

RADIO & APPLIANCE JOURNAL

DECEMBER

1946



BRIGADIER GENERAL DAVID SARNOFF
Radio's Man of the Year

**The largest AUDITED CIRCULATION in the INDUSTRY...*

BUSINESS IN BRIEF

Monopoly Hearings Postponed

Small businessmen set up a howl last month when Washington reported that the monopoly hearings, which Representatives Wright Patman and Estes Kefauver had scheduled for October 15, had been cancelled. For a month or more prior to the opening date, Mr. Kefauver had issued several press releases a week heralding the important event and describing the elaborate preparations. Whatever caused the abrupt cancellations, small business groups were sore. The New Council for American Business, for example, has publicly released a telegram to Mr. Kefauver urging him to reopen the hearings, and using the Congressman's own argument that small business is in jeopardy because of war-time concentrations.

Veteran Payments Reduced

Ceiling limitations on subsistence payments to veterans training under the GI Bill of Rights have considerably reduced government payments since the limitation order in November. About 119,000 veterans, whose monthly earnings were more than \$175 in the case of veterans without dependents, \$200 in the case of veterans with dependents, were cut off the government payroll. Nearly 300,000 more veterans received reduced payments to bring all trainee incomes within the government-set brackets.

Used Car Market Wrecked

Results of the sudden removal of price controls reportedly threw the national used car market into a state of chaos. Some dealers called prices "fantastic" and others reported definite signs of a "break". New car owners were reported making an effort to use the inflated used car market to unload the new vehicle at the inflated price. Prices hold little relation to true value and new car dealings show every indication of an unscrupulous racket. Most observers, however, predicted that the demand trend would soon turn downward and that values of reconditioned cars would drop by the first of the year.

Stop Unfair Practices

The first post-war attempt to stop unfair trade practices which developed during war time was reported this month by a dealer association in New York. The Westchester Gas and Electrical Appliance Dealers' Association of Mount Vernon, New York, has adopted a resolution requesting members to advise the association's grievance committee of all attempts by suppliers (wholesalers, manufacturers, representatives, etc.) to require dealers to purchase additional merchandise or to give advertising or moneys for advertising in order to obtain special franchises or desired merchandise. Such practices, which have become common since the end of the war, are considered unfair and detrimental to the trade, according to the association's secretary, Richard Norman. The grievance committee will act upon all such complaints, holding open hearing thereon and will report its findings to the association with recommendations for the elimination of the offending practice.

Industrial Production Peak

Industry activity continued to rise slowly in October to reach a new post-war peak. The Federal Reserve Board's index of industrial production advanced two points to 182 from the revised September level of 180. Base 100 for this index is taken as the average 1935-1939 average. Both durable and non-durable manufactures set new 1946 records for October; durables, at 214 per cent of the 1935-1939 average, were 25 per cent higher than the average for the first half of 1946; non-durables, at 168 per cent of pre-war, were only 5 per cent above the first half year level. Increased production of textile products and manufactured foodstuffs—the latter traceable to the decontrol of meat prices—and abnormally high rates of activity in canning plants contributed to the October rise. Steel has been produced at close to 90 per cent of capacity since mid-July and set the pace for the machinery and equipment industries. There was little or no change in the high rates of operation in other sectors of industry during October.

Strong Trade Policy Urged

A stronger U. S. foreign economic policy was urged by business leaders at the thirty-third National Foreign Trade convention last month. The convention specified probable disabilities facing American business unless protective measures were enforced by international agreements or the adoption of an international code of fair practices and business ethics. No major conflict with the administration's present policy was involved, but the businessmen urged enlargement in order to resume the active role of pre-war years.

Republican Retrenchment

The first glowing descriptions of cuts in the national expense sheet made the week after the Republican election victory, are undergoing some quiet revamping. Many top Republican leaders see little chance of meeting the economy promises some of their colleagues made in the first flush of victory. GOP leaders are still planning reductions in federal expenditures for payrolls and many other budget allowances but the realistic trend in thought is to keep quiet and wait and see what can be cut next year.

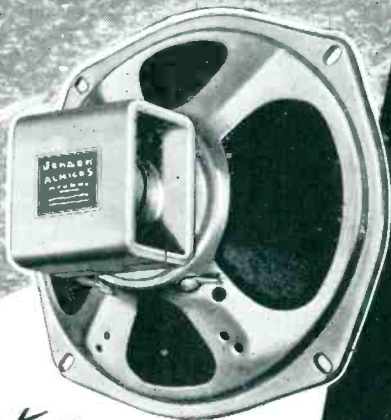
Electronic Developments Heralded

Recent developments and applications in the field of electronics were acclaimed at the first post-war National Electronics conference, held at the Edgewater Beach Hotel in Chicago. Approximately 2,500 engineers, industrialists, educators and research men from throughout the United States were in attendance. Eighteen technical sessions were presented on such diversified subjects as television, spectroscopy, infrared and microwave systems, industrial applications, air navigation systems, theoretical developments, electronic instrumentation, induction and dielectric heating, antennas and wave propagation, frequency modulation, radio relay systems, recording and facsimile, microwave generators, and nuclear physics.

Listen!

2 NEW Jensen

Extended Range High-Fidelity PM SPEAKERS



These two Jensen speakers, with *ALNICO 5* PM design, provide excellent high-fidelity performance. Excellent as replacement and modernizing units for FM and television receivers, radio-phonograph combinations, for studio monitoring, wired music, and for similar applications. Installed in Jensen Bass Reflex* cabinets, they provide exceptionally high-quality reproduction with added octaves of bass response.

*Trade Mark Registered

Listen ...it's a Jensen SPEAKER

Model P12-SH (Superseding PM12-CT). A new 12-inch high-fidelity *ALNICO 5* PM speaker. Designed for use with Jensen Model A-121 or Model D-121 Bass Reflex cabinets. Maximum power handling capacity in speech and music systems, 8 watts. Voice coil impedance, 6-8 ohms.

Standard Fidelity Model P12-S. Voice coil impedance 6-8 ohms. Power handling capacity in speech and music systems, 10 watts.

Listen ...it's a Jensen SPEAKER

Model P8-SH (Superseding PM8-CT). A high-fidelity 8-inch *ALNICO 5* PM speaker. Recommended for use with Jensen Model A-81 Bass Reflex cabinet. Maximum power handling capacity in speech and music systems, 6 watts. . . . Voice coil impedance, 6-8 ohms,

Standard Fidelity Model P8-S. Voice coil impedance, 3-4 ohms. Maximum power handling capacity in speech and music systems, 8 watts.

BASS REFLEX CABINETS



Model A-81 —
for Model P8-SH speaker
Model A-121 —
for Model P12-SH speaker



Model D-121 —
for Model P12-SH speaker



Jensen

SPEAKERS
WITH
ALNICO 5

Designers and Manufacturers of Fine Acoustic Equipment © 1946

JENSEN MANUFACTURING CO., 6623 S. LARAMIE AVE., CHICAGO 38, U. S. A.

In Canada: Copper Wire Products, Ltd., 71 King St., W., Toronto, Ont.

LEADERSHIP IN 1946

More Goods Shipped to More Markets—Now at a Greater Unit and Dollar Volume Than Ever Before

All during 1946—a year of critical material shortages, labor problems and burdensome regulations—Emerson Radio produced and shipped ever increasing quantities of the quality goods that were in demand—that distributors and dealers could sell, and sell at a profit.

A gratified public and thousands of prosperous dealers have expressed their thanks for the

BETTER Style, Tone, Performance and Value of the Emerson Radio products they received, and for the methods of their allocation.

While making enormous progress—while strengthening the market position of its distributors and dealers in every territory—Emerson Radio has made every sound provision for the “buyers’ market” of tomorrow.



LEADERSHIP IN 1947

With production climbing—with many new product developments in process—with resources and facilities equal to the great opportunities which lie ahead in radio and television—the even wider market progress of Emerson Radio is clearly charted and soundly assured.

With new and more aggressive advertising, sales promotion and field service programs now crystallized and in operation, Emerson Radio and its distributors and dealers are set to maintain their leadership again in 1947.

Watch for important announcements!

The "INDISPENSABLE LINE"



in EVERY RETAIL OPERATION

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

UNIVIBE...

