

FEB 48

RADIO & TELEVISION RETAILING

C A L D W E L L - C L E M E N T S , I N C .

FEBRUARY 1948

● **AM, FM & Television**

EXPLODING THE SEASONAL SELLING MYTH — KEEPING GREEN SALESMEN OUT OF THE RED — AMERICAN FARM: ONE OF OUR GREATEST MARKETS — FARM SALE LINES — SELL SERVICING

● **Electrical Appliances**

CAPITALIZING ON LOST SALES — PROMOTION BACKED BY SERVICE — SERVICING ELECTRICAL APPLIANCES — NEWEST ELECTRICAL HOME APPLIANCES — LIGHTING — NEWS OF INDUSTRY

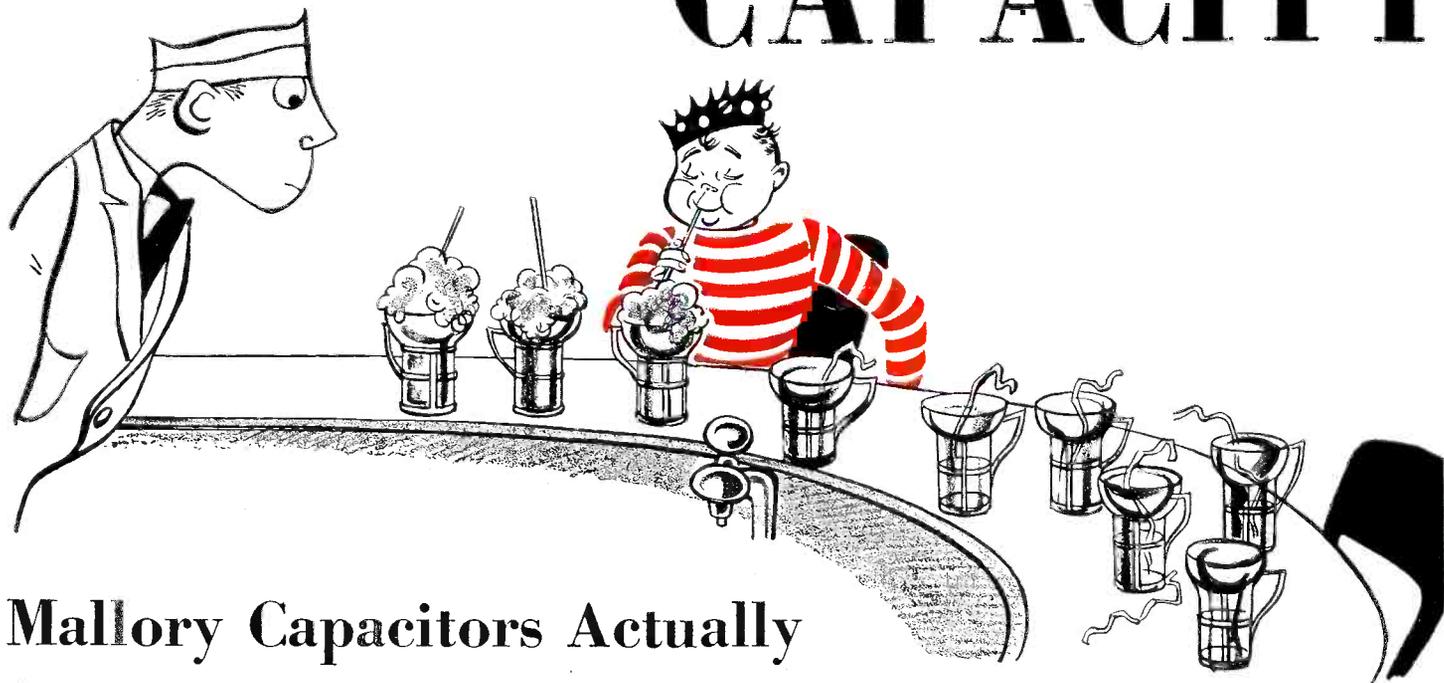
● **Records & Phonographs**

RECORD MERCHANDISING AND PLATTER PROFIT POINTERS — ILLINOIS RETAILER'S MODERN RECORD LAYOUT — CURRENT PERSONALITIES ON WAX — GENERAL NEWS OF THE INDUSTRY

● **Servicing & Sound**

THE TRUTH ABOUT "GYP" SERVICERS — HOW THE SUCCESSFUL SERVICER SPENDS ADVERTISING DOLLARS — NEW ANGLES ON FACTORY PA — NEWEST SERVICING EQUIPMENT FOR AM, FM, TV

Sustained CAPACITY



Mallory Capacitors Actually Increase in Capacity After 2,000* Hours

Install Mallory FP Capacitors with the knowledge that they will last in a "hot set" with temperatures up around 185° F.—they will last on the shelf or in an inactive set without needing reaging—and they will last without loss of capacity.

