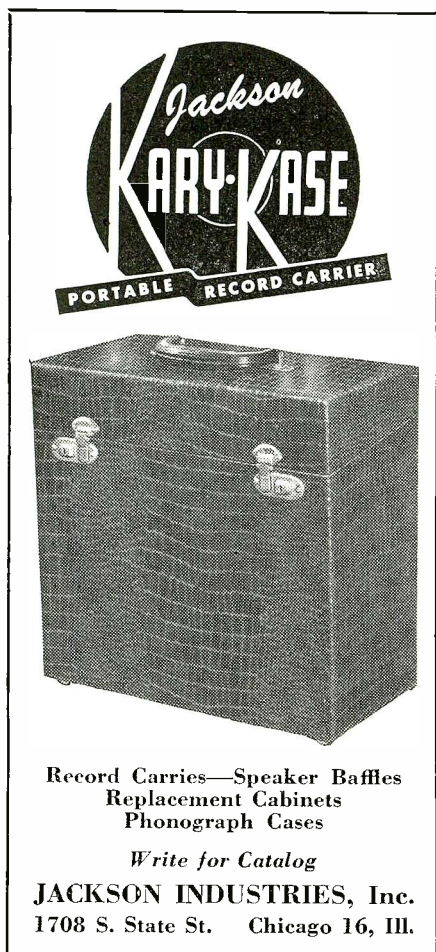
This same technique of creating a realistic setting for a radio set can be adopted by any dealer without a great financial outlay. Whole rooms do not have to be simulated. A corner here, and a bit of sidewall there, (building boards with different colored wall-paper makes effective backdrops) is all that is necessary. A few furniture props and lamps can probably be picked up in a second hand store, or even loaned ( on a tie-in

# ANSLEY

Radio-Phonographs of Superb Tone

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

ANSLEY RADIO CORP. • TRENTON, N. J.



**Jackson**  
**KARY-KASE**  
PORTABLE RECORD CARRIER

Record Carriers—Speaker Baffles  
Replacement Cabinets  
Phonograph Cases

Write for Catalog  
**JACKSON INDUSTRIES, Inc.**  
1708 S. State St. Chicago 16, Ill.

basis) by the local furniture store, to complete the picture. After all when a woman sees a high priced combination arranged on a nice end table, complete with a few books and a lamp, that set will make a far better impression on her than the same set placed on a wooden shelf alongside 15 other models. This may very well be the deciding factor in her decision to buy the more expensive model rather than the lower priced miniature table model.

By reserving a section of sidewall space for the promotion of the larger and more expensive radio sets, sales in this category may be increased tremendously if the dealer is clever with his hands and his imagination. Take sections of cheap building board, such as Celotex, about 4 x 6 feet and carefully wallpaper them in different patterns and colors. Fasten them to your sidewall, with a few inches between each panel, and use them as a backdrop for ONE console set only. Arrange small bookcases or end tables with them, complete with a vase of flowers, a lamp, magazines, ashtrays, a piperack (with pipes) and anything else that comes to the dealer's mind that he feels will lend atmosphere of realism and "home" when the display is seen by the prospect. There are many variations that are possible with this scheme and the cost is very nominal. This is especially true when you remember that these panels can be re-wallpapered many times, and used over again. As a matter of fact, there is no limit to the number of combinations that can be made up with this idea by any dealer willing to study the displays created by other industries, and then willing to take time to create his own along the same idea.

A note of caution at this point—it might be well for the average dealer to be sure and have his wife give the final OK on any display he sets up, in order to get the woman's viewpoint. Large advertising agencies do this by showing their latest ads to their secretarial help and any other women they can find around, such as the girl at the cigarette counter. The more women you can give a "preview" to the less likely you are to make any glaring error that will make you a laughingstock in

front of your prospects. Several of the things that have happened to other dealers, and that are to be avoided at all costs are:

1. Cluttering the hinged top of a combination with so much stuff it would take an hour to clear it off. A single ornament or ashtray is sufficient.

2. Displaying what is meant to be a cocktail glass on a set. Some customers are against drinking, and glasses on the radio are frowned upon, and a man will usually forget to include a coaster under the glass anyhow.

3. Displaying free books of the cheap "thriller" class with a classical record placed in the phonograph.

4. An ultra-modern styled set on a "period" end table or in a "period" setting.

5. Dark sets against dark patterned wall-paper. Contrast is far better.

While all of these items might seem trivial, women are very quick to pick up these inaccuracies, and in their minds the suggestion of lack of taste or planning has been planted. This can do more to endanger a sale than anything else. Therefore, remember to have all displays checked for detail by feminine parties—the more the better!

From the foregoing any dealer who really wants to sell more radio sets, and sell more of the higher priced radio sets especially, can see that there is far more to the art of merchandising than meets the eye. If the cardinal points outlined here are adhered to, all will be well, and your sales curve should rise. However, above all remember that the key to increased sales is to aim your sights at women. Don't forget that magical phrase "85% of all retail sales," as this axiom can help to keep you on the road to better business, and enable you to meet the ever-present problems of competition much easier than if you decide to wait for sets in large quantities, and then wait for the so-called pent-up demand to make itself felt through the keys of your cash register. If you decide to follow this trend of thought you will very soon wake up and discover to your sorrow that there is no more actual pent-up demand than there are atomic powered batteries for radio sets.

# reaching new HEIGHTS in

## TONE... BEAUTY... VALUE

# FADA

Fada reputation for the utmost in radio quality, established through the years, reaches new heights in the 1946 line of radio receivers.

Each of the several models available reflects the most advanced engineering accomplishments, streamlined beauty of design, acoustic perfection and maximum manufacturing skill! Each is a masterpiece in its class; an assurance of customer acceptance and rapid turnover.

And—the Fada line of new, exciting radio receivers is backed by consistent, dramatic advertising in newspapers, billboards, radio, etc., etc. Attractive point of sale dealer helps are available to enfranchised Fada dealers.



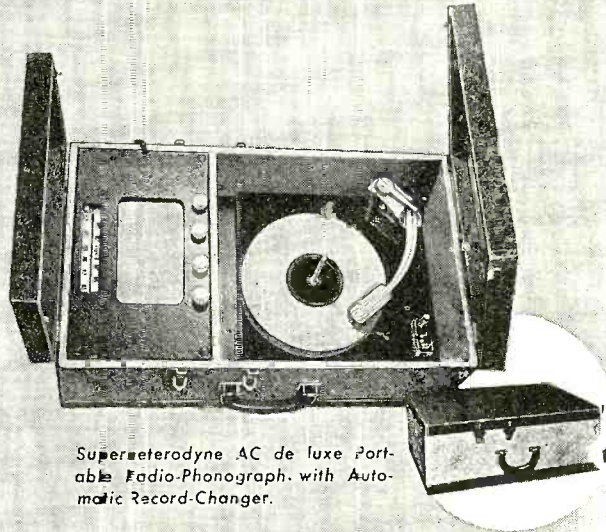
FADA 6 tube models are equipped with the new FADA "Sensitive-Tone" . . . assuring greater sensitivity and clearer reception.

YOU CAN ALWAYS DEPEND ON

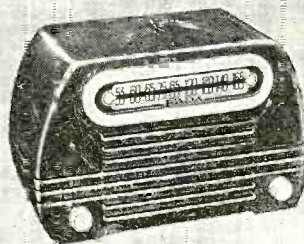
# FADA

Radio

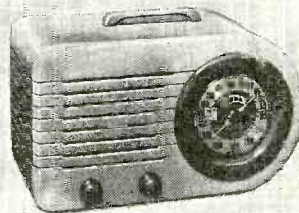
*Famous Since Broadcasting Began!*



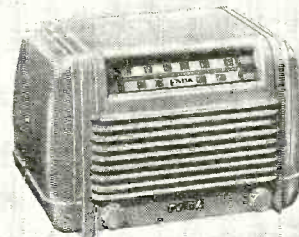
Supermetrodyne AC de luxe Portable Radio-Phonograph with Automatic Record-Changer.



6 TUBES  
652 SERIES



6 TUBES  
1000 SERIES



5 TUBES  
605 SERIES

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

# Post War Vacuum CLEANERS ARE HERE NOW

USE THESE SELLING POINTS TO PUT  
YOUR NEW VACUUM CLEANERS ACROSS  
TO THE APPLIANCE-WISE CONSUMER.

Among the appliances reappearing in your stores as streamlined, plastic and chrome creations is the modern vacuum cleaner. Your customers will like its new appearance, its storage-ability, the ease with which it reaches into corners and under furniture, its lighter weight and wearability. You can advise it as a good, lasting investment, with a useful life of eight to 20 years, depending on its care and use.

Heavy floor-level cleaning is taken care of by the upright model, with waxer and polisher attachments. All

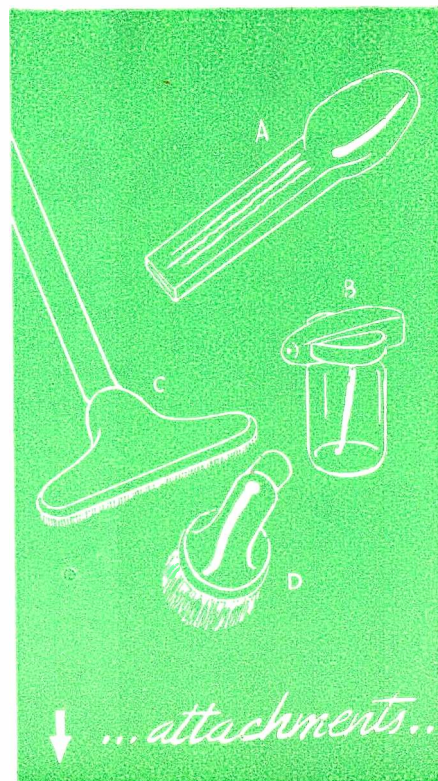
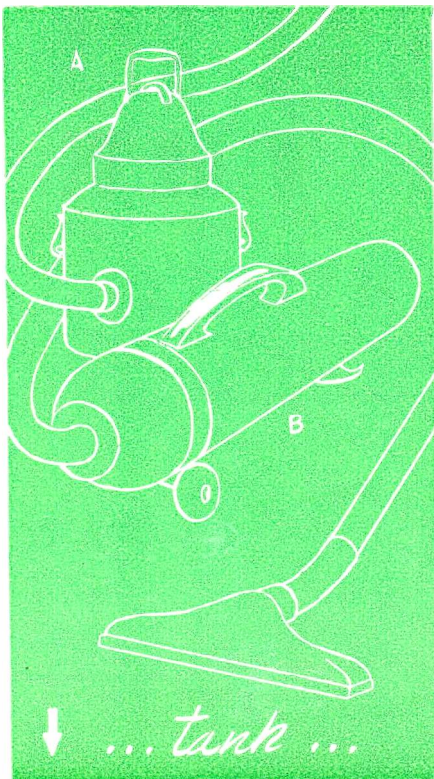
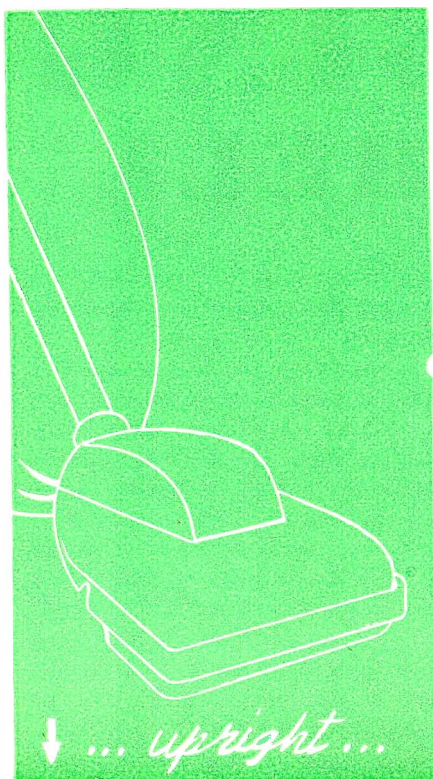
above-the-floor, as well as light floor-level cleaning can be done with the tank type, with standard cleaning attachments. A combination of the two, the upright-and-tank cleaning system, takes care of all cleaning needs.

Don't sell the housewife a cleaner, however; sell her escape from hard work, saving in money—the economy that results from less wear through scientific cleaning—and saving in time. She is investing in an improved new vacuum cleaner, whether she has an old one now or none at all.

Immediate delivery on orders is promised by most manufacturers. Retail prices for this fall are about as follows: upright, from \$27 to \$80; tank, from \$54 to \$75; attachment sets alone, from \$14 to \$18. If the housewife is ready to spend \$45 for a cleaner and you know a \$60 model would be better for her needs, keep in mind that you aren't trying to get \$60 from her. You are only asking her to invest \$15 more than she already has decided on, for something that will bring her much more satisfaction from her purchase.

## *Stress These New Features*

- Decreased noise and vibration—a vast improvement over prewar models.
- Generous length of flexible cord which will not kink; rubber-covered cord protection at handle and motor connection.
- Grease-packed ball bearings which will require no attention.
- Adequate insulation of electrical parts which will last the life of the cleaner.
- Radio-interference eliminator.
- A reliable, long-established manufacturer; a name familiar to the public through advertising.
- A guarantee, usually for at least a year, and assurance of reliable, inexpensive repair service with replacements if necessary.
- A book of manufacturer's directions, simply stated and illustrated.
- The Underwriters' Laboratory seal of approval, informing the consumer that the appliance has been tested against shock and fire hazards.