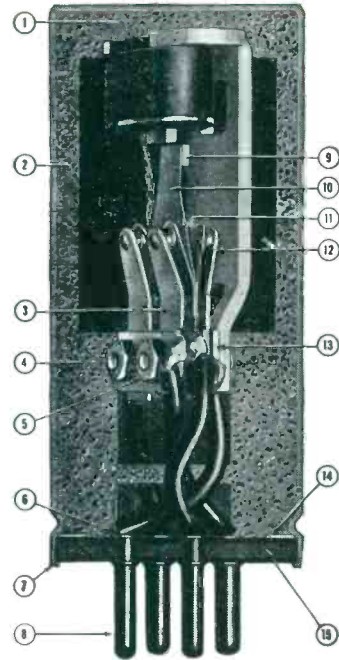
The Universal Vibrator!

8 TYPES
SERVICE
OVER 2500
AUTO
RADIOS



N. U. AUTO RADIO VIBRATORS ARE BUILT FOR ENDURANCE!

1. Welded pole pieces for life-time adjustment accuracy.
2. Snug fitting synthetic sponge insulation for quiet operation.
3. Spot-welding of fingers, in contact against each other and the center reed, reduces voltage drop in center reed assembly.
4. Vibration proof adjustment by means of double-screw stack.
5. Pressure plate on top of stack keeps stack tight under tension over wide ranges of temperature.
6. Extra flexible roped wire leads eliminate strain and weakening.
7. Metal can, spun at bottom, seals vibrator against dust and dirt.
8. Plated pins assure minimum contact resistance.
9. Face of center reed weight is surface-ground to improve magnetic coupling.
10. Center reed uniformly stressed to prevent breakage.
11. Specially tempered reed and side contact arms.
12. Corrosion resistant silver-plated side contact arms.
13. Precision ground bakelite spacers for structural and dimensional stability.
14. Steel ring, molded into shock mount, centers and holds vibrator upright when can is sealed.
15. Neoprene wafer in hermetically sealed vibrators effectively seals vibrator against atmospheric pressure changes and moisture.



Typical Synchronous Vibrator Construction

NEW LINE COVERS 97% OF ALL VIBRATOR REPLACEMENTS

UNIVIBE—the complete 8-model vibrator line—covers the replacement needs of over 2500 auto radio models! Provides quick, easy replacement of worn out vibrators in 182 makes of auto radios, as old as 1936!

Think of it—97% service coverage with only 8 fast-moving numbers—every one a repeat profit producer!

Yes, Univibe is right at the top in quality. Well known “balanced resonance” design, of extra heavy duty construction, means 33% longer vibrator life by actual test.

Here is another money-making radio parts line for National Union dealers.

For immediate delivery order Univibes today from your N. U. Distributor.

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

NATIONAL UNION RADIOS, TUBES AND PARTS

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

and Appliances

GE Television

First appearance of General Electric's direct view television receiver was at the Television Broadcasters' Ass'n meeting in New York. The receiver also has a standard broadcasting band and is being made at the company's receiver division in Bridgeport, Conn.



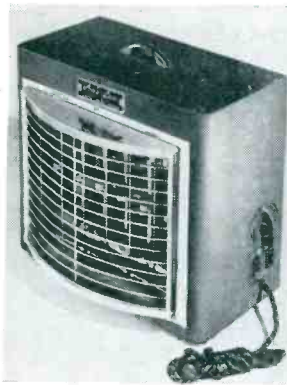
Proctor Pop-Up Toaster

Proctor Electric Co., 220 East 42nd St., New York 17, N. Y., announces its new automatic Pop-Up toaster, model 1466, with the exclusive "color guard," the thermostat control that watches the color of the toast. Even cold toast can be reheated to its original temperature.



Air-D-Lux Combination Heating Unit

Now in production by the Electrical Division of the Warren Simpson Corp., 110 East 3rd St., Mount Vernon, N. Y., manufacturer of the Fraser Clan products, is the new Air-D-Lux, an all electric household unit providing combination heating, cooling, and cooking facilities for the medium priced market.



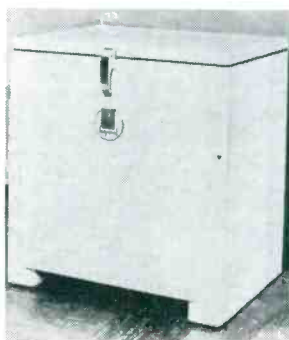
Stewart Warner Commode

This Chippendale-styled commode, one of three furniture models in Stewart Warner's 22nd Anniversary line, is now in production at the company's plant, 1826-1852 Diversey Parkway, Chicago 14. The model, 9023-D, is styled in mahogany veneer.



Hotpoint Home Freezer

The new Hotpoint 4 cubic foot home freezer has been introduced by the Edison General Electric Appliance Co., Inc., 5600 West Taylor St., Chicago 44, Ill. The new home freezer has automatic temperature control and the interior is fitted with baskets for easy handling of food.



DECEMBER, 1946

THE WORLD'S SMALLEST PORTABLE PHONOGRAPH



MADE BY
THORENS
OF SWITZERLAND

THORENS #55

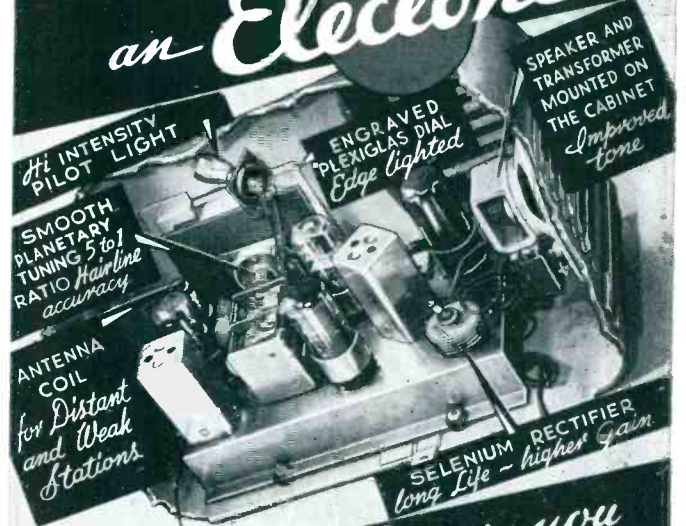
Made by Thorens of Switzerland, makers of the finest musical instruments and sound-recording equipment used throughout the world. Plays all your favorite 10 in. and 12 in. records with a fine, melodious tone quality. You carry it like a camera—weighs about 4 lbs. Size 11"x4 3/4"x2". This phonograph is 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.

REXON

••• INC •••
GENERAL
DISTRIBUTORS

295-5th AVE., NEW YORK 15, N. Y.

We Cut Open an Electone



to Show you
the **EXPENSIVE** REFINEMENTS
unique in a low priced
table model



NORTHEASTERN ENGINEERING, INC.
MANCHESTER NEW HAMPSHIRE

ENGINEERS AND MANUFACTURERS OF THE BEST IN ELECTRICAL AND ELECTRONIC EQUIPMENT

Appliances

Selectron Electric Clock



The Arnold Clock Corporation, 189 Sunrise Highway, Rockville Centre, L. I., N. Y., has announced production of this new clock which is equipped with a built in time switch to turn radios on or off. The Selectron can likewise be used to turn on or off such household electrical appliances as a night light, heating pad, toaster, percolator, etc.

Tele-Tone's Model 133



This beautifully styled radio-phonograph cabinet is of selected mahogany with new processed multi-woven grills. The automatic jam-proof changer plays 10-inch and 12-inch records for almost a full hour without interruption. Tele-tone Radio Corp., 609 West 51st St., New York City 19, introduced the model recently.

DECEMBER, 1946

RAYTHEON
MANUFACTURING COMPANY

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.

PERCO

New Replacement Adjustable Inductance **COIL**

for ALL MINIATURE RADIOS

This miniature (only 9/16" x 3/4") oscillator coil is designed specifically for replacement use in any radio employing a pentagrid converter and 455/6 KC I-F's. A bifilar winding acts as the grid coupling capacitor when required and its inductance is adjustable by means of a movable iron core to replace any oscillator coil. Furnished complete with instructions for use.

Send for our new catalog without obligation on your part.

An attractive two-colored advertising display card is free to authorized distributors.

Order from your jobber

THE PIONEER ELECTRIC & RESEARCH CORP.
7212 Circle Avenue, Forest Park, Illinois

F. M. & TELEVISION DEVELOPMENTS

Servicemen Would Boycott Industry

A proposal to boycott servicing on all AM receivers and record changers of manufacturers who establish their own television servicing set-up was made at a Harrisburg state-wide meeting of radio servicemen's associations last month. Representatives of 18 groups throughout the State attended. Significant subjects also discussed were a proposal to merge all groups into a State federation; the importance of greater cooperation and coordination between radio servicemen and the electronic manufacturing industry; the promotion of an educational program and central bureau of service data; the necessity of informing the public of the importance of competent maintenance of receivers to assure perfect reception. Only after the representatives have reported to their respective associations will definite action be taken on any of the topics discussed. This will probably take place at the next Harrisburg meeting, scheduled for some time in December.