Their RF impedance—their ability to withstand ripple current, are other plus values that make Mallory capacitors popular with radio service men, as well as with manufacturers of radio equipment.

THE MALLORY "GOOD SERVICE FOR GOOD BUSINESS" PLAN

will increase business and profits in your shop.

A unique follow-up file makes it easy to keep customers.

You tie in with Mallory acceptance to develop new business—ask your distributor about it.

Mallory is never satisfied to produce parts that just get by. In all Mallory Parts you will find a generous margin in your favor. Mallory capacitors will operate at 185° F.—that's 35° hotter than R. M. A. requirements.

*2,000 HOURS OF OPERATION

An actual test of Mallory capacitors operated in an oven at 185°F. and 450 volts DC, plus 10 volts of 120 cycle ripple, showed them still going strong and with increased capacity at the end of 2,000 hours. Typical results:

At Start of Test		After 2,000 Hours	
Capacity	Resistance	Capacity	Resistance
20.9 mmf	6.16 ohms	23.5 mmf	6.5 ohms
20.1 mmf	6.5 ohms	23.4 mmf	6.55 ohms

BUY MALLORY ASSURED QUALITY AT REGULAR PRICE LEVELS

P. R. MALLORY & CO. Inc.
MALLORY

CAPACITORS . . . CONTROLS . . . VIBRATORS . . .
SWITCHES . . . RESISTORS . . . RECTIFIERS . . .
VIBRAPACK* POWER SUPPLIES . . . FILTERS

*Reg. U. S. Pat. Off.

APPROVED PRECISION PRODUCTS

P. R. MALLORY & CO., Inc., INDIANAPOLIS 6, INDIANA

RADIO & TELEVISION RETAILING

Including Radio Today

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FEBRUARY, 1948

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*Trade-Mark Reg. U. S. Pat. Off.

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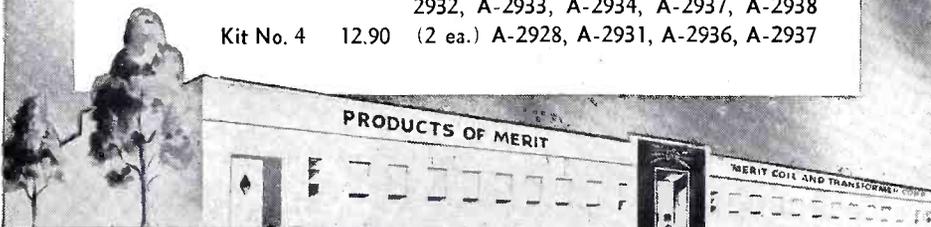
Publication Office 1309 NOBLE ST., PHILADELPHIA 23, PA.
Editorial, Advertising & Executive Offices 480 LEXINGTON AVE., NEW YORK 17, N. Y.



New!
**MERIT
 HELP
 FOR
 REPAIR
 MEN**

Compact Replacement Kit containing 8 MERIT Quality Transformers for wide range of requirements. The MERIT Kit takes the place of so-called "universal replacement transformers", and brings much greater convenience to repair men. Each transformer is designed for its particular use, and individually labeled on frame with its number and data. Each kit is packed in handsome display box. For further information see your jobber, or write us.

List Price	OUTPUT TRANSFORMERS
Kit No. 1 \$11.75	(2 ea.) A-2928, (1 ea.) A-2930, A-2931, A-2932, A-2934, A-2936, A-2937
Kit No. 2 12.20	(2 ea.) A-2928, A-2937, (1 ea.) A-2930, A-2931, A-2934, A-2936
Kit No. 3 11.80	(1 ea.) A-2928, A-2930, A-2931, A-2932, A-2933, A-2934, A-2937, A-2938
Kit No. 4 12.90	(2 ea.) A-2928, A-2931, A-2936, A-2937



MERIT COIL & TRANSFORMER CORP.

TELEPHONE

4427 North Clark St.

Long Beach 6311

CHICAGO 40 ILL.

