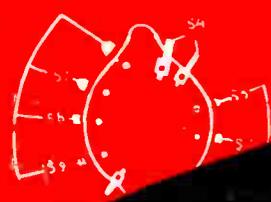
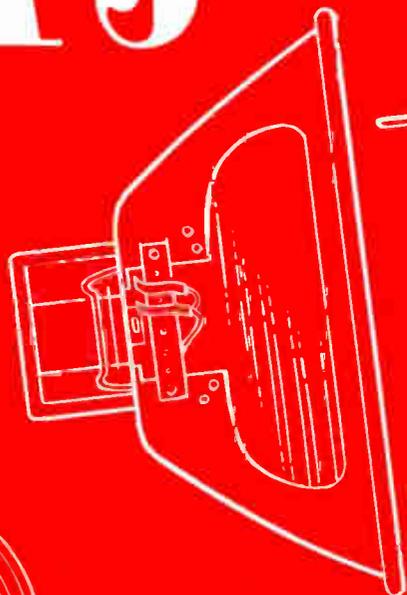


# RAJ

## RADIO & APPLIANCE JOURNAL

FEBRUARY 1948



### PARTS and SERVICING ESSENTIALS of the ELECTRONIC ERA



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## MODEL 5054. PLASTIC TABLE RADIO

The outstanding value of the industry! The perfect radio for every room. Has latest superheterodyne circuit; large 4-inch Alnico V speaker; wonderful tone; amazing power. Just 7" x 5" x 4½" deep. Underwriters' Laboratories approved!

**\$9.95**  
WALNUT

Ivory Finish with striking, color-contrasting grille and knobs, only \$11.95



Defying comparison! In price—performance—in turn-over—Trav-ler again leads them all in the small radio field! Tops in demand, Trav-lers are your soundest bet on the market today!

**TRAV-LER**

blossoms out with the  
**BEST BUYS**  
in radios!



### MODEL 5051. AC-DC PLASTIC RADIO

Has 4 tubes and rectifier; 2 dual purpose tubes; large 5" Alnico V speaker; built-in loop antenna; automatic volume control; airplane-type dial. 6½" x 9½" x 5" deep.

Ivory finish \$16.95. Walnut, **\$14.95**



### MODEL 5066. DELUXE TABLE RADIO

Latest advanced superhet circuit; 5 tubes and rectifier; large 5" Alnico V dynamic speaker; built-in loop antenna. Handsomely designed plastic cabinet, 10" x 6½" x 6½" deep. Underwriters' Laboratories approved! Ivory finish, **\$24.95**  
\$26.95. Walnut,

### MODEL 5029. MIDGET BATTERY PORTABLE

Small as a vanity case—remarkably powerful. 4 tubes, including 2 dual purpose tubes; 3½" Alnico V dynamic speaker; built-in antenna. Simulated alligator coverings. 5" x 7¼" x 4¼" deep. just 4½ lbs. with batteries.

**\$17.95**

Less batteries,



### MODEL 5015. AC-DC PLASTIC RADIO

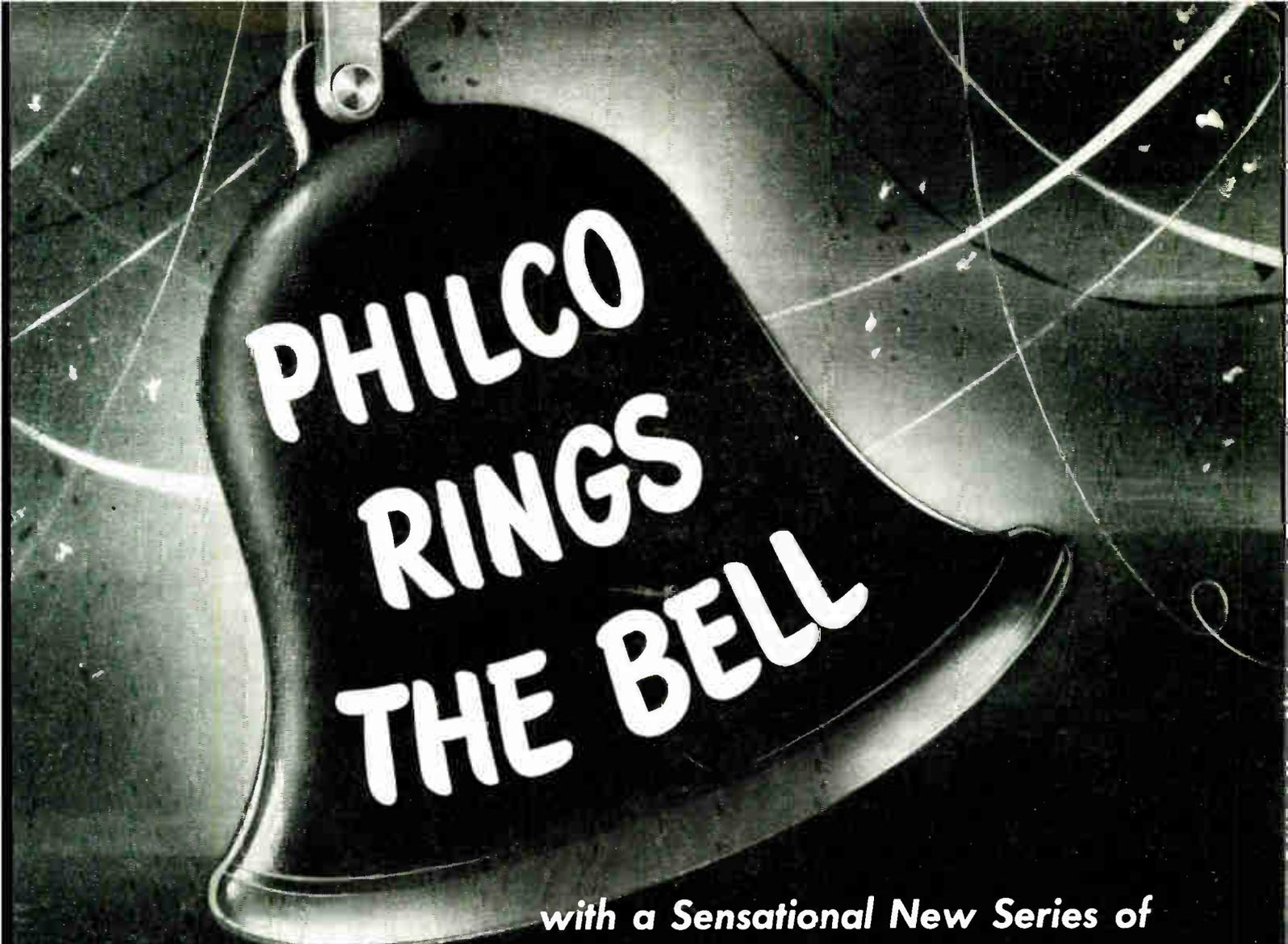
4 tubes and rectifier. 2 dual purpose tubes; Alnico V dynamic speaker; built-in antenna; attractive horizontal louvre grille. 10" x 6¾" x 6" deep. Underwriters' Laboratories Approved! Ivory finish \$19.95. Walnut; **\$17.95**

### MODEL 5028. 3-WAY PERSONAL

Extremely compact AC-DC Battery portable with 4 tubes, and rectifier; 2 dual purpose tubes; 3½" Alnico V speaker; built-in antenna. Simulated alligator covers, with plastic grille, 5" x 8¾" x 4¼" deep. Weighs just 4½ lbs. with batteries. **\$24.95**  
Less batteries,



TRAY-LER RADIO CORPORATION  
571 West Jackson Blvd., Chicago 6, Ill.



**PHILCO  
RINGS  
THE BELL**

**with a Sensational New Series of  
Radio and Radio-Phonograph  
Models to make 1948 the biggest year  
in history for Philco Dealers**

Right now, the big news is breaking all over the country. Philco distributors are showing in their areas a whole series of sensational new radio and radio-phonograph models to launch the new year with the greatest spring season Philco dealers have ever known. It's a terrific blast of *Sales Dynamite* . . . the opening gun in the merchandising plans which will help Philco dealers *top all records for radio profits in 1948!*

If you haven't already seen and heard the story, you'll get it any day now . . . And you'll have new evidence of Philco's merchandising leadership . . . new proof that the radio dealer's biggest opportunity for sales and profits in 1948 lies with . . .

**PHILCO**  
*The Leader!*

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**MARY LOUISE KAUFFMAN**  
Circulation Manager

**This Month's Cover**



*There's a new trend in servicing . . . a trend which says Big-Big-Big. Because of television, FM, and the growing complexity of equipment, the components and service business takes on new importance. Artist Krate believes that the human hand is basic in all service and has made it the central theme of our cover. See pages 26-38.*

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

## IN THIS ISSUE

### RADIO, FM, TELEVISION

Radio No Longer A Luxury, Says RMA, Urging Excise Repeal	7
End of Petrillo FM Ban To Spur Radio Sales	7
The "New Look" in Store Fronts	7
Network Television is Becoming A Reality	8
Capital Service in the Nation's Capitol	10
Real Profits from TV, FM Antennae and Enlarging Lenses	12
What's New in Radio	15
New Radios to Spark Spring Sales	20, 21

### PARTS AND SERVICING

RMA Adopts Plan to Halt Servicing Abuses	26
Calls on Tube Industry to Correct Price Inequities	26
Television Production to "Boom" Components Industry	26
Is Postwar Tube Quality Up to Prewar Standards?	28
TMRT Holds Sessions on TV Service and Installation	30
"We Have Our Faults, But We're Not a Racket!"	31
News of Component Parts Industry	32
Why We Established A Parts Department	33
New Manuals and Catalogs	34
New Component Parts	35, 36

### APPLIANCES

Tailor Made Lighting	39
New Appliances	41, 42

### RECORDS AND PHONOGRAPHS

Record Promotions	43
News of the Disc Industry	44

### DEPARTMENTS

Editorials	6
News and Notes of Manufacturers and Distributors	18
Journal Pictorial	22
Journal Mailbox	45
Journal's End	46
Advertisers' Index	46

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RADIO & APPLIANCE JOURNAL is the complete business magazine for Radios, Appliances, Television, FM and AM, Phonographs, Records, Master Servicing Component Parts; and is published monthly for Radio and Appliance Dealers, Jobbers, and Service Men by Kolbe Publications, Inc., Radio City, 1270 Sixth Avenue, New York 20, N. Y. Phone: Circle 7-5842. Alex H. Kolbe, President and Treasurer. Subscription price \$3.00 per year in U. S., its possessions, South America, Canada and all other countries \$4.00 per year, payable in American money in advance. Price 25 cents per copy. Copyright 1948. No material in RADIO & APPLIANCE JOURNAL may be reprinted without consent of publisher. Printed in U.S.A.



## The Phantom Dial

the greatest demonstration  
feature

In any chair-side set

Store traffic stops when the Phantom Dial glows like magic through a solid wood-grained panel. It gives buyers exactly what they want—true furniture styling. No wonder chair-side Bendix Radios are setting sales records!



**Hush-O-Matic**

It does for records what FM does for radio! This Bendix Radio "exclusive" really removes needle scratch and noise . . . really makes old records sound like new . . . really increases the beauty of new records. In short it gives customers a real reason for buying a new radio-phonograph right now!



THE PHANTOM  
GRILLE

Here's the "new look" in radios!

This one Bendix Radio "first" brings *two* long-sought advancements. Models with the Phantom Grille look like all-wood cabinets—and listening pleasure is greatly advanced. It builds sales because it is one of the first real post-war advancements in radio design.

# A line of Leaders at Every Price Level!



BENDIX RADIO DIVISION of  
BALTIMORE 4, MARYLAND



# Editorial

---

## New Trend in Servicing

- The business of radio servicing is expanding rapidly under the impetus of increased set ownership, the amazing progress in FM and television, and the growing complexity of combinations, which now frequently incorporate wire or tape recording in addition to AM-FM and automatic record changer.

"The radio technician of today is somewhat in the same position as the automobile mechanic of twenty years ago," said Max F. Balcom last month in addressing the Town Meeting of Radio Technicians at Philadelphia. Pointing to the widespread increase in radio sets in the home, in the car, and outdoors, plus the rapidly expanding use of mobile radio communication equipment by taxicabs, buses and trains, it is becoming obvious that the servicing business is fast emerging from the 'tinkering stage' and developing into a real essential part of the industry.

We think that components and servicing is a great business. That's why we devoted our front cover and considerable editorial content to it in this issue. We also think that servicing constitutes an integral part of good retail operation. We know that the top dealers doing the best merchandising job invariably have smoothly functioning service departments. They know that service is often the key to new sales and satisfied customers.

Of course there have been, and still are, some serious abuses in this section of our industry. Strenuous efforts now are being made to correct this condition. But we are confident that as servicing "comes of age", these imperfections will disappear. In the meantime, pay more attention to your service department. It should do more than pay your rent—a good service section should pave the way to greater sales and prestige in your community.

## Buyer's Point of View

- There are three primary buying motives; the first is self-preservation, the second is romance and the third is money. These three buying motives cover 85 per cent of why people buy and the items they select.

What led us off on this subject is a recent speech by I. M. Remen, Retail Promotion Manager of Montgomery Ward, before a meeting of the American Designers Institute. Mr. Remen believes (and we go along with his thinking) that designers pass the ammunition to sales promotion managers and merchandisers. In a very real sense, sales will depend on how well the designers have anticipated the needs of the public. The housewife who is buying a new stove or refrigerator wants to know how well it will cook and preserve her food? Is it easy to keep clean; will it consume more fuel or electricity than the old one? How does it look and how much does it cost?

Since basic design plays so great a part in influencing sales, it's gratifying to know that the radio industry has come a long way since even before the war. Today's new models are beautiful, streamlined, functional, and the manufacturers are to be congratulated for having given so much attention to creating an attractive as well as a good product. That's why receivers are selling faster today than ever before. They meet the public's needs. Which is something that can't be said for the real estate industry. Thousands of families who could afford to buy a new home are waiting for better design, better materials, better prices. But radio, appliance and television manufacturers started right out by offering all these ingredients in their new products, and they reaped the reward of public support.

## Radio No Longer a Luxury, Says RMA, in Report Urging Excise Tax Change on Sets and Parts

Repeal of the Federal excise tax on component parts and exemption of commercial type radio receiving sets pending outright repeal of the 10 per cent excise tax on radios were recommended in a report submitted recently to the U. S. Treasury Department. The report was presented at the request of the department's Tax Research Division, which is in the process of analyzing the tax on radios, and was compiled by a committee headed by Joseph Gerl, president of the Sonora Radio and Television Corporation.

The report stated that the radio is no longer a luxury as it was in 1932 when "more than half the population had yet to own their first set" and when the excise, generally described as a luxury tax, was enacted.

"Today, with more than sixty million radio sets in use in well over 90 per cent of the homes in the United States, the radio is no longer a luxury but a necessity," the RMA committee told the Treasury department. More American homes, the report pointed out, have radios than other common household necessities such as electricity, telephones or plumbing.

Other arguments offered by the committee in favor of repeal of the tax included the great difficulty of administering the law, the fact that it does not produce a large share of the Federal revenues, and that it has resulted in serious competitive dislocations. As a means of simplifying the excise tax on radios and eliminating its administrative difficulties, until the law is repealed, the RMA committee suggested that the application of the tax be limited to conventional radio broadcast receiving sets and phonographs.

"The RMA," the report said, "stands firmly behind the principle that the 10 per cent tax on radios should be repealed or reduced. Until the tax is repealed, the RMA recommends that the law be amended to permit its administration in accordance with the original intention of Congress, to wit:— that the tax be levied exclusively on radio sets designed and sold for the reception of standard broadcasts of an entertainment or educational nature.

To this end the RMA specifically recommends that the law be amended to provide an exemption for commercial-

type receiving sets and also that the tax on parts be repealed," the report concluded.

### Television Sets to Wounded

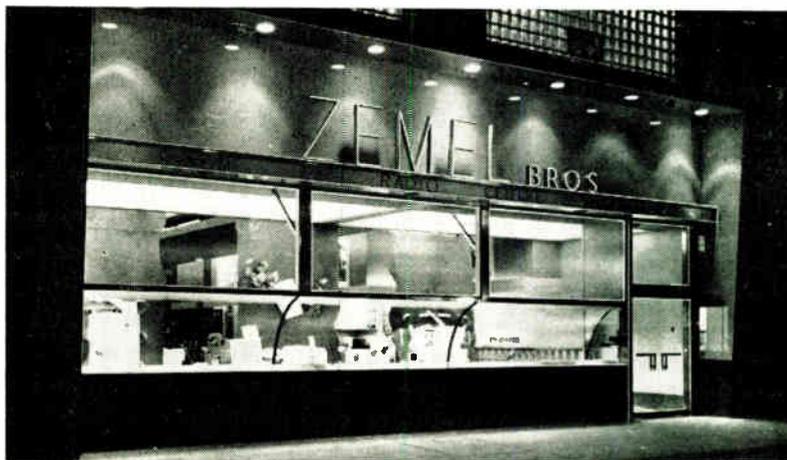
Television sets for donation to three veterans' hospitals have been obtained by the Fur Garment Travelling Men's Association, it has been made known by Alfred Cohen, chairman of the committee called "Television Sets for Wounded Veterans". The sets, which are large-screen projection television receivers produced by United States Television, will be installed shortly at Halloran, St. Albans and Northport veterans hospitals. The arrangements for the sets were made by Mr. Cohen and Herbert Schiller of UST's sales force.

## End of Petrillo FM Ban Will Spur Radio Sales

Ending of the ban on duplicating live musical broadcasts on FM channels as a result of the recent agreement of James Petrillo and the radio industry should greatly improve the outlook of FM radio sales and service to the public, according to Arthur Freed, President of Freed Radio Corporation, manufacturers of Freed-Eisemann AM-FM radio-phonographs.

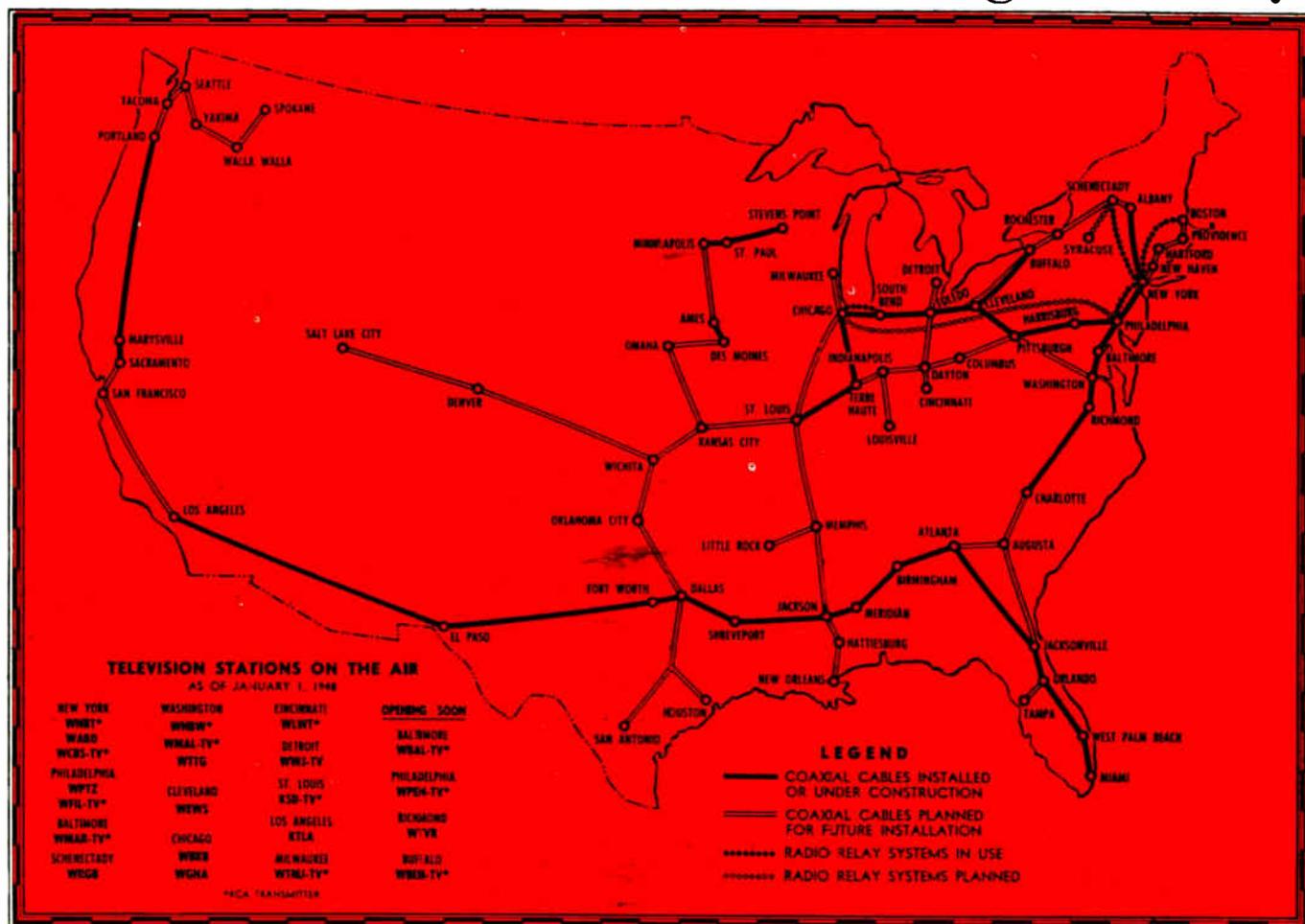
"The expected increase in sales of FM radios never fully developed," said Mr. Freed, "because of the public's disappointment with the limited entertainment fare and the poor quality of musical broadcasts which FM stations were obliged to offer." Now that live FM is made possible for the first time, Mr. Freed predicted that the public will want to take advantage of this finer radio reception and that they will be willing to pay for more expensive sets.