Pay-As-You-Play Television

To answer the growing demand for low-cost receivers by "numerous individuals who would like television in their homes but cannot afford to pay current high prices," Tradio, Inc., of Asbury Park, N. J., manufacturers of coin-operated radios, has come up with a coin-operated television receiver. Trade-marked "TradioVision", the 20-tube set housed in a table model cabinet and featuring a 5- or 7-inch picture tube will be available to the public at no initial cost. The cost for actual operation in the home, 50 cents per half hour, covers complete installation with antenna, continuous maintenance, insurance, and addition of improved features resulting from research. The customer can select desired cabinet-finish. Later the company may offer this service on a fixed monthly rental basis. Production will begin in January, and distribution will be handled directly by the factory or through company distributors.

FM & Video Advances

Important new developments in FM and television highlighted the technical papers presented by members of RMA and IRE at the three-day annual Rochester Fall meeting. In a system described by R. B. Dome, of General Electric's Electronics Department, Receiver Division, the audio i.f. for the sound section of a television set is obtained in such a way as to effect high economy of receiver parts, more reliable performance, simpler operation, practically complete freedom from frequency drift and hum modulation, greater public satisfaction and acceptance. The audio i.f. is derived from the mixing of the video carrier and the FM sound carrier and, as the difference frequency, is then fed to the limiter and fixed tuned discriminator-detector. Bridgeport to New York monochrome reception using this method has proved remarkably trouble-free. Satisfactory commercial application, however, is based on certain detailed transmitter requirements. Accordingly, Mr. Dome recommended that RMA propose to FCC modification of video transmitter standards to permit institution of the carrier frequency-difference system. He said that such new standards entailed no obsolescence for present (two i.f. channels) receivers.

G. L. Beers, RCA Victor Division, discussed and demonstrated improvements in the RCA image orthicon portable pick-up equipment under unfavorable lighting conditions: light from only two candles was enough for satisfactory transmission of a picture.

Television and Taxes

What is worrying the television industry more than anything else, according to Sonora's president, Joseph Gerl, is the 10 per cent excise tax on receivers. Since the average popular set will cost between \$250 and \$400, the consumer tax is a substantial figure and discourages public buying. This holds back the entire telecasting industry by scarcity of receivers in the homes. For the next five years at least, the tax on sets should be abolished, he recommended.

Housing and Television

For the present and future popularity of their buildings, builders should include television, said RCA Victor's Dan D. Halpin to members of the Building Owners' and Managers' Association of Philadelphia. He advised that foremost among the preparations necessary was the making of field tests to determine the most expedient places in the home where conduits for the video transmission line could be installed. His ideal solution for multiple-dwelling FM- and video-antenna systems is RCA's Antenaplex. Antenaplex, a master receiving antenna or series of antennae, so located to receive all stations serving the area, will permit broadcasts to be fed through a single wire to any number of outlets placed in the separate dwelling units.

New Television Kit

Transvision, Inc., 144 Union Ave., New Rochelle, N. Y., announces a television kit designed for easy assembly by the layman, as well as for the technically trained. This kit will be ready for distribution in the near future. In addition to all the components, the necessary solder and wire and complete easy-to-assemble direction are included.

The picture kit included in the kit is a 7-inch electrostatic type, giving a picture sufficiently large to be viewed by eight to fifteen people, according to the company. There are 18 tubes, three i.f. picture stages, 3.5 megacycle band width in the picture circuit, newly-designed sweep circuit, 3,000 volts second anode supply, giving sufficient brilliance to allow daylight viewing.

New FM Adaptor

To retail for \$6.35, Stromberg-Carlson's new Driscoll FM Adaptor is designed to restore usefulness on present FM band to many—but not all—of the 350,000 pre-war FM receivers. The converter functions as antenna and is attached to the set chassis. Additional field testing is still being conducted by the company and distributors to determine what interference difficulties the adaptor cannot overcome.

SALES CHAMPIONS



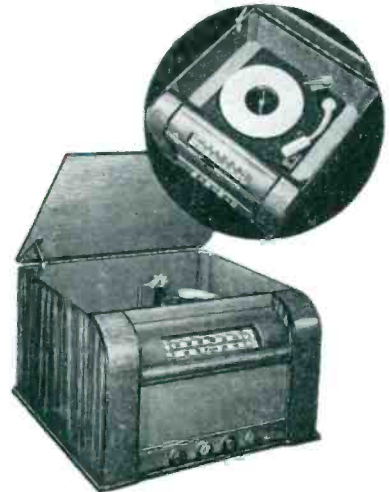
The Radio of
TO-MORROW ... TO-DAY!

by **FADA**



MODEL P82

Tri-power portable Superheterodyne with Hi-Gain tuned RF stage in rich two-tone simulated leather covered wood cabinet. 5 tubes plus rectifier tube.



MODEL 602

New Superheterodyne AC Table Model Radio Phonograph Combination with Automatic Record Changer in a Cabinet of Beautiful Mahogany Veneers.



MODEL 1000

AC-DC Superheterodyne in beautiful gem-like "Fada-Lucent" cabinets. Five Tubes plus Rectifier Tube.



FADA 5-tubes—plus-rectifier-tube models are equipped with the new FADA "Sensitive-Tone" ... assuring greater sensitivity and clearer reception.



MODEL 633

New Portable Electric Phonograph in smart DeLuxe two-tone luggage case. Plays 10 or 12 inch records with the lid closed. Incorporates advanced engineering developments.

YOU CAN ALWAYS DEPEND ON

FADA

Radio

Famous Since Broadcasting Began!

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



Brigadier General David Sarnoff examines the plaque after the ceremony.

HEAR THESE NATIONALLY KNOWN INDUSTRY LEADERS



MAL PARKS

"What to Look for in 1947"

• Mal Parks, Editor of "Radio and Appliance Journal," New York City

MR. PARKS has spent the last four years organizing dealer associations throughout the country. During his twenty years' experience in merchandising from the viewpoint of the manufacturer, dealer, and distributor, he has instituted many merchandising training and sales programs. At the present time, he is working out a program for radio and appliance dealers as a reference for better selling in the future. Mr. Parks considers himself well-matched as an excellent speaker, with a lot "on the ball."



H. C. BONFIG

"Your Future in the Radio Business"

• H. C. Bonfig, Vice-President Zenith Radio Corporation, Chicago

MR. BONFIG, Vice-President and Director of Sales of the Zenith Radio Corporation, has been a leader in the radio industry for many years. He is an officer of the Radio Manufacturers' Association and has varied experience in the radio industry covering an interesting and valuable job. He was formerly General Manager, Vice-President of RCA-Victor, where his responsibilities covered both radio receiver sets at Camden and recording activities on the West Coast. He was Vice-President in Charge of Sales of General Household Utilities and previous to that he was President of Sterling Radio Company of Kansas City, one of the country's largest and most successful distributors in the early days of radio.

"Great Future with TVA"

• George Munger, Tennessee Valley Authority, Chattanooga, Tennessee

MR. MUNGER is Chief of the Electrical Development Division of TVA. For 25 years he has been active in electrical dealers work, serving as Manager of the Electric Home and Farm Authority, and Director of Utilities for REA. In 1931 he was awarded the McGraw Medal for outstanding work among electrical dealers. He is a member of the Tennessee Valley Area

"Customer Relations at the Point of Sale"

• George B. Park, General Electric Company, Bridgeport, Connecticut

AN INTERESTING and colorful speaker, Mr. Park, Manager of the Public Relations Section of the General Electric and Appliance Department, Assistant Advertising Manager for this department of Bridgeport, Connecticut. Since he joined GE in 1929 he has served as Copy Chief and Supervisor of the GE Merchandise Department, Public Relations Director by "GE House Party." He was also Assistant and Sales Promotion Supervisor of World War II Air Conditioning and of one-time Manager of "Center of Parade." He is a broad thinker and as such has been called for public relations by industry, trade associations and applications.