The upright-type cleaner has a motor-driven brush or agitator, and removes surface dust and ground-in dirt. Its action provides suction, sweeping and carpet vibration, ideal for houses with extensive carpeting and heavy traffic. The consumer will look for the following qualities in his upright cleaner. Point out the fact that your cleaner has them.

A foot-operated handle with three positions for storing, operating and cleaning under furniture.

An adequate, wide-mouthed dust bag, of finely woven cloth through which air can pass, but not dust; which will not drag, will allow for furniture clearance, and is emptied easily.

A headlight for dark corners and under furniture; a replaceable bulb.

Durable rubber bumper which will not mar or discolor furniture.

Switches will operate easily, by the touch of a finger on the handle or the foot on the motor head.

Light weight for easy carrying.

Easy movement over rugs, with nozzle in correct nap position.

Automatic nap adjustment for average and heavy napped rugs.

Clean-tread, ball-bearing wheels which will not mark the rugs.

Carpet agitator which can be adjusted, cleaned or replaced.

The tank-type cleaner operates on the straight air or suction principle and is suitable for cleaning surfaces above the floor as well as rooms with less traffic and carpeting. It is more convenient to move about when rugs are few and far apart. Your customers will look for the following features in this appliance.

A dirt container which may be either a bag, water or mechanical filter with a removable or disposable cone.

A sturdy cylinder tank, light enough and small enough to move close to the above-the-floor areas you are cleaning without stretching. This should be rust-resistant and weather-proof, as well as unbreakable.

Gliders or wheels which do not mar floor coverings and glide easily into position.

Convenient, balanced handle for easy carrying from attic to basement to car, wherever a cleaning, dusting or spraying job is to be done.

Hose at least eight feet in length, and flexible extension wands for high and low cleaning over a wide area.

Necessary cleaning attachments.

Continuous, high velocity suction.

Some customers can use all the cleaner attachments and some cannot. The functions of each should be understood clearly.

#### Shown Above Are:

A. Crevice tool, which removes dirt, lint, moth eggs from radiators, hot air registers, crevices and garments.

B. Power sprayer, which applies new insecticides, disinfectants, liquid wax and thin paints.

C. Floor and wall brush which cleans bare floors, linoleum and walls.

D. Dusting brush, which cleans Venetian blinds, bookshelves and lamp shades.

#### Other Attachments Include:

Demother — discourages both activities by fumigating with paradichloride-benzene crystals.

Floor waxer and polisher — waxes and polishes hardwood or linoleum-covered floors.

Upholstery tool — cleans upholstered furniture, stair carpets, mattresses and blankets.

Drapery nozzle — fluffs up pile and nap on fabrics.

# ADVERTISING RINGS THE BELL

An advertising campaign that has not only attracted the attention of prospective customers, but has brought plaudits from distributors and manufacturers as well, is rapidly

making Albany Appliances in Atlantic City one of the most successful radio and appliance stores in South Jersey. Since owner Herman Krosney opened his store less than a year

ago, he has built his sales campaign around an aggressive advertising program.

In an effort to make prospective radio and appliance customers think of Albany Appliance when they want to buy, Mr. Krosney has an advertising budget of ten to twelve thousand dollars. "Of course that is more than the average budget should be," the dealer explains, "but it has been worth it during this first year."

The store is situated in a popular shopping district on the main boulevard leading from Atlantic City to Philadelphia and New York. Dealer Krosney attracts the heavy motor traffic with a drive-in, auto-radio repair shop and a lavish use of illumination in the evenings. Behind the brightly lighted colonial facade, radios and appliances have been segregated on opposite sides of the room, with one front window devoted to each. Plenty of floor space—the room is 28 feet deep and 40 feet wide—and lots of fluorescent lights make the store a delightful spot in which to make appliance selections.

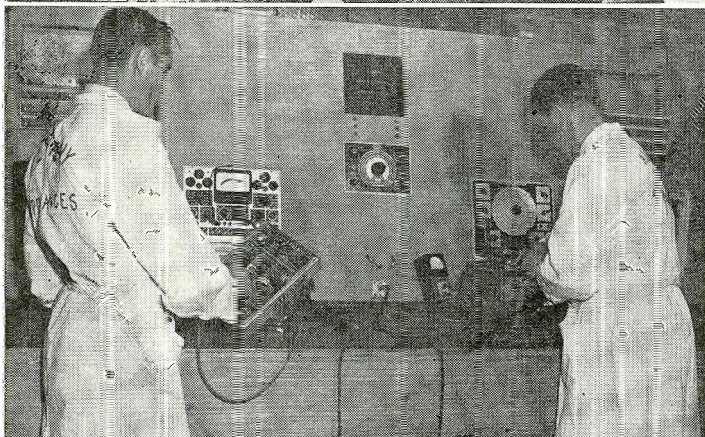
At the side of the building is a garage entrance, a "natural" for drive-in repairs on automobile radios. All radio and appliance servicing is accomplished on the roomy repair bench at the back of the drive-in. The store operates a service truck for pick-up and delivery service.

After a comparison of advertising methods, sales conscious Krosney hit upon concentrated advertising of one article or line for a period of two weeks or so and then switching to another of his products. These he features in local newspaper space and during his daily radio programs over the local station. This type of advertising he found was much more successful than the massing of several items in one space.

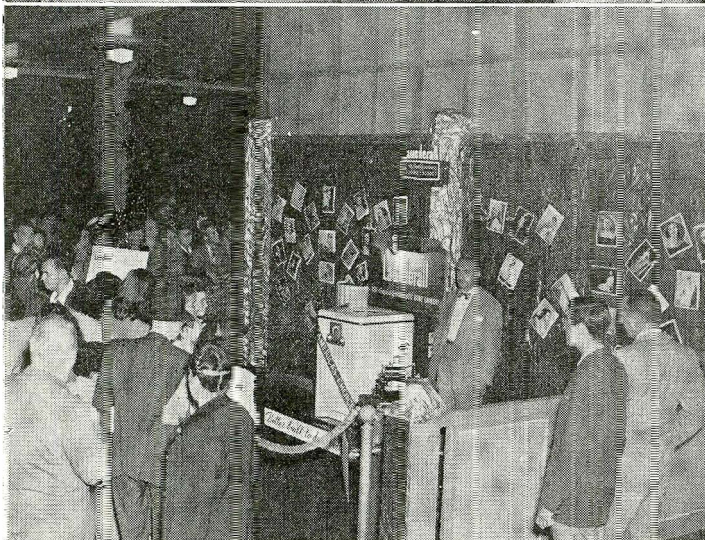
He also conducts a regular telephone survey, which brings in customers by personal contacts. He offers free transportation in the company car to shoppers who are unable



Albany Appliance owner, Herman Krosney, discusses advertising policies with his secretary, Miss Rose Fishman. Miss Fishman's desk divides the appliance and radio sections of the store and makes a centralized checking point for supervising sales activities.



A model work bench extending the full length of the drive-in provides efficient space for repair work on auto radios as well as all radio and appliance servicing in the store. The clean fiberboard finish contains built-in servicing equipment and plenty of storage space.



Launderaid equipment was featured in this booth at the national beauty contest. During the selection of Miss America 1946, Dealer Krosney explained the automatic washer to thousands of convention visitors and invited many to the free in his store.





Colonial features make an attractive front appearance and provide plenty of display space in the big windows. Mr. Krosney added the address to his sign over the door when he discovered that customers complained they couldn't find his store. The small window shelves are changed frequently and the window displays follow the same division as the floor stock, with appliances on the left and radios on the right. At night the large illuminated sign at the top, the windows and the lights beside the door attract motorists and strollers.

to make their own arrangements to come to the store. The telephone survey, he has discovered, pays real dividends, both in bringing in repair work and in selling available stocks. These calls are made from telephone directory lists by employees working from their own phones on a commission basis.

The store carries complete lines of Emerson, Philco, Stuart-Warner, Bendix, Fada, Admiral, Norge, Gibson, Servel, Lauderall, Youngstown, Tops-All, Thor, G-E, and Universal radios and appliances.

During the recent national beauty contest, Mr. Krosney was given the management of the only advertising booth ever placed in Convention Hall during the event. The F. L. Jacobs Co., makers of Lauderall automatic washers, as co-sponsors of the scholarship foundation, installed the booth and turned over the decoration and management to Albany Appliance, the only franchised dealer in South Jersey.

Mr. Krosney planned the booth around a featured machine and invited all who passed by during the

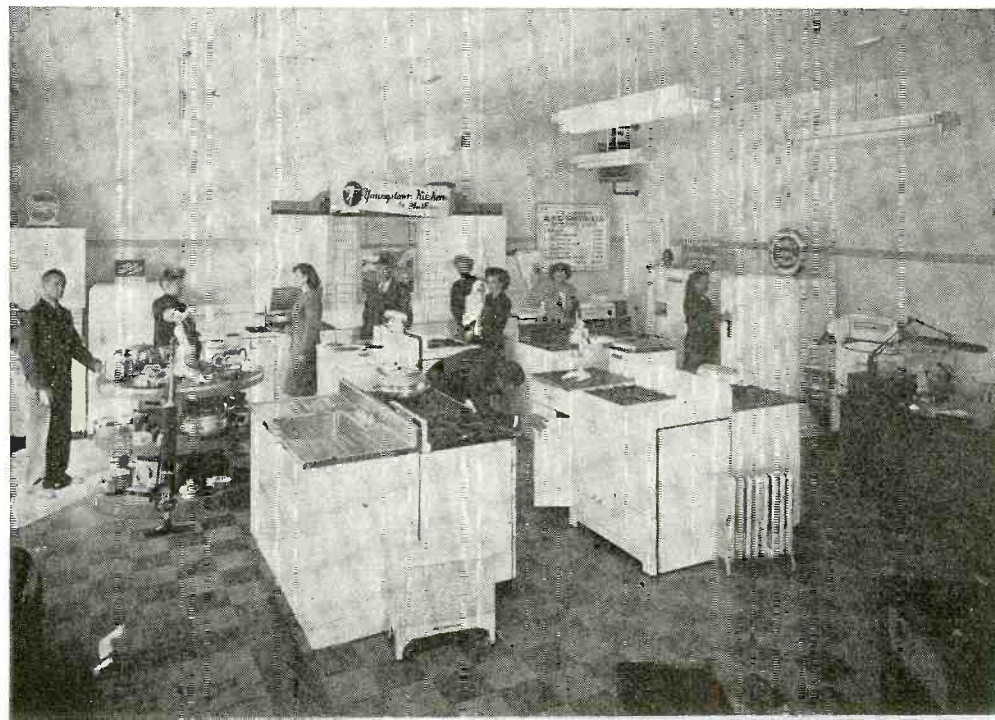
week's program to attend the free demonstration of the washer at his store.

Selling radios and appliances is nothing new for Mr. Krosney. A native New Yorker, he left the elec-

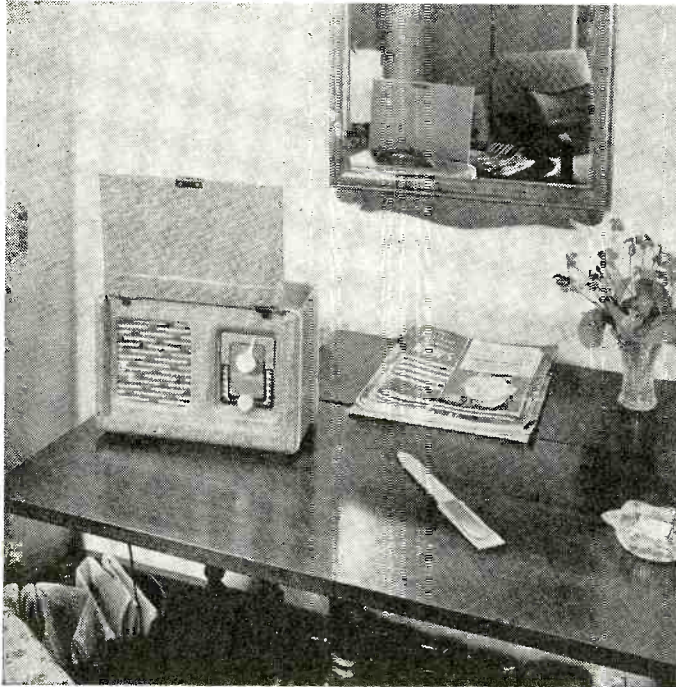
trical refrigerator and appliance field ten years ago to enter the insurance business in Atlantic City, but with the reappearance of appliances after the war, he immediately began preparing the store in Atlantic City, and

*(Continued on page 57)*

In the brightly lighted showroom, shoppers can make their appliance selections from a large stock of well-known makes. On the opposite side of the room radio displays are handled in the same manner (see picture on front cover). Appliances are arranged to form islands and customers can examine any unit easily from all sides.