## The "New Look" in Store Fronts



The swank shops of Fifth Avenue have nothing on the new Zemel Bros. Radio Centre in New Haven, Connecticut, recently modernized at a cost of \$50,000. The architect's "glamour treatment" has made the Zemel store one of the most attractive in the entire state. Included in the modernization program were: invisible glass show windows (the only store in New Haven with this type of display window); a new marble front; air conditioning; acoustic conditioning; and interior partitioning which divides each line of merchandise into individual departments. The store is owned by Louis Herman and Sam Zemel, who also operate similar stores in the neighboring cities of Derby and Bridgeport. The company's merchandising and advertising policies are as modern as its architecture. Several weeks before last Christmas, Zemel Bros. took a full 12-page section in the New Haven Journal-Courier, devoting the complete section to its wide range of products, including radios, television, major appliances, records and albums.

# Network Television is Becoming a Reality



PRESENT AND PROPOSED TELEVISION NETWORKS OF RADIO RELAYS AND COAXIAL CABLES.

THE television picture assumes brighter proportions with each passing week. In last month's Television issue of RAJ we published a complete list of all currently operating television stations throughout the United States and those who have applied for construction permits. At the time this is being written there are fifty-four cities in 29 states involved in current television broadcast authorizations and applications. This list is changing almost daily. Never before has there been such activity.

But as one pioneer in television broadcasting wrote us: "The number of new broadcast stations is a good sign, but the real key to the spread of television is *network video broadcasting*." What he meant is that even though a new television station may be built, the amount of effective programming will be limited until that station can be brought into a network to take advantage of the greater scope and flexibility of material televised.

In the East, four stations now make up the new NBC Television Network: WNBT, New York; WNBW, Washington; WPTZ, Philadelphia; and WRGB, Schenectady.

WBAL-TV, Baltimore, and WBZ-TV, Boston, will be on the air shortly as NBC's fifth and sixth television affiliates. In the Midwest, three NBC affiliates are independently engaged in telecasting operations: KSD-TV, Milwaukee; and WWJ-TV, Detroit. It is anticipated that within the year these stations will be carrying network television programs originating in Chicago, where NBC will open its station. On the West coast, similar activity will soon make that area a focal point for network television. CBS is pacing this with its own network developments.

National advertisers, who, after all, will eventually constitute the major basis for good programming, are allotting greater budgets than ever before. DuMont's station in New York which in August, 1947 had a monthly income of \$6,000 from advertisers now reports an income of \$50,000 a month from sponsored television programs. We suggest that dealers study this map; find out just where your city fits into the growing pattern. Paste this map on your store window. *Let your customers know that television broadcasting is out of the diaper stage. It will whet their desire to own a television receiver.*

boost  
your  
midwinter  
profits



*sell fast  
and stay sold  
-at a Profit!*

When you sell Arvin Radios,  
you're selling dependability  
and satisfaction.

Every Arvin set is soundly  
engineered. Every Arvin set  
is listed with Underwriters'  
Laboratories. It costs more  
to build radios that way,  
but it's the safe way, the  
Arvin way. And every Arvin  
Radio is priced to give you  
a reasonable profit. Compare  
model for model in each  
price range. Compare  
discounts. Then push the  
strongly advertised line  
that gives you and your  
customers the most for  
the money—ARVIN!



# 3 New 1948 ARVINS



**\$17<sup>95</sup>** buys unmatched  
looks and  
performance!

Model 547 in ebony finished plastic is an  
eyecatcher for looks and quality perform-  
ance. It's an exceptional value for power,  
tone, and selectivity. Everything you're  
accustomed to find in sets selling at \$19.95  
and up. Make it a featured leader in your  
display and watch it build midwinter sales  
for you!



**\$19<sup>95</sup>** Model 152-T sets  
new value standards  
at this popular price

Model 152-T in grained walnut plastic  
(153-T in Ivory) steps boldly into the  
\$19.95 price class with an array of wanted  
features. Look at the intriguing modern  
design! The easy-to-read lighted dial is a  
masterpiece of simplicity. It has a lot  
more of everything than you'll be seeing  
in many sets at this price!



**\$29<sup>95</sup>** Model 160-T  
The Arvin model that  
makes value history

Here is the challenger model of the Arvin  
line. A smart, new, distinctive styling in  
a plastic cabinet with tone and perform-  
ance to match. Features include a 3-gang  
condenser, extra heavy Alnico-V speaker,  
continuous variable tone control, lighted  
slide-rule dial . . . everything at a price  
that can't be duplicated by competition.  
Model 161-T in ivory at \$31.95.



Count on ARVIN for real quality — at a real profit!

NOBLITT-SPARKS INDUSTRIES, INC.  
Columbus, Indiana



### *Capital Service in the Nation's Capitol*

**O**FFERING consumers a complete "one-stop" service on radios and electrical appliances is one answer to the increasing competition in this field. That is the view of Robert T. Dowd, proprietor of the Chevy Chase Radio & Electric Company, Washington, D. C.

Dowd's aim is to convince customers that the firm can supply them with anything electrical, from a ten-cent fuse to a thousand-dollar television set. The company's advertising stresses the fact that its experts will repair a toaster, install an auto radio, wire a house or provide a deluxe planning service, such as designing and equipping a complete electric kitchen.

This ten-year-old firm whose slogan has been "give the buyer a square

**Washington's Residents are Careful Buyers, but Dowd's has reached Sales Dominance by "Square Dealing"**

deal," has just moved into a spacious new building on Washington's fashionable Connecticut Avenue. Previously, the firm had a small shop directly across the street from its present location. It had to maintain separate repair facilities in two other buildings in scattered sections of the city. Now everything is in one building and all employees operations can be coordinated.

The new structure has 10,000 square feet of floor space for displays, repair shops and offices. The design and arrangement of the building have been deliberately planned to attract customer interest and build sales. Two

television demonstration rooms, the most modern of their type in the Washington area, permit customers to see television receivers demonstrated under the most favorable conditions.

One of the two air-conditioned demonstration rooms is approximately 17 by 20 feet, the other 15 by 20. Both are soundproofed with Celotex insulation panels. Two more rooms of this type will be installed in the near future.

A pet peeve of Mr. Dowd's is the badly-insulated radio or phonograph audition room where a listener hears an inter-mingling of sounds from

other booths. The television rooms were planned by builders with experience in constructing radio studios and are as nearly sound-proof as possible.

Television demonstrations are given by appointment. Before each demonstration, the prospective customer is shown, in the listening room, a 16 mm. General Electric film, "Sight Seeing in Your Home," which explains the problems and present limitations of television.

The spacious main-floor salesroom in the new building is illuminated by four store-long panels recessed fluorescent strips. Adjustable spots set in the panels at intervals can be focused on displays. Even the decorating scheme, in "eye-rest green", was planned with customer-appeal in mind. It is effective in setting off the stark white enamel of major appliances. Traffic displays at the front of the store are on movable tables and shelving so the whole store layout can be changed as desired.

At the right front of the salesroom are radios, radio-phono combinations and television sets, and at the right rear a modern record section. Small appliances occupy the center and left display section, with major appliances placed at the rear. Part of the second floor is occupied by offices, repair shops and the television demonstration rooms.



At the rear of the building is located a garage where auto radios are installed and serviced. Five cars can be accommodated at one time. Dowd's keeps seven trucks busy throughout the city delivering new appliances and picking up old equipment needing repairs.

With such a comprehensive approach to retail operation, Dowd's Chevy Chase store is establishing a dominant position in the Capitol's radio and appliance field.

Looking to the future, Dowd's is confident about the excellent future of the radio, television and appliance business. With the United States the center of world activity, and with

*(Above) is one of Dowd's air conditioned demonstration rooms. Long strips of fluorescent lighting add to the feeling of spaciousness and gives customers an impression of efficiency and stability. Note the island displays which center about each of the four concrete posts. One is used for small traffic appliances; the others for vacuum cleaners, coffee makers, and table model radios. The firm has more than 10,000 square feet of floor space for displays, repair shops and offices.*

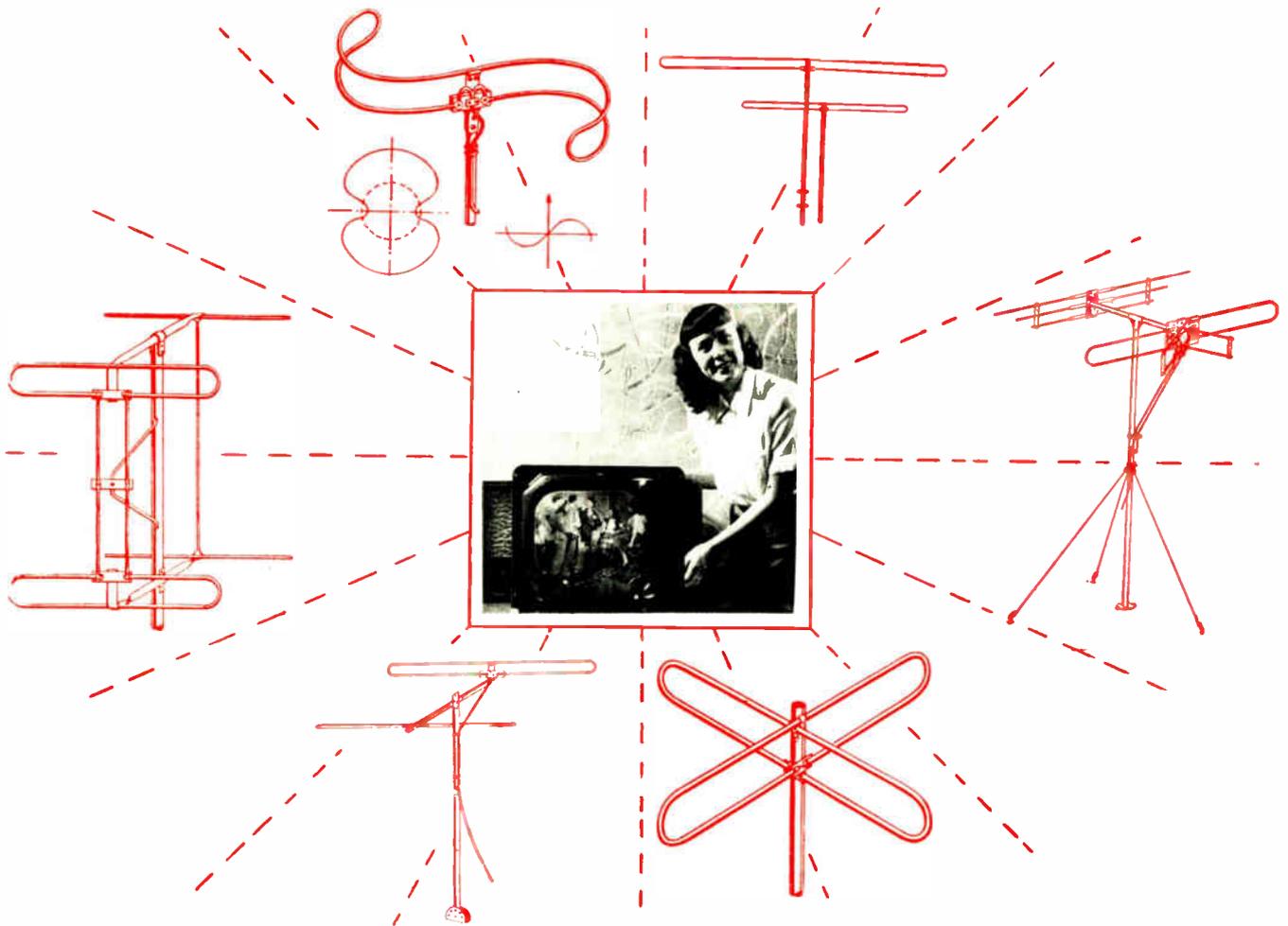
Washington the center of American activity, there's good reason for this feeling of confidence.



*This is Dowd's air conditioned, soundproofed television room where prospective customers can examine models and view programs in an atmosphere of comfort and relaxation.*



*The record and phonograph section does a brisk business. Modern display racks enable shoppers to browse among the albums, which, 'visually displayed' sell by themselves.*



# Real Profits from Television Antennae and Enlarging Lenses

By **Tore Lundahl**

**Technical Appliance Corporation**

## Enlarge Profits With Enlarging Lenses

First introduced only several months ago, the sale of the various types of enlarging lenses for small screen television receivers has jumped and is still on the increase as consumers are quick to realize its potentialities. Some radio and television dealers have been doing a "land office" business in lens sales by advertising along the following lines:

"Triple your television picture with the amazing new lens" and pictured a small television screen alongside of which was shown the proportionate enlargement when used with an enlarging lens.

One New York dealer did a terrific  
*(Continued on page 14)*

**I**F you wait around long enough, you are bound to see the same thing all over again. That not only goes for the continuous-show movie but also for most businesses. Here's a case in point.

At the start of the radio business, the trade consisted mainly of parts and materials and printed "know-how" whereby John Q. Public could build himself a set. After years of rampant experimentation during which the means (set-building) held far more fascination than the end (programs available at the time), there finally evolved the complete, socket-power, ready-to-operate set even including the built-in antenna. That meant that the merchandiser made just one sale and crossed off a potential customer until such time as wear and obsolescence might conspire to interest that set-owner in a brand new model. And that

usually meant a good many years when AM had no competition to prod it ahead.

But things have changed of late. Television and FM reception call for separate signal-intercepting rigs or antennae. Each set sold means the sale—and usually the properly-serviced installation—of an antenna. And since any improvement in reception with a given television set especially, and to a lesser degree an FM receiver, must come from a still better antenna, there are real sales potentialities now opened to the go-getter merchandiser.

So often in the past, or since radio receivers became packaged merchandise, jobbers and dealers have complained about the lack of accessories. If only they had something extra—some attachment—some gadget—some improvement—that could be added to  
*(Continued on page 14)*

# REGAL FIRST AGAIN!

**IMMEDIATE DELIVERY!**

**NOW!**

**COMPLETE!  
NO PACKAGE DEALS!**

**\$9<sup>75</sup>**  
**LIST PRICE**

**WALNUT**

**FULL SIZE** } 10" LONG  
6½" WIDE  
7¼" HIGH

**TABLE MODEL**

IN IVORY: — \$11.75

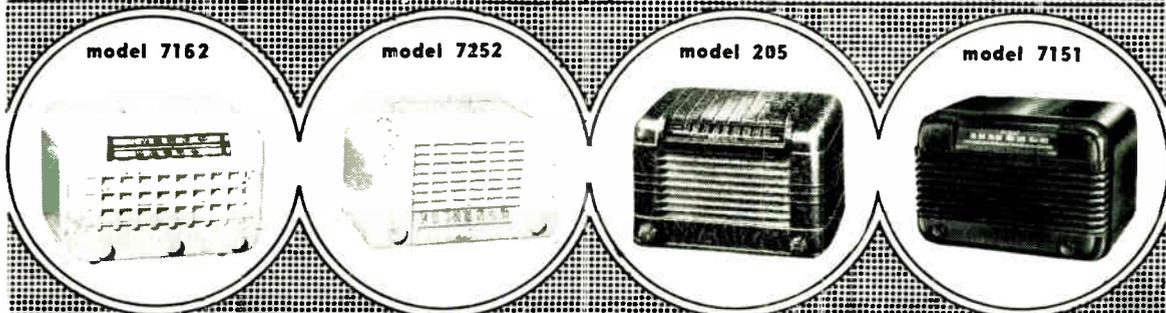


▶ **MODEL 1107**

- ▶ **SUPERHETERODYNE**    ▶ **5" P.M. SPEAKER**
- ▶ **BUILT IN REGALOOP**   ▶ **PROVISION FOR OUTSIDE AERIAL**

**ONLY SET AT THIS PRICE WITH SLIDE RULE DIAL**

**A FEW MORE OF THE MANY BEAUTIFUL REGAL MODELS**



2 band, Broadcast and 16-49 meters on S.W. "A.C.-D.C."    Broadcast band, "A.C.-D.C."    Broadcast band, "A.C.-D.C."    Broadcast band, "A.C.-D.C."

**ALL MODELS ILLUSTRATED ARE AVAILABLE IN BOTH WALNUT AND IVORY**

**REGAL ELECTRONICS CORPORATION**  
**603 West 130th St.                      New York 27, N. Y.**

**"when better radios are built, REGAL will build them"**

## Real Profits from Television Antennae

(Continued from page 12)

the usual set! The final blow came of course when most radios went to built-in aeri-als, thereby killing off much of the antenna kit trade except in large apartment houses and hotels where the structural steel often renders built-in antenna receivers more or less inoperative, so that individual noise-reducing antenna systems at least, if not the multiple-set or master antenna systems, have to be installed if satisfactory radio is to be enjoyed by tenants.

Now comes the long-sought extra-sale opportunity in the form of the antennae required for FM and television reception. While it is true that some FM receivers come with built-in aeri-als, these consist of nothing more than two short lengths of wire tacked on the rear of the cabinet and enabling satisfactory reception only from FM transmitters little more than shouting distance away. For really satisfactory reception from several FM stations, particularly at any considerable range, a regular FM antenna has got to be used.

Whatever the fussy requirements of satisfactory FM reception may be, you can multiply them several fold in arriving at the critical needs of television. Because in satisfactory television reception it is not only a matter of adequate signal strength but also of getting one good signal with virtually no additional signals out of phase to cause troublesome "ghosts". This can mean a pretty elaborate rig not only for the installation "out in the sticks," but likewise for the city installation surrounded by buildings and structures that create many "ghosts." Signal strength must be built up by one or more intercepting dipoles, suitably stacked, as well as backed by reflectors to minimize interference from other directions. Then too the dipoles must be properly orientated. In many instances two antennae are needed to favor transmitters in totally different directions.

All of which might sound frightfully complicated were it not for the fact that leading manufacturers of antennae—and I mean those who specialize in and concentrate on this sort of thing—have reduced the technique to certain standard items that are juggled about into various combinations to meet various situations. Such combinations or kits are put up in package form, complete with the dipoles, spreaders, clamps, bolts, terminal blocks, transmission line with terminal lugs, and complete instructions, so that any-

## Make the Most of This Accessory Era

*Here are some suggestions on how the alert merchandiser can develop a real accessory business in the rapidly expanding field of television—FM antennas and enlarging lenses:*

1. Handle a truly engineered line of antennas and lenses. Remember, such equipment is not just so much hardware or glass.
2. Make it plain to your customers that an FM receiver and especially a television set can be no better than its antenna system.
3. Place this phase of your sales in the hands of a clever technician who, properly trained, can really talk convincingly about antennas and lenses.
4. Carry a stock of antennas and lenses to meet a wide range of needs. Remember, it's packaged merchandise, and manufacturers will help you select the fastest-moving assortment.
5. This is "cream" business; don't handle it as skimmed milk by making it as cheap as you can. Handle good stuff and make the right profit.
6. Make the most of this accessory era. It's the thing live-wire merchandisers have been asking for.

one can put them together. So here's this complicated antenna technique reduced to package merchandise, duly classified and labelled, so that the trade gets precisely what it wants in a handy package.