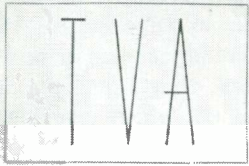


GEORGE B. PARK

"Credits and Finance"

• A. E. Batts, Assistant Vice-President Third National Bank, Nashville

MR. BATTS, who is Assistant Vice-President of the Third National Bank of Nashville, is a member of the Finance Department. Before going to Third National, he was 17 years with the General Electric Appliance Corporation, having them on branch throughout the Louisville Branch. Mr. Batts' line of experience in dealer financing and his continuous effort, of years in the credit business, makes us of many a dealer who will protect his appliance and radio dealer in a credit advance.



Tickets include Banquet and Refreshments.

Make Reservations at once, \$5.00 per person.

Use This Return Coupon

R. E. BUCKINGHAM, Secy.,
Nashville Trust Building
Nashville, Tenn.

Please arrange for _____ members of our firm who will attend the Electrical Appliance Dealers' Meeting.

Signed

Address

This is the attractive center spread of the four page mailing piece which the progressive Electrical Appliance Dealers of Tennessee have used to advertise their annual association dinner and meeting, which will take place Dec. 4 in Nashville.

OUTSTANDING SPEAKERS SCHEDULED FOR TENNESSEE GROUP'S ANNUAL BANQUET

Radio Journal Editor, Zenith Vice President and Other Authorities to Address Nashville Meeting

Nationally-known industry leaders will sit down to dinner with members of the Electrical Appliance Dealers of Tennessee, at their annual meeting in the Andrew Jackson Hotel in Nashville, Tennessee, December 4.

Following the theme, "now is the time to prepare for the selling days ahead," Mal Parks, Editor of Your RADIO & APPLIANCE JOURNAL will prophecy "What to Look for in 1947." H. C. Bonfig, vice president of Zenith Radio Corporation, Chicago, will talk to the dealers about "Your Future in the Radio Business." Mr. Bonfig is director of sales at Zenith and has been a leader in the radio industry for many years. He is an officer of the Radio Manufacturers Association.

The great electrical expansion project in the Tennessee valley will be described by one of the TVA au-

thorities, George Munger. Mr. Munger has announced his subject to be "A Great Future with TVA." Chief of the electrical development division of TVA, he has been active in electrical dealers work for 25 years, and was awarded the McGraw Medal for his outstanding work among electrical dealers in 1931.

"Customer Relations at the Point of Sale," are an important part of the electrical dealers sales program and George P. Park, manager of the public relations section of the General Electric Appliance Department, will be on hand to discuss these relations with the dealers. The "Credits and Finance" problems for the dealer will be the subject for A. E. Batts, assistant vice president of the Third National Bank and in charge of their finance department.

Ben Gambill of the Braid Electric Co., in Nashville, is president of the dealer association. Other officers of the Tennessee association are Newt Hauts, Clemons Bros., Chattanooga, first vice president; Wallace Johnson, Wallace Johnson Co., Memphis, second vice president, and Joe Andrews, Radio and Appliance Distributors, Nashville, treasurer. Directors are: L. E. Gale, Castner Knott Co., Nashville; R. A. Coleman, Cain Sloan Co., Nashville; Larry Mulhall, McWhorter-Weaver & Co., Nashville; E. L. Frakes, Frakes Bros., Columbia, and Russell Campbell, Gambill Distributing Co., Nashville.

Joe Andrews is chairman of the program committee for the annual dinner; R. A. Coleman is in charge of arrangements, and Russell Campbell is chairman of the attendance committee.

Editor's Note: Some years ago I was privileged to meet Charles Luckman, who was then sales manager of the Pepsodent Co. Since that time, his meteoric rise to the presidency of the vast Lever Brothers Co. has not diminished our friendship nor his phenomenal capacity for straight thinking. Because he holds the top management job in this country today and because of the importance of his subject, I am happy to have the privilege of bringing you the following article by "Chuck" Luckman.

M U S T W O R K T O G E T H E R

ation—these too must come to pass for your customers and for ours if we are to prosper. The main barrier, as I see it, is the psychological one.

I believe that much of the division between business and labor in our country today stems from the fact that we have forgotten our togetherness, and are now dreaming our dreams apart. . . . Our sense of togetherness has become obscured by unintelligent self-interest on the part of both Big Business and Big Labor. However, since the faults of business were the fertile ground upon which grew many of the vices of organized labor, so will the reformation of business have to precede the reformation of labor. And in doing this, business will earn the right to appeal to public opinion.

This challenge of putting our own house in order will not be easy to accept, because it will compel us to reverse attitudes which by now have become almost habitual with us.

Why is it that during the past 20 years American business has become identified in the public mind as opposed to everything that spells greater security, well-being or peace of mind for the little guy? Why is it that scarcely a month goes by but that some trade association or other decides to embark on a crusade to save free enterprise for America? I think the answers are pretty clear. We got the reputation we have because, by and large, we earned it. How? Well, we declared war on collective bargaining. We opposed increased taxes for education. We fought health and safety ordinances. The record proves that we battled

Says

Charles Luckman

President Lever Brothers child labor legislation. We yipped and yowled against minimum wage laws. We struggled against unemployment insurance. We decried Social Security, and currently we are kicking the hell out of legislative proposals to provide universal sickness and accident insurance.

We did all these things without making *one single constructive suggestion* which would assure the American people of our desires to achieve the same results for them on a basis which would be more businesslike and less political. Where on the record is there a single example to show that Big Business ever initiated a legislative program of benefits for the workers? Is it not clear that they have always waited until they were *asked or forced* to do something? Of course, I recognize that there have been isolated exceptions, but they merely serve to accentuate our *general dereliction*.

We did all these things, and then we sit back and wonder why people don't like Big Business! We wonder why it is necessary to start campaigns to save free enterprise from the damnation how-wows. The answer is that we were doing everything within our power to prove to the American people that business was neither free nor enterprising when it came to the simplest social needs of the community. And then what? To solve the problem we started to sell our brand of economics to a group of customers who were already pretty

sore at us. And the theme of this "brilliantly timed" sales campaign was that all the other systems in the world are a lot worse than our own. There was no alternative theme possible, because we lacked the conviction, or the courage, or the vision to tell the American people what we thought our system of business could do *for them* in the *future*.

Now the only way the American worker will buy *our method of doing business* is if we satisfy him that we of business intend that system to work progressively well for him.

We cannot plant this conviction in his mind unless we do two things. First, we must mean it. And, second, we must merchandise our plans and policies the way we do our products. That means that we've got to stop making noises like a corporation. If our product advertising were written as badly as most of our institutional copy, we would have been out of business long ago. What business needs is fewer negations and apologies and more affirmations and constructive plans.

In this connection, some of you may wonder whether it is really wise for me, as an employer, to state publicly that I believe in higher wages, shorter hours, bigger pensions and so on. Isn't it "dangerous" to talk this way? Won't it put "ideas" in our employes' heads, and make "trouble?" Aren't we running the risk that our employes will mistake our objectives for a promise, our hopes for commitments?

My answer is that all Lever employes can read, write and understand English. Consequently I refuse

The Outlook for 1947

A Symposium

Once each year the Editor's of Radio and Appliance Journal bring you a forecast of the business future as it is reflected in current thinking. We are happy to present these three national leaders' predictions for 1947.



by JAMES PARTON*

For two reasons 1947 will be a critical year in the history of U. S. Foreign Trade. *Firstly*, it appears probable that the events of next year will determine whether or not U. S. industry as a whole will grasp the unprecedented opportunity it now has to develop exports to a level where U. S. foreign sales dominate the market places of the entire globe. (If we fail to grasp this opportunity, our domestic prosperity almost certainly will taper off from its present high level into a recession meaning lower living standards here at home.) *Secondly*, it appears likely the events of next year will determine whether the free-enterprise system which U. S. industry best exemplifies is going to win the world struggle against the opposing philosophy of socialism and/or communism. (If free enterprise fails to win this struggle in terms of commerce and efficiency by showing the downtrodden millions who inhabit the less fortunate parts of the world that the American system is best, it is the opinion of this writer that a Third World War is inevitable unless America itself is to junk the free enterprise system and embrace communism.)

(Continued on page 28)

*Mr. Parton is Promotion Manager of Time-Life International.



by SECRETARY SNYDER*

We all have a community of interest in our efforts to insure a healthy domestic economy, to maintain a sound Government financial program, to insure stability of our currency, and to stimulate expansion of our world trade.

Many problems remain to be solved, and I would not belittle their importance and significance. But I would remind you that it is against the background of an America flourishing as it has never flourished before in its history that we must solve these problems.