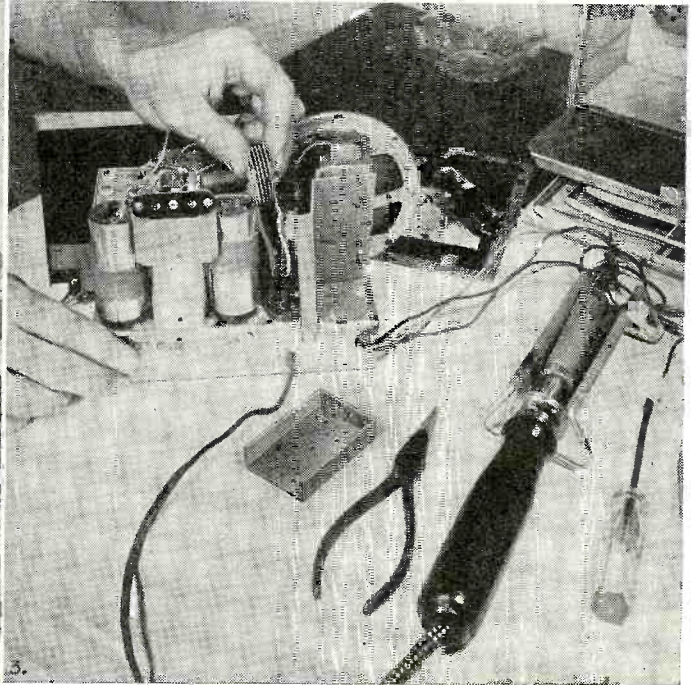


# HOW TO CORRECT SELENIUM



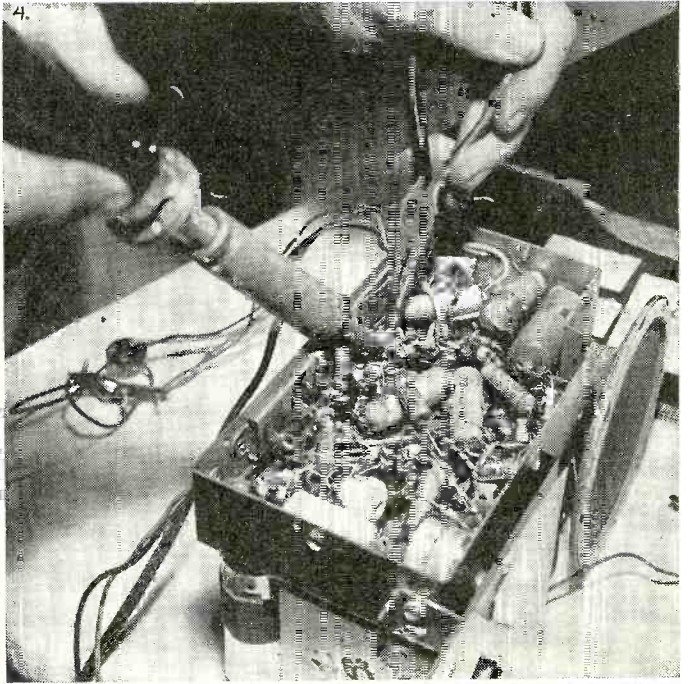
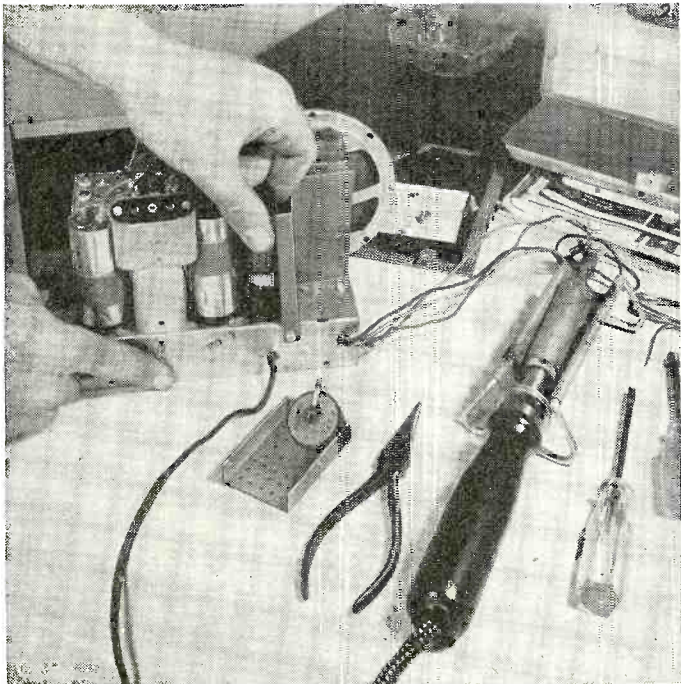
1. Installation of the Federal 403D2625 miniature selenium rectifier can be made right in the customer's home. The portable shown is a typical three powered type using a 117Z6 rectifier tube.

2. Chassis is withdrawn from the cabinet and rectifier tube removed. The four tools seen are all that are necessary to perform the operation.



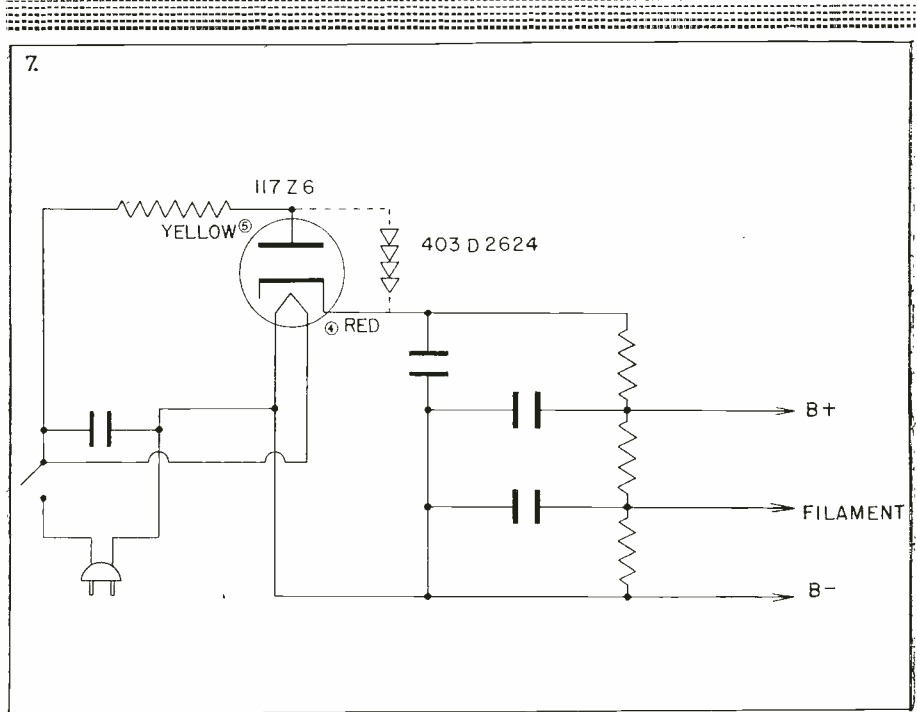
3. Two extension leads are soldered on to the selenium rectifier lugs. Positive side is identified by a red wire while for the negative side a yellow or black wire is recommended.

4. The leads are soldered on to the appropriate pins. The red to pin 4 and the yellow to pin 5.



# TRY INSTALL THE RECTIFIER

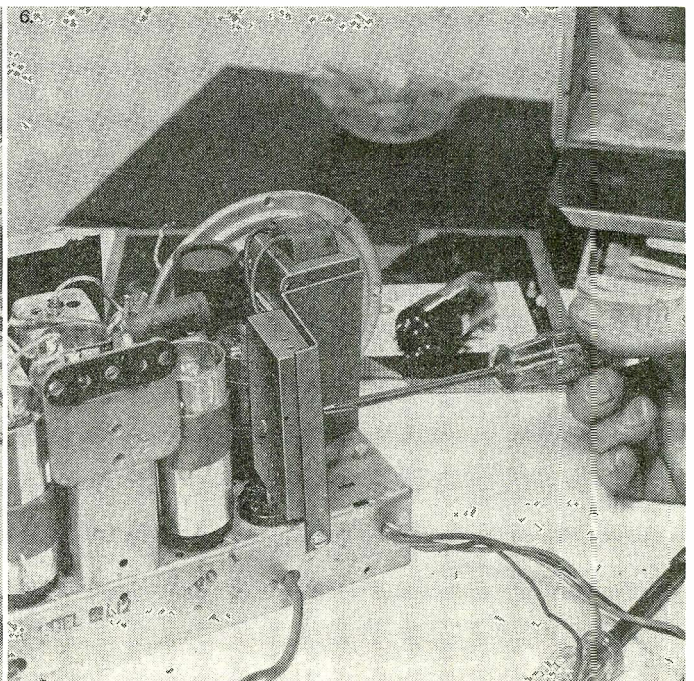
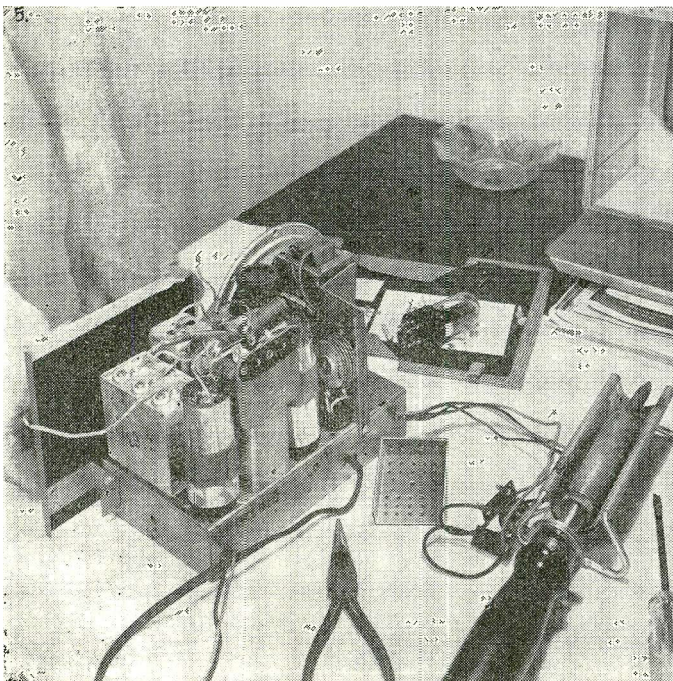
**EDITOR'S NOTE:** The development of the selenium rectifier is so recent that no standard procedures regarding its use and installation have heretofore been available to radio and appliance servicemen. Because your Editors feel it is highly important from the viewpoint of customer convenience, safety and satisfaction for every serviceman to have authoritative knowledge concerning the correct way of using selenium rectifiers we enlisted the cooperation of one of the country's leading engineering departments to aid us in developing this important Photo feature. We are indebted to the Federal Telephone and Radio Corp. for their courtesy and cooperation in furnishing the data and photographs published here.



7. Schematic of a typical power supply utilizing a 117Z6 rectifier tube. Dotted line indicates how the selenium rectifier is inserted into the circuit when it is used to replace the tube.

5. Check rectifier operation by turning on set—it should start instantaneously.

6. Final operation consists of tightening rectifier to chassis and placing a shield over it. Put chassis back in cabinet.



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## Christmas Sales

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(Continued from page 25)

contrary, it is something that every dealer should learn about and put into practical usage every business day. Sources of material are your daily experiences in handling people, and the services of your local librarian in suggesting a few books written for the layman.

### *How to Sell Goods That You Haven't Got*

The third, and perhaps the most difficult, problem facing every radio and appliance dealer during this coming Christmas season, is how to take advantage of the high seasonal demand for merchandise, when frequently this merchandise is not in stock, and won't be until some time after the 1st of the new year. At first glance this might seem impossible. However, any dealer that takes the trouble to look around and see what other dealers, especially the largest ones, are doing, can't help but notice that they are all doing **JUST THAT!!**

One way or another, the larger dealers have solved this problem, and are marking up sales for nonexistent goods day after day. They aren't just sitting back, biting their nails and waiting for merchandise to arrive before they get out and sell it. On the contrary, they have burned the midnight oil, and have come up with all sorts of clever devices to turn a "no" into a clanging sound on the cash register.

With few exceptions, all of these devices are variations of the gift certificate. When this scheme was first originated, it served a definite purpose that had no connection with scarcities. It was designed to enable people to buy other people items which are usually selected personally, such as hats, cosmetics, and other personal items. However, smart merchandisers all over the country soon discovered that this device could **DELAY DELIVERY** on many scarce items, and thereby **SAVE THE SALE**. Now it has happened to all items, from ladies' lingerie to automobiles. Look at the national advertising in all your magazines. Stetson Hats offer you a miniature felt hat in a gift box. A gift certificate goes with

it. Another hat firm offers a sterling silver hat suitable for subsequent giving to a bobby-sox niece for a charm bracelet!

Other examples include an automobile dealer who uses a certificate and a small rubber toy car, bought in any 5 & 10 cent store. Suits have been thus merchandised through the use of felt or cloth silhouettes pasted right on the certificate, and there are countless other examples of this spread-the-merchandise scheme.

If it works for these items it can work (and does) equally well for radios, phonographs, refrigerators, electric clocks, washing machines, ironers, and all other types of appliances, both **MAJOR** and **TRAFFIC**. A gift certificate with blank space for listing the name of the recipient and the name of the gift (or the amount that the recipient can spend) should be printed up by your local printer. Ask him to suggest a layout. The chances are that he has done similar printing jobs for others, and has the printing plates on hand, thereby effecting considerable savings.