Already the antenna business is rolling along in high gear, because of the large and steadily expanding needs of FM and television. Be it noted that 1947 saw a couple of hundred thousand television receivers installed. This year will bring the total to somewhere between three-quarter million and a cool million. Meanwhile, many FM receivers and combination receivers are also being installed. All these installations call for antenna kits and that means nice sales and profits.

So there you have it—a real accessory business, a multiple-sale proposition, a chance to keep the cash register ringing more steadily—all over again. And you can cash in if you'll treat this opportunity in a businesslike way.

## Emerson Earnings in 1947 Reached All Time High

Net income earned in 1947 by Emerson Radio was the highest in its history, according to Benjamin Abrams, president, with the closing of the corporation's books as of Oct. 31 showing a net increase of 68 per cent in profits over net sales for 1946. Milestone year just ended also marked Emerson's twenty-fifth anniversary. To date approximately nine million radios, phonoradios, phonographs and television sets have been sold, said Mr. Abrams.

Net sales totaled \$32,658,122 for 1947 compared with a total of \$23,088,882 recorded at the fiscal ending of 1946, which was the previous high figure. Net income of \$2,263,024 was a gain of 68 per cent over net earnings of \$1,340,356 in 1946.

## RMA Launches "Personalized Radio" Sales Campaign

Emphasis on radio as a personal possession is the spark of RMA's promotional campaign for a radio for every room and every member of the family presented at the recent meeting of the Radio Manufacturers Association at Hartford, Conn.

Since radio has already become a highly individualized product, it was pointed out to more than 100 distributors and salesmen who attended the meeting that the idea that one radio is sufficient for a household is as obsolete as the adequacy of one clock per family. The same selling idea is as applicable to radios as to clocks was a theme enlarged upon in a leaflet, "What's In It For Me," which was distributed at the meeting.

## Enlarging Lenses

(Continued from page 12)

pre-Christmas business with this single item, scoring sales exceeding \$9,000.00, and is still maintaining the momentum.

There are several types of lenses on the market today, and the thing they all have in common is the purpose of magnifying the direct view television image. It is a boon to the small set owner and serves the additional purpose of aiding the popularity of video.

All the merchandising information contained in the accompanying article on antennae is applicable to lenses, so climb onto the sales handwagon by enlarging your sales and profits with television lenses.

# WHAT'S NEW IN RADIO

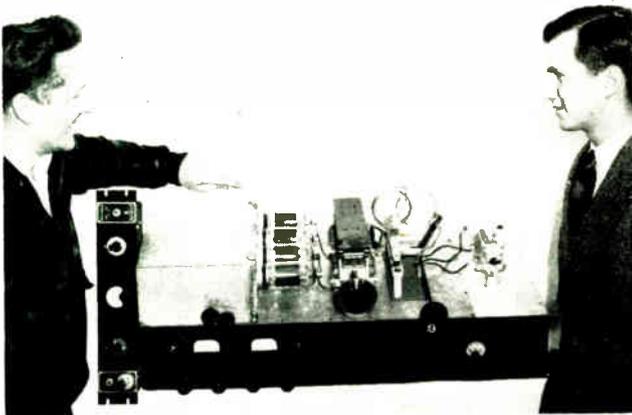
## New Sideband Radio Transmitter

Development of a new and radically simpler single-sideband radio transmitter as an outgrowth of Army Air Force-sponsored research was announced recently at Stanford University.

The new transmitter, so simple in design that it can be adjusted and operated by any radio operator, according to Villard, requires no special components and can readily be duplicated by amateurs. It employs only one high power stage of amplification. Single-sideband transmitters of the type used for years in long-distance military and commercial communications call for five or more stages of amplification, each requiring precise adjustment and careful maintenance. Such transmitters have been found to be too complex for many applications.

The simplicity of the new transmitter is expected to open up the single-sideband system for widespread use, both amateur and commercial. This would be an answer to the present severe overcrowding in the air lanes resulting from the increased number of radio stations operating in the long distance wave bands. Villard said. In the amateur field, single-sideband makes possible for the first time simultaneous transmission and reception, so that amateur radio contacts become exactly like telephone calls.

The Stanford Radio Club station, first to use single-sideband transmission in amateur service, has been testing the new system since October 9, 1947, and its signals have been received clearly by stations as far away as South Africa and the Marshall Islands.

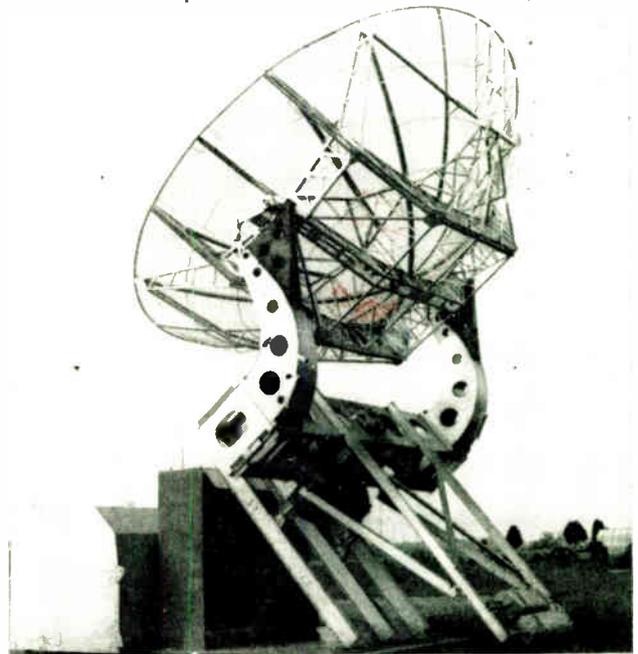


*Dave Thompson (W6VQB) points out to Robert Smith (W6AUW), president of Stanford Radio Club, the final amplifier of the club's experimental single-sideband transmitter. Previously, single-sideband, because of its complexity, had been used only in commercial point-to-point radio stations.*

The new circuit was originally devised last year in connection with a research project on radio communications sponsored by their Materiel Command's Watson Laboratories in Red Bank, New Jersey, and directed by Dean Frederick E. Terman of the Stanford School of Engineering. Practical development of the circuit and its embodiment in a successfully operating transmitter have been carried out independently at the university.

## Cosmic and Solar Radio Noise

Scientists at the National Bureau of Standards are initiating a project for the observation and analysis of radio noise generated by the sun, a companion project to cosmic radio noise studies already in progress. The new investigation will seek to determine the range of frequencies broadcast from the sun, received intensities, and correlation of solar noise with other solar, interstellar, and terrestrial phenomena.



*This giant radar mirror at the National Bureau of Standards radio propagation laboratory at Sterling, Virginia, will be used for the study of ultra high frequency radio noise generated by the sun. The basket-like reflector, about 25 feet in diameter, faces in a generally southern direction and is automatically directed toward the sun constantly throughout the day. The energy absorbed will be recorded as a ploy against time by means of automatic recording equipment.*

Two giant radar mirrors at the Bureau's radio propagation laboratory at Sterling, Virginia, will intercept and record solar noise reaching the earth. These devices are particularly suitable for the investigation because of their size. The reflectors, about 25 feet in diameter, allow the capture of a large amount of energy from solar broadcasts. By automatic control, the mirrors will be directed at the sun constantly throughout the day. The first receiver is now in process of installation and will be used, initially, for studies in the 480- to 500-megacycle band.

With the use of higher and higher frequencies in communication and radar equipment, both solar and cosmic noise have come to be recognized as increasingly important. Recent advances in design for both very-high and ultra-high frequency receivers, which practically eliminate internal set noise, indicate that the limiting factors in the use of the equipment will be those arising from natural phenomena.



Here's a

... THAT'S MIGHTY  
EASY TO TAKE!

**TWO NEW** **CROSLEY** <sup>FM</sup> <sub>AM</sub> **MODELS**  
to pep-up, step-up sales!

**THE NEW CROSLEY 88TA**

Here's just what the doctor ordered to put a sparkle in the eyes of shoppers seeking a value-packed table radio! It's a stand-out for beauty... with a lustrous maroon plastic cabinet that's smart as a fox scarf! And it's just as adaptable, too—tops off any end table in fine style, is at home in rumpus rooms, game rooms, bedrooms.

It's also a stand-out for performance: Crosley Full-Range FM System assures clear, static-free reception, minimum fading and station interference. Improved superheterodyne Standard Broadcast circuit delivers sharp tuning, mellow-toned clarity. The new curved Slide-rule dial is not only smartly decorative in design, it provides accurate tuning and full visibility from top or front. Of course, the Crosley 88TA has Continuous Tone Control and other refinements shoppers have come to look for in Crosley engineered radios.

**A tonic for Crosley dealers? You bet... and one for radio shoppers, too!**





## THE NEW ~~CROSLEY~~ 88CR

Electronic tonic! Superb engineering craftsmanship blends with a magnificent mahogany cabinet by Carrollton to give Crosley customers an FM-AM radio-phono that's a delight to see, to hear, to buy.

Look at that cabinet. It's furniture-fashioned of mellow mahogany—hand rubbed to gleaming perfection—a source of pride to any lover of fine furniture. Listen to that tone . . . rich, full, true. Here is Crosley Wide-Range FM at its best; new improved standard broadcast with fidelity and sensitivity to spare; recorded music aglow with the brilliance and vigor of the original rendition, made possible by the exclusive Floating Jewel † Tone System.

Here are scores of other refinements, too . . . a batch of sales features that can't be topped. Continuous Tone Control, Automatic Record Player, Distinctive Slide-Rule Dial, Built-in Antennas for FM and AM., Shortwave, just to mention a few.

**And the real ginger in this tonic is to see the price!**  
†PATENTED

# Rx for a run-down feeling **IN THE REGION OF THE CASH REGISTER!**

This Crosley combination is good for what ails sales! It reaches the mass market for table radios . . . it reaches the class market for radio-phonos. And it gives *both* markets an AM-FM value, a style value, a feature value. As for price . . . well, both models are tagged for volume sales.

**Those ingredients are why this particular Spring Tonic . . .**

### **PUTS NEW LIFE IN TIRED SALESMEN!**

It gives them something to really talk about . . . features to meet and beat competition at every point. Matter of fact, any

salesman worthy of the name just can't be casual about these two new Crosley models; they're *exciting* . . . to hear, to see, to sell, and to buy!

### **YOU'RE THE DOCTOR!**

Every Crosley dealer has this two-fold opportunity to pep-up, step-up radio sales. They'll swing into Spring with these new Crosley models . . . build store traffic and profits with these two stimulating radio values.

**Say . . . what are you taking for a Spring Sales Tonic?**

# CROSLEY

Division—**AVCO** Manufacturing Corporation

Cincinnati 25, Ohio

Shelvador\* Refrigerators • Frostmasters • Ranges • Radios • Radio-Phonographs • FM • Television • Short Wave • Home of WLW

Radio & Appliance JOURNAL • February, 1948



®\*TRADEMARK REG. U. S. PAT. OFF

© 1947 CROSLEY DIV. AVCO MFG. CORP



## NEWS AND NOTES OF MANUFACTURERS AND DISTRIBUTORS

**Philco Corporation** sales in 1947 should run well over \$215,000,000, which would be almost three times the 1941 volume, it was announced recently by John Ballantyne, president, in a letter to stockholders accompanying December 12th dividend checks covering the regular quarterly dividend of 37½ cents and a year-end dividend of 50 cents per share.

**United States Television Manufacturing Corporation** announces change-over of four sales representatives to distributors in four large cities. Newly created distributors are The National Television Corporation for Baltimore; Domestic Heat & Engineering Company, Cleveland; Hastings Sales Engineering Company of Boston; Television Distributing Inc., Buffalo.

# ESPEY

*The Custom Built Chassis*



Yessir! In producing the **ESPEY** line of custom built chassis we have kept in mind the physical dimensions necessary for chassis units which could be easily adopted to custom-built work, or as replacements for existing inferior units. Carefully engineered and manufactured to give absolute satisfaction in any type of installation. The **Model 7-B** can serve as an ideal replacement for AM sets housed in highly-thought-of cabinets.

The **ESPEY Model 7-B** is an AM/FM superheterodyne receiver with 10 tubes plus a rectifier tube, operating on 105/125 volts AC, 50/60 cycle. Wired for phono operation, this superbly engineered receiver is supplied, ready to operate, with 10" speaker with Alnico No. 5 magnet, antennae, and all necessary hardware.

For further details about this and the rest of the **ESPEY** line, write today to Dept. L.

**ESPEY** MANUFACTURING COMPANY, INC.  
528 EAST 72<sup>ND</sup> STREET-NEW YORK 21, N.Y.

**New Andrea Dist.**



D. W. May, above, president of the D. W. May Corporation of New York City, has taken over the exclusive distribution franchise for Andrea Radio Corporation in the Northern New Jersey area. The Andrea Corp. manufactures radio and television receivers. The association of Frank A. D. Andrea and D. W. May brings together two pioneers with a combined background of 55 years in the radio and television field.

**Stewart-Warner** Corporation directors have declared a cash dividend of 25c per share on the five dollar par value common stock payable January 10, 1948, to stockholders of record December 11, 1947. In each of the years 1944-1947 Stewart-Warner has paid a total of one dollar per share. Industrial Television, Inc. of Nutley, N. J., in line with its sales expansion program, has named dealers in Boston, Cleveland and Cincinnati.

**Lee Bunting** has been named as vice president of Bell Television, Inc., 11 West 42nd Street, N. Y. C. Bell Television is engaged in the rental and sale of television sets especially designed for public places. **J. J. Clune**, merchandise manager for Air King Products Co., Brooklyn, manufacturers of radios and wire recorders has announced the appointment of five new distributors in the cities of Poughkeepsie, N. Y., Connelville, Pa., and Little Rock, Ark.

**Richard M. Scanlon**, advertising manager of Waverly Products, Inc., manufacturer of the Steam-O-Matic steam iron, has also been named sales manager for the company, according to an announcement by Milton P. Schreyer, president.

**Air King** Products Company, Inc., Brooklyn, N. Y., has a new manager of their contract division in Harley Wall, formerly with International Detrola Corporation.

## New Appointments

### Philco Promotes Carmine



James H. Carmine, who has been vice president in charge of Merchandising, named vice president in charge of Distribution for the Philco Corporation. He will be responsible for all Philco sales, merchandising and advertising activities.

### Head Emerson's Sales Promotion Program



L. M. GRAHAM      STANLEY ABRAMS

Stanley Abrams has been appointed sales promotion manager of Emerson Radio and Phonograph Corporation. He returns East after serving factory, distributor and dealer interests in California and Western Nevada. Leslie M. Graham has been named sales manager for Emerson. He formerly served the company as Mid-west representative.

A new television laboratory has been opened by The Nielsen Television Corporation. The laboratory, located at Norwalk, Connecticut, will be headed by Matt J. Jelen, Chief Engineer for the company.

### "Hinkey" Haines Appointed by Sightmaster



"Hinkey" Haines, new Philadelphia representative for the Sightmaster Corp., 220 Fifth Avenue, New York, manufacturers of television receivers. "Hinkey" was a former all-American athlete of Penn State fame. He will be assisted by John Cooper French.

# Philharmonic

*an instrument worthy of the name*

*Story...*

... a story we take great pleasure in telling ...



Consensus of opinion by merchants everywhere to our new 1948 models, (shown in January at the Blackstone Hotel) is—that we have surpassed values offered in 1947 . . . that it is indeed an Instrument worthy of the name.

Little did we realize that Philharmonic Radio Combinations would take the country by storm. From every section of America the clamor from dealers is, send us MORE and MORE.

The reason: Outstanding merchandise—priced right . . . every store that has advertised and displayed PHILHARMONIC since the inception of our new merchandising plan has had a SELLOUT.

The production capacity of our plants has been expanded once again, to meet the overwhelming demand for our products. Philharmonic's skilled technicians, second to none in the radio industry, will not sacrifice one iota of quality despite constant pressure for increased production. They know that the painstaking skill and craftsmanship that goes into each Philharmonic radio set is responsible for its tremendous popularity.

We realize that you, the radio dealer, have been long patient in waiting for more shipments and new dealerships. We're grateful for this patience. If energy, hard work, and creative imagination to satisfy your needs can do the trick . . . we promise you an even more cheerful and profitable year in 1948.

PHILHARMONIC RADIO CORPORATION

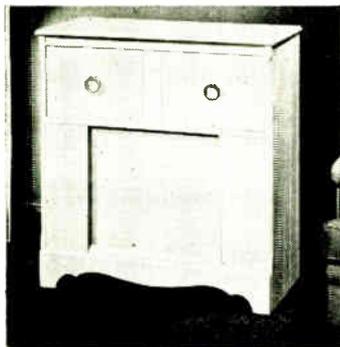
B. H. LIPPIN  
President

**Philharmonic Radio Corp. 119 W. 57th St., N.Y.C.**

# NEW RADIOS TO SPARK SPRING SALES

## Bendix Combination

Manufactured by Bendix Radia, a Division of Bendix Aviation Corp., Baltimore, Md.



Model 1533 is a blonde classic modern radio phono which boasts a phantom grille, a feature of this and several other models. Also contains the "Hush-O-Matic" the electronic circuit which erases scratch and surface noise from records.

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

## Port-O-Matic Radio Phono

Manufactured by the Portomatic Corp., 985 Madison Avenue, New York City.

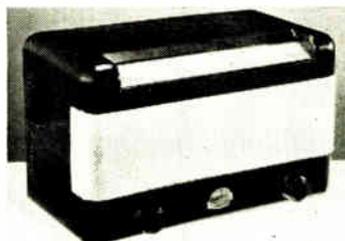


Among the important features of this machine, which is in the luxury class, are a collapsible short wave antenna, a Magnavox speaker, a push-pull tone system. It has seven tubes plus rectifier, pre-selected R. F. stage, and is built to operate up to 220 volts. Finished in top grain suntan cowhide or aero-tweed.

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

## Minerva "Challenger"

Manufactured by Minerva, subsidiary of the General Phoenix Corp., 238 William Street, New York City.

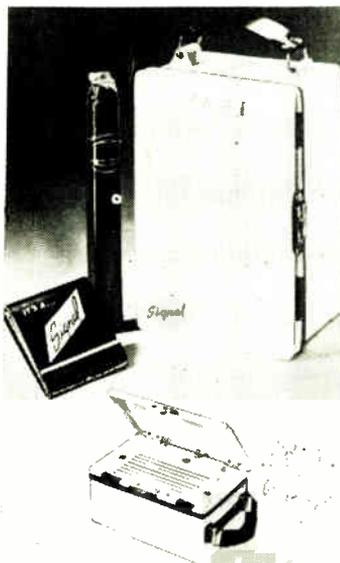


Model 410A is a full size table model, built to a sensitivity of 50 micro-volts or less. Featured are: four tubes plus a selenium rectifier, 5-inch alnico speaker, built-in loop antenna, brown bakelite cabinet, full I.F. amplification, employing 2 I.F. transformers.

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

## Signal Portapocket

Manufactured by Signal Electronics, Inc., 114 East 16th Street, New York City.

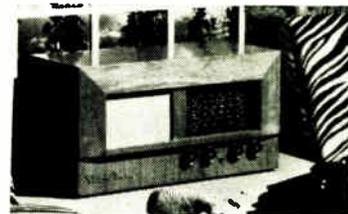


This "personalized" radio is small enough to be carried in a pocket, weighs about 2-1/2 pounds with batteries, and boasts a superhet circuit, alnico 5 speaker. Case is designed in various pastel shades and is made of polystyrene plastic.

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

## Stewart-Warner "Continental"

Manufactured by the Stewart-Warner Corp., Chicago, Illinois.



This model has a cabinet of natural American walnut with a "smoke finish" that blends well with all furnishings. It has six shortwave bands, including four electrical spread bands, and one standard broadcasting band.

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

## Brunswick "Buckingham"

Manufactured by Radia and Television, Inc., 244 Madison Ave., N. Y.