Business— But Not As Usual

THIS SEE-SAW MARKET

has the economists doing hand-springs. Some leading manufacturers have reduced prices. Others have raised them. To further complicate the picture, there are new demands for wage increases in this field. While no one can accurately predict just what the price set-up will look like at the end of '48, it does seem certain that business will be good all through this year—and next year, too.

SOME OF THE FACTORS

which seem to insure healthy sales for '48 and '49 include the great promise of television, the increasing demand for FM—with most of the profit models having the FM bands; records and record players; the still huge unfilled need for numbers of still scarce appliances. One of these days, too, a whole flock of new homes will spring up and each one will need our products—from attic to basement.

PROMISE OF CONTINUING

good business, though, doesn't mean that we can sit back and take things easy. From the manufacturer right down to the dealer, the need for increased sales effort is staring us in the face.

MANUFACTURERS WILL GET

tougher with their suppliers and jobbers. The distributors will crack down on their retailers, weeding out the weak sisters and the poor payers. Money will talk. 1948 will be a put-up or shut-up year. From here on, nobody will be able to do business on a shoe-string.

THE CONSUMER

is becoming more and more "selective"—more and more price-conscious. No one will be able to sell without using salesmanship. But who wants to, anyway? Push-over sales gall the genuine salesman.

SO THE WATCHWORD

is "Sell"—with a capital "S." The manufacturer, jobber or dealer who doesn't plan to help make '48 a great business year should plan to mail himself a comic valentine the 14th of this month. And, brother, it won't be funny!

THERE WILL BE ENOUGH

business to "go around," but it won't "go around" by itself. Merchants must attract customers to their stores, and having done this they must offer them something extra in the way of sales and service. Actually, though, it's easier to exert effort in the right direction than it is to run one's self ragged engaging in that old, but not honored game of dodging the sheriff. '48 will be great for the retailer who's ready! Sales belong to the man who goes after them.



**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!*

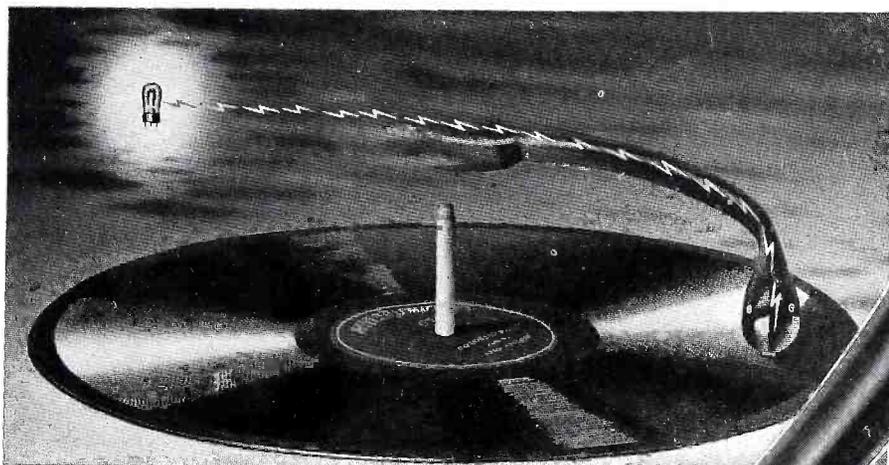
If you haven't already seen and heard the story, you'll get it any day now . . . And you'll have new evidence of Philco's merchandising leadership . . . new proof that the radio dealer's biggest opportunity for sales and profits in 1948 lies with . . .

PHILCO
The Leader!