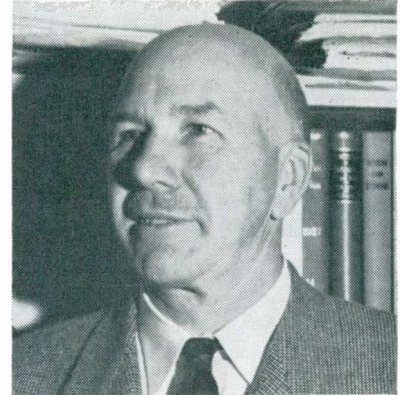
Aside from its relation to our fiscal policies, there are other urgent reasons why we should keep firmly in mind the fact of our present economic well-being. We need to guard against the developing depression psychology, in this country, which might, if unrestrained, see us literally talk ourselves into at least a temporary period of hard times.

I do not see how a fair appraisal of "America Today" can justify any feeling that a material recession in "America Tomorrow" is inevitable.

We now have the highest level of employment ever experienced in peacetime in the history of this coun-

(Continued on page 29)

*Secretary of the Treasury Department Snyder made this address recently before the Economic club of New York.



by N. H. ENGLE*

The general trends of retailing in 1947 depend upon many factors which cannot be readily foreseen. If America can avoid serious unemployment and maintain incomes at current levels the outlook will be one way—encouraging. If the coal strike presages a series of major dislocations of production there is sure to be unemployment and loss of income, which would spell the opposite story for retailing.

My own feeling is that 1947 should be as good a year as 1946 at least, probably as good as 1942 or 1943. Reasons for this opinion are that reconversion has made rapid progress. Labor strife should ebb rather than rise since the public is surfeited with it and both management and labor know the public mind. Labor stands to lose much more than it could possibly gain from another long series of strikes.

My expectation is that 1947 will bring a good retail volume. It seems possible that durable lines will expand relatively more than soft lines and foodstuffs because increased supply of durables is to be expected. At the same time I do not look for a serious contraction in non-durables.

(Continued on page 34)

*Mr. Engle is director of the Bureau of Business Research in the College of Economics and Business of the University of Washington in Seattle.

Symposium—Snyder

(Continued from page 27)

try. We have the huge accumulation of personal savings; the unprecedented demand for goods and services. Indices of material production, carloadings, electric power, and the like, bear eloquent testimony to our progress since the cessation of hostilities.

And yet there exists the greatest demand for every product of the manufacturer and the farmer. Our present production, despite its record volume, still is insufficient to meet that demand.

It is not necessary to detail the causes and manifestations of the depression of the '30's in refuting any similarity between present conditions and the economic trends of the '20's.

Fully as important as the vastly improved economic and financial situation of this year 1946, as compared with 1929, is this significant factor. Out of the new social consciousness of the American people have been created safeguards and supports that have basically strengthened the foundations of our economy.

I am confident that these social gains made in recent years will go a long way in preventing any future recession from reaching such proportions as the last economic breakdown.

I am not trying to paint an over-optimistic picture. As scarce items begin to reappear in volume, there will be less of a rush to purchase than appears today. But even with liberal allowance for this factor, I feel that we can be assured of continued prosperous business for some years to come—if we have continued cooperation in all fields—Government, management, capital, labor and agriculture.

And in addition, there is the foreign demand for our products, the greatest ever, a demand which we have not even begun to meet. Reestablishment of world shipping, with our own Merchant Marine playing an important role, will provide a vast outlet for our farms and factories.

With our full support and leadership, the nations have set out to create a favorable atmosphere for expanding world trade. The mechan-

isms set up to expedite world reconstruction and development are now functioning, and from these cooperative endeavors we shall be in a position to profit greatly in both a material and a moral sense.

I would not discount these problems that are still to be met in our transition from war to peace. Foremost among them is the fact that we still are faced with a great number of shortages in materials, and certain production limitations which, in the face of excess demands, cause infla-

tionary trends to persist.

It is still essential that consumer, distributor, and producer alike exercise restraint until the rising tide of production can assure adequate supplies of all goods at fair prices.

But, as a people, we have cause for gratification that we have emerged from the war years with renewed faith in the fundamental principle of a free enterprise system. It is under such a system, I believe, that the individual has the greatest opportunity for prosperity and common service.

RTA
Distributors, inc.

... IS PRIVILEGED
TO DISTRIBUTE

RCA
PRODUCTS

IN THE
EASTERN NEW YORK STATE
AND
VERMONT AREA



RTA DISTRIBUTORS, Inc.

36 Broadway-Menands
ALBANY 4, N. Y.

the Industry's News

A
RADIO & APPLIANCE JOURNAL
FEATURE

When Ezequial Padilla, former foreign minister of Mexico and defeated candidate for the presidency of his country in the recent election there, visited Grinnell, Iowa, he dropped over to Newton to visit the Maytag factory. He was accompanied by Frank Gibler, left, advisor of foreign relations and U. S. agent of the Mexican Democratic party, and Louis G. Chrysler, Sr., right, vice president of Grinnell College. They were taken on a personally conducted tour of the washing machine plant by Fred Maytag II, third generation president of the company, shown on the extreme left.



The appointment of Roy Wensley, left, to the position of general manager of the Wilcox-Gay Corp., was recently announced by company's president, C. M. Wilcox. He comes to the company from a similar position with the ITC Circuit Breaker Co., of Philadelphia.



Jack Hargrove, right, has been named executive vice president of the Miracle Electric Co., Chicago. In his new capacity Mr. Hargrove will supervise sales and merchandising of the Miracle Electric appliances through a national organization of distributors and dealers.

The appointment of Fred D. Wilson, below, as general manager of Operadio Manufacturing Co. has just been announced. He has been associated with the company for a number of years.



John S. Meck, president of the John Meck Industries of Plymouth, Indiana, emphasize the need for the radio industry to get out and do a selling job now.



Paul V. K. Polsen was recently appointed Assistant to the President of Galvin Manufacturing Corp., Chicago, makers of Motorola home and car radios and automatic car heaters.



VOCAL MUSIC

SOPRANO—There are three types of sopranos, coloratura, lyric and dramatic.

Coloratura Sopranos—a very high voice, sings trills in bird-like fashion, a very flexible voice.

Lyric Sopranos—clear high voices, but do not sing the frills and trills of the coloratura.

Dramatic Sopranos—a high voice but stronger and possessing a heavier quality. Dramatic as the name implies.

TENOR—Includes the high voices of the male sex

ALTO—Includes low voices of women.

Mezzo Soprano—A little lower than the soprano, however, the voice may sing some high tones, but with a different quality.

Contralto—The low voice of the women's range. May also be able to sing some mezzo solos.

BASS—Includes the low male voices.

Baritone—Not as low as the bass voice, but has a wide range of tone and can sing some of the bass solos.

Bass—The low voices of the men's group.

has been imprinted in your memory. As new artists are introduced, try to place them in their proper category.

There are many combinations of voices in duets, quartets, sextets, etc., but the important consideration in the field of voice is the large vocal groups which you should investigate in the catalog. There are sacred songs and masses which are often listed under Liturgical Music meaning from the liturgy of the church or its planned program of music. Then there are motets, madrigals and cantatas which are all forms of early vocal writing. The motet and the cantata lean toward the religious side, while the madrigal carries more of the gay old-English-round atmosphere.

The Oratorio and the Opera have much in common, but are distinguished by the fact that the oratorio is

religious in story and is presented without action or scenery, while the opera is usually a tragic love story presented with elaborate costuming and scenery. Also investigate the light operas with their happy endings, plus the musical comedies and present day shows often listed as show tunes.

Instrumental Music

Instrumental music, which forms the basis of the Symphony, works itself out in the same pattern we have set up for vocal music. Since the musical instruments are man's imitation of the God-given voice, they fall into quartets just as the voices do.

In the Percussion family all the instruments are played by striking. That includes not only the drums, etc., but the piano as well, because the tone is produced by the hammer striking the string.

PIANO—study piano concertos which are written to show the ability of the performer. Symphony orchestras form the background.

The combination of the four families of instruments makes up the symphony orchestra, just as the combination of the human voices makes up the opera. In studying the symphony one must consider it from two angles—the symphony as a group of instrumentalists, and the symphony as a large composition usually made up of four parts, each played at a different speed.

(Study the list of symphonies through the composers. You will find each composer has several symphonies listed as No. 1, No. 2, etc. At the same time make a mental note of the name of the orchestra performing the work and its conductor.)

INSTRUMENTAL MUSIC

In the string family we have our quartet of soprano, alto, tenor and bass.