This model is of contemporary modern design having 11 tubes with Brunswick FM band, and contains a De Luxe Webster automatic changer which has the latest QTM cartridge and nylon needle which practically eliminates surface scratch.

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

## G-E Table Model AM-FM

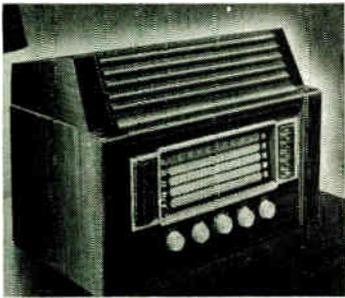
Manufactured by General Electric Co., Electronics Park, Syracuse, N. Y.

Incorporating the Armstrong system for the FM band, this receiver is the first of its kind made by GE since the war. Circuits in the set include a tuned radio frequency amplifier stage with a three-section gang condenser for AM reception and a three-section Guillotone Tuner for FM.

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

### G. E. Table Model

Manufactured by the General Electric Company, Syracuse, New York



Model X-415 is a high quality FM-Am table model receiver using eight tubes plus one rectifier; also incorporates two short-wave bands and features the new Guillotone Tuner for high gain, built-in antenna, 8-inch superdynapower speaker with sufficient power for group listening and push-button tuning.

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

### Alamo Portable

Manufactured by Alamo Electronic Corporation, 105 Romana St., San Antonio, Texas.

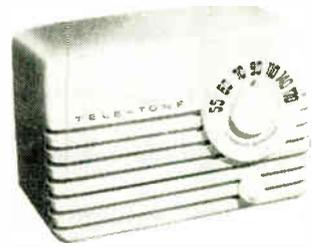


Model PR-2, features a 4-tube superhet receiver with Selenium rectifier for electric operation, Alnico 5-4" P.M. Speaker, built-in aerial, sturdy leather stay flat carrying handle. Case is covered with Leatherette over plywood. Plastic front with dial engraved in gold.

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

### Tele-Tone Table Model

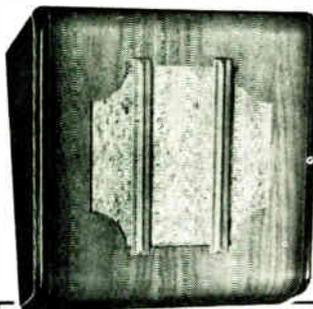
Manufactured by the Tele-Tone Radio Corporation, 540 West 58th Street, N. Y.



The biggest news about this new Tele-Tone model is its price of \$9.95, which has caused quite a stir in the trade. The company feels that it has started a downward price trend that will soon be followed by other companies.

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

## Here's the Line of DeLuxe SPEAKER BAFFLES



the Entire Country has been Waiting for!

...now ready for Immediate Delivery

We've gone "All Out" in our efforts to give you a line of Speaker Baffles that are truly superior — yet priced no higher than ordinary baffles! These must be seen to be appreciated—they're massively constructed of walnut woods throughout, heavily reinforced, yet handsomely styled.

Each baffle is a beautiful example of fine cabinet craftsmanship; its lustrous two-toned walnut finish and workmanship are comparable to that found normally only in the highest quality furniture!

All Grille openings have graceful overlay bars; the Grille cloth is made of newly developed Thinspun Plastic and Fiberglas, copper-finished, maintaining a rigid, perfectly smooth, non-sagging surface, yet acoustically correct.

- 12 INCH MODEL**  
For 12" Speakers. Walnut Plywood throughout, with 3/4" Walnut sides.  
\*St. Pkg. 4 List Price Each \$9.85
- 10 INCH MODEL**  
For 10" Speakers. Walnut Plywood throughout, with 3/2" Walnut sides.  
\*St. Pkg. 6 List Price Each \$8.10
- 8 INCH MODEL**  
For 8" Speakers. Walnut Plywood throughout, with 1/2" Walnut sides.  
\*St. Pkg. 8 List Price Each \$6.85
- 6 INCH MODEL**  
For 6" Speakers. Walnut Plywood throughout, with 1/2" Walnut sides.  
\*St. Pkg. 10 List Price Each \$5.85
- 5 INCH MODEL**  
For 5" Speakers. Walnut Plywood throughout, with 1/2" Walnut sides.  
\*St. Pkg. 12 List Price Each \$4.35

\*above baffles shipped in standard packages only.

Our products are distributed thru Wholesalers and Jobbers only. Dealers are invited to inquire for name of nearest jobber.

**KENT WOODCRAFT CORP.** 2-20 Hooper Street Brooklyn 11, N. Y.

# Sightmaster

LEADS AGAIN WITH THE BEST VALUE IN QUALITY TELEVISION!

The New  
**SIGHTMASTER 15**  
with FM RADIO  
**\$595.00**

in Mahogany or Walnut; plus installation and Fed. Excise Tax

One of the LARGEST DIRECT-VIEW TABLE MODELS AVAILABLE, featuring the brilliant 15" picture-tube

Only Sightmaster GIVES YOU THESE ADVANTAGES: A 15" Table Model with 120 sq. in. direct view picture . . . Built-in F.M. Radio Receiver . . . Twin speakers . . . A CHOICE of CABINETS in beautiful hand-rubbed Mahogany, Walnut, or Blonde (at slight additional cost) to suit every taste . . . One Year Sightmaster Warranty . . . Exclusive Franchises

Expanding Manufacturing Facilities Enable us to Invite Participation of an Additional Number of Dealers on a Protected Franchise Basis.

**THE SIGHTMASTER CORP.**

Manufacturers of Television Receivers Exclusively  
220 Fifth Ave., New York 1, N. Y. MUrray Hill 9-0174  
Philadelphia Office: 1500 Walnut Street

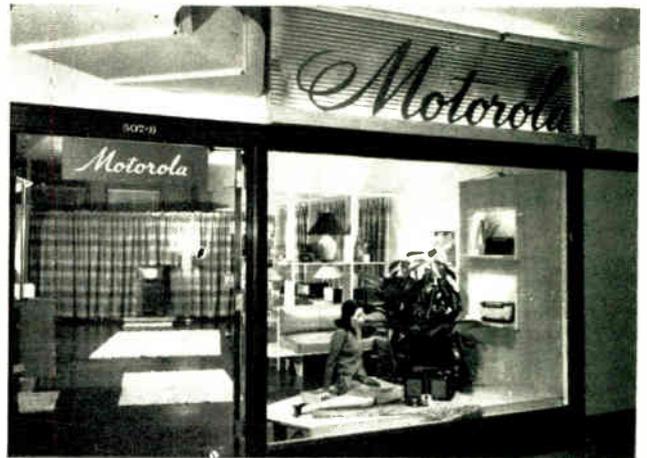


# Journal Pictorial:

Photographic Review of Events of Interest  
in the Radio and Appliance Industry



Above attractive display was featured by Stromberg-Carlson at the Canadian National Exhibition, which was recently held at Toronto. The exhibition was very well attended and created much interest in the products displayed.



Breaking away from conventional treatment, Motorola's housing of its wares in a tasteful home setting, was outstanding for its comfortable atmosphere and merchandising value at the Furniture Mart held in Chicago last month.



← Featuring the "Globe Trotter," RCA Victor's ultra streamlined, attractive portable, which is being carried by Alan Hale, Warner Brothers film star, shown with his daughter, Karen. The AC-DC battery set has a cabinet of weatherized aluminum with maroon plastic trim.



→ Frank R. Glynn, Sales Promotion Director and John S. Hicok, Assistant Merchandise Manager of R. H. White's, Boston, receive certificates designating them "Doctors of Merchandising" from Charles H. MacMahon of Norge Division of Borg-Warner Corporation for best department store series of ads.

General Electric salesmen examine a GE receiver chassis on the assembly line at the company's Syracuse plant. Left to right front are Jack Janasko, Paul L. Lewis, GE executive Sam Houston and John Blizzard.

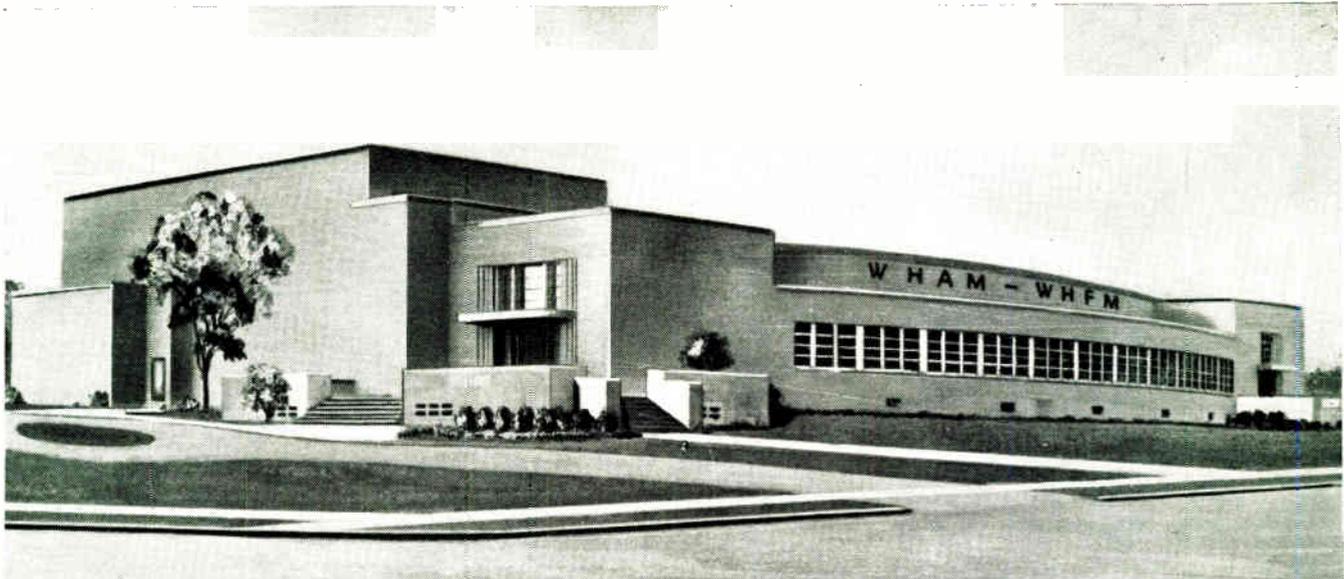
Promotion plans for the "Metropolitan Opera Auditions of the Air," broadcast under sponsorship of Farnsworth Television & Radio Corporation, are discussed (starting at left) Fred Thrower, Jr., D. M. Allgood, Tevis Huhn, John S. Garceau, and J. R. Warwick



# STROMBERG-CARLSON

Announces Opening of Its New Million-Dollar

# ROCHESTER RADIO CITY



## New Major Program Origination Center to House WHAM, WHFM and Stromberg-Carlson Television Facilities

### Highlights of Rochester Radio City

*Magnificent new Rochester Radio City building represents million-dollar expenditure.*

*Studio "A" seats nearly 400 people and is supplemented by a cluster of five smaller studios.*

*Full-floating studios, with room-within-room construction, give the best and most elaborate protection against distortion of broadcasts from outside vibrations.*

*Special stand-by auxiliary power plant, located in Rochester Radio City, cuts in automatically if regular power source should fail.*

*Each Stromberg-Carlson studio utilizes the most modern equipment—representative of the most advanced technical developments.*

With the opening on February 14th of Rochester Radio City, Stromberg-Carlson will have at its command one of the nation's most modern broadcasting facilities.

It is the consensus of opinion of industry leaders that this new Stromberg-Carlson broadcasting center will make Rochester a nationally-important program origination point.

Rochester Radio City is one more example of Stromberg-Carlson's leadership in the radio field. It is continuing evidence of a Stromberg-Carlson basic belief—that thorough working experience with all the problems of broadcasting helps immeasurably in the development of fine radio and television receivers.

WHAM, acquired by Stromberg-Carlson in 1927, is one of the key stations in the N.B.C. Network, operating with 50,000 watts, clear channel. Since 1939, Company-owned Station WHFM has been operating on a full-time daily schedule of FM broadcasting.

This close relationship between Stromberg-Carlson's manufacturing and broadcasting activities has contributed strongly to Stromberg-Carlson's outstanding position in radio through the years.

The benefit of this relationship is reflected in public confidence in Stromberg-Carlson products and in the stable, enduring profits enjoyed by Stromberg-Carlson dealers.

THERE IS NOTHING FINER THAN A

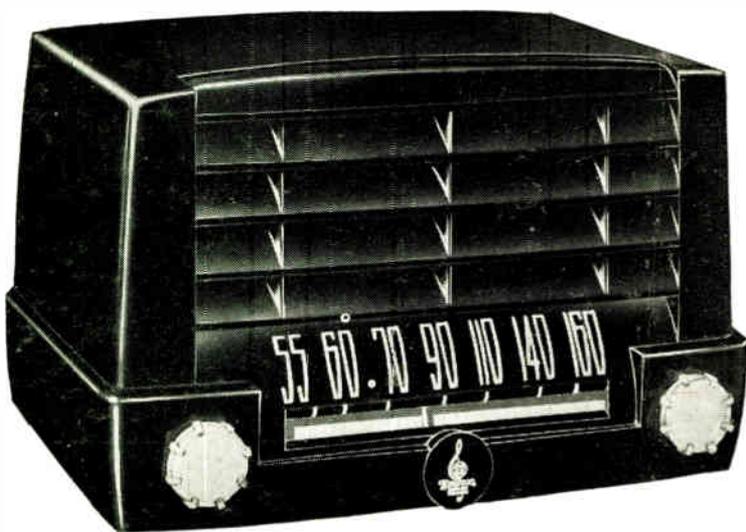
# STROMBERG-CARLSON

Stromberg-Carlson Company, Rochester 3, N. Y.  
—In Canada, Stromberg-Carlson Co., Ltd., Toronto

**AGAIN . . . in 1948 . . . it's**

# *Emerson Radio*

**For Lower Prices and Longer Discounts**



## **Compact Sensation of 1948**

*Emerson "Ebony" Model 547*—Powerful AC-DC Superheterodyne with "Sealed Unit" Alnico 5 PM speaker. Features include Sliderule Dial, built-in Super-Loop Antenna and all modern performance advances. Unquestionably the greatest quality value on the market. Now only

**\$16<sup>95</sup>**

## **New Models...New Values...New Merchandising Opportunities**

Here are just a few of the many new features announced at January Distributor meetings.

Included in the new 1948 line are many outstanding promotions in every price range.

Add up your advantages with New Emerson Radio models, **NEW LOW PRICES, LONGER DISCOUNTS . . .** with everything new in point of sale and advertising helps.

*Call Your Emerson Radio Distributor NOW!*



## **FM-AM MODEL 557**

*America's outstanding style, performance and price leader*

The real McCoy—the last word in complete FM-AM design and performance with internal FM power line antenna in handsome bakelite cabinet — FM-AM at its best—and **\$49<sup>95</sup>** only



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Continuous advertising in a long list of national magazines—big bertha newspaper ads—a tremendous program in all types of national and local media.

THE WORLD'S LARGEST MAKER OF SMALL RADIO

## RMA Adopts Plan to Halt Servicing Abuses; Will "Police Industry Without Outside Help"

Adoption of a joint industry program to improve radio set servicing and eliminate "shoddy work and overcharging by a distinct minority of radio repairmen" highlighted the three-day RMA midwinter conference held last month at the Stevens Hotel in Chicago. The RMA Board of Directors approved recommendations of the RMA Service committee setting up a joint industry plan, with combined participation of manufacturers, jobbers, dealers and servicemen.

Under the program, all RMA set manufacturers will be urged to advise radio set owners, through advertising and other means, to patronize "authorized" franchised dealers and servicemen whenever their radios are in need of repair. The Service Committee again stated RMA's opposition to municipal licensing, as ineffective for the public.

Approval and extension of the plan tried out in Philadelphia last month under the name of "Town Meeting of Radio Technicians", was emphasized by RMA, which will copyright the name. A recommendation of the RMA

### Television Production to "Boom" Components

As television production moves into high gear, acceleration of the component parts industry and the importance of installation and maintenance service will take the spotlight as evidenced by recent important meetings held to formulate policies and evaluate conditions in these aspects of the total industry.

Although the component parts industry looks to greatly increasing delivery of its products in the field of television, Jerome J. Kahn of Standard Transformer Corporation speaking for RMA's Parts committee at Chicago, cautions against the expectation of more than normal acceleration. In Mr. Kahn's opinion installation and maintenance service rather than production is the immediate problem facing the television industry today.

"Boom," said Mr. Kahn, "is hardly the word to use in forecasting the effect of increased television production on the component parts industry. These things have a way of leveling off production wise—increases on one type of unit being counterbalanced by decreases on other types.

Parts Division that similar clinics for radio servicemen be held in five major cities annually.

Both plans for raising the standards of radio technicians call for close cooperation with organized servicemen's associations. The "Town Meeting" program will be featured, as in Philadelphia, by the dissemination of the latest technical information on the servicing of television and FM receivers. As demonstrated at the Philadelphia meeting, increasing production and sale of television receivers are raising serious problems in many areas due to the shortage of trained technicians to service sets.

The recommendations to correct abuses within the servicing field grew out of an attempt in New York City to license all servicemen by making them take an examination and pay a fee. Speaking of this, Bond Geddes, executive vice president of RMA pointed out "that there are enough bad actors in the business whose actions reflect on the industry as a whole," and the new program is designed to correct this condition.

## Calls on Tube Industry to Correct Price Inequities

Pointing out that marginal bidding by tube manufacturers for radio set and equipment manufacturers' business is a major factor contributing to current upset conditions in the tube business, L. B. Calamaras, executive secretary of the National Electronic Distributors Association has appealed to the entire tube industry to take steps to correct the situation.

"One tube manufacturer recently decided to get off this expensive "merry-go-round" by announcing a flat 12½ per cent increase on all tube sales to set and equipment users," said Mr. Calamaris in a recent bulletin, adding that NEDA applauded the action, particularly in the face of existing conditions.

Stating boldly that tube manufacturers should make a profit, and that current pricing practises are not leading in that direction, Mr. Calamaris made a plea for price increases on certain equipment user prices, but emphasized that there is no justification at this time for a general price increase on replacement tubes.

### Honored by Servicemen



HOWARD SAMs

An award for outstanding service to the radio maintenance business was made to Howard W. Sams, publisher of photo fact folders, Indianapolis, during the recent service men's clinic held in Philadelphia. Mr. Sams is the first to receive the silver plaque which is to be awarded annually by the Federation of Radio Service Men's Association of Pennsylvania in recognition of men who have made unusual contributions to the advancement of the profession.

In a special letter addressed to all tube manufacturers, Mr. Calamaris stated "the replacement tube market has been shot to pieces. You and I can list innumerable reasons for this sad state of affairs; all these reasons, however, must and do stem from tube manufacturers' sales policies which are illogically conceived, fraught with contradictions and unjust in application. The replacement industry cannot long endure under a system which affords select groups special discounts which the beneficiaries wield as a disruptive force in an otherwise free and open competitive market. The independent parts distributor has pioneered the replacement field and has made it a lucrative industry for the tube and component manufacturer," said Mr. Calamaris, stressing that the independent parts distributor cannot sell tubes profitably as long as these inequities exist.

Many elements in the tube industry representative of the wholesale side have indicated agreement with the statements expressed by Mr. Calamaris.

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**PHOTOFACT SERVICE**  
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THE Editor of *Radio & Appliance Journal* recently returned from a trip through several eastern states and wrote me, "A surprisingly large number of service-dealers keep asking, 'What the hell is wrong with tubes today?' This has been asked me by so many servicemen that it almost amounts to a chorus."

Frankly, this is the first we heard of such a chorus. We can truthfully say that our replacements of "in warranty" failures to service-dealers certainly do not indicate that tubes are not standing up, nor, except for isolated types and instances, have we heard any different about competitors' tubes. Our in-warranty returns by no means approach the normal expectancy for which we have made allowances. If they did, it would surprise us in view of the Quality Control routines employed in our factory.