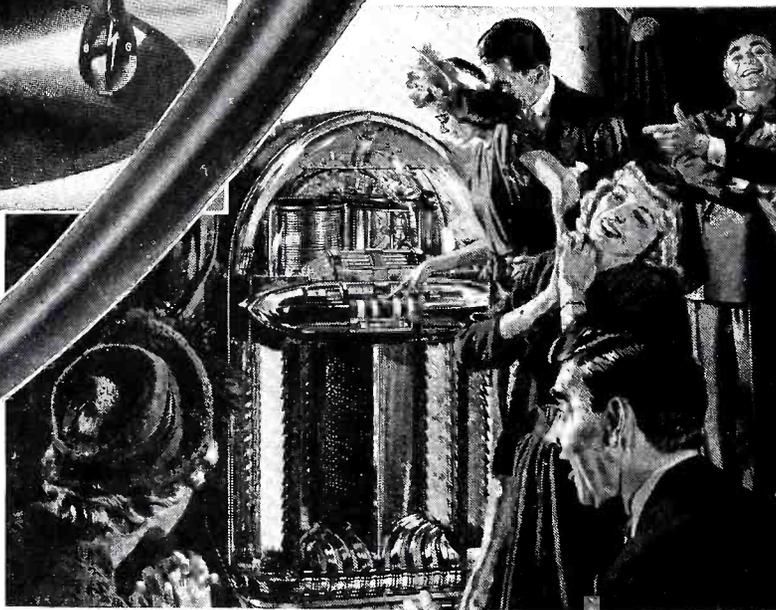
The Famous **ZENITH**

COBRA TONE ARM

*Is Still the Hottest
Feature in the Industry*



*The COBRA is Only One of
the Reasons Why America
Prefers Zenith*



Wurlitzer *Selects the Cobra*

★ After exhaustive tests, Rudolph Wurlitzer Company, the world's largest maker of commercial phonographs, selected the Zenith COBRA Tone Arm for use on all its models . . . and the reason why makes mighty good sales ammunition for you.

Wurlitzer's years of experience had shown that with the conventional type pickup, record fidelity starts to fall off at from 50 to 300 plays and from then on falls off *fast*. Their tests proved that with the COBRA Tone Arm records still retained 95% of their original tone fidelity after TWO THOUSAND plays.

TELL THE WURLITZER STORY TO YOUR CUSTOMERS

Here's what it means to them. They can be sure that a Zenith Radio Phonograph with a COBRA Tone Arm will play their records as often as they like and still keep them sounding virtually like new. Furthermore, the COBRA reproduces records so perfectly without annoying needle noise or scratch that even brand new records sound better. Yes, the COBRA means record reproduction at its best—and only Zenith has the COBRA.

Zenith Radio Corporation • 6001 Dickens Ave • Chicago 39, Ill.



Says the service expert who values his good reputation and the repeat business that goes with it—

**"I SELL
KEN-RAD
RADIO
TUBES
BECAUSE
THEY'RE
BUILT
RIGHT"**

**"...AND
BECAUSE
THEY
PLAY
RIGHT
I BUY
THEM!"**



—asserts the tone-conscious radio owner who appreciates the superior quality of Ken-Rad tubes.

KEN-RAD DOUBLE ACCEPTANCE

puts profits in the repairman's pocket

● You're glad to install Ken-Rad tubes because their reputation stands high with you, as well as with other service experts. And Ken-Rad tubes reward this enthusiasm by helping you secure a bigger repeat business—based on clients' faith in your standards of work as shown by the quality tubes and parts you use.

DOUBLY ACCEPTED . . . by you and your customers! That's why Ken-Rad tubes hold a coast-to-coast margin of popularity. Radio owners endorse their finer tone, their long-

playing life. *You* prefer to sell Ken-Rad tubes—*customers* want to buy them! It's a favorable meeting of minds, creating more sales and greater profits.

NOW is the time to impress your name and high-grade repair facilities on your neighborhood! Radio-set production is large; owners' service needs will grow. Ken-Rad tubes can help you gain wider, friendlier local recognition, with the increased business "take" that will result. Install and sell Ken-Rad *doubly-accepted* radio tubes!

● "ESSENTIAL CHARACTERISTICS" Ken-Rad's Booklet ETR-16— is a "must" for the dealer or service-man who wants a convenient, concise, and comprehensive guide to the selection of radio tube types. Your free copy will be mailed you promptly on request. Write for it today!