There are two ways of handling this method. The most generally used is for the customer to pay a certain amount of money to the dealer in return for the certificate. The recipient can come in and select merchandise up to the amount. Or, he can select up to a greater amount, paying the difference. However, this method is usually used where there is the necessity of a personal selection of color, style or size.

In the case of appliances, styles and sizes are pretty well fixed, and the best method would seem to be the definite naming of the appliance by the customer, and the advance payment being made in full. Time payments can be arranged if desired, although this would be something to keep away from if possible. The certificate could stipulate that delivery **WILL NOT BE MADE** at any certain date, but will be made **AS SOON AS MERCHANDISE IS AVAILABLE**.

Otherwise, the dealer is liable to get into trouble in case his own deliveries are delayed, and instead of losing just one customer, he runs a grave risk of losing *two!!*

However, this method is one way

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## Record Comment

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(Continued from page 15)

MGM Records, a subsidiary organization which will produce popular records by top MGM stars as well as other artists, has a production capacity of 40 million records annually at its Bloomfield, N. J., plant. Frank B. Walker, former exec of leading phonograph concerns, is general manager under the supervision of a Loew's, Inc., committee. Arnold L. Piper is in charge of manufacturing, and sales direction is handled by W. Wallace Early and Charles C. Hasin. Records will be distributed principally through Zenith retailers. About 29 distributors already have been appointed. As the MGM factory starts to roll the trade watches with great concern the possibility of having other movie-makers exploit this end of the business.

\* \* \*

Stinson Record Company's new catalog, listing both the Stinson-Asch and Stinson output, includes all albums and individual record releases up to September 15. Stinson is currently concluding negotiations with a long list of major jobbers and distributors to give its recordings outlets in sections of the country where they have never been sold before.

that any dealer can save many sales that would otherwise either go to someone else or fizzle out entirely. On this basis it is well worth the few dollars required to print the certificates. If this plan is adopted, it should be stressed in the company's advertising and direct mail. In addition to this, large signs placed as a back drop to the main display window, telling about the plan, will be found to be sales-stimulating.

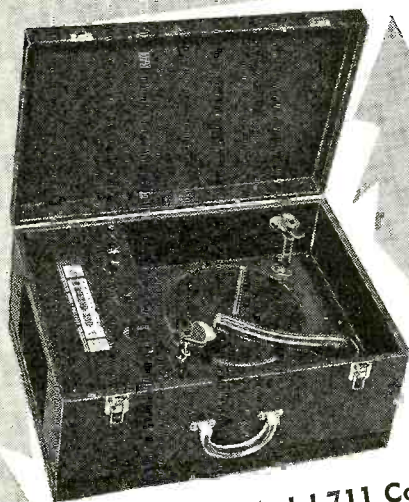
All in all, while this season promises to be the most active and strenuous in recent years, it is still up to each individual radio and appliance dealer to determine by his own efforts whether or not it will be profitable as well. If the above plans and ideas are studied, and applied wherever possible, the chances for the dealer to play Christmas carols on his cash register will be greatly enhanced.

**RADIO & APPLIANCE JOURNAL**

# ELECTRO *W* TONE PRESENTS

# 3

# STAR HITS



**5 Tube Radio Model 711 Comb.**  
**2 Post Seeburg Record Changer**  
**\$83.10 List**  
 (Incl. Fed. Excise Tax)  
 Zone 2 — 5% Higher

Plays ten 12" or  
 twelve 10" Re-  
 cords  
 PM Speaker  
 High Selectivity  
 2.2 Maximum Un-  
 distorted Output  
 Wattage  
 110 V. AC 60 cycles

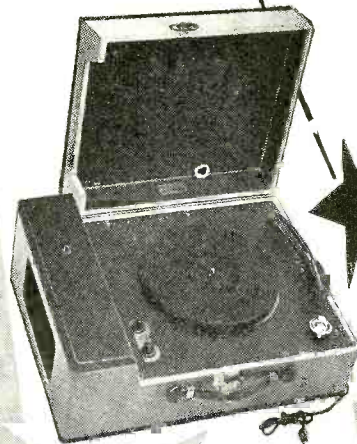
**Model 444**  
**\$69.95 List**  
 (Incl. Fed. Excise Tax)  
 Zone 2 — 5% Higher

Plays ten 12" or twelve  
 10" Records  
 Matched PM Speaker  
 4 Tube Amplifier Using  
 Finest Approved Cir-  
 cuit  
 110 V. AC 60 Cycles



**Model 212**  
**\$47.65 List**  
 (Incl. Fed. Excise Tax)  
 Zone 2 — 5% Higher

4 Tube Amplifier  
 Player  
 Balanced PM  
 Speaker  
 Plays 10" or 12"  
 Records



**Immediate  
Deliveries!**

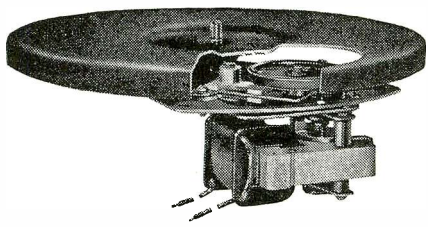
Three starring Sales Hits in the spotlight again—winning top popularity throughout the nation. Quality performers—with plenty of dash, styling . . . tonal beauty . . . and variety!  
 Feature this complete, versatile line *now* for bang-up profits!

Nationally Distributed by **MONARCH SALES CO. 13 E. 16th St., New York 3, N. Y.**

**ELECTRO *W* TONE CORPORATION HOBOKEN, N. J.**

# SMOOTH MUSIC

with  
*Smooth Power*



• You'll find unvarying smoothness straight across the wide line of GI motors for phonographs, recorders and record-changers. It's smoothness that flows from careful balancing, unvarying speeds, vibrationless mechanisms and painstaking workmanship. It's *Smooth Power!*

That's the kind of *smoothness* that makes easier selling and happier customers. So, for the sweet music that comes from this smooth selling . . .

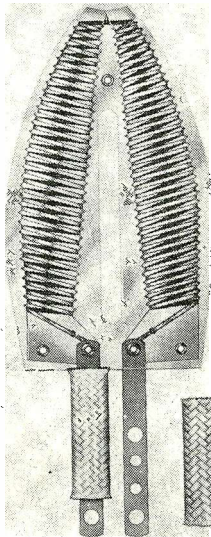
*Standardize on Smooth Power Motors.*



DEPT. MT • ELYRIA, OHIO

## Clair Flat Iron Element

A new long life flat iron replacement element to fit 90 per cent of all electric irons has been announced by the St. Clair Electric Products Co., St. Clair, Mich. The universal design of the "Clair" element permits its use in virtually all makes and



models of flat irons from 5 to 6 lbs., inclusive.

## Westinghouse Sterilamp for Home Refrigeration

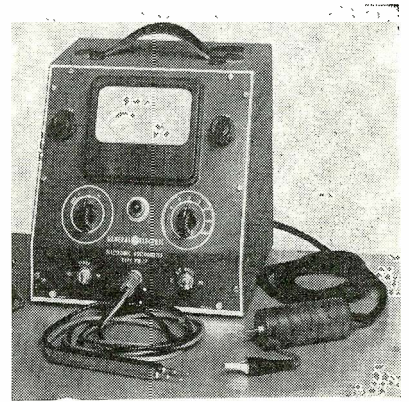
A midget ultraviolet Sterilamp, half the size of a hen's egg, which will improve the food-keeping qualities of home refrigerators for a nickel a month, has been announced by the Westinghouse Lamp Division, Bloom-



field, N. J. The new lamp, mounted inside the cabinet, simultaneously emits bacteria-killing rays and produces ozone in the air, purifying the food vapors.



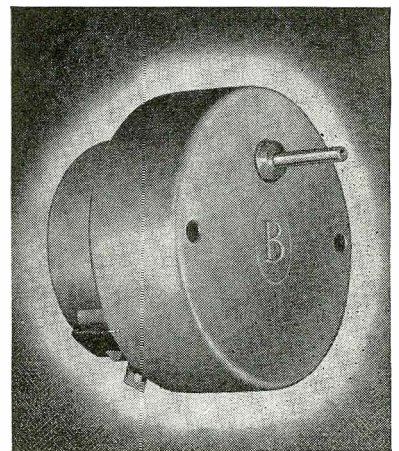
## GE Electronic Volt-Ohmmeter



A new electronic volt-ohmmeter, Type PM-17, has been announced by the Specialty Division of General Electric Co.'s Electronics Dept., Thompson Road Plant, Syracuse, N. Y.

## Haydon's Timing Motor

The Circle B, a new timing motor that incorporates several important advances in design, has just been announced by the A. W. Haydon Co.,

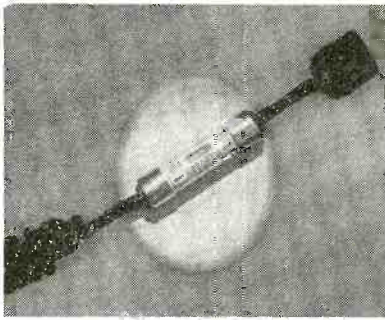


Waterbury, Conn. Exceptionally compact, the motor fits easily in a 2-inch circle. Production will be limited initially to 1 and 5 RPM speeds.

## Pilotron Signal Timers

The Pilotron Signal Timer has been developed to attach to appliance circuits on household or industrial equipment and indicates by a "dim" or "bright" light the current which is flowing into the appliance. The signal light provides a ready check on overloads in small motor appli-

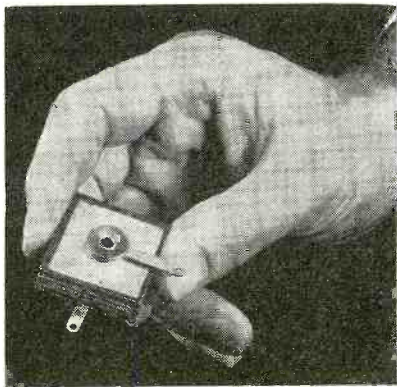
# Grade



ances, etc., and can also be used to tell when appliances are left on when not in use. The Pilotron Company of America, 3774 Surf Ave., Brooklyn 24, N. Y., makes the timing signal.

### Midget Rectifier

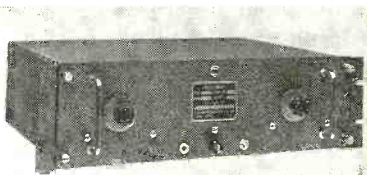
The midget size, 5-plate square, stock Selenium Rectifier for modern AC-DC battery home portable radio receiver, replacing tube 117Z6, has been developed and is being manufac-



tured by Federal Telephone and Radio Corp., manufacturing associate of International Telephone and Telegraph Corp.

### Radio Receptor's Airline Crystal Receiver

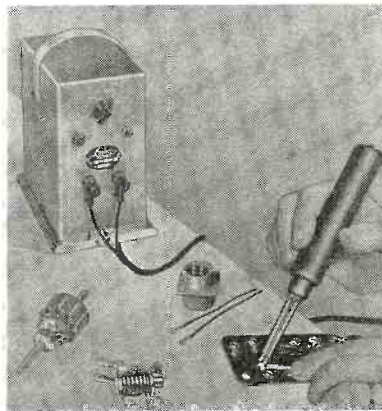
Featuring superior performance and mechanical design, the new RV-1-B crystal controlled, fixed frequency VHF receiver manufactured by the Radio Receptor Co., 251 West 19th St., New York City 11, is spe-



cifically designed to meet the rigid requirements of the airlines. The RX-1-B is designed for either remote or local operation. For more information, write for bulletin 5007A.

### Luma Soldering Tool

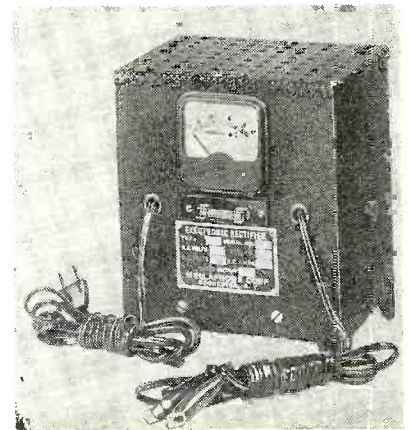
The Luma Resistance Type Soldering Tool shown here with two power unit models and a choice of eight basic single or double carbon electrodes, will do any soldering job—from fine precision work to heavy industrial operations, according to its manufacturer, Luma Electric Co., Toledo 1, Ohio. Work capacity of



this resistance type tool is very high. All power units are fibre-glass insulated throughout, and may be used continuously.

### Mellaphone Battery Charger

The SC-8 Battery Charger for 6-volt storage batteries is now being produced by Mellaphone Corp., Rochester 2, N. Y. The charger



comes complete with cords, clips and plug, ready to use. It operates on 100 volts, 50/60 cycle AC power and delivers a long lasting, tapering charge.

**RAYTHEON**  
Radio Tube  
EXCELLENCE IN ELECTRONICS  
RADIO RECEIVING TUBE DIVISION  
NEWTON, MASSACHUSETTS CHICAGO

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



Since 1934, the Carola Radio Shop, Oklahoma City, Oklahoma, has functioned at a dependable, profitable pace. Owned and actively managed by Mr. M. T. Huddleston, this service and sales institution has developed a formidable customer following by furnishing a reliable, prompt and courteous repair service on motor car and home radio sets. The shop is solidly entrenched in a well-to-do suburban community of Oklahoma City.