### War Surplus

We can understand how some service-dealers would get the notion during this postwar era that tubes are not standing up. For one thing, a tremendous amount of war surplus tubes necessarily found their way into the renewal market. All of those tubes had been built to government specifications under systems of rigorous inspection. Regardless of the original maker, each tube manufacturer who placed his guarantee behind his trade mark cleaned, reinspected, retested, and rebranded any war surplus tubes he bought. So far as we know, every tube that went out was of good quality. However, toward the end of the W.A.A. surplus tube disposal operation it appeared that many warehouses were being swept up and the tubes that were being received were more or less dregs. Possibly they could have been government owned tubes which had been accumulated by equipment manufacturers as rejects during war production and which were ultimately returned to the government in connection with clean up of war contract cancellations. We had to cease the acceptance of such tubes because we were able to buy only on a "sight unseen" basis, and since the major new stocks were gone we couldn't use the "dregs". I want to emphasize this was not a general condition, but it did happen a few times. Just one slug of such "dregs" getting into a cut-price operator's hands and being sold as new merchandise might result in an abnormal number of field failures and could create the impression among service-dealers that the average quality of a tube type had gone to pot.

### Electronics Newcomers

There have been a very few cases of postwar short tube life which might be tied up with lack of receiver manufacturing experience. The war brought a large

# Is Postwar Tube Quality

By E. Kohler

Raytheon Manufacturing Company

## EDITOR'S NOTE

*Last December, we wrote to Mr. Kohler, pointing out the mounting number of complaints we had been receiving about tube failure. The situation frankly puzzled us, especially in view of the many known wartime advances made in tube design and construction. Mr. Kohler's article clears up much of the mystery about current tube problems and makes excellent reading for dealers and servicemen. This is an exclusive RAJ feature.*

number of newcomers into the electronics design field who subsequently turned to radio set designing after the war. As any old time radio engineer or radio set manufacturer can tell you, no matter how smart a student a man was—no matter how respected a radar designer he became—there are some things he has to learn the hard way when it comes to radio set designing and manufacturing. We've been intimately connected with radio engineering and manufacturing problems for enough years to vouch for that fact.

As an example, let us appreciate that the three-way AC-DC portable is manufactured and sold in much higher volume than prewar. Now, before the war, we learned through hard experience that we had to design these circuits and set up RMA engineering standards to assure that the 1.4 volt tubes were operated in series at 1.3 volts during power line operation. Yet, in every postwar complaint on short battery tube life we found that set manufacturers had allowed a couple of thousand sets get into the field where one or two tubes in a series string operated as high as 1.6 volts due to improper shunting. The tubes in those sockets will exhibit abnormally short life from any tube manufacturer. In every case which has come to light, of course, engineering and production changes were made at once to correct the difficulty.

Circumstances like the above have occurred in spite of the high ideals of design and quality maintained by the set manufacturers, none of whom to our knowledge has let down the bars postwar.

### Postwar AC-DC Set

Another example which we believe may account for a rise of around 1%

in early tube failure is the postwar AC-DC set. When the tube filaments in a series string add up to or slightly above the rated line voltage, a surge of current approximately fourteen times the rated filament current enters the string when the set is first turned on. This surge only lasts about 1/30th of a second but it gives the tube heaters a terrific beating. It is quite a trick to design the heaters and control their manufacture so well that some one of the series tubes will not occasionally burn out during the first 20 to 100 on-off operations.

Before the war, we used to insist as a precaution that set manufacturers include 15 to 30 ohms in series with the heaters even if the tube voltages added up to the line voltage. This extra resistance cuts the "on" surge sufficiently that even carelessly made tubes will not burn out in AC-DC circuits.

We have succeeded so well in the control of our manufacture that we now tell the AC-DC set manufacturer he need have no series resistance in addition to the tubes in the filament string. In spite of the fact that we now know all the tricks in making AC-DC tubes, I feel that the omission of this resistor in postwar radios accounts for a small percentage of early "in warranty" tube failures. It is believed, however, that the cost of these series filament resistors in very set considerably exceeds the cost of the few in-warranty burned out tubes which they could prevent.

During the war practically none of the 150 milliamper heater type tubes which could be used in series strings were made for AC-DC service. These tubes were made for low drain applications in vehicular or portable equipment or in aircraft equipment where

# Up to Prewar Standards?

there was always considerable resistance between the battery and the tube socket. Tubes which might burn out in an AC-DC string would stand up indefinitely in cilitary applications. It is conceivable that some of the tubes made during the war could not be given the special attention during heater manufacture which is necessary when supplying an AC-DC market. Such perfectly good tubes when finding their way from war surplus into AC-DC sets might show a higher rate of burn-out. We know of one or two cases where this has been true of six-volt types. We believe that such tubes of postwar prime production from any reliable manufacturer are free of this trouble. Any others still carry a tube manufacturer's guarantee!

## Three-Way Portables

Another factor which may give some service-dealers an idea that tube life is less than pre-war is the mere postwar popularity of the three-way AC-DC portable. A tremendous number of these sets are used on straight power line operation and they pile up a lot of tube-operating hours. It is no secret that the average life of a battery tube is considerably less than that of the heater-cathode types. The battery tube filament is a marvel of modern tube design and production, and has to be designed and controlled to a gnat's eyebrow to yield high performance at practically no battery drain. That is done because light weight battery power is much more expensive than delicate battery tubes. The average life of battery tubes might be something like 500 to 1500 hours depending on the home, the set, the tube, and the tube application. We know of heater-cathode types which run as long as 10,000 to 20,000 hours. It stands to reason with such differences in the end point of life there is a much better chance for early failures among battery tubes than among heater-cathode types. Therefore, with the postwar increased usage of battery tubes on AC power line operation, the occasional early failure of battery tubes will be brought to the attention of the service-dealer more often. Percentage-wise we are sure that the early failure of battery tubes is less than it might have been pre-war. Otherwise, it is just a case of black horses eating more hay than white

horses because there are more black horses.

Another case of "more black horses" which might give the illusion of increased tube failure is the postwar increase in the average number of tubes in the consol radio set. Except for a few deluxe models which were a small percentage of total production, the average pre-war AM console contained six to eight tubes. The postwar console with its added FM band runs eight to fifteen tubes. With the same small percentage of early tube failures as pre-war, just the added number of tubes in the postwar console would make it appear that we are having half again as much tube trouble.

## Postwar Quality Better

We naturally cannot speak for the entire industry, but we do believe it is generally true (as we know it is for our prime manufactured product) postwar tube quality is better than pre-war. Our tube test specifications contain anywhere from six to thirty-five items to be tested, depending on the tube type, these items cover everything from mechanical dimensions and soldering to important operating characteristics at high, low, and normal line voltages; and those obscure characteristics of engineering interest requiring most intricate scientific methods for measurement. Naturally, we cannot perform all of these measurements 100% on every tube.

We do test 100% the important operating characteristics at normal line voltage, usually amounting to an average of four or five test items. The other characteristics usually do not vary as long as design is fixed and materials and processing are controlled. In order to guarantee no departure from design, no departure from specified materials, and no inadvertent departure from specified processing, we measure in the engineering laboratory every imaginable tube characteristic on samples taken from every hour's production of each type. The moment any off-color characteristic, such as tendency to burn out, or poor performance at low line voltage, or failure to operate properly at high line voltage, is observed the entire production lot is rejected and returned to the factory floor for re-processing or for scrap. Additionally, no day's production is permitted to be

applied against any orders until our warehouse has been notified by our Quality Control Engineers that we have obtained an acceptable life test history on tube samples from that production. These controls are much more extensive than those employed pre-war and account for the fact that we are totally free of any field troubles of epidemic proportions. We cannot agree there is anything but good about the average quality of tubes as manufactured and sold today.

There is no other way about it: if the independent radio service-dealer will buy tubes bearing the brand of recognized tube manufacturers through his regular distributor, the dealer cannot miss a bet as far as his Service Guarantees are concerned. That policy will assure him of more cash profits than any inventory-loading price deal he can become a sucker for.

Incidentally, our sales figures show that John Q. Public is buying only one-seventh the tubes over the counter for home installation than he did pre-war. He is buying more total replacement tubes than ever before, but the service-dealer is installing them. The radio tube is the heart of the service-dealer's business. He cannot be too careful about the brand he employs.

*Suggestion: If you have been experiencing difficulty with new tubes, we suggest that you call a meeting of your service department and read this article to them. This discussion should prove fruitful in eliminating many of the tube troubles which can be annoying and unprofitable. Ed.*

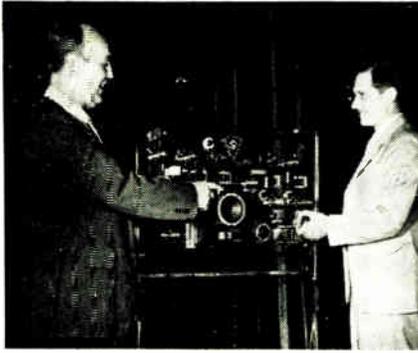
## SELLOUT!



The reason for the smiling face of Charles Golenpaul, right, president of the Radio Parts & Electronic Equipment Shows, scheduled for May 11-14 at the Stevens Hotel in Chicago, is the fact that all 168 exhibit booths have already been allotted. At the left is Kenneth C. Prince, show manager. The show promises to be the largest in the industry's history.

## Sylvania Resumes Service Meetings

Sylvania Electric has resumed the technical meetings for radio servicemen and has already held forty meetings since last May in eighteen states. The meetings, which are free for radio servicemen, feature a unique display board with a complete 8-tube a-m receiver with plug-in components mounted on a transparent Plexiglass panel. In the photo, James H. Canning, director of the Sylvania meetings demonstrates the panel to E. E. Overmier of the Emporium engineering staff.



## TMRT Holds Sessions on TV Service; Installation

A technical program on television and FM pitched to the realities of an independent technician's needs in a rapidly expanding television center was presented at the Town Meeting of Radio Technicians which took place at the Bellevue-Stratford Hotel, Philadelphia, January 11, 12, and 13.

The program was worked out by a group of television experts with actual servicing experience, according to Harry A. Ehle, chairman of the event for the sponsoring Radio Parts Industry Coordinating Committee.

Ehle said the entire emphasis was on presenting comprehensive information designed to bring TV and FM "out of the clouds and down to the work-a-day level of shop and field service." First television session, Monday morning, January 12, was devoted to practical antenna installation and adjustment. A second paper at the same session covered the inside installation and customer instruction in the use of the equipment.

In the afternoon of the same day, attention turned to TV service. One paper dealt with service in the owner's home including diagnosis of trouble with elementary test equipment. Another covered shop service, up to alignment.

Test equipment sessions for both days were worked out jointly by Howard Sams, of Indianapolis, and John H. Rider, of New York, as a result of unanimous request by the Test Equipment Committee of the Radio Manufacturers Association which met in New York December 2.

A highlight of these sessions was a case history report by Richard Guilfoyle, of Newark, who analyzed the reasons it cost him \$91,000 to do \$90,000 of business in television installation and service. Guilfoyle told of his experience, pointed out pitfalls facing technicians entering the television field, and suggesting procedures he believes sound on the basis of his experience.

The three-day session, the first of its kind, was such a large success, and was felt to be so helpful to a clarification of servicemen's problems, that it was followed by plans for similar clinics to be held regularly in the future. It has also been suggested that servicemen's clinics be held in other parts of the country. The clinic has been strongly endorsed by manufacturers, who place servicing among the foremost problems of the industry today.

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**A Radio Service Dealer Does Some Straight Talking About Current Problems**

The abuses that radio dealers have had to accept in the last ten years of radio servicing have become intolerable. Something for nothing was the aim of the customer. The ill-equipped shop down the street was looking for new customers so he gave away his labor—tubes tested free. The better-equipped shop, in order to compete, contributed his time and labor for nothing. These were the practises of the radio repair industry.

Today, no reputable service dealer can continue doing this. Every service must have a price tag. Tube testing must be charged for, and estimates must become a definite source of revenue.

Most customers are shoppers and like a bargain. A young woman walked into my shop the other day and asked: "What do you charge for replacing a volume control and a speaker?"

Is it possible to give such a customer a fair price. In the case I have just quoted, her boy friend had told her she needed these parts. If he knew so much about it, why didn't he buy the parts and install them himself!

Many customers are tinkerers at heart: they love to play the part of repairman. They'll fix an iron, toaster, clock, radio—any electric appliance. If it doesn't work, they bring it down to the repair shop. Where a job should

# **"We Have Our Faults, But We're Not a Racket!"**

*By Phil Leibowitz*

have amounted to \$3 to \$5, the tinkering has now brought the cost up to \$10. And yet he (the tinkerer) has the audacity to call the repairman a racketeer.

So far much for abuses of the serviceman by the public. Now, how about the radio technician and the dealer? Is he guilty of malpractice? He is, and here are some of his most glaring faults:

1. He gives away his most precious asset, his knowledge, for nothing.
2. He oftentimes contributes his labor for nothing.
3. He has not learned to act with unity for the best interests of his trade.

As I stated previously, it takes less time to repair a radio than it does to locate the source of the trouble. Why in the world do you give your knowledge and labor away without charging for it? Your time costs money; your knowledge, acquired the hard way through the years, cost money. Your equipment can't be replaced for less

than a thousand dollars. So once again, I ask a basic question: why don't you charge for your time in tube testing?

To my way of thinking, there is only one sound way to correct the evils which beset the service industry, and that is through the principle of organization. The groundwork has already been laid in many communities, and a good number of local servicemen's associations are now doing excellent work. It is the only effective instrument for combating a bad press. Only recently, a certain publication made test survey of the repair situation by bringing a defective radio into 24 repair shops in midtown New York. The antenna on the set had purposely been shorted, and it required only a release with a screw driver to get it working again. The test would have been fair if the set had been brought back to the engineers who shorted the antenna. They should have noted what each individual repairman did before

*(Continued on page 32)*

# NEWS OF COMPONENT PARTS INDUSTRY

**Roland D. Payne** has been appointed sales manager of service test equipment for the Specialty Division of General Electric Company at Electronics Park, Syracuse, N. Y.

A new policy of tube-for-tube replacement on defective receiving tubes returned within the one-year warranty period has been instituted by the Tube Division of General Electric Company's Electronics Department at Schenectady, N. Y., according to Russell W. Metzner, sales manager of replacement tubes. The new policy supplants the method of "discount in lieu of replacement."

**Virgil M. Graham**, director of technical relations for Sylvania Electric Products Inc., Flushing, N. Y., has been elected chairman of the Joint Electron Tube Engineering Council, which is sponsored by the Radio Manufacturers Association and the National Electrical Manufacturers Association.

The council was established in 1944 to standardize data and engineering practice for electron tubes.

**Kepeco Laboratories, Inc.**, Flushing, N. Y., manufacturers of electronic instruments and supplies, have appointed Shaw Associates, New York industrial advertising agency, to publicize its products. Lon Shaw is account executive.

**John Leedom**, Sprague Products Company sales engineer, has recently completed a 37,000 mile tour of the country in which he conducted technical meetings with servicemen and dealers and provided industrial assistance to distributors.

**Martin Friedman** has been appointed Snyder Manufacturing Company representative for the territory embracing Eastern Pennsylvania, New Jersey, District of Columbia and Virginia. The firm manufactures auto antennas and mike stands.

**Fourth** annual Pacific Electronic Exhibition, new name for the West Coast Electronic Trade Show, will be staged in the grand ballroom of the Los Angeles Biltmore hotel Sept. 30 through Oct. 2, according to James L. Fouch, chairman of the Los Angeles Council of the West Coast Electronic Manufacturers' Association. Lew Howard of Triad Transformer Manufacturing Company is show committee chairman. George Davis, manufacturers representative, is general show manager with headquarters at 607 South Hill Street, room 234, Los Angeles 14.

The all-industry event will have 10,000 square feet of floor space for display booths. The Pacific coast Institute of Radio Engineers Convention will be held at the same time and place with Frederick Wolcott, technical director of Gilfillan Bros., Inc., acting as liaison man for IRE.

**Recognition** for unusual service to radio repairmen was accorded the Olsen Radio Warehouse, Inc., for its book on "Establishing and Operating an Electrical Appliance and Radio Shop" by the U. S. Department of Commerce in a recent issue of the department's publication, "Bulletin of Commerce." The 200-page book, which was printed by the government at great cost, can be obtained through the company at 73 East Mill Street, Akron, Ohio, for 35 cents.

**Appointment** of Morris F. Taylor Company, Silver Spring, Md., as representative has been announced by Edwards FM Radio Corporation, makers of Fidelotuner. The company will handle the manufacturer's product in eleven eastern and southern states.

## "We're Not a Racket"

(Continued from page 31)

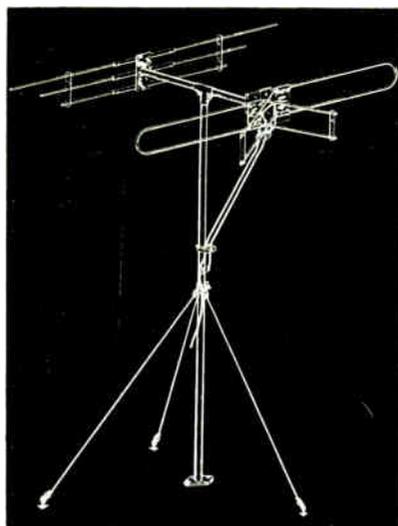
the set was brought into the next repair shop. But this was not done, since the objective was to prove that all radio dealers and servicemen are chiselers. If I had been the 25th repairman examining the set, my service fee would have been \$50 instead of \$15, considering all the tampering that had been done by the preceding 24!

While it is true that prices may vary from shop to shop, due to differences in overhead, that in itself is no criterion as to the quality of labor and materials used. Remember that dentists, physicians, and even beauty parlor operators have different prices. That doesn't mean that they're dishonest.

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BE PREPARED FOR TOMORROW!

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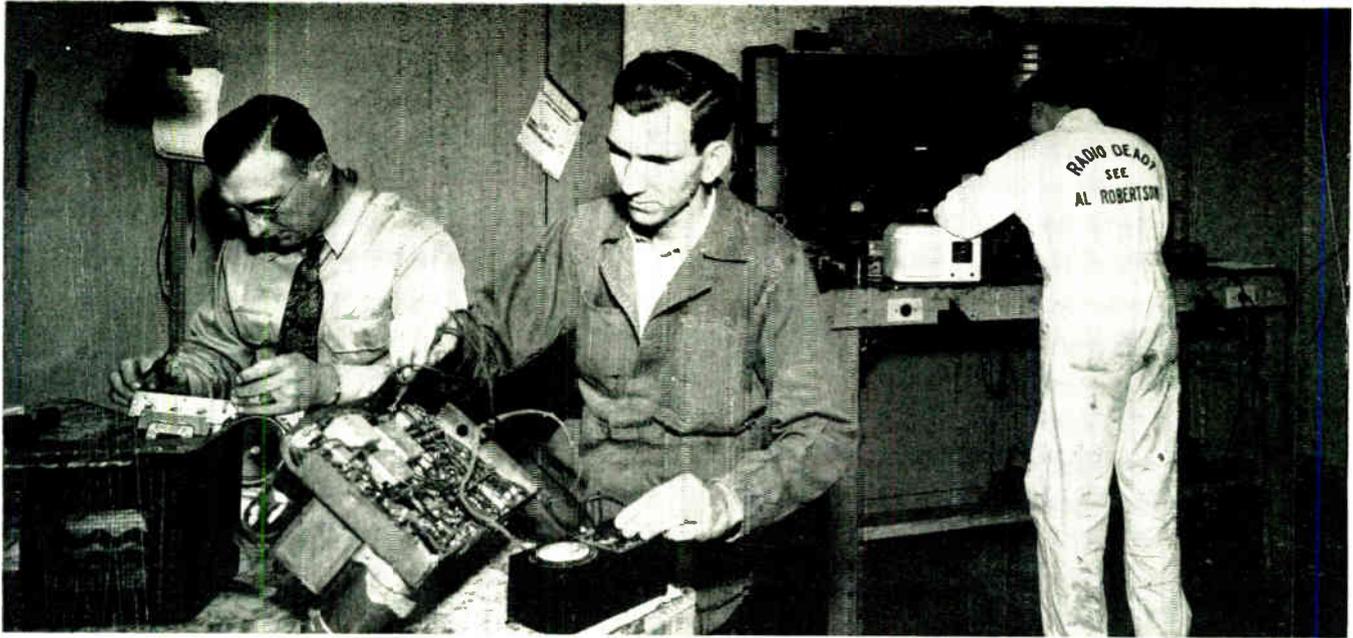
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*There is a new trend in the parts and servicing business, a trend which opens a vast new field for servicing television, FM, combinations.*

## Why We Established a Parts Department

**T**HE general necessity for the establishment of a replacement parts department by a large distributor of a major radio line is not a new concept. The provision for adequate servicing of any firm's receivers requires easy availability in the local territory of parts for current models within the guarantee period, as well as those of recent manufacture although outside the guarantee, and extends to those models which may be obsolete but quite useable.