SOPRANO—The violin has a soprano voice and is the favored lady of the symphony, consequently you will find more music written for that instrument than any other string.

ALTO—Viola has an alto voice

TENOR—Cello (violoncello) sings the tenor part.

BASS—String Bass has a very low bass voice.

The HARP also belongs to this family and has a wide range of tone.

There are also string quartets and ensembles—Budapest String Quartet, Coolidge Quartet and Curtis Chamber Music.

There are two other instrumental families in the symphony, the BRASS family and the PERCUSSION. Neither is highly represented in your catalogs by solos, however, the soprano of the Brass group will be present

In the Woodwind Family we have another quartet. There are not as many artists in this group as in the string family, since the symphony orchestra is made up of three-fourths strings.

SOPRANO—The flute and piccolo carry the very high soprano part and put in the frills and trills of a coloratura.

Flute sings the high soprano part.

Clarinet is another soprano.

ALTO—Oboe has an alto voice.

TENOR—English Horn and Saxophone sing the tenor parts.

BASS—Bassoon sings the bass part.

with some cornet and trumpet solos. The alto part will be found in a few French Horn solos which you find under that title. The trombones and tubas carry the lower parts and are mostly limited to instrumental groups.

AFTER HOURS

With Radio and Appliance Dealers

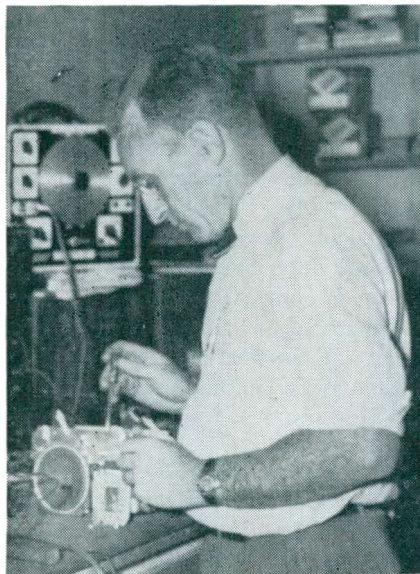
Editor's Note: This is a new feature in your RADIO AND APPLIANCE JOURNAL in which your Editors will portray the lighter side of the Radio and Appliance dealer's life.

Amateur Acting Helps Radio Man

During work hours Nelson Ewell of Scituate, Massachusetts, is the hustling proprietor of the town's leading radio and accessory store. During play hours he is Romeo or Jeeter Lester or Desperate Desmond—in short, an amateur actor.

As soon as the war's end brought a return of social affairs to this little South Shore town twenty-five miles from Boston, the local grease-paint fans known as the Dramateurs resumed their long-interrupted activity. Amateur dramatic groups flourish in this section and the Scituate organization produces several plays a year with complete changes of cast. Mr. Ewell, however, is too versatile and enthusiastic to be satisfied with playing only one part every year or so. He is also business manager, and when he is not a speaking member of the cast he is often able to add reality to the performance by handling backstage sound effects.

Here his knowledge of radio recordings and sound systems is of great help. If there is a gun battle out of sight behind "them thar" canvas hills "Nels" can't be seen but he can be heard making plenty of noise. Or, if weeping Willa is being driven out of her old home into a raging storm the audience can hear the crackle of lightning and crash



Actor-Radioman Nelson Ewell

of thunder. All kinds of sound and background musical effects are right up Mr. Ewell's alley.

Last year he even helped an atom bomb come to Scituate. A lecturer on atomic power dramatized his speech by showing pictures along with carefully synchronized sound—provided by the Ewell Radio Co.'s loud-speaking equipment. When the bomb exploded with a roar it was only our radio dealer dropping a needle on a record.

Rehearsals take a lot of time but

he loves it. All the more because he has found his avocation is helping him in business. It has brought about innumerable contacts that have resulted in increased sales and service. It has done another thing he considers even more important. Mr. Ewell opened his radio shop at a tough time, during the war. For many years he had been a regular member of the Scituate Fire Department, repairing radio sets in his spare time. Spending one's days in a fire station is poor training for salesmanship, and while Mr. Ewell had a good reputation as a repair man he admits he lacked the aggressive sort of confidence necessary to sell merchandise.

However, after appearing on the stage before large audiences he found it wasn't so hard to face customers across the counter. He credits the self-confidence gained in his amateur acting with a real share in his business expansion, which includes the building of a fine new store this past year.

Psychiatrists say everybody should have a hobby or avocation. Mr. Ewell's experience supports this argument. Certainly his leisure time activities have brought him benefits he never expected when he first stepped before the footlights.

Store

mission, amicably, between themselves. Each salesman is given complete protection in his territory.

Loy L. Whitt, sixteen years an appliance repair mechanic, masterminds the Moran service shop. His able tutelage of service operations has prompted persons living as far as 100 miles from Sherman to bring their broken appliances to Moran's.

"Service is the backbone of sales," insists Mr. Moran, and dependable service is a selling argument for every sale. Salesmen point out that Moran's provides the best guaranteed service in town, and if the patron isn't convinced, the salesman leads the patron back to the service shop, introduces him to Mr. Whitt, and shows him the up-to-date equipment in the shop.

The chrome-trimmed Moran building is located near the county courthouse, adjoins a medical clinic, and is two blocks from the Power & Light building. The 80 x 25-foot building has a tile floor, black tile and white concrete front, white walls and ceiling. Show room facilities measure 35 x 25 feet. On the mezzanine floor of the building is a commercial photographic service.

Expenditure for advertising purposes amounts to five per cent of gross sales, and includes both a small daily ad for the service shop, and a slightly larger display ad which is often used to announce the arrival, or impending arrival, of a shipment of appliances. A mailing list with several hundred names, collected from visitors to the store, from service shop files, from charge accounts, or from the telephone book, is used to advertise special events. Later this advertising schedule will include radio and movie advertising, both regarded as worthy local mediums by Sherman merchants.



Present members of the sales force, and promising applicants for future positions attend the informal sales training talks sponsored by the Moran Appliance Co. Mr. Moran enlightens the staff above on the excellent features of a combination.

Among the special services offered homeowners is that of arranging evening appointments for inspection of late model appliances. Homeowning workers, with no daytime opportunity to see the latest electrical devices, are invited personally or by letter, to arrange for an appointment, with no obligation to order.

One practice which has built good will among patrons is the policy of behaving towards customers as if the merchandise was stacked to the ceiling.

Tie-in sales are strictly banned. The customer is never forced to buy

merchandise he doesn't want in order to get a scarce item he does want.

"We service them, with an old pre-war type of gallantry," dealer Moran explains. We point out the merits of our floor samples as though there were hundreds of duplicates in the backroom. However, we make no promises on delivery, only guesses as to the possible delivery date. We thoroughly sell the product, even though delivery is temporarily impossible, because it improves our chances of selling the customer later, and may induce him to sit tight until the item arrives."



Loy L. Whitt (at his service bench) supervises service shop operations at Moran's. He and his associates turn out 500 service jobs monthly. Confidence of customers in the Moran service department is evidenced by the fact that the shop attracts persons living as far distant as 100 miles.

Distributors

Westinghouse Supply Opens Branch in Brooklyn

To serve the Brooklyn and Long Island City trading areas, the Westinghouse Electric Supply Company opened its 94th branch supply house in the two-story building at 1167 Atlantic Avenue, Brooklyn. The new branch will be managed by H. P. Neher, Jr., formerly on the Company's headquarters staff here at 40 Wall Street. A native of Cincinnati, Mr. Neher has been with Westinghouse since 1942. R. E. Roberts will direct sales of apparatus and supplies and L. T. Wood has been named appliance manager.

Alfred Landes Opens Daval Co.

Alfred Landes recently resigned as general sales manager for the Monarch Sales Company of New York, national distributors of Electro-Tone radio and phonograph products, to open his own office under the name of the Daval Company, at 19 West 44th Street, New York City. The company is at present handling several nationally known products, and plans to operate as the exclusive representative for several varied select quality lines.

Cardinal Electronics Named

The Cardinal Electronics Company, 1454 Plimpton Ave., Bronx 52, New York, has been appointed exclusive Connecticut distributors of the Steelman line of phonographs. Company representatives in the territory declare that unusual interest has been shown by dealers for all the wooden table model phonographs.