To supply radio maintenance on the sets owned by these fastidious citizens requires prompt and expert service attention. That the Carola Radio Shop fulfills the requirements of its patrons is evidenced by the fact that each year since the shop was launched there have been material increases in the number of sets brought in for repair, with accompanying increases in shop profits.

From a humble beginning in a small room, large enough for only one small service bench, the enterprise has progressed to the spacious, trim structure which was constructed

last summer, and which is described in Oklahoma radio service circles as "one of the most efficiently-designed radio service structures in the state."

Accessible sales counters and service rooms are featured in a setting of knotty pine woodwork, avalon blue walls, a sound-absorbing, light ivory ceiling, asphalt tile floors and a cold-volt lighting system, all of which enhance the appearance of the merchandise.

Two service laboratories are situated in the middle of the building and equipped with up-to-date repair and testing apparatus. Planned by the company is a special maintenance department tailored exclusively for servicing small appliances—irons, toasters, fans, etc. Installation of this section is contemplated because the firm believes that it is a necessary part of selling traffic appliances. It is another of the "plus" services which have always figured in the Huddleston sales formula.

An orderly tube and parts alcove is easily accessible to both service

and sales departments. A wide and complete inventory of 7,500 tubes is permanently maintained at the shop. Seldom are Huddleston's service customers sent away because of the tube scarcity; 95 per cent of the radios brought to the shop for repair during the war were serviced.

To the owner the most important feature of the new building is the convenient drive-in at the disposal of the motor car radio service customers. Quarters measuring 50 x 50, at the rear of the sales room, allocated for storage, receiving and loading of sets, and for installation and service on motor car radios, enable customers to enter one motor-operated door and exit by another.

Establishment in the new quarters will give Mr. Huddleston the opportunity to launch an aggressive bid for the potential radio and appliance business which is evidenced in the territory covered by the shop's service operations.

Fifty feet wide by 100 feet in length, the new structure boasts a



well-appointed appliance showroom which measures 38 by 50 feet. On the balcony are sound-proof listening rooms where sales personnel demonstrate radio combinations and record players free from noisy interference.

An outstanding feature of the modern building is the sparkling window display arrangement which includes a front display window measuring 9 by 22 feet, and a smaller window on one side of the building. Attractive, well-lighted windows play a prominent role in the merchandising program at Carola's because the building is situated on a busy boulevard which leads from the residential district to the main business section of Oklahoma City.

Mr. Huddleston plans his electrical merchandise displays with well-lighted backgrounds to attract the attention of motorists.

Approximately 35 per cent of the 300 radios repaired monthly by shop mechanics are automobile radios, and the growing needs of this clientele was a strong factor in prompting Mr. Huddleston to consider the construction of a new building.

Personnel of the southwestern firm include the owner, three service mechanics, two salesmen, a truck driver, an apprentice and Mr. Huddleston's stepfather, John McWherter, who supervises credits, collections and disbursements.

Since he was 14 years old, Dealer Huddleston has tinkered with radios. He maintains careful supervision over service, is merchandise buyer, and pinch-hits in the sales department.

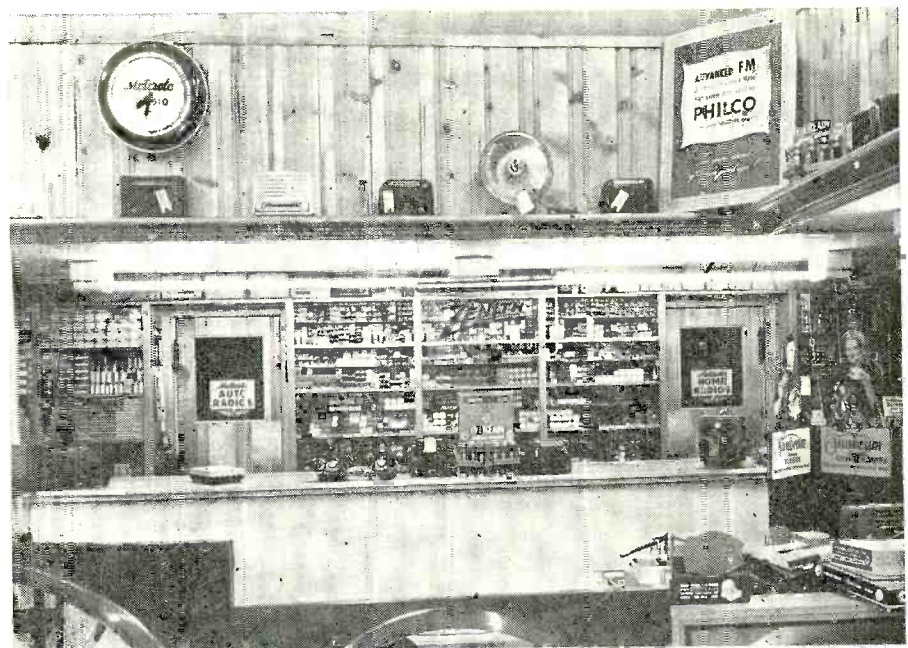
Believing that satisfied customers are most important in promoting the growth of an enterprise, the Oklahoma dealer stands pat on the guarantee he offers on service work. A 90-day guarantee is furnished on all new parts, and customers are given a printed receipt advising them of this guarantee. Sets returned within the 90-day period are checked and deficiencies quickly remedied.

"Every service job," emphasized Mr. Huddleston, "is given a last-minute checkup in the presence of the customer—an apparently insignificant practice, but in reality it generates confidence in your workmanship."

OCTOBER, 1946

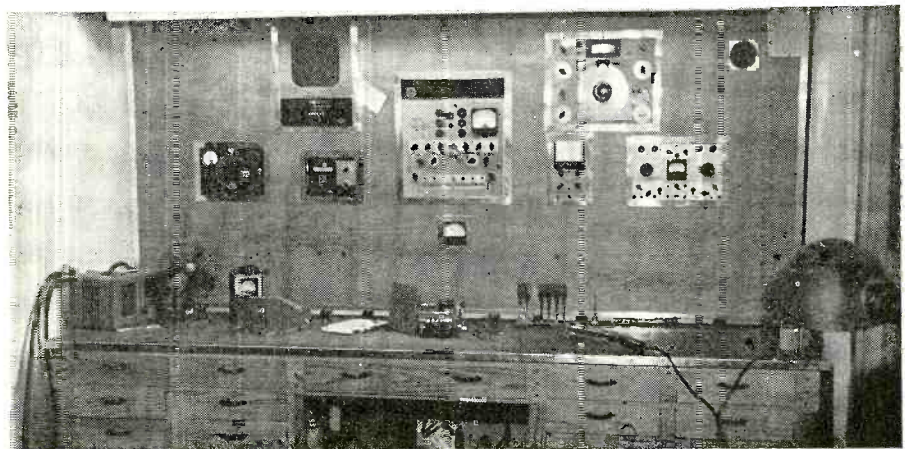


A sparkling window display arrangement, whereby the complete building interior is shown, is one of the outstanding features of the new Carola Radio Shop, Oklahoma City, Okla. To attract motor traffic, M. T. Huddleston has equipped his new building with plenty of lighting equipment.



Above is a view of the efficient parts department—where a regular inventory of 7,500 tubes is included in the wide stock of parts. Only five per cent of the customers who brought radios for repair during the war were sent away because of parts scarcity.

The up to date service equipment below, makes this neat repair bench a far cry from owner H. T. Huddleston's original radio and appliance repair service which he started twelve years ago. Here tools and equipment are readily at hand or quickly stored away.



# WAKE UP !!

## Radio Repair Man

by Ben De Young\*

What plans have you made for postwar servicing?

We are now entering a new era of business. We have been promised miracles by all companies—television, television-in-color, FM, radar, all types of gadgets—automatic garage door openers, dishwashers, wire recording—yes, we could go on and on.

With all of these things in mind, it has been interesting to note the condition of the radio industry. Recently, I have been talking to radio manufacturers who are tying in with department stores, chain and mail-order houses, giving them the greater portion of their products. I said to myself, there is a reason in back of all this. First I was inclined to blame the manufacturers entirely, but, looking at it from another angle—just how are these manufacturers going to merchandise their products? Taking a trip through large cities and small towns, and looking at the merchandise possibilities of so-called radio stores and service dealers, convinced me that the picture looks very bad. As radio repair men, we must clean house, and clean house now. People will not buy merchandise, during normal times, in sloppy places of business. By the same token, they do not like to have their cherished possessions, for which they have paid a lot of money, repaired in shops of this nature. This means that, in time, the large stores and chains will be putting in their own repair departments. How are we going to combat a situation like this?

First of all—clean up your shops, men. Have your shop clean, light, airy and well organized. Do not have radios setting on the floor for customers to fall over when they enter. Make sure that you and your workmen are neatly dressed and clean. Don't appear to the public eye as grease-ball monkeys.

It does not appeal to a customer to see cobwebs hanging from the ceilings of your shop, dust on the counters, shelves, stock, windows and

radiators. Cleanliness is next to godliness, so let us get busy and revolutionize repair business. Our customers do not like to have the feeling that it is necessary to send their expensive rugs to the cleaners because some radio man, while working on their machine, sat on the rug with his greasy trousers or put a dusty radio on the floor to repair, spilling solder and what-have-you. Have your shop so appealing to the customer's eye that he has no qualms about you taking his radio into your attractive service shop for repair.

Another impressive angle—lighting. Put in plenty of lights and USE THEM. Lots of lighting, with the proper color scheme for a background, will make the shop tempting to step into and very easy on the eye.

I have proven, from personal experience, an up-to-date, clean, well-lighted place of business pays big dividends. Our new store brought a tremendous increase in business; manufacturers are very anxious to place their lines in our attractive store. Furthermore, cleaning up will pay big dividends in other ways. Assuming, of course, you know how to repair radios, your standard of service charging will rise, for it seems that the public does not mind paying a little more when it can see that it costs more to operate a nice place of business. This is important. If you are not a good radio repair man, the nice place will not help much. In other words, the radio repair men have been getting by with a war condition. People were desperate—they just had to have their radios fixed and therefore overlooked a lot of poor work, untidy shops, and the fact that parts were unavailable. That day is over and we must get down to business and really show the public that repairing radios is an art and deserves recognition.

\*Mr. De Young is one of the industry's new type dealers who started out in a "cross the tracks" location and, by putting into practice some of the ideas in this article, has graduated into an important main street position in his town of Ithaca, New York.

# Radio

**Question:** Several pre-war television receivers of the black and white type (RCA TRK-9, etc.) which I have inspected in home installations, have the complaint of image flicker when someone walks across the room, or moves a piece of furniture in the room. This trouble is very difficult to localize.

**Answer:** *Our experience has shown that nonmechanical picture flicker is generally due to the presence of an "intermittent" in one or more of the paper bypass condensers throughout the set. Since localization of the defective capacitor in these cases is a time consuming procedure of trial and error replacement, we suggest that in the long run time and money would be saved for the serviceman as well as the customer if the attempt at localization were abandoned and the serviceman instead replaced all the paper bypass capacitors.*

**Question:** Several three-way portables brought into my shop have poor reception, with fading or inoperation. On checking I found that the filament voltage is very low. Suspecting the power amplifier tube leads to the balk that these tubes are practically impossible to get these days. Can you suggest something to raise the filament voltage?

**Answer:** *Converter tubes used in the three-way portables (Types 1A7, 1LE3, etc.) are most sensitive to decreases in their filament voltages, so that even slight decreases may cause unstable oscillation or complete inoperation. Now, when these filaments are fed by the cathode of the power amplifier tube, the tube of course is generally at fault; but if the power amplifier tube cannot be replaced there are several ways to increase the filament voltage. One of the best ways is based upon the deliberate increase of the cathode current. For example, by connecting a suitable resistor from the screen grid to the cathode of the power amplifier, the cathode current will go up, thus raising the filament voltage. Begin with a resistance of about 7500 ohms. and then raise or lower this value as the results require.*

# Servicing Questions Answered

*Caution: If fading and inoperation are present, but the filament and other element voltages are approximately correct, then the converter tube should be suspected and replaced.*

**Question:** One of my customers brought in an FM receiver which seems to me to be badly in need of alignment. Unfortunately, I have lost the manufacturer's instructions and the information on this set's intermediate frequency. What do you suggest?

**Answer:** To determine the correct intermediate frequency, a signal generator and vacuum-tube voltmeter are necessary. The range of the generator should be from 4 to 16 megacycles, since the pre-war receivers employed I.F.s of 15, 12.25, 8.25, 6.25 and 4.3 megacycles, with the last the most common value.