But what is new, for an organization devoted to the above-stated purpose, is the deliberate and purposeful expansion into the area of general distribution embracing a complete line of components of many types other than those utilized in the line of receivers it sells.

In our own case, Bruno-New York, Inc., the policy of expansion into the general parts field arose from a realization of dealers' needs for access to a reliable source of supply for all kinds of components, for PA equipment, intercoms, custom-built units, and the thousand and one other items which help the dealer to provide a high quality service to customers. We also realized that the development of dealer-customer relations, based on complete service, would inevitably contribute to the promotion of new markets for every other type of product carried by our retailers. There were also other factors which influenced Bruno-New York's decision to install a parts department last year.

### About the Author



*Sid Pressler, who wrote this article exclusively for RAJ, is the manager of the Parts Department for Bruno-New York, Inc., one of the country's largest distributors. For many years Sid has been identified with the parts and servicing business, which fact explains his confidence about the future of the industry.*

This involved the likelihood of covering the high overhead costs entailed in maintaining exact duplicates for over 70,000 catalogued parts. The basis for this belief was the convenience to the dealer of being able to fill all his standard parts requirements at the same source where his replacements needs are met.

Dealers who look upon a jobbing house simply as a place to buy parts

are neglecting excellent opportunities. The fact is that no one individual can possibly garner enough facts about the parts business while he is busy operating a retail store, which, after all, is his major concern. Furthermore, it is impossible to be on all the mailing lists, to read all the literature, announcements and brochures concerning new developments in the parts field.

Finally, no one retailer can by himself predict how a given item will sell. All these activities, however, are the regular function of the reliable distributor. A good portion of the distributor's time is spent in sifting the wheat from the chaff—in stressing those products which have good merchandising possibilities.

There is a new trend in the parts business which holds significant implications for both the wholesaler and the dealer. This trend is one of active searching for new products to fill specified needs of radio servicers—a need which often makes itself before the servicemen themselves are fully aware of it. Television and FM are but two current developments which illustrate this trend. Glare-reducing filters, image-enlarging lenses, variable pad boxes and equalizers, interference eliminators, FM converters and tuners as well as a host of other products have been brought to the attention of the dealer in this manner.

Television alone opens a vast new field for servicing and progressive

*(Continued on page 38)*

# NEW MANUALS AND CATALOGS

## Sylvania Technical Manual

Source: Sylvania Electric Products Co  
500 Fifth Ave., New York City  
Purchasers of Sylvania's new technical manual containing a wide range of tube application data are offered a free supplemental data sheets which is designed to keep their reference material perpetually up to date. Supplementary sheets are printed to match pages of the original manual.

## Cornell-Dubilier Catalog

Source: Cornell-Dubilier Electric Corp.,  
South Plainfield, New Jersey  
This new catalog, No. 200, is a handy REFERENCE book and complete capacitor listing, and is slanted to be of value to the busy retailer and repair man. The 24-page catalog is illustrated with detail drawings and pictures of more than 20 different classes of capacitors made by C-D.

## RCA Tube Manual

Source: Tube Department, RCA Victor Division, Harrison, New Jersey

A new edition of the RCA Receiving Tube Manual-RC-15, which is said to be the most authoritative book of its kind in the field. In addition to greatly expanded coverage in its regular sections, the RC-15 presents many new features, bringing up to date all the wartime developments in electronics.

## FM Servicing

Source: General Electric Co., Electronics Park, Syracuse, N. Y.

A new 28-page booklet entitled "Visual Alignment Techniques for FM Servicing." Copies of the new booklet include chapters on the theory and practical applications of the Cathode Ray Oscilloscope and the Sweep Frequency Signal Generator, and basic FM circuits. It is profusely illustrated with schematic drawings, block diagrams, sketches and curves. Copies available from G-E distributors for twenty-five cents.

## New Solar Catalog

Source: Solar Capacitor Sales Corp.,  
1445 Hudson Blvd., North Bergen, N.J.

A complete new 1948 catalog showing popular types of capacitors and radio noise filters used in servicing radios and industrial electronic equipment. Among the new items mentioned are a complete line of Superex paper capacitors, midget hearing-aid capacitors, molded paper capacitors, speedflash capacitors, and others.

## Printed Circuit Techniques

Source: Superintendent of Documents,  
U. S. Govt. Printing Office,  
Washington, D. C.

In response to widespread demand for technical information on printing electronic circuits the National Bureau of Standards has just published the first comprehensive treatment of this subject entitled "Printed Circuit Techniques". The booklet, which sells for 25 cents, consists of ten chapters, profusely illustrated and detailing the methods of applying wiring and circuit components directly to an insulated surface. Specific applications lie in the fields of electronic control circuits, standard radio and television sets, pocket radios, miniature hearing aids, etc.

*at last!*

**180° VISION**

**A SENSATIONAL**

**NEW INVENTION**

**THAT WILL**

**REVOLUTIONIZE**

**TELEVISION:**

**A LIQUID**

**MAGNIFYING LENS**

**USING A**

**NEW PATENT**

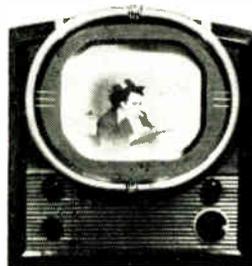
**PRINCIPLE**

Increases 52 in. to 120 sq. in.



**"ALL-VUE"** Liquid Lens is pre-focused. Is dramatically new and gives results never obtainable before. Permits the image to be viewed without a distortion and produces sharper contrasts of blacks and whites. "ALL-VUE" Liquid Lens triples the size of the image yet gives perfect visibility from any angle up to 180°. Lens has no dead areas. Requires no adjustment. Eliminates eye strain. Increases depth. "ALL-VUE" Liquid Lens can be obtained to fit most popular sets. Manufacturers can easily incorporate the lens into desired chassis. The new "ALL-VUE" Liquid Lens will increase the value of your product many times... will definitely increase and speed up sales.

Retail Price  
**\$34<sup>95</sup>**



## "LIQUA-LENS"

Our "LIQUA-LENS" stock line features a portable lens that is pre-focused and requires no adjustment. The lens is equipped with custom brackets to fit all popular sets. Enlarges image 3-fold without distortion up to 80° angle. Eliminates eye strain. Increases depth. Television set owner can install this marvelous lens in a minute. Sizes available in 10" for 621 RCA, 14" for 630 RCA, Philco and Crosley, 18" and 24" and oval lens for 721 RCA. The LIQUID LENS CORP was the first to introduce wide angle vision lenses up to 24" in diameter.

"Leading the Lens Field in Television"

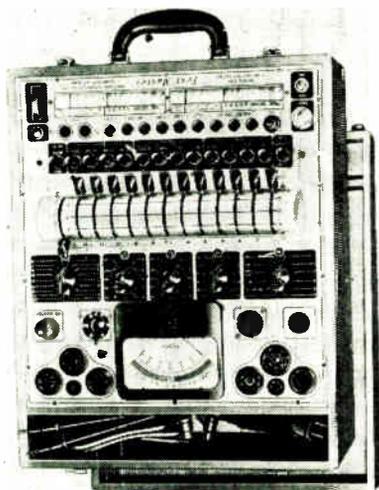
**LIQUID LENS CORP.**

77-17 Parsons Blvd., Jamaica, N. Y. • JA 3-2004

**"WRITE..WIRE..PHONE FOR DETAILS"**

### Precision Test Master

Manufactured by Precision Apparatus Co., Inc., 92-27 Horace Harding Blvd., Elmhurst, L. I., New York



A new high sensitivity tube, battery and circuit tester which provides a complete portable test laboratory in one convenient package. Ideally suited to modern electronic maintenance and service. The tube-testing highlights of the unit include: "electronamic" circuit, an all-inclusive single-operation, positive, vacuum-tube performance test; standard tube basing numbering system on all element selectors.

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

### Transvision Cathode Tube

Manufactured by Transvision, Inc., 385 North Avenue, New Rochelle, N.Y.

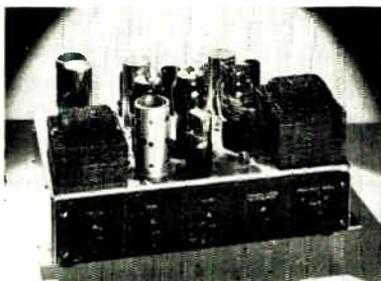


These newly designed electrostatic cathodes ray tubes are part of a complete line now being manufactured by this company for all industrial and replacement applications.

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

### Scott Dynamic Amplifier

Manufactured by Herman Hosmer Scott Inc., 385 Putnam Ave., Cambridge, Mass.

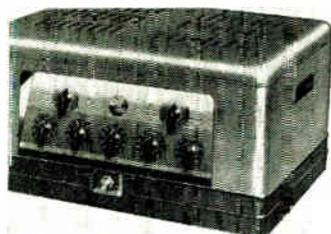


This unit, supplied with a matched variable reluctance pickup cartridge provides a complete phonograph system for turntable or record changer and loudspeaker. The amplifier provides 20 watts output with less than 2 per cent distortion. Maximum range of the amplifier exceeds 20,000 cycles — with Dynamic Noise Suppressor the response is flat to 10,000 cycles and extends to 16,000 cycles. This unit was designed to provide the best possible reproduction of phono records, FM or AM.

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

### Masco Amplifier

Manufactured by Mark Simpson Mfg. Co., Inc., 32-28 49th Street Long Island City 3, N. Y.

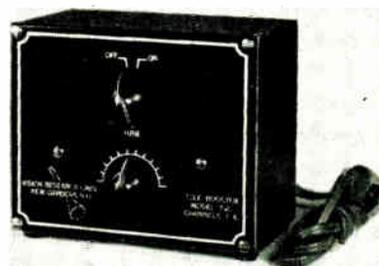


This amplifier is the first model of the new line of all U. L. approved amplifiers to be released by this company. Outstanding among its features are: multi-stage, inverse feedback; unusually wide range of frequency response; full rated power over specified frequency range, and at no output impedance.

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

### Vision Tele-Booster

Manufactured by Vision Research Laboratories, 87-50 Lefferts Blvd., Richmond Hill, N. Y.

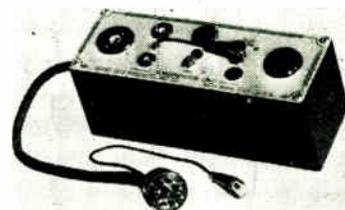


Here is a pre-amplifier for television and FM receivers. The tele-booster has a completely self-contained power supply and is simple to install, requiring only external connection to the receiver. The unit can be tuned to boost weak station or turned off to provide normal reception.

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

### Radio City Tube Tester

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



This system consisting of a complete modernization unit, has been designed in order to bring up-to-date many tube testers—those made by other manufacturers as well as RCP. This model has a flexible cable with a plug that is inserted into the loctal socket of the old tube tester. After this, the new tubes are then tested in the sockets provided in the units. Tube testing charts and data are supplied with the unit.

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

**More Component Parts  
Products on Page 36, 37**

### Magnetic Tape Recording

Source: Magnephone Division, Amplifier Corp. of America, 396 Broadway, N. Y.

"Magnetic Tape Recording—and 999 Application," written by A. C. Shaney, Chief Engineer of Amplifier Corp. of America, is the title of a new booklet about the latest and most modern recording and playback techniques. In addition to discussing the history of magnetic tape recording, its advantages, and mechanics, the booklet includes a classified listing of possible applications for the layman and technician.

### Ward Leonard Catalog

Source: Ward Leonard Electric Company, Mount Vernon, N. Y.

This company has just released a new catalog, D-30, which fully describes and illustrates a comprehensive line of stock units in resistors, rheostats, and radio amateur relays. A copy of the catalog may be procured by writing to the company's Radio & Electronic Distributor Division at 53 W. Jackson Blvd., Chicago 4, Illinois.

### Bee-Bee Modulator Unit

Manufactured by Bee-Bee Electronic Co., 2692 W. Pico Blvd., Los Angeles

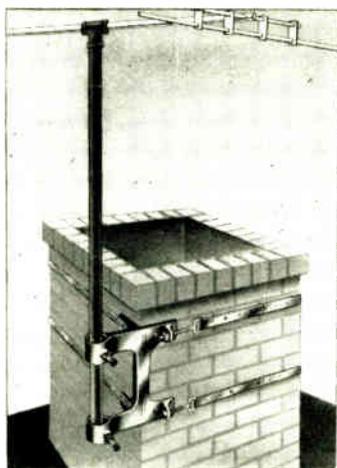


The new NB-FM Modulator Unit, Model 500 AM phone reactance type modulator is designed for direct coupling to the VFO or crystal socket of a conventional crystal controlled pentode or triode oscillator. This unit is not an exciter and does not eliminate or duplicate any of your present equipment. Say you saw it in *Radio & Appliance Journal*, February, 1948.

### Transmitting Tube Identification

Source: United Electronics Company, 42 Spring Street, Newark 2, N. J. This new 12-page catalog, illustrating United's line of post-war tubes, meets a need for those who need to know more about identifying transmitting tubes of latest design from war surplus.

# CHIMNEY MOUNT ANTENNA BASE



**FOR TELEVISION-FM-and AMATEURS**  
INSTALLED IN TEN MINUTES  
NO SPECIAL TOOLS

MORE THAN PAYS FOR ITSELF IN  
INSTALLATION TIME SAVED  
LIGHT — STURDY  
TAKES ANY SIZE TUBE UP TO 1 3/8" O.D.

**LIST PRICE \$7.50**

ATTRACTIVE DISCOUNTS TO  
DEALERS AND DISTRIBUTORS

**SOUTH RIVER METAL PRODUCTS CO.**  
SOUTH RIVER, NEW JERSEY

## PHILSON F-M and TELEVISION ANTENNAS



**NEW ADJUSTABLE FOLDED DIPOLE**

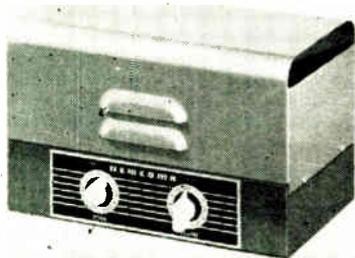
Because F-M and Television operate on very high frequencies, it is necessary to make extremely exacting adjustments for maximum results in reception. This "trombone type" Dipole enables you to make critical antenna adjustments in a matter of seconds, to get the perfect antenna length for a particular location. Another advantage of the Adjustable Folded Dipole is that adjustments can be made to changes in frequency as more channels are added. Adjustable from 68" to 108". 4 Ft. Upright. All Aluminum Construction, with Lucite Insulation. MODEL FD-150 List Price 13.50

A complete line of F-M and Television antennas with or without reflectors. Write for catalog.

**PHILSON MANUFACTURING CO. Inc.**  
156 CHAMBERS STREET NEW YORK 7, N. Y.

### Newcomb Audio Amplifier

Manufactured by Newcomb Audio Products Co., 6824 Lexington Ave., Hollywood 38, California



Shown here is the new E-10, a 10-watt amplifier, one of a new series of lower-priced utility amplifiers. Designed to meet the need for a dependable amplifier in the low-cost price range.

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

### Bulletin on Crystals

Source: Biley Electric Co., Union Station Building, Erie, Pa.

A ten page, attractive bulletin describing all types of crystals currently being manufactured by Biley. This catalog does not contain crystals designed specifically for amateur application.

## HAS THE LAST ICE STORM CAUGHT YOU WITH YOUR ANTENNA DOWN?



This is impossible when using S/C LABS Antennas. Rugged construction and use of castings for main supports, results in a mechanical perfection.

Illustration shows two Type 704-2A Antennas stacked for maximum signal gain. Basic antenna is designed for any combination of stacking.

Manufacturers' inquiries invited. Send for circulars.

### S/C LABORATORIES, INC.

37-39 GEORGE ST.

NEWARK 5, NEW JERSEY

CANADA: Frank's Agencies

1708—6th Ave., N. W., Calgary, Alberta

EXPORT: The Radelma Co.

53 Park Place, New York 7, N. Y., U. S. A.

### Howard Sams Tube Guide

Published by Howard W. Sams & Co., Inc., 2924 East Washington Street, Indianapolis 6, Indiana

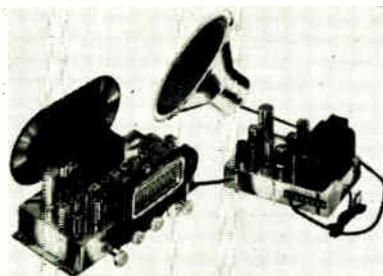


This book answers an important, everyday need of the radio service technician and has been prepared to answer requests for this type of information. This book shows exactly where to replace tubes in more than 4500 receivers, covering 1938 to 1947 models. Every tube layout diagram is clear and easy to follow, and is based on accurate, original research.

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

### No-Drift AM-FM Tuner

Manufactured by the Radio Craftsmen, Inc., 1341 So. Michigan Avenue, Chicago 5, Illinois.



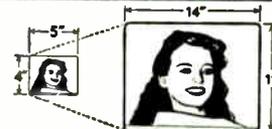
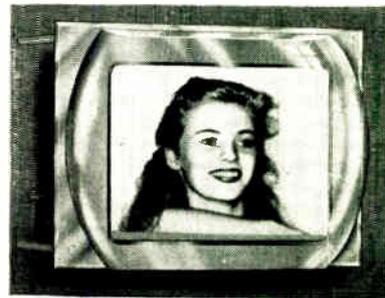
Permanent freedom from annoying drift in tuning and elimination of any need for a tuning indicator are two advantages claimed for this new receiving instrument, consisting of AM-FM tuner, hi-fidelity amplifier and 12" speaker. Also important for simplified installation is the grouping of all controls, including separate bass and treble tone controls about the center of the tuner unit.

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

# TRANSVISION

## New . . . Television Picture ENLARGING LENS (15")

Enlarges and Clarifies the Picture



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

### TRANSVISION LENS PRICES:

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

## 7" TELEVISION KIT

with COMPLETE FM RADIO



COVERS  
ENTIRE  
FM BAND

(87.5 TO  
108.5 MC)

TRANSVISION 7" De Luxe Television Kit with FM Radio Receiver. Easy to assemble; no technical knowledge required. 18 tubes and picture tube. Folded Dipole Antenna and 60 ft. low-loss lead in cable.....List \$199.00  
7" Standard Television Kit.....List \$169.00  
Table Model cabinets for above.....List \$ 32.50  
10" CONVERSION KIT with 10" Electrostatic Tube and Directions. Converts any 7" Television Kit to 10" size.....List \$ 69.00  
Also 10" STANDARD TELEVISION KIT.....List \$239.00  
Table model cabinet.....List \$ 35.00

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

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

**TRANSVISION, INC.** DEPT. R. A. J.

385 North Ave. New Rochelle, N. Y.

## Attend Major Appliance Service School



Raybro Electric Supplies, Inc., Tampa, Jacksonville, Miami and St. Petersburg recently completed three very successful Major Appliance Service Schools; one in Tampa on September 22 and 23, one in Miami on September 29 and 30 and one in Jacksonville on October 2 and 3.

These Service Schools were held for Raybro's franchised major appliance dealers to better equip them in the servicing of their lines of major appliances.

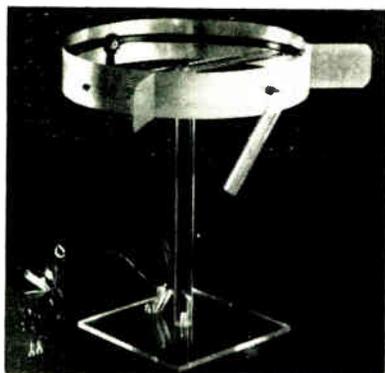
The Service Schools were conducted by Mr. W. T. Brown, Merchandise Service Supervisor. He was assisted on Gibson service by Mr. W. O. Klein, Gibson Field Service Representative from Belding, Michigan.

The classes not only covered theory and instruction but actual demonstration and servicing of various units.