Iceberg Names New Distributors

B. C. Davison, general sales manager, Iceberg Refrigerated Locker Systems, Inc., has announced the appointment of four more distributors. They are: Tri-State Electric Appliance Co., 4322 Clayton Ave., St. Louis, Mo.; Wallahan Co., 1815-1819 West St. Joe St., Rapids City, S. D.; Waters Equipment Co., 7400 Northwest 8th Ave., Miami, Fla., and Saviers Electrical Products Corp., Second and West Sts., Reno, Nev.

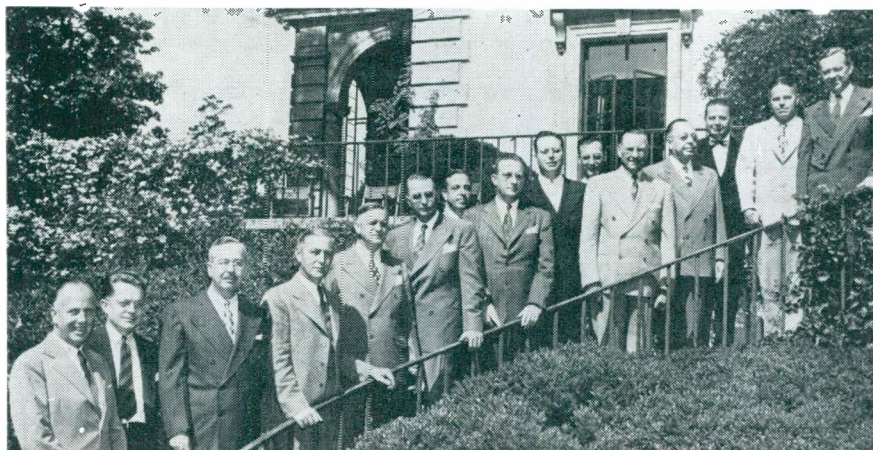
New England Firm Holds Open House



Bendix Display at Open House

Allied Appliance Co., a leading New England distributor, was host to about 3,000 appliance and radio dealers and other members of the industry at an Open House held in the firm's headquarters at 11 Berkeley Street, Boston. The occasion was presentation to the industry of the firm's recently modernized display room and executive offices. Many innovations in decorative and lighting treatment have been introduced to make the Allied premises outstanding in distributor circles in the United States.

Monitor Distributors Map Plans



Representing sixty associated distributing companies, the Executive Committee of the Monitor Equipment Corporation met recently to discuss product and merchandising plans. Pictured above on the terrace at Monitor House, Riverdale-on-Hudson, New York, are (left to right): Wendell Westover, John Nevin, Robert L. Hughes, L. W. Driscoll, LeRoy H. Bennett, Glen Wasson, W. L. Stephens, H. C. Bogart, T. C. Epsen, L. C. Falzer, P. B. Zimmerman, George Patterson, Harry Dahn, Philip Harrison and T. K. Quinn.

Taylor Electric Co. Names Sales Manager

The Taylor Electric Company, distributors for the past 20 years in the States of Wisconsin, Michigan, Iowa and Minnesota, has announced the appointment of Mr. Arthur E. Kronenberg as sales manager of RCA Victor Radios. Mr. Kronenberg was connected with the Taylor Electric Company for many years prior to the war when he left to take a war production job with the RCA Victor factory.

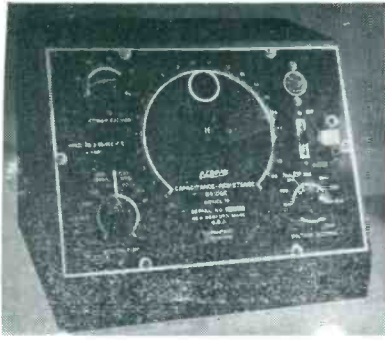
Zenith Sales Managers Meet

Zenith Radio Corporation's district sales managers recently heard H. C. Bonfig, vice president, describe the status of its radio production and sales during a two-day meeting and tour of the Chicago plant.

The sales managers also witnessed a preview of Zenith's advertising program, presented by E. R. Taylor, director of advertising and sales promotion, and heard talks covering parts and service activities by Robert Miller and George Rezabek.

Those who attended the meeting were: Hugh H. Boyer, William H. Boyne, James W. Henry, H. O. Hilding, Raymond L. Hoefler, E. F. Lindgren, R. I. MacClellan, James H. McKee, Clarence Pagel, H. H. Sheldon, William A. Shirk, Fred Strayer, Martin J. Toohill, E. F. Stueber, Ralph Morell, James McLaughlin, Fred Parsons, and James Hickey.

Parade



simplicity of operation, high degree of accuracy, extreme ruggedness and modest price. For technical details write to the Aerovox Corp., New Bedford, Mass.

New Eveready Batteries

Utilization of the "Mini-Max" battery principle has enabled the Na-



tional Carbon Co., 30 E. 42 St., N. Y. C., to produce a 45 volt B battery weighing only four pounds, four ounces as compared to the eight pounds, six ounces of its larger pre-war equivalent.

Sylvania Circuit Tester



A new electronic test instrument providing a convenient and accurate means of measuring a wide range of voltage, current and resistance values

DECEMBER, 1946

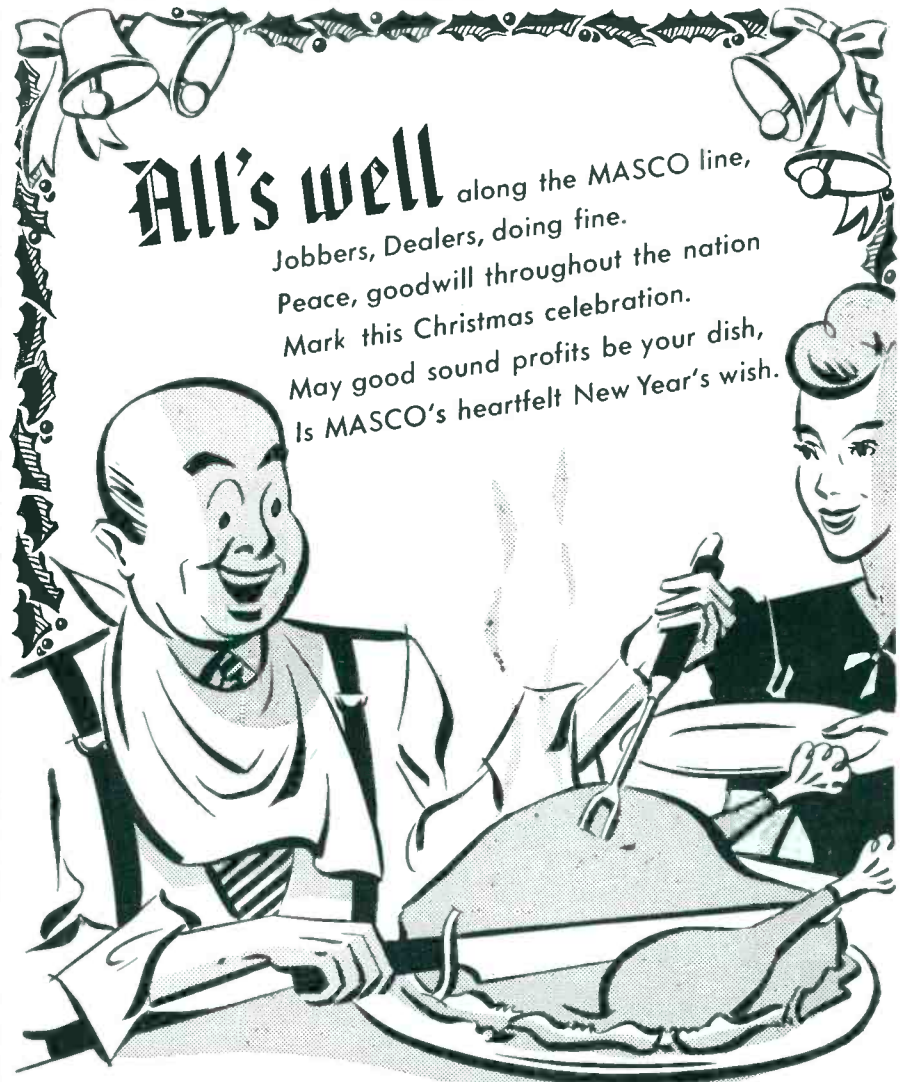
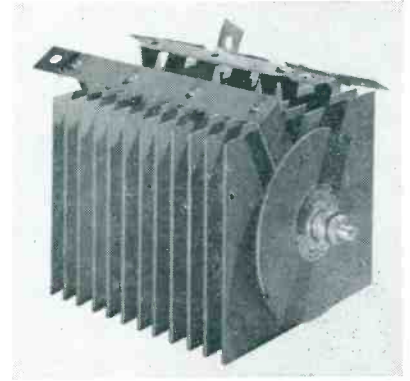
found in home radio receivers, FM and television sets and many types of industrial electronic apparatus has been announced by Sylvania Electric Products, Inc., 500 Fifth Avenue, New York 18, N. Y.