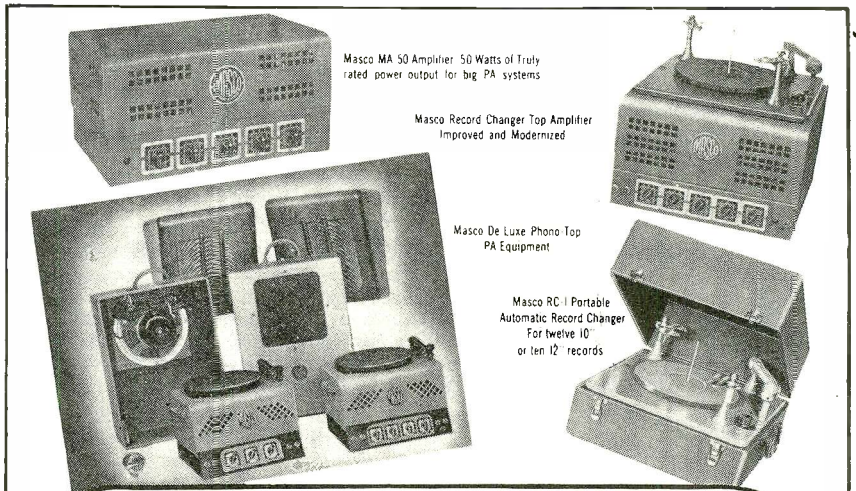
Connect the signal generator's ground lead to the receiver chassis and the hot lead to the control grid of the mixer or converter stage. Use maximum output of the generator, with no modulation. The vacuum tube voltmeter should be connected to the underground cathode of the discriminator stage. Now, vary the frequency of the signal generator from 4 to 16 megacycles. That frequency which effects the greatest voltage reading on the voltmeter is the intermediate frequency. Since the FM discriminator has a "swing" response of 150 kilocycles, or 0.15 megacycles, the value of the i.f. determined by the above method may be off just this amount of "swing." Thus, if you find that the frequency giving the largest voltage reading on the voltmeter is 6.10 megacycles, you can safely say that the i.f. for that set is actually 6.25 megacycles.

**Question:** Check me if I'm wrong, but I seem to remember hearing someone say that it is possible to substitute a Type 1S5 tube for the

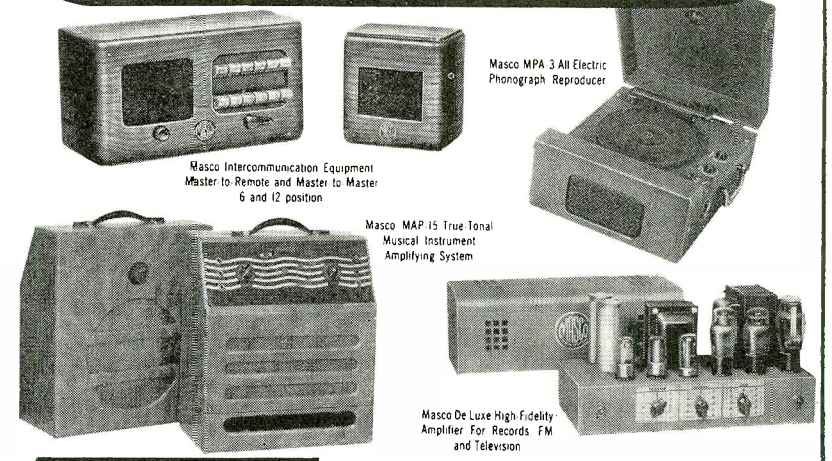
1U5. The Philco Model 46-350 in my shop is sorely in need of a new 1U5 tube or a good substitution for it.

**Answer:** You are absolutely right. A 1S5 can be substituted for a 1U5 in the following manner. To every one of the socket terminals of a miniature socket, solder one inch pieces of No. 18 or No. 20 bus wire. Each

of these leads should have spaghetti on it and have exposure of about one-quarter of an inch. Pins 1, 6 and 7 of the socket should be connected into the correspondingly numbered pins of the set. Pin 5 goes to pin 2 of the 1U5, pin 4 to pin 3, pin 3 to pin 4—of the 1U5. We have found that the 1S5 will give just as efficient performance as the 1U5.



Ask your jobber about these illustrated items of **MASCO SOUND EQUIPMENT** reprinted from our recent ads



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

**SOUND SYSTEMS and Accessories**

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

# Jensen *Speech Master* REPRODUCERS

...for clear, crisp, intelligible  
Speech\* *Reproduction*

Designed especially for speech reproduction in intercommunication and public address applications, this Speech Master family of JENSEN Reproducers, delivers clean, sharp, understandable announcements and orders. Like all JENSEN products, these Speech Masters were completely engineered to do their job efficiently and well.

#### MODEL NJ-300 SPEECH MASTER (Railroad Type).

PM design. Widely used in railroad intercommunication in locomotives, cabooses, signal towers and yards. Rugged case protects against shock and vibration; withstands dust, smoke and the elements. Voice coil impedance 12 ohms; power rating, 10 watts. Space provided inside case for 500-ohm impedance transformer. Overall height 11-3/4"; width 6-25/32"; depth 4-13/16". Holes provided in base for mounting in any position.

**MODEL AR-10 SPEECH MASTER *ALNICO 5* design.** Specially constructed reflex horn increases efficiency in mid-frequency range, giving added effectiveness and "punch" to speech quality; prevents direct access of rain and snow to speaker diaphragm. Voice coil impedance, 4 ohms and 45 ohms; power rating, 6 watts. Space provided inside for 1/2" x 1/2" transformer. Overall diameter 10"; depth 8". Complete with mounting bracket.

**MODEL AP-11 SPEECH MASTER (Panel mounting).** Similar to AP-10 but without base. Mounts in 4-27/64" cut-out; clearance eyelets for mounting screws. Depth 4 1/2" from front panel. Screws and drilling template included. Voice coil impedance 4 ohms or 45 ohms; power rating, 5 watts.

#### MODEL AP-10 SPEECH MASTER (Desk or Wall type).

PM design, desk or wall mounting. Complete with base and tilt adjustment. Double dustproofed. Rubber covered 36" cord. Internal mounting bracket for 1/2" x 1/2" transformer. Voice coil impedance 4 ohms or 45 ohms; power rating, 5 watts. Height 6-3/4"; depth 5 1/8"; diameter 5". Finish hammered gray with satin chrome trim.

**MODEL NF-300 SPEECH MASTER (Navy Type).** Developed for use as a loud speaker and microphone. Special case design over-rides wind and background noises for talk-back. Enclosed case and protective screen render this model proof against weather, dust and moisture *ALNICO 5*-PM design. Power rating, 10 watts; voice coil impedance 12 ohms. Mounts in 5 3/8" cut-out; six screw holes in rim. Overall diameter 6-7/16"; depth (from front of panel) 2-9/64". Finished in Munsel N4-5 gray enamel.

**MODEL AP-20 SPEECH MASTER** Heavy-duty unit for high-level paging and call systems in noisy industrial installations. PM design. Furnished with eyebolt for overhead suspension but available with stand for wall or table mounting. Voice coil impedance 8 ohms; power rating, 25 watts. Overall diameter 13 1/2"; depth 9"

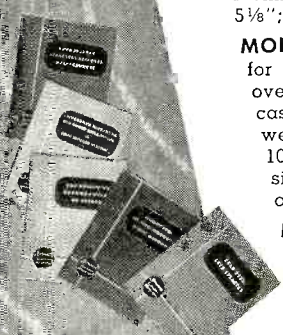
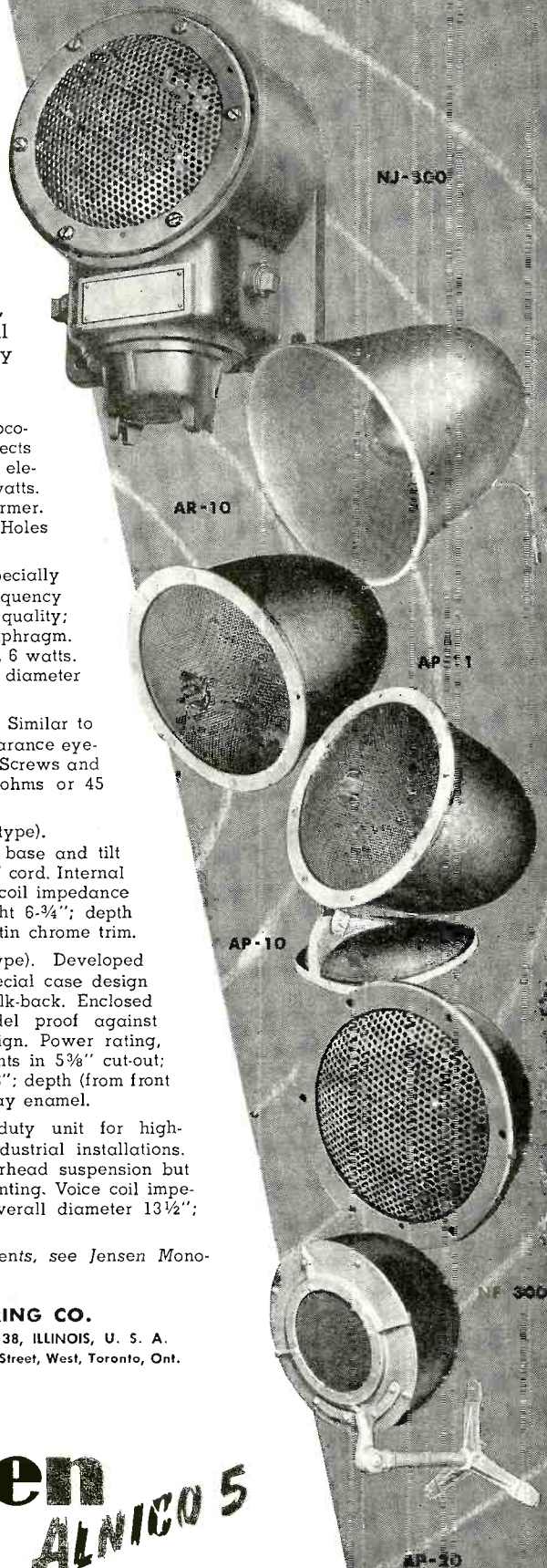
\*For full discussion of Speech requirements, see Jensen Monograph No. 4.

#### JENSEN MANUFACTURING CO.

6623 S. LARAMIE AVENUE, CHICAGO 38, ILLINOIS, U. S. A.  
In Canada: J. R. Longstaffe, Ltd., 11 King Street, West, Toronto, Ont.

**Jensen**  
SPEAKERS  
WITH *ALNICO 5*

*Specialists in Design and Manufacture of Acoustic Equipment*



**5**

#### MONOGRAPHS AVAILABLE

If you haven't yet procured these five valuable technical booklets, order now—either from your dealer or direct—of 25¢ each.

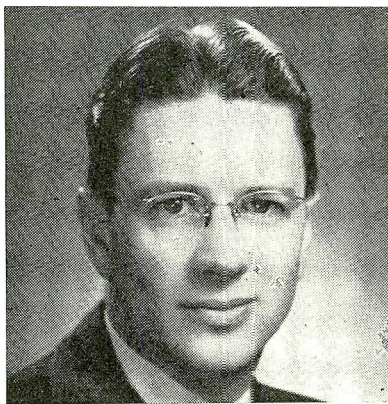
1. Loud Speaker Frequency-Response Measurements
2. Impedance Matching and Power Distribution
3. Frequency Range in Music Reproduction
4. The Effective Reproduction of Speech
5. Horn Type Loud Speakers

**25¢** each

# NEWS

## Ritter New Arvin Sales Manager

The appointment of Gordon T. Ritter as director of Arvin sales, was recently confirmed by Mr. Glenn W. Thompson, president of Noblitt-Sparks Industries, Inc., Columbus, Ind. "Mr. Ritter, who has alternated as Arvin radio and appliance sales manager, now assumes full merchandising responsibility for Arvin home radios, Arvin home appliances and Arvin car heaters, on a countrywide basis through established distributors and dealers," further commented Mr. Thompson.



ARVIN'S GORDEN T. RITTER

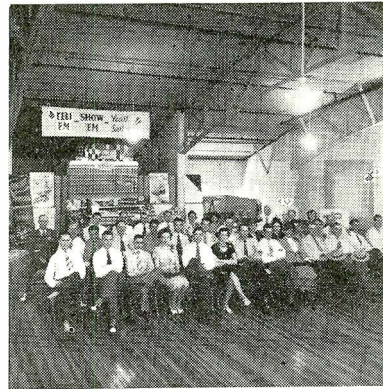
Other new appointments, as a result of expanded company activities in the Arvin products division are Mr. Herbert Holmes, who will supervise electric appliance sales, and Mr. Paul Tanner, in a similar capacity on radio sales. Both will function as assistant sales managers in their respective divisions.

Mr. Phil C. Baker, long experienced in the car heater business, will continue to specialize in the car heater field as sales manager and at the same time supervise the sales of the new laundry tubs bearing the Arvin trade-mark.

## New Window Streamers For Vaculator Dealers

Hill-Shaw Company, Chicago, have just released two new window streamers for their dealers. One illustrates the Dutch Clothless Coffee Filter and is lithographed in three colors, the second streamer illustrates the Vaculator Glass Coffee Maker. The streamer is 16¾ by 5½ inches, each end is gummed and can be quickly applied to any glass surface.

OCTOBER, 1946



OKLAHOMA DISTRIBUTOR SCHOOL

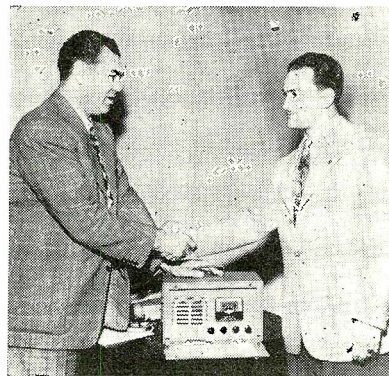
## Distributor Plans Sales Schools

To supply their dealers and dealer sales organization with the best selling technique, Tom P. McDermott, Inc., of Tulsa, Oklahoma, distributor for a top-flight line of appliances and household wares, plan a series of sales instruction schools covering every line of merchandise distributed by them.