Overall about 91% of all their dealers were represented at the three Service Schools and all were very enthusiastic about the information.

# -VISIBEAM-

(TRADE MARK)



(PAT. APP.)

The VISIBEAM is a newly developed indoor television antenna now available for use with all television receivers.

The VISIBEAM is compact, attractive, 12 inches in diameter, and may be placed on set, or in any handy position. Being made of polished lucite, its appearance does not clash with the set or the room.

In metropolitan areas where there is sufficient signal strength in over 80% of the buildings and apartment dwellings, adequate reception with a well balanced antenna is entirely practicable. The ordinary dipoles and "temporary" indoor wire installations do the job on one or two stations in favorable areas, but are not tunable to all stations as is the VISIBEAM. Moreover, the ordinary installation, outdoor or indoor, in many city locations bring in "ghosts", reflections and repeat images on the screen. The VISIBEAM is doing exceptionally fine work in eliminating these "ghosts". We have on file records of city locations where the VISIBEAM is the only antenna that is bringing in a clear picture on all stations.

*We feel that the VISIBEAM is a step in the right direction towards bringing TELEVISION within the reach of the public.*

VISIBEAM retails at **\$16.95.**

*There are some distributors territories still open.*

**BURNETT SERVICE CO.**

**545 FIFTH AVE.**

**NEW YORK 17, NEW YORK**

## Why We Established A Parts Department

(Continued from page 33)

dealer-distributor operations. Consider that the average radio receiver uses 7 to 8 tubes and their associated circuits while a video receiver employs an average of 30 tubes; several low frequency transformers and many special I-F and R-F coils. To gather information, standardize and make easily available the necessary parts poses a great challenge, which is emphasized even more by the opening of television channels 7-13, the development of projection television, the use of radical power supplies and the need for complex antenna arrays.

The parts business is here to stay, even though many are still operating on a catch-as-catch-can basis, not appreciating that the parts industry and servicing have come of age. It is time for the application of scientific thinking and sound economics to the parts field.

*In* an effort to solve the radio servicemen's problem of incomplete radio set repair because of the lack of key tubes for old sets, General Electric Company is making available 52 additional types of tubes, some of which were designed in the early thirties and which are not in wide use or manufacture. These tubes are being shipped to Ken-Rad and G. E. distributors throughout the country.



### A Girl's Best Friend

Cara Lynn Costello and her "Scottie" enjoy good listening with the new all white Remler "Scottie Junior". Another new "Junior" recently added to this popular price line, comes in bright red with white knobs; it is also available in walnut plastic. Features include AC-DC super-het circuit, enclosed back and built in antenna.

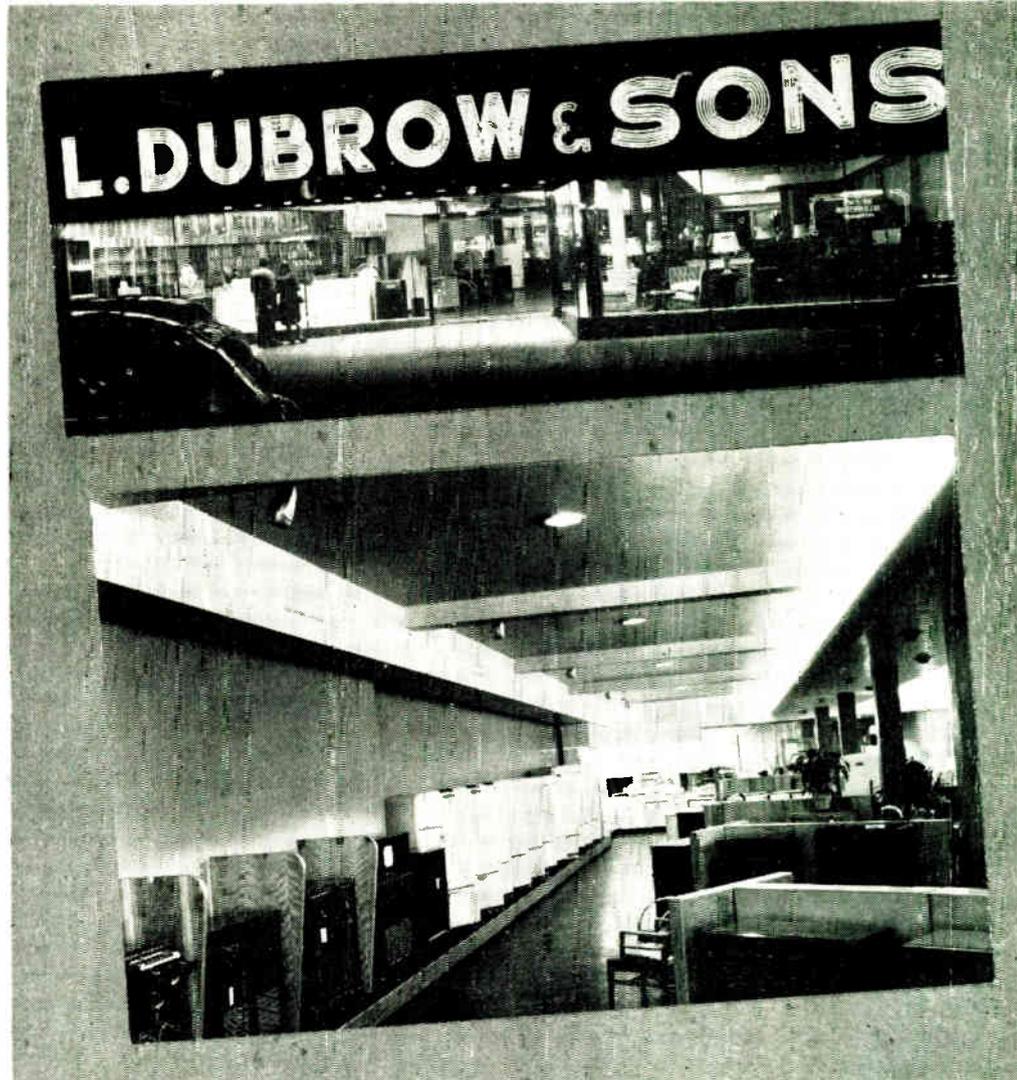
**R**ADIO and appliance merchants were among the first to recognize that store lighting can and does play an important part in increased sales and more efficient operation and promotion. Store illumination has now become an exact science, and dollar-wise retailers are making surveys of the lighting in their stores with a view to effecting necessary changes.

The new trend is to "tailor" your lighting needs to your store and showroom, rather than to go out and buy fixtures indiscriminately. Today, the success of *planned lighting* as a permanent part of a building is an established fact.

The solution of the long-standing problem for proper, safe, efficient and attractive illumination has been provided to a large degree by the development of cold cathode fluorescent tubes. These are long fingers of softly glowing light which gives lighting effects radically different from the older methods, and go a long way in converting drab, colorless stores into brightly lit, customer-drawing places of business.

The cold cathode principle is applied on the premise that every store has its own peculiar lighting problems. It starts with the original architectural design and is planned as an integral part of the store itself. This applies also to outdoor display signs, particularly in the case of radio and appliance stores, where advertising promotion is so important.

As an illustration, when the new showrooms and offices of Emerson Radio of Pennsylvania were being planned the architect and lighting engineers consulted together and decided upon the use of cold cathode lighting for both working areas and display space. A glareless light was needed for the showroom and this was accomplished through the versatility of an 8-foot tube of cold cathode which could be bent to follow any



## *Tailor Made Lighting*

**Proper illumination and signs play an important element in higher sales volume**

curvature or placed so as to illuminate any given area.

The large V-shaped sign, embodying the company's insignia, was so constructed as to be visible for miles along Philadelphia's famous Broad Street. This sign has been the subject

of hundreds of compliments and works continually to sell merchandise.

Another successful example of the use of cold cathode for store lighting is the newly-built radio and appliance section of L. Dubrow and Sons, also

*(Continued on page 40)*

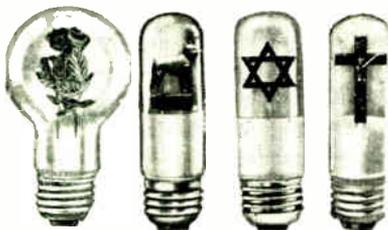
from **FAIRYLAND**

Come Beautiful

# AEROLUX LIGHTS



Filled to the Brim  
with **MAGIC**  
to **CHEER**



YOU WILL LOVE THESE LIGHTS  
AND YOU WILL SELL LOTS OF  
THEM TOO!

Write For Catalog

## AEROLUX

LIGHT CORPORATION  
653 ELEVENTH AVE., NEW YORK

# Tailor Made Lighting



*Long ribbons of glowing cold cathode tubes illuminate the showrooms of Emerson Radio of Philadelphia. The overall effect is vital, alive.*

(Continued from page 40)

located in Philadelphia. Dubrow makes use of cold cathode by concealing it behind ceiling coves, thus producing an even, soft appealing light. The Dubrow display sign is an example of outdoor illumination at its best. It stretches across the entire front of the store, with six neon tubes lighting each letter.

In addition to providing a modern attractive appearance and excellent lighting, stores using cold cathode have discovered that it offers even distribution of illumination, practically eliminating shadows which so often distort the appearance of appliances and the true beauty of radio and television cabinets.

But the big feature of cold cathode is its ability to aid directly in sales. Properly designed and installed, this modern lighting device can be employed to direct customers through the length of the store to a particular section. This is known as the *directional approach*. A method which has been used with much success by many retail stores. It is accomplished by stretching long ribbons of light from the store entrance through the length and curvatures of the store itself. It may also be used to lead customers to a particular showcase, or even up and down stairs to other floors.

How long do cold cathode tubes last? Experiments made by the Cutler Light Manufacturing Company, a pioneer in cold cathode, has shown that the life of cold cathode tubes

have been extended beyond 10,000 hours. In many cases, cold cathode installations have been burning longer than 16,000 hours, all this without replacement or maintenance.

### IMMEDIATE DELIVERY

## The New PRESS-TO-MAGIC Automatic POP-UP TOASTER



Retail **\$19.95** All tax Included 5% higher in Zone 2

\$13.30 each for 1 to 12 Toasters

\$13.00 each for 13 or more

(Minimum order for 3 Toasters)

Sample Toaster \$14.00, Cash With Order

Packed individually, six to a master carton. Weighs 3 1/2 lbs.

F. O. B. Brooklyn, N. Y.

Terms 1%—10 days, net 30

To Rated Concerns Only

800 Watt nichrome element that toasts without charring. Permanently attached cord set. Approved by Underwriters' Laboratories. Steel casing with polished hard chrome finish. New Pat. Pend. Shaker designed crumb remover. Price fixed.

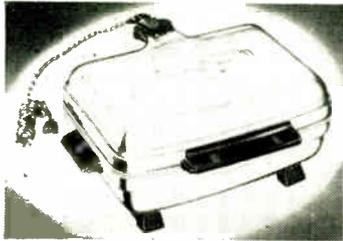
**Bernard M. Luloff Co.**

173 Hudson Ave., Dept. R.J., Brooklyn 1, N. Y.

# NEW APPLIANCES

## Ritz Table Broiler

Manufactured by the Marlun Manufacturing Co., Inc., 37 East 21st Street, New York City



This new table broiler is completely air circulated. Concealed air vents assure an even broil, thus preventing wasteful food shrinkage. Manufacturer claims that this is the largest family electric broiler on the market—17" long from handle to handle, 14" wide, and 9" high. Has heavy gauge aluminum drip pan, adjustable full size wire grill, molded bakelite heat-resistant handles and base supports.

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

## Universal Food Mixer

Manufactured by Landers, Frary & Clark, New Britain, Conn.



Universal's new streamlined food mixer of white enamel finish trimmed with black has extra large stainless steel beaters which snap easily in and out of place, and do a better mixing job in shorter time. Is also equipped with two quart capacity, plus a juicer, beverage mixer and strainer attachment. Other features are a radio interference eliminator and a six foot rubber covered damp proof cord.

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

Radio & Appliance JOURNAL • February, 1948

**MARLUN manufacturing co. inc.**  
proudly present their newest,  
finest electric table broiler . . .  
**THE RITZ CORONET!**

it's New . . . it's Different  
*it's Fully Air-Circulated!*



*The Ritz*  
**CORONET**

The sensationally new RITZ CORONET ELECTRIC TABLE BROILER

. . . completely air-circulated to save all those rich, delicate flavors! Food broiled the RITZ CORONET way is flavor-drenched food. All the delicate, delectable flavors of your favorite meats, fish or fowl are brought to their peak-like magic!

Concealed air vents completely air-circulate this broiler, permitting a free circulation of air and assuring a perfect even broil. Wasteful shrinkage is eliminated—there's no wasted heat—and there's no annoying greasy smoke or odor. The constant flow of fresh air insures that "extra" flavor.

To see this attractive electrical appliance is to marvel that anything so lovely can be so useful

and practical. It is a faithful and economical servant, and will enhance any table.

The labor saving, food saving, and time saving features of the RITZ CORONET ELECTRIC TABLE BROILER mean more value per dollar. SEE IT . . . COMPARE IT . . . JUDGE FOR YOURSELF! There is no other broiler like the new RITZ CORONET!

"Bigger than Ever", the RITZ CORONET is the largest family electric table broiler on the market today—17" long from handle to handle, 14" wide, and 9" high.

Food just naturally tastes better the RITZ CORONET way! Meal preparation becomes an easy, simple task. Food more luscious, more flavorful, and juicier than ever before, thanks to the RITZ CORONET ELECTRIC TABLE BROILER!

*Compare these FEATURES!*

**ONLY THE RITZ CORONET ELECTRIC TABLE BROILER HAS THIS AIR-CIRCULATING FEATURE!**

- It's cleaner in every way—removable broiler top can be unhinged for easy cleaning. The glazed, heat retaining, shock-proof ceramic heating unit can also be removed for thorough cleaning. The surface stays bright—makes cleaning work light!
  - Check the heavy gauge aluminum drip pan, the adjustable full size wire grill, the molded bakelite heat-resistant handles and base supports.
  - The true-recording heat indicator which eliminates guess-work!
  - Sturdily constructed of heavy gauge prime metal with a triple plate high chrome finish which retains its lustre. The gleaming surface of the RITZ CORONET is a compliment to any table!
  - Infra-Red rays heat your favorite foods for even browning; no stewing!
  - Dome heating unit 9 1/2" long x 7 1/2" wide of black glazed ceramic. High heat 1200 Watts, low heat 450 Watts. High and low heat regulation. Keeps even temperature.
  - New hinge feature—top just lifts off!
- PRICE: Including Heater Cord and Federal Excise Tax plus 5% in Zone 2. F.O.B. our factory . . . \$24.95 List.



*The Ritz*

WRITE FOR FURTHER INFORMATION

**MARLUN mfg. co. inc.**

37 EAST 21st STREET • NEW YORK 10, N. Y.

**AMERICA'S FINEST**

### Electric Range

Manufactured by the Roberts & Mander Corporation of Hatboro, Pennsylvania



This new Quality electric range is one of a series of four new models recently introduced to the trade. Completely redesigned, these new ranges boast a number of innovations to make cooking and cleaning easier. A "Timer-Cooker" controls cooking automatically three ways—in the oven, in the cooker, or on any appliance plugged into the timed outlet. The new "Economiser" Broiler permits broiling with the oven door closed, saving considera-

bly on fuel. The broiler also features a cast aluminum grill which may be preheated to broil most foods without turning. The AE-2 model shown here also features a built-in pressure cooker, which can be raised to top of stove position for frying or other top-of-range cooking, when the cooker is not in use.

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

### Prevore Table Broiler

Manufactured by the Prevore Electric Mfg. Corp., Fulton St. at Clinton Ave., Brooklyn, N. Y.



A new giant size electric table broiler, constructed of highly polished aluminum, with heat indicator, two heat glazed element, wire rack, two heat cord set, aluminum gravy plate. Bake-lite trim.

### Westinghouse Portable Heater

Manufactured by Westinghouse Electric Corp., Electric Heating Dept., Emeryville, Calif.



This new heater is light weight (only 5½ pounds) and has a rust-proof satin-finished aluminum unit which supplies economical heating by both radiation and convection. The vertical semi-cylindrical heating element consists of nickel-chrome wire supported on the outside of a ceramic post.

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

**ERRES**  
Imported from Holland

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

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

**EXCLUSIVE TERRITORIES AVAILABLE**

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

### Memo to Advertisers: NOW IS THE TIME TO SELL!

● To be smug about one's position is always dangerous. To be complacent these days about your product sales or position in the market is especially dangerous, because new manufacturers with new products are entering the radio and appliance field daily.

● Successful manufacturers never underestimate their competition, and constantly challenge it with aggressive selling and advertising. RADIO & APPLIANCE JOURNAL, with over 30,000 CCA circulation sells your product because it concentrates on your customers: the top dealers and distributors in the United States. Now is the time to reserve advertising space for 1948 in the industry's oldest business paper.

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

# Record Promotions

The idea of employing special promotions in record selling is not new, but it is being used to such good purpose by many dealers that it has assumed a new importance in planned merchandising. Of course, any special promotion will not accomplish the entire trick of turning a poor sales volume into a topnotch record business, but it is an excellent device for stimulating interest and publicising your disc department. Pictured on this page are several kinds of promotions recently used with great success by dealers in various sections of the country. In Los Angeles, nine Sears stores staged a gigantic Xmas holiday promotion of Sacred records. Through the combined use of newspaper space, radio and handbills, all Sears stores showed noteworthy sales gains and in at least one instance sales of records leaped more than ten-fold. At first, some of the department heads were openly dubious over the promotion but by mid-December there wasn't any question of its success as customers began to stream in requesting the records by name.

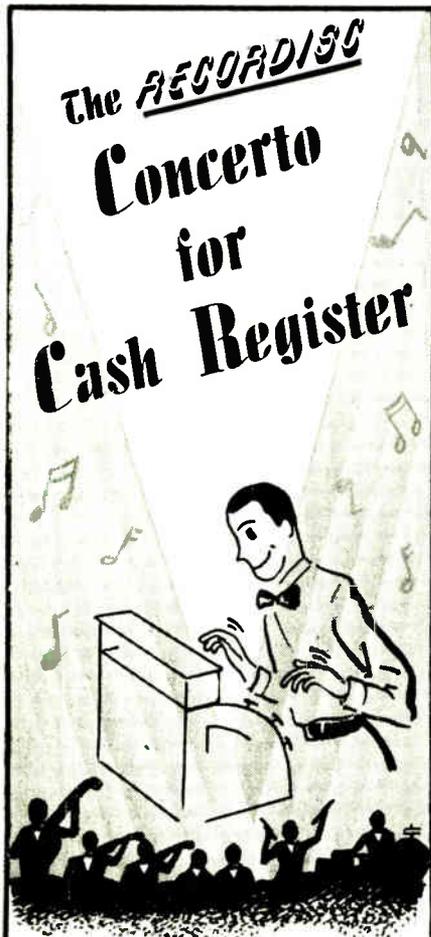
Another device for upping record and album sales is that used by Times Squares Stores Corporation, an aggressive and rapidly expanding chain of stores in the east. They obtained George Jessel to make a personal appearance to autograph records in one of their stores, and as was expected, Georgie's presence drew an S.R.O. crowd. It will not be possible for the average dealer to have such famous personalities as Jessel come to their stores, but it is feasible to arrange special promotions to hike record sales. Attractive window and store displays, tie-in sales with special events such as holidays, seasons, sports events, conventions. They pay off.

That record and album business is there if you go after it in an intelligent and planned manner. Study the best-seller record lists; find out what the disc jockeys are plugging; what's going over big in the juke boxes, on the "hit-parades". Arrange specialized promotions for children, students, clubs. To repeat—they pay off!



***That customers will respond to record promotions is proved by these "SRO" crowds at disc counters.***

*These photographs illustrate the excellent results achieved through the use of two special types of record promotions. In the picture at top, George Jessel makes a personal appearance at one of the Times Square Stores on the occasion of the chain's acquisition of the famous Sports Extra radio show and the start of an aggressive publicity and advertising program of this fast-growing group of stores. 'Georgie', with his famous cigar protruding from one corner of his mouth, signed countless albums for eager customers. In the picture directly above, taken at the Glendale, California store of Sears, Inc., is illustrated the rush business resulting from a pre-holiday promotion for sacred records. The main point behind both promotions is that the public is always interested in something new, something novel, and will respond if it is put across effectively.*



The **RECORDISC**  
**Concerto**  
 for  
**Cash Register**

**THE RECORDISC LABEL  
 RINGS UP RECORD SALES**

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

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

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

Write today for  
 latest Recordisc  
 Catalogue.