* * *

Selenium Rectifier Plates

Developed for high current capacity, and especially applicable for electro-plating and battery charging, the new 5 in. by 5¾ in. selenium rectifier plates built on aluminum are not limited to such uses. Manufacturers, Seletron Division of the Radio

Receptor Co., emphasize the long life and minimum weight with maximum heat dissipating value of these plates.



All's well along the MASCO line,
 Jobbers, Dealers, doing fine.
 Peace, goodwill throughout the nation
 Mark this Christmas celebration.
 May good sound profits be your dish,
 Is MASCO's heartfelt New Year's wish.

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

SUN.	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
J			1	2	3	4
A	6	7	8	9	10	11
N					<p>A new market in records is opening with the waxings of religious discs. Get the jump on the market by reaching churches, women's church societies and like groups first. Invite representatives of the various groups to your store some evening to listen to these records. Sell the quality of the recording and you'll make a lot of friends for your store.</p>	
U	13	14	15	16	17	18
A			<p>Idaho Potato Week is January 16 to 25. Even if you don't live in Idaho, feature oven baked potatoes in your window displays. This might be tied in with the introduction of a new range, if any are available, or a separate oven cooker unit.</p>			
R	20	21	22	23	24	25
Y	27	28	29	30	31	

Plan to follow your inventory taking with a general clearance sale. Feature low prices and put plenty of promotion behind the sale.

The cold weather is the time to feature sales of electric blankets and heaters. Put out a special mailing on your stock, emphasize the comfort and safety features of the new Blankets.

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 plan 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.

NEWS

Aviola Names President

The board of directors of the Aviola Radio Corporation of Phoenix, Arizona, recently announced the appointment of Martin J. Alef as president and general manager of Aviola which acquired the million-dollar former Air-Research plant in Phoenix early this year.



MARTIN J. ALEF

The picture of Mr. Alef which appears above, was erroneously printed last month as Sidney Lee Faust, sales manager for the Deepfreeze Division, Motor Products Corporation. Mr. Alef, from Detroit, is well known in radio manufacturing and merchandising circles and has served several nationally recognized firms in an administrative capacity.

Five Story Building Leased

Alex Chapo, president, Times Radio Stores Corp., 68 Cortlandt St., New York City, has announced the signing of a long term lease for the five-story building it now occupies. The store has been recently renovated, and modern floor and wall show cases installed. Increased business has made it necessary for Times to utilize the entire five floors for display, sales, and service of radios, major and household appliances.

Prevore Buys New Building

Prevore Electric Manufacturing Corp., manufacturers of electric table broilers, roasters, hot plates and other appliances, whose factory is presently located at 122 18th St., Brooklyn, N. Y., has announced the purchase of a two-story brick building located at 899-907 Fulton St., corner of Clinton Ave., Brooklyn, N. Y.

JFD Announces Price Reduction on Belts

The JFD Manufacturing Company of Brooklyn, New York, today announced the reduction of prices of all JFD Radio Dial Belts and Belt Kits. The new prices represent a saving of approximately 10 per cent for radio jobbers and servicemen. This price reduction is made possible by JFD's expanded facilities and its increased production of "Superior" radio dial belts.

Maytag Officials Learn Cooking

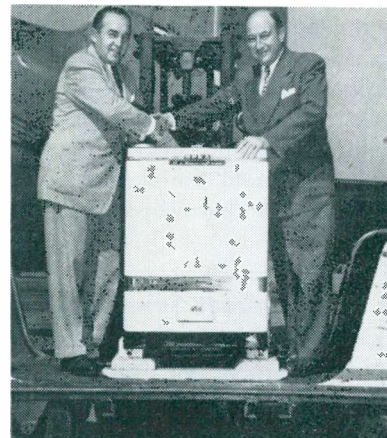
When branch managers of The Maytag Company visited the factory in Newton recently, they were shown the mysteries of a new fraternity called the Maytag Dutch Oven Club. This organization is dedicated to delivering American womanhood from the "kitchen confinement" of ordinary gas range operation through the medium of Dutch Oven stored heat cooking. Each member must have prepared a meal with the Maytag Dutch Oven range and when he has completed this and other qualifications, he is duly initiated and given a chef's uniform appropriately inscribed.



In this picture are Maytag Company officers and sales executives inducted as charter members. Left to right are: J. B. Claiborne, Jr., assistant sales manager; B. B. Turner, sales manager, range division, V. R. Martin, general sales manager; Roy A. Bradt, vice president in charge of distribution; Fred Maytag II, president of The Maytag Company; Dean Landis, advertising manager, and George Umbreit, Maytag executive vice president and treasurer.

New Washer Comes by Air

For the most part, automatic washers may be scarcer than the proverbial hen's teeth, but if so, Apex Electrical Manufacturing Company is losing no time in distribution once a



machine becomes available. Shown in the picture are Kamel Hassen (left), Apex Eastern Sales Division Manager, and Victor H. Meyer, head of Guardian Sales and Service Company, New York Apex distributor, shaking hands over the first of the company's automatics to arrive in New York. The washer was flown from Cleveland by United Airlines, consigned to the Good Housekeeping Institute. Though not yet in general production, the new Apex automatic has created widespread interest because of its revolutionary "bouncing basket" washing action.

Pacent Named on Board

Mr. Louis Gerald Pacent, president of Pacent Engineering Corporation and well-known consultant engineer, was recently appointed a member of the board of examiners of the American Institute of Electrical Engineers to represent the radio engineering profession. Mr. Pacent is a Fellow of the American Institute of Electrical Engineers, Fellow of the Institute of Radio Engineers and a Fellow and Past President of the Radio Club of America. He is a Life Member of the Veteran Wireless Operators Association, and was the General Chairman of the Radio Pioneers Banquet in 1945.

Merchandising Aids

(Continued from page 44)

tion is achieved by featuring a central theme of skilled repair service. The primary objective of the display is to capture customer confidence in the professional radio serviceman. The six-small side cards will be released from month to month in time for special promotion of any specific product.

8. Featuring the new Clarionette as the "world's most compact radio phonograph console," the Warwick Manufacturing Co., has launched one of the biggest promotion programs ever put back of a single model. The national advertising is backed up by sparkling store posters.

9. An attractive and practical automobile aerial display board has been developed by Galvin Manufacturing Corp., makers of Motorola Radios for home and car. This sturdy molded plywood dealer-help holds all seven auto aerials in the Motorola line.

Many others are not shown on the preceding pages. A powerful sales feature that makes Electromatic Coluratone virtually self-selling by its dramatic demonstration of fine tone quality through the playing of a special piano recording, has been developed by Electromatic Manufacturing Corporation. This sales aid is a recording of Grieg's "Piano Concerto" —plus a neatly worded interpolation by Andre Baruch, a well-known radio voice.

A new self-help idea with merchandising possibilities for the children's album market is being marketed by the Pic-Rite Record Label Co. of Milwaukee, Wis. The new labels make it possible for the pre-school child to select and file his own records. A circular label is affixed to one side of the disc which is easily identified by a picture and color. A miniature gummed tab with an identical color and picture is provided for indexing the record if it is stored in a rack. A three-color counter card with storage departments for the different Pic-Rite labels is available to dealers by writing the company at 6925 Belmont Lane, Milwaukee, Wis.

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Admiral

RADIO-PHONOGRAPH IN
WALNUT WOOD CABINET
WITH AUTOMATIC RECORD
CHANGER THAT'S REALLY

Childproof



**On the way
to you
now!**

Model 6RT43

They're heading your way . . . right off the production lines . . . these smartly styled Admiral combinations in beautiful walnut wood cabinets. "Childproof" record changer is built to "take it" . . . feather-light tone arm may be moved at any time without damage to mechanism. Plays up to 12 records automatically. Improved multi-tube superhet circuit with beam power output, bass compensation and automatic volume control gives console-like performance. P M dynamic speaker with Alnico No. 5 magnet assures true, undistorted tone.

Admiral Corporation, Chicago 47, Ill. • World's Largest Manufacturer of Radio-Phonographs with Automatic Record Changers
DUAL-TEMP REFRIGERATORS * * HOME FREEZERS * * ELECTRIC RANGES