The above picture shows a class in session at a recent two-day instruction school on Nu-Enamel paints.

## Dempsey Says Minerva Sets are "Knockouts"

Jack Dempsey, former world's heavyweight boxing champion, now sports director for Adam Hats, is shown congratulating Sydney R. Berens, president of the Minerva Corporation of America and former amateur boxing champion, for the production of the Minerva "Tropic Master" which greatly contributed to the



JACK DEMPSEY AND SYDNEY R. BERENS

morale of our servicemen overseas. The luminaries were guests at Gene Schoor's "Sports Club of the Air" broadcast from WINS in New York.

## Nimitz in G.E. Ceremony

Four of 10 outstanding heroes of the war in the Pacific, who participated in a special V-J Day commemoration program at WRGB, General Electric's television station in Schenectady, examine the flag that was raised atop Mt. Surabachi on Iwo Jima and resulted in one of the most famous news pictures of the war. They are (left to right) Colonel James P. S. Devereaux, USMC, leader of the Marine defenders of Wake Island; Brigadier General Merritt A. Edson, USMC, commander of the



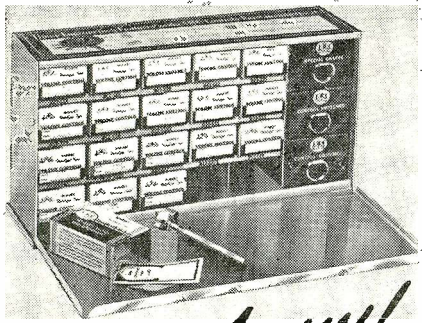
PACIFIC WAR HEROES

First Marine Raider Battalion in the Guadalcanal campaign; Fleet Admiral Chester A. Nimitz, and Commander John D. Bulkeley, USN, of PT boat fame, who spirited General MacArthur and his family to safety from Corregidor.

## Airtec Industries, Inc., Has Special Deal for Veterans

Not forgetting wartime promises to veterans, executives of Airtec Industries, Inc., 395 Broadway, New York, announces a company policy of special interest for ex-servicemen. While this policy was inaugurated some months ago, it has been given no publicity up to now because of inadequate materials and other hindering factors resulting from the war.

As Airtec radios, record players and radio-record player combinations become available in quantity the need for new outlets grows apace. Here, in the opinion of Airtec executives, is an ideal opportunity for veterans wishing to set themselves up in business and a plan has been worked out



**BACK AGAIN!**  
IRC

**VOLUME CONTROL KIT**

THE KIT THAT ENDS YOUR STOCK HEADACHES

Here's a time-saver, service speeder—IRC Volume Control Kit, 18 Type D All-Purpose Controls, 6 Switches and 5 Special Shafts—a wide utility stock suited to 87% of all replacements.

This kit is delivered to you factory-packed in an attractive all steel cabinet, which provides 20 individual, marked compartments for the controls—you see at a glance what types to reorder. Three handy drawers accommodate switches and shafts. The hinged cover fastens shut securely so the cabinet may be carried with you when required. Base is arranged for stacking where more cabinets are needed.

The cabinet is FREE with the kit of 18 controls ordered at standard control prices. It is not sold separately. Order from your IRC distributor today!



ALL STEEL  
CABINET  
FREE WITH  
ORDERED  
CONTROLS



**INTERNATIONAL  
RESISTANCE CO.**

401 N. BROAD ST., PHILADELPHIA 8, PA.

Canadian Licensee: International Resistance Co., Ltd., Toronto

with a view to giving the veteran a decided advantage toward success.

In general, the qualified veteran desiring to establish himself as an Airtec dealer may come into the factory for a special training course covering several weeks during which time he is under the supervision of Airtec engineers. While the period of time to be given the veteran for factory instruction has not been definitely decided on, it will be of sufficient length to enable him to grasp a good working knowledge of the products he will sell and service. In addition to this free training, veterans are offered a profit-sharing plan through which they may participate in the earnings of Airtec Industries.

**Admiral Prepares Novel  
Dual-Temp Refrigerator  
Floor Display**

Timed to be ready for dealers when first Dual-Temp refrigerators are shipped, Admiral's new five-piece floor display is an innovation in the



ADMIRAL FLOOR DISPLAY

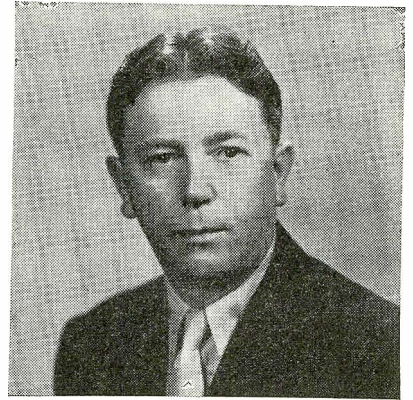
refrigerator industry. The above photograph shows the display's two-fold purpose: for display and for demonstration. Important is the fact that the full color food panels realistically portray how the refrigerator will appear when filled with food. This does away with the necessity of dealer stocks of artificial vegetables and fruits for display purposes. For demonstration, these food panels open to show the empty refrigerator, with the panels becoming informative selling pieces.

Permanent sections of the display call attention to Admiral's most highly publicized features: No defrosting, no covered dishes, and the built-in freezing locker that actually quick freezes or stores up to 80 lbs. of frozen foods.

**Roy Dally Joins  
Electrovox**

Mr. Lowell Walcutt, president of Electrovox Company, Inc., 31 Fulton Street, Newark 2, New Jersey, announces the appointment of Mr. Roy Dally as chief engineer in charge of phonograph needle and pick-up design.

Mr. Dally—well known in engineering circles as an authority on



ROY DALLY OF ELECTROVOX

phono reproduction—formerly acted as consultant to Electrovox on design research. Working with leading radio-phonograph manufacturers, he has been responsible for important forward strides in attaining greater fidelity in sound reproduction and in substantially increasing the playing life of record discs. He is the author of numerous technical works on the subject.

Mr. Dally's latest assignment was development of the new "400" Series Walco needles recently announced by Electrovox. He will be available for consultation in radio and electronic work and will continue to work closely with the manufacturers in the radio field.

**Fada Is On the Air  
Coast to Coast!**

Three times weekly, Monday, Wednesday and Friday, Fada Radio Corp. sponsors "Winner Take All" quiz program, emanating from New York Radio Station WABC. New 1946 Fada radios are given away as gift awards. This Columbia network coast to coast hookup covers over 200 radio stations with listening audience of over 5,000,000. Hooper rates this quiz program 1½ points over its nearest competitor in all afternoon quiz shows.

**RADIO & APPLIANCE JOURNAL**



MAYTAG AND VICE PRESIDENTS

### Maytag Prexy Now a Pilot

Fred Maytag II, third generation president of the Maytag Company, world's largest manufacturer of home laundry appliances, has joined the ranks of flying executives who own their own planes. Mr. Maytag is shown above in his new 4-passenger Stinson on which he has just received delivery. Standing outside the plane are Roy A. Brandt (left), vice president in charge of distribution, and George Umbreit, executive vice president and treasurer of the Maytag Company. Mr. Maytag obtained his pilot's license some time ago and uses the plane for business trips around the country.

### New Heavy-Duty Appliance Switch Perfected by Trilmont

A new heavy-duty appliance switch, with several unique features, has been perfected by David M. Trilling, of the Trilmont Products Company, Philadelphia. It is now in production, and will be ready for national distribution in October. According to Mr. Trilling, it will not only meet the demand for replacement of switches that have failed to "stand the gaff," but will create a new volume of sales as a device to be attached to electric appliances now in use in the home, to prolong their life, avoid waste of current, and reduce hazards of fire, accident, and shock.

The new switch came into existence originally to fill the need for an adequate switch for the Trilmont Safety Heater. This demand alone required an initial production of over 100,000 switches, which made it possible to attain the low sale price of \$1.95. The only comparable switches, the company states, are military switches ranging from \$2.75 to \$4.00.

### Don Mitchell Appointed to National Distribution Council

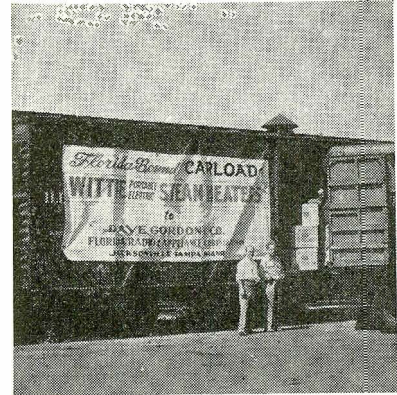
Don G. Mitchell, president of Sylvania Electric Products, Inc., has been named to serve on the National Distribution Council, according to an announcement made by ex-Secretary of Commerce Henry A. Wallace before he left the department. The Council, comprised of twenty-nine of the country's outstanding sales, marketing and research executives, was formed for the primary purpose of helping American industry improve its distribution capacity.

In announcing the Council, Mr. Wallace said, "The function of the Council will be to stimulate American business to utilize every practical means whereby America's ability to distribute and consume the products of its farms, waters, mines and factories can keep abreast of America's enormously increased capacity to produce."

Mr. Mitchell is a former head of the Marketing Division of the American Management Association. This Association recently awarded Mr. Mitchell a meritorious citation for distinguished service to the science of marketing.

### Florida Distributors Get Wittie Heaters

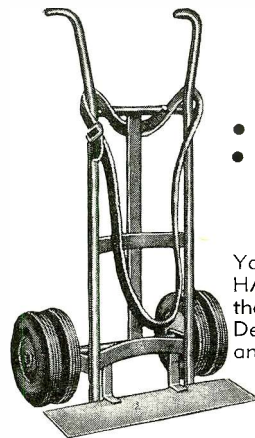
The heat will be on in Florida this winter! A solid carload of Wittie Electric Steam Heaters helped fill the orders of Florida distributors, Dave Gordon & Co., and Florida Radio and Appliance Corp., Jacksonville, Tampa and Miami. Shown in



CARLOAD OF WITTIE HEATERS

the picture supervising the loading of these portable steam heaters are Phillip W. Wittie, sales manager, (right) of Wittie Manufacturing & Sales Co., Chicago; and A. G. Gaines of Jones Frankel Advertising Agency.

## New APPLIANCE and Refrigerator TRUCK



- DUAL 10" WHEELS
- VERY EASY ROLLING

Order Monday **\$29.95**  
Get Friday

You can get one of these new HANDEES Appliance Trucks in less than one week. Shipped from stock. Designed especially for refrigerators and appliances, but unlike most trucks for this purpose, it will also handle crates, cartons, bags and boxes. Resilient, quiet, puncture-proof semi-pneumatic tires make this truck easy rolling, easy to "break over" the load. Reduces strain on arms especially where uneven floors are encountered, for there is considerably less side-wrench with 4 wheels. Frames; strong, tubular steel; Height 54 inches; width 24 inches; curved cross pieces: 13 foot web strap with buckle.

**TRY AT OUR RISK.** Over 10,000 HANDEES trucks sold by mail. Less than a dozen returned on our simple guarantee, "Send back any HANDEES truck collect if it doesn't fit your needs."

**HANDEES CO.** Department 62R  
Bloomington, Ill.



LEAR RADIO'S NATE HAST

### Nate Hast Is Air-Minded

Nate Hast, merchandise manager of the home radio division of Lear, Incorporated, is shown standing in front of the Lear Beechcraft plane which he uses to make flying trips to distributors, and to cover the national territory in the shortest time. The plane is one of two which Lear owns, used for such trips by William P. Lear, president, and other executives of the company. William Lear is a pilot and flies the plane himself when he is in it, although a full-time pilot, as well as a full-time mechanic, is on the Lear staff for this purpose.

In addition to home radios, Lear produces aircraft radios, navigational instruments, automatic controls and wire recorders. Most of its executives are flyers, and all of them use the company planes a great deal.

### R.C.A. Promotes W. H. Knowles

W. H. Knowles, well-known in the audio-visual field, has been appointed manager of the Educational Sales activities of the RCA Victor Division, it was announced by Walter M. Norton, director of distribution. Mr. Knowles will be responsible for the promotion and sale, in the educational field and in the field of industrial training, of RCA Victor audio-visual equipment such as the 16 mm projector, RCA electron microscope, FM and AM radio, television receivers, RCA Victor records, transcription and playback equipment, disc and wire recorders. His department studies school requirements and assists teachers in utilizing the latest developments in audio-visual equipment. He will make his headquarters at RCA Victor's main office in Camden, N. J.

### New Cleaner Company Announced

Formation of a new company, the Franklin-McAllister Corporation, Chicago, to manufacture and distribute household vacuum cleaners, is announced by H. J. McAllister, president. Charles Ross is vice president and treasurer. The company has purchased the assets of the Franklin-McAllister Corporation, prewar manufacturer of vacuum cleaners, of which Mr. McAllister was vice president in charge of merchandising.

Mr. Ross was in charge of the household washer and ironer department of Sears, Roebuck & Co.'s national organization before the war. He joined Sears in 1928. For two years he was with the OPA and the Ordnance Department in Washington.

Sales will be through fifty-three major household appliance distributors, covering the United States and Canada.