"PIONEERS IN  
 RECORDING  
 ACHIEVEMENT"

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

# NEWS of the DISC INDUSTRY

**To make** the new Basic Record Library for elementary schools of maximum value to the educational market, RCA Victor has announced that the library is now available to schools by individual volumes as well as in the complete set.

**General Electric** has announced the adoption of a diamond reproducer for its Musaphonic line of radio phonographs. The decision to switch from the currently used sapphire to the diamond came after exhaustive field tests and research. A lifetime warranty, one of the first ever offered on any G-E product will be given on the diamond reproducer.

**Jack Kapp**, president of Decca Records, Inc., has appointed Andrew W. Johnston as vice president of Brunswick Radio Corporation, wholly owned manufacturing subsidiary of Decca Records, Inc.

**Cetra records**, recorded in Italy, are now being pressed in this country and will be released under the label of Cetra-Soria. Dario Soria, president of Raxor Corporation, is the exclusive importer and distributor of Cetra recordings in the United States, Canada and Mexico. The firm's purpose is to make available here Italian masterpieces not procurable on domestic recordings.

**Aim Industries**, 41 Union Square West, New York, has introduced a novel line of greeting card records, all of which have original lyrics and music and are designed to feel and look like a conventional greeting card. Pointing to last year's sales of over 9 billion greeting cards, Aim says: "Let's put some of this highly lucrative business on records."

**Empire Record Corp.**, 2060 First Ave., N. Y., has assumed full control of H.R.S. records, Inc., and will now manufacture and distribute the line in the U. S. and all foreign countries.

**Capitol Records** dealers in the New York City area will suffer no interruption in service despite recent fire damage which forced closing of the Capitol's New York branch. All accounts have been transferred to the Brooklyn and Hartford, Conn., branches for handling orders and deliveries.

**Record Accessories Corp.**, 314 West 52nd Street, N. Y. C., has introduced a new line "vinylite" record albums, which, it is claimed, will outwear any leather bound album. They are available in red, brown and blue.

## May Extend Copyright Law to Cover Discs

There is a strong movement being made in Washington to change the 39-year-old copyright law so as to create a basis for adjudication of the dispute between the American Federation of Musicians and the record-manufacturing companies. Rep. Carroll D. Kearns (R., Pa.) who conducted the hearings on Petrillo's action in halting all disc making has indicated that he will introduce a bill to give royalty rights to musicians who actually make phonograph records.

Under existing copyright laws, sheet music, for instance, is protected, but the same protection does not apply to phonograph discs. When sheet music is played commercially for profit, a royalty must be paid, but in the case of records, when an individual buys one, it is his to do with as he sees fit, and royalties are completely out of the picture. It is believed that Mr. Kearns' bill will seek to change this state of affairs.

It is considered problematical whether this change in the copyright law will cause Mr. Petrillo to change his mind about refusing to allow his members to make records. He acted foxy on this subject during the hearings, but it is believed that Petrillo is more concerned about the general welfare of his union than in enriching individual musicians by means of royalties.

**PUBLIC RELATIONS  
 AND PUBLICITY**

*for manufacturers and  
 others in business*

**RICHARD H. ROFFMAN**  
 33 West 42nd St., N. Y. C. 18  
 L.Ong. 4-2089

"There is no business problem without a public relations solution!"

(Mr. Roffman has had 20 years of experience in the newspaper, magazine, and radio publicity field and is a teacher in his specialty at the College of the City of N. Y.)

# JOURNAL *mailbox*

## And Still They Come

TO THE EDITOR OF  
RADIO & APPLIANCE JOURNAL:

We are wholesale distributors for the Wilcox-Gay Recordio and therefore found your November issue very helpful. In fact, we were so impressed with the Section on Home Recorders that we want to make everyone of our

Recordio dealers read it. Therefore we are asking you if it would be possible to have 125 copies of this particular Section distributed among our dealers and if so, what the cost would be.

NELSON & COMPANY  
BALTIMORE, MARYLAND

*This was but one of numerous requests we received for the November RAJ, which featured home recorders. To meet this unprecedented demand for more copies, we printed 1,000 additional copies of the 16-page Section, and these are now completely exhausted. We hope to make our special sections even more interesting in the future. Ed.*

products that I was interested in. Through your efforts, you saved me probably a week's work. I want to let you know that your last issue on the recording devices became of great use to me because I was interested in giving my salesmen a briefing on the subject. As you know, we have been selling recording equipment for the last fifteen years, and your "Recorder" issue hits the spot as far as clearing up the complexities on the subject of wire, tape and disc recorders. I would like to have permission from you to use excerpts from your columns in advertising copy that I would like to send to the trade.

LOUIS M. HERMAN COMPANY  
BOSTON, MASS.

## A Northern Friend

TO THE EDITOR OF  
RADIO & APPLIANCE JOURNAL:

A few weeks ago, I was at one of my friends and saw a copy of your Radio & Appliance Journal. I looked at it and found it most interesting, but could not find one anywhere on the newsstands. Being a student of radio and television, you can imagine how much your magazine interested me. For these reasons, I would appreciate it if you would advise me how I can secure a subscription to your excellent publication.

JEAN-CLAUDE L'ESPERANCE  
SHERBROOKE P. Q. CANADA

*We receive many requests similar to the one printed above, but being an audited CCA trade publication, we cannot sell subscriptions to private individuals who are not connected, in a business way, with our industry. However, most public libraries carry a file of our publication, and students and other interested persons may examine them at will in these places. Ed.*

Got a gripe that you'd like to get off your chest? Want help with a particular problem? Then write to RAJ's editor. If we can't help you, then perhaps others of our readers will.

## RECORD DEALERS RECORD JOBBERS

Here is your chance to add a volume seller to your line . . .

### THE VOCO RECORD GREETING CARD

for all occasions:—BIRTHDAYS, ANNIVERSARIES, VALENTINE, EASTER, etc.

Cards are in full color, unbreakable, come with envelope, mail for 3c; have excellent sound with tunes of Hit Parade caliber; top talent such as Clark Dennis, Kay Armen, Vera Massey and The Mariners; have space for personal message on back.

Card sells for 25c . . . display rack with minimum order . . . demonstration phonographs available. Order now for Valentine, Easter, Mother's Day, and everyday occasions.

**VOCO, INC.**

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

## Liked Admiral Story

TO THE EDITOR OF  
RADIO & APPLIANCE JOURNAL:

I would appreciate receiving as soon as possible 12 copies of your November issue of Radio & Appliance Journal. There is an interesting article on the Admiral Dual-Temp refrigerator included in it that interests us very much, since we are the Eastern distributors for this product.

PIERCE PHELPS, INC.  
PHILADELPHIA, PA.

*The article in question illustrated how dealers can do a good merchandising on one particular type of refrigerator. In the February issue of the Journal, we plan to devote an entire section to how dealers can better promote and sell refrigeration units. Ed.*

## Appreciates Help

TO THE PUBLISHER OF  
RADIO & APPLIANCE JOURNAL:

I want to take this opportunity of thanking you for the kindness which you rendered me when I visited New York last week. It was certainly nice of you to assist me in locating the

## DEALERS:

ADD TO YOUR RECORD SALES BY SELLING

**MAJOR**

CHIME AND SACRED ORGAN

**RECORDS**

SEND FOR CATALOG RAJ-2

Distributed By

**THOMAS J. VALENTINO, Inc.**

1600 BROADWAY

NEW YORK 19, N. Y.

For added sales  
(and profits!)



**demonstrate**

the amazing Shockproof

**nylon needle\***

by

**DUOTONE**

Actually b-o-u-n-c-e the whole tone arm on a record without effect. A spring steel shaft and nylon elbow—that is the secret!

**\$2.50**  
LIST

\*pat. pending



# Journals' End

By Nat Boolhack

SO the grain and commodity markets break in Chicago and Kansas City and all the 'prophets' who have been crying for a "healthy price readjustment" start singing the blues. But, as usual, **Bernard Baruch** is one of the few people who makes sense whenever a crisis impends. Mr. Baruch says there are always a lot of hand-wringers and knuckle-crackers. When prices go up they wring hands about inflation ruining us; when prices go down they weep about depression. They're always crying about the future. Mr. Baruch believes that America will have to supply the world for years to come, and nothing that happens on the floor of a Chicago grain pit is going to weaken his faith in this country. We'll go along with Mr. Baruch and let the crystal ball men exercise their fingers.

★ ★ ★

The trade is bustling with news and activity: new appointments, mergers, expansions, new factory construction, new models—all evidence of faith in the future of radio, television, appliances. Personable **Walter Jablon** has been elected a vice president of **Espey Manufacturing Co.** He was formerly with Hammarlund Mfg. Co. Walt and Espey prez **Nate Pinsley** will make a swell team. Good luck. Incidentally, that svelt girl featured in Espey's new advertising is mighty good to look at.

★ ★ ★

Had a wonderful luncheon with **Julius Haber** of RCA's Tube Division and **'Bud' Muhleman** of J. Walter Thompson. They said so many nice things about our January Television Issue that we didn't need to order a second drink. Didn't have a single copy of the January edition left within two days after it was off the press. Made us wonder if it was the tremendous interest in television or the quality of the Journal. Probably both—we hope.

One of the nice things about this business is the people in it. **Charlie Golenpaul**, for instance, who just celebrated his 25th wedding anniversary. Charlie, who has a nimble wit and is one of the industry's best story-tellers, is jobber sales manager for **Aerovox Corporation**.

★ ★ ★

Any news about the sunny South is welcome in New York this Winter! **R. P. (bob) Almy's** appointment as vice president of Dixie Radio Supply in Columbia, S. C. makes welcome reading to his host of friends. Ditto about **Sid Joffe's** joining Philharmonic Radio Corp. as sales manager.

★ ★ ★

Talk about sales records, listen to this from the **Walco Sales Co.**, the folks who make the Walco Tele-Vue-Lens. Out of 10,000 buyers of the lens in the metropolitan area, more than half of these were sold through one-minute spot radio plugs on the Dorothy and Dick breakfast program. Add to this the company's dealer advertising in **RAJ** and you have the reason for sales and a happy cash register.

★ ★ ★

Orchids to the **Associated Radio Servicemen of New York, Inc.** for the way they successfully utilized the threat of legal action to force recalcitrant radio repairmen to satisfy legitimate customer complaints. **Max Liebowitz**, who heads this new organization of more than 300 N. Y. radio technicians, is doing yeoman work in clearing up a messy situation. Nice going, fellows; keep it up. Now, if some bright chap would find a way of cleaning up all the snow that's been lying around since December 26. Well, if Winter comes can Spring be far . . .

## ADVERTISERS' INDEX

February • 1948

	Page
AEROLUX LIGHT CORPORATION	40
Agency: Direct	
BENDIX AVIATION CORPORATION	5
Agency: MacManus, John & Adams, Inc.	
BURNETT SERVICE COMPANY	38
Agency: Direct	
CROSLY DIVISION, AVCO MANUFACTURING CORP.	16, 17
Agency: Roy S. Durstine, Inc.	
DUOTONE COMPANY	45
Agency: Peter Hilton, Inc.	
EMERSON RADIO & PHONOGRAPH	24, 25
Agency: Grady & Wagner Co.	
ESPEY MANUFACTURING COMPANY	18
Agency: J. L. Purnies & Associates	
FRENCH-VAN BREEMS CORPORATION	42
Agency: Nauehm Brothers	
KENT WOODCRAFT COMPANY	21
Agency: Direct	
LIQUID LENS CORPORATION	34
Agency: Arnold Cohan Corporation	
BERNARD M. LULOFF COMPANY	40
Agency: Diener & Dorskind, Inc.	
LYTE PRODUCTS COMPANY	32
Agency: Direct	
MAJOR RECORDS	45
Agency: Smallen Ross	
MINERVA CORPORATION OF AMERICA	Back Cover
Agency: Coleand Chason, Inc.	
MARLUN MANUFACTURING COMPANY	41
Agency: Daniel E. Lewitt	
NOBLITT SPARKS INDUSTRIES, INC.	9
Agency: Roche, Williams & Cleary, Inc.	
PHILCO CORPORATION	3
Agency: Hutchins Advertising Co., Inc.	
PHILHARMONIC RADIO CORPORATION	19
Agency: Sternfield-Godley, Inc.	
PHILSON MANUFACTURING COMPANY	36
Agency: Bergman-Jarrett Company	
RECORDISC CORPORATION	44
Agency: Cromwell Advertising Agency, Inc.	
REGAL ELECTRONICS CORPORATION	13
Agency: Advertising Aides	
HOWARD SAMS, INC.	27
Agency: George Brodsky	
S/C LABORATORIES, INC.	37
Agency: Gallard Advertising Agency, Inc.	
SIGHTMASTER CORPORATION	21
Agency: H. J. Gold Co.	
SOUTH RIVER METAL PRODUCTS COMPANY	36
Agency: Direct	
SPENCER WIRE COMPANY	30
Agency: Howard Wesson Advertising	
STROMBERG-CARLSON	23
Agency: Federal Advertising Agency, Inc.	
TRANSVISION, INC.	37
Agency: H. J. Gold Co.	
TRAV-LER RADIO CORPORATION	Second Cover
Agency: Jones Frankel Company	
VOCO, INC.	45
Agency: Direct	
WALCO SALES	Third Cover
Agency: George Homer Martin Associates	

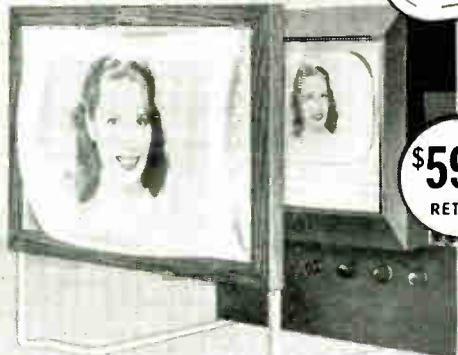
**AGAIN  
A TERRIFIC  
SMASH  
HIT!**

# WALCO TELE-VUE-LENS

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

## IMAGE MAGNIFIER

**...brings GIANT-SIZE screens to even the smallest television sets!**



**\$59<sup>95</sup>**  
RETAIL

**WALCO DELUXE  
TELE-VUE-LENS  
(Model 1059)**

Fits all table and console models up to 12 inches. Fitted with beautiful wood-grain frame to match set. World's finest precision magnifier for television. Terrific profit-maker. Magnifies screens up to four times original size. FULLY GUARANTEED.

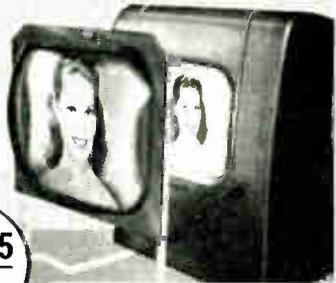
**FIRST!**

- IN MASS PRODUCTION WITH NATION-WIDE DISTRIBUTION
- IN READY ACCEPTANCE AND CONSUMER DEMAND
- IN NATIONAL ADVERTISING
- WITH A COMPLETE RANGE OF SIZES AND PRICES
- COMING SOON—MODELS FOR 15 AND 20 INCH SCREENS

**WALCO  
STANDARD  
TELE-VUE-LENS  
(Model 1039)**

Competitively priced. High quality optics. Fits 7, 10 and 12 inch screens. Gives up to triple magnification.

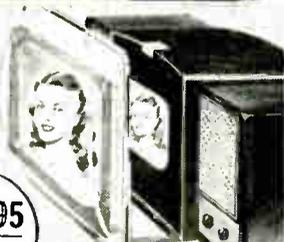
**\$39<sup>95</sup>**  
RETAIL



**WALCO ECONOMY  
TELE-VUE-LENS  
(Model 1029)**

Slightly smaller, lightweight magnifier for 7 & 10 inch screens. More than double magnification for these sets.

**\$29<sup>95</sup>**  
RETAIL



**WALCO MODERNE  
TELE-VUE-LENS (Model 719)**

Specifically designed for attachment to the new low-cost 7 inch television receivers. A sure-fire sale with every such set that you sell. Enlarges screen more than double.

**\$19<sup>95</sup>**  
RETAIL



Tele-Vue-Lens enlarges pictures up to four times original size without distortion. Clarity and detail are retained, brightness of the picture is actually increased, and a wide angle view afforded. Walco magnifiers install in seconds without tools or tedious adjustments. Every owner of a television receiver wants a WALCO Magnifier. Display them along with your television receivers and watch your profits soar! No time-consuming call backs, adjustments or servicing, either, on any Tele-Vue-Lens. MORE THAN 50,000 ENTHUSIASTIC USERS TO DATE.

Write today for complete Walco catalog. Counter cards, newspaper mats, window streamers, consumer folders, self-mailers and other merchandising aids are ready for you now.

Write, Wire or Phone for Nearest Walco Distributor

**WALCO SALES CO.**

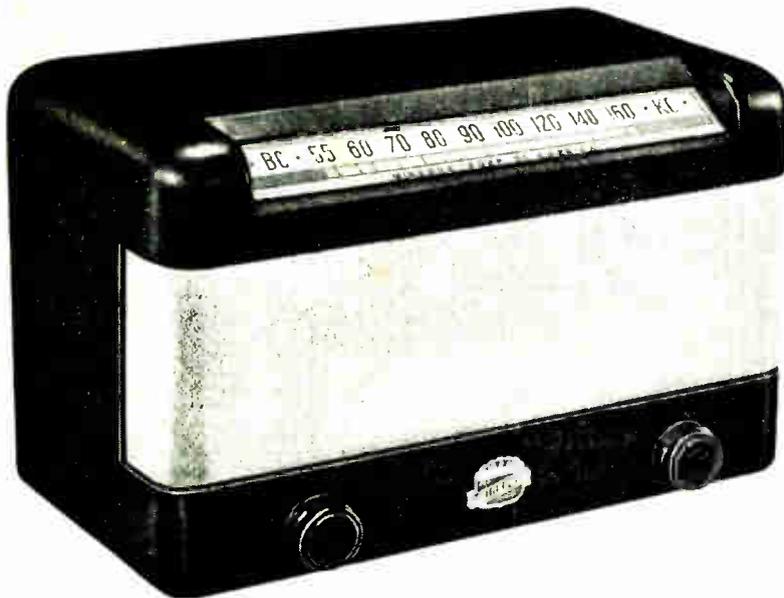
76 Franklin Street, East Orange, N. J. • Telephone: Orange 3-1756

BY WALCO—MAKERS OF WORLD-FAMOUS DIAMOND, SAPPHIRE, RUBY AND PRECIOUS METAL LONG-LIFE PHONOGRAPH NEEDLES



*New Sales Leader!*

# MINERVA "Challenger"



Model 410A

**FULL-SIZE  
TABLE  
MODEL**

Unsurpassed  
in power, tone  
and all-round  
performance.

**FULL I.F.  
AMPLIFICATION,  
EMPLOYING 2 I.F.  
TRANSFORMERS**

Unlike other low priced radios, Minerva's "Challenger" is built to a sensitivity of 50 microvolts or less. This makes the "Challenger" ideal for city areas where reception is generally good, and particularly fine for that 50% of the country (rural areas) in lower signal strength regions.

*Features:*

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>1 Four tubes plus a selenium rectifier</li> <li>2 Full I.F. amplification, employing 2 I.F. transformers</li> <li>3 5" Alnico #5 speaker</li> <li>4 Built-in loop antenna</li> </ul> | <ul style="list-style-type: none"> <li>5 Full vision slide rule dial</li> <li>6 Beam power output</li> <li>7 Brown bakelite cabinet with harmonizing grille</li> <li>8 12" long, 7-1/4" high, 6-1/8" deep</li> </ul> |
|---|--|

A SOLID HIT  
TO RETAIL AT

**\$15<sup>95</sup>**

only

(Prices slightly higher  
Rocky Mountain and  
West Coast States)

**IMMEDIATE DELIVERY! WRITE, WIRE TODAY**

# MINERVA

*Subsidiary of the*  
**GENERAL PHOENIX CORPORATION**  
238 WILLIAM STREET • NEW YORK 7, N. Y.