### Crosley Distributors Open San Diego Headquarters

R. C. Cosgrove, vice president and general manager of the Crosley Corporation recently flew to San Diego



**CROSLY OFFICIALS MEET DISTRIBUTORS** in his company's private plane to inspect the new San Diego headquarters of the J. N. Ceazan Co., southern California Crosley distributors. At the airport he was greeted by Ceazan officials. Shown in the picture left to right are: Carl Nickell, sales manager, San Diego Ceazan branch; Harold Perkins, San Diego branch manager; N. B. Dinkel, Crosley western regional manager; Mr. Cosgrove; B. T. Roe, vice president and general manager, and Mose Katzev, sales manager, J. N. Ceazan Co., Los Angeles.

### New Philco Display

To present the new 1946 Philco table model radio receivers the post-war Philco advanced merchandising and advertising campaign offers this newly designed, completely modern display. Now appearing on the floors and in the windows of dealers throughout the country, according to John F. Gilligan, advertising mana-



NEW PHILCO TABLE MODELS

ger, this display features 16 to 18 radio receivers at one time with floodlights in a recessed top to assure proper lighting for all sets.

### Radio Corporation Changes Name

A. A. Juviler, president of the Hamilton Radio Corporation, 510 Avenue of the Americas, New York, announced after a special stockholders' meeting recently, that the company name had been changed to Olympic Radio & Television, Inc.

Founded in 1935, and until the outbreak of war the corporation manufactured high quality radio sets which it exported throughout the world.

Reconverted, since V-J Day, the company now produces for the United States as well as the export market, the exclusive Olympic "tru-base" radios. "Full color national magazine advertising in the Saturday Evening Post and Good Housekeeping," Mr. Juviler said, "has impressed the name Olympic on the public to such an extent that we felt it advisable to change the name of the corporation to coincide with the name of our products."

Other officers of the company are P. L. Schoenen, executive vice president; J. F. Crossin, director of sales and Morris Sobin, treasurer.



## Advertising Rings

(Continued from page 41)

opened it the first of January, 1946.

With the hard-to-get items, Mr. Krosney discourages the shop-around trade and insures his future orders by asking a \$100 deposit from the prospective buyers. At this rate he has 53 orders for the Launderall washer and is turning away customers now. Customers like this approach, he reports they readily accept his explanation that factory orders depend on the definite deposit, and Ed A. Ash, director of the appliance division, F. L. Jacobs Company, has personally congratulated this dealer on his approach to a problem which is currently confusing dealers and manufacturers alike.

These deposits are always refunded without question if the customer requests it.

The Albany Appliance repair shop has been approved under the veteran training program and Mr. Krosney now has one veteran trainee. He plans to employ only one at a time and offer that veteran a permanent position on his staff at the end of the three-year training period. The veteran is one of ten employes who help sell and service the radios and appliances in this modern store.

Dealer Krosney believes very strongly in the power of a slogan and his store name never appears without the line "Where service after the sale counts," and he instructs his employees to follow it closely in all of their customer dealings. All radio and appliance company guarantees are included in advertising and sales talk for the particular item. The slogan and guarantees are checked in follow-up conversations with the customer.

OCTOBER, 1946

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# Journal's End

By Mal Parks

Well, hello there . . . been a mighty busy month what with breaking camp out there at Montauk and getting the kids ready for school again . . . this was the month, too, when fog and rain stopped all flights out of here just long enough to make me miss scheduled appearances at both the Detroit and Milwaukee Association meetings . . . even if things did go better without me I'd still liked to have been there . . . and my grateful thanks to Columbus, Ohio Association president **Graham** for pinch-hitting at Detroit and to Centralab's **Bob Mueller** for the wonderful job he did at Milwaukee. . . .

. . . Over to the Vanderbilt's Della Robbia Room with Proctor Electric agencyman **Harry Walsh** and had some of that chicken pot pie which is actually half mushrooms and **good** . . . talked over appliance merchandising future with Harry who is one of the country's most respected merchandising authorities and concluded things will be all right if we can only get something to sell. . . .

. . . Grand visit with Yale & Towne's new appliance advertising manager **Ted Fremd** and agencyman **Ken Greene** . . . over to the Cafe Richelieu for some of that good Lobster Thermidor which was so wonderful we went back the next day with Lear's contact man **John Nanevick** for some more . . . getting back to Ted, spent a breathless afternoon as he recounted his experiences as a Marine Captain in the South Pacific and found that he and our own Associate Editor **Bill Kline** had met on one of those "parties" at Leyte. . . .

. . . Nice note from the **Neil Jaeger's** 'way out there in Seattle telling me about their brand new store which is three times larger than former one . . . just for the record, better make a note that their new address is 603 Broadway, North Seattle . . . hope to see you soon, Neil, because I'm really set to get on my way for that long-promised visit . . . besides, it's starting to get cold around here and you know how I hate **that**. . . .

. . . Congratulations are in order for Raytheon's **Larry Marshall** who was featured in exhaustive Fortune Magazine article in October issue . . . as was good friend **Avery Fisher** whose sets were rated best in over-the-thousand-dollar group . . . a lot of interesting reading in that October Fortune so, if you haven't already seen it, do try to get a copy. . . .

. . . You fellows getting Westinghouse's Dealer House Organ the "Wesco Dealer's Profit Guide"? . . . home radio division manager **Harold Donley** has one of the three articles in that issue . . . if you're not getting your copy, write to Harold in Sunbury, Pa. . . .

. . . Down to visit with Tone Products' **Al Jacobs** who immediately went down for one of those special sandwiches . . . that would be the one made from half a loaf of Italian bread and most of a young turkey . . . munched steadily while Al told Irving Cooper and myself some more about the early days in radio when Al had probably the only non-cut-rate store downtown.

. . . Kelvinator's Des Moines, Iowa Branch Manager **E. S. Kerr** writes in to tell me that opening of **E. A. Hasley's** Modern Appliance Co., was that city's most notable three-day event . . . con-

gratulations to you, Mr. Hasley and you, too, Mr. Kerr . . . last time I was in Des Moines I had a porterhouse **that** thick . . . used to drive up there from Stockport where young Mal was raised. . . .

. . . Over to Roberto's with agencymen **Paul Baugh**, **Austin Brew** and **Ed Polk** as Alex's guests . . . had the brochettes of something or other and we pretty much agreed that what this country needs is more good restaurants with menus printed in English . . . talked about the grand job the Saturday Evening Post is doing in helping dealers tie-in with ads run by radio and appliance manufacturers to reach Post readers. . . .

. . . N.E.R.A.'s **Clif Simpson** gently chided me for breaking a Washington date after he had promised to use his influence at Hogarth's to get me some real rock lobster from down in Florida . . . fixed it up by promising him some imported lobster tails next time he's in New York. . . .

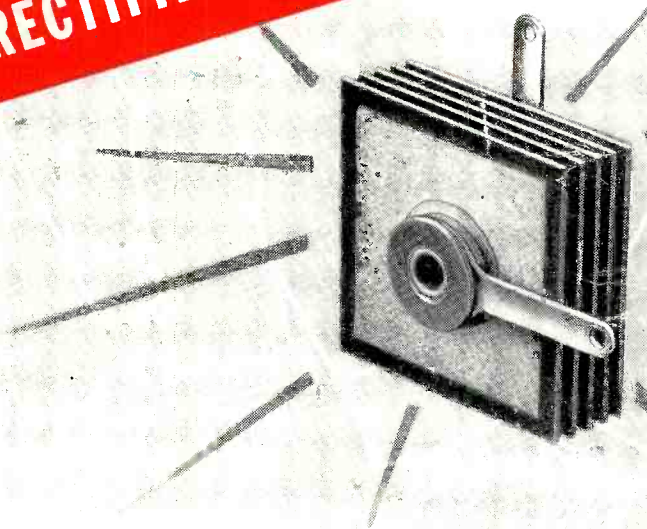
. . . Well, here we are at the end of another little visit and there's so much still to be said . . . to all of you who wrote in and said such nice things about the newly-designed September issue goes our heartfelt thanks and appreciation . . . we're really sincere in trying to do a good job for you and it certainly is helpful to know that you like our efforts . . . good to know, too, that we are carrying on the tradition set up 30 years ago by our Founder, the late Glad Henderson, when he first published this magazine under the title Talking Machine Journal . . . this being so, we hope you'll be here again next month when we'll proudly present, for your approval, our Thirtieth Anniversary Issue . . . until then, so long and thanks for your wonderful help and friendship. . . .

**29 DIFFERENT  
RECTIFIER TUBES**

*Now Replaceable*

WITH THE FEDERAL SELENIUM RECTIFIER

(No. 403D2625)



**IT'S SMALLER...**

**COSTS LESS...**

**LASTS LONGER...**

**RUNS COOLER...**

**READILY INSTALLED!**

**-FIRST OF ITS KIND IN THE INDUSTRY!**

NO less than *twenty-nine* different types of rectifier tubes are now replaceable with Federal's new, miniature, 5-plate rectifier. Available now, this replacement is also an *improvement!* For not only does it subtract from your own manufacturing costs, it adds to product quality as well . . . and to consumer satisfaction. Here's how:

- Saves space — only 1¼ x 1¼ x 11/16 inches — fits where tube won't
- Costs less than tube and socket it eliminates
- Long life — built to last the life of the set
- No warm-up period — starts instantly, runs cooler
- Installed in less time than tube — only two soldering jobs
- Sturdy, all-metal construction — not easily damaged
- Withstands overloads — even when charging deformed electrolytic condensers

Every one of Federal's line of "Center Contact" Selenium rectifiers is designed to give the full measure of performance that have made them the standard of the industry. A Federal engineer will show you how to put this latest model into your circuits. Write for details to Department F453.

**Replacement for these Tubes:**

5T4	5Y3	6Y5	25Z6	50Y6
5U4	5Y4	6Z5	35W4	50Z7
5V4	5Z4	12Z5	35Z3	117Z3
5Z3	6X5	7X4	35Z4	117Z6
5W4	0Z4	12Z3	35Z5	0Y4
5X4	80	25Z5	35Z6	

**Electrical Characteristics:**

Maximum RMS Voltage	130 Volts
Maximum Inverse Voltage	380 Volts
Maximum Peak Current	1200 ma.
Maximum RMS Current	325 ma.
Maximum DC Output	100 ma.
Approximate Rectifier Drop	5 Volts

Two Federal Miniature Rectifiers in a voltage doubler circuit gives 250 volts and 80 milliamperes output from 117 volt AC power source.

**Federal Telephone and Radio Corporation**

In Canada:—Federal Electric Manufacturing Company, Ltd., Montreal  
Export Distributor:—International Standard Electric Corporation, 67 Broad St., N. Y. C.



Newark 1,  
New Jersey

*Watch Women Go for this One!*

# Recoilo

## NEW Easy-Stretching, Self-Retracting Cord for Washing Machines

Here's a new and lively arrival to a fast-moving "family" that means business . . . lots of it, for you! It's RECOILO, a brand new Kellogg Coiled Kord specially made for use on washing machines. Put it on your counter and watch your women customers go for this obviously better cord!

Featured in your store, RECOILO goes right to work — bringing in piles of extra profits without extra effort on your part. There's eye-appeal in its outstanding self-display carton. There's buy-appeal in its self-evident durability, convenience and utility.

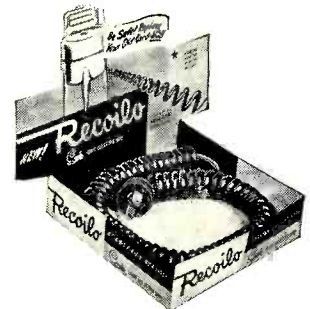
In nothing flat, your customers discover that RECOILO stretches easily to 8 feet, then retracts instantly . . . are captured by its "no-tangle, no-dangle, no-kink" appeal . . . are sold on its unmistakable non-fraying, wear-defying qualities.

And when it comes to profits, RECOILO is a worthy companion to other Coiled Kord "best sellers." Every RECOILO sale nets you several times more profit than the sale of an ordinary cord. Need we say more? Better get that order off to your wholesaler . . . today!

### ORDER FROM YOUR WHOLESALER BY CODE NUMBER:

No. 8011-2 (with attachment plug only)  
Retail List: \$3.50 each

### Look! —NEW SELF-DISPLAY CARTON



Each RECOILO is individually packed in a colorful, eye-catching carton that's a silent salesman . . . a handy package . . . an attractive counter piece for any store.

KELLOGG SWITCHBOARD & SUPPLY COMPANY  
6630 South Cicero Avenue Chicago 38, Illinois



### OTHER KOILED KORDS THAT SELL ON SIGHT E-X-T-E-N-D-O

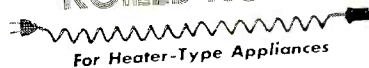


The Multi-Purpose Extension Cord

No. 8001-6 (with attachment plug and female connector). Retail List: \$2.95\* each

No. 8001-5 (with plug only). Retail List: \$2.75\* each

### KOILED KORDS



For Heater-Type Appliances

No. 6000-2 (with attachment plug and heater plug). Retail List: \$2.95\* each

No. 6000-1 (with attachment plug only). Retail List: \$2.75\* each

\*Prices Slightly Higher West of the Rockies  
RETAIL PRICES PROTECTED BY FAIR TRADES ACT



## KOILED KORD DIVISION •

Leading Manufacturer of Telephone Systems, Radio Apparatus and Industrial Electrical Equipment