178-GA3-8850

KEN-RAD *Radio Tubes*

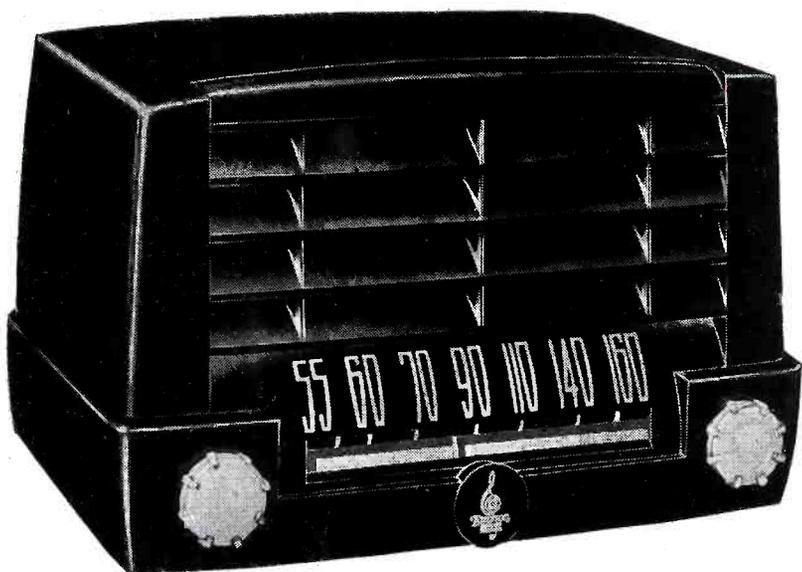
PRODUCT OF GENERAL ELECTRIC COMPANY

Schenectady 5, New York

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

\$16⁹⁵

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 **\$49⁹⁵** only



EMERSON RADIO & PHONOGRAPH CORP. • NEW YORK 11, N. Y.

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

Emerson Radio

For BETTER Style, Tone, Performance, Value

Phonoradio Leader of 1948

Emerson Model 576
radio and phonograph with roll-back vanishing automatic record changer. Comes in two different hand rubbed, high finish cabinets: dark mahogany and blonde mahogany. A sensation at only

\$99⁹⁵



Automatic Phono-radio Model 573. Two nine inch oval "Sealed Unit" Alnico 5 Permanent Magnet Speakers — ten watts push-pull output — handsome hand rubbed cabinet with pull-out automatic phonograph. A magnificently performing creation at only

\$149⁹⁵

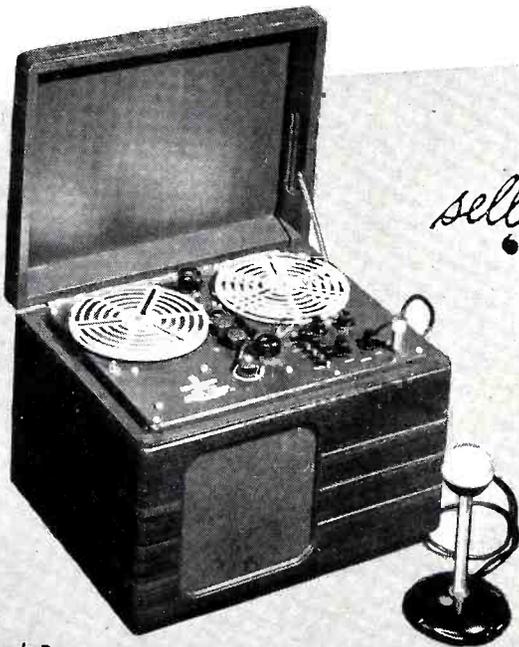
1948 Will Be Emerson's Biggest Advertising Year

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

Let's check the advantages
of the
SOUNDMIRROR* home recorder

	"SOUNDMIRROR"
Permanent but can be "erased" by making new recording.	✓ Yes!
Excellent quality.	✓ Yes!
Recording can be spliced with cellulose tape.	✓ Yes!
Recording medium is easy to handle.	✓ Yes!
Low-Cost for Recording material.	✓ Yes!



Only the "SOUNDMIRROR" offers
ALL these advantages that today's
home recording fans want—

sell the

"SOUNDMIRROR"

and be sure of profits

WRITE TODAY
THE BRUSH DEVELOPMENT CO.
3405 Perkins Ave.,
Cleveland 14, Ohio

*Trade Mark Reg.
Patents Pending.

Brush —FIRST IN MAGNETIC RECORDING

BIGGER! BIGGER! BIGGER!

GENERAL ELECTRIC RADIO AND TELEVISION ADVERTISING
IN 1948 ... TO SELL 'EM

FASTER! FASTER! FASTER!

YOU CAN'T AFFORD NOT TO HANDLE G. E.

PEOPLE READ G-E ADS

G-E Radio and Television ads are stoppers! Year after year they have led in "Seen Most" and "Read Most" Starch ratings. With full pages, most of them in full color, in these 8 great national magazines—the great G-E story reaches over 70 million readers every month. That's the power that backs up your selling.

- LIFE**: 25 INSERTIONS, 26,000,000 READERS per Insertion
- POST**: 13 INSERTIONS, 13,750,000 READERS per insertion
- Colliers**: 12 INSERTIONS, 11,100,000 READERS per insertion
- LOOK**: 13 INSERTIONS, 15,650,000 READERS per insertion
- This Week**: 3 INSERTIONS, 19,500,000 READERS per insertion
- THE AMERICAN WEEKLY**: 3 INSERTIONS, 23,000,000 READERS per insertion
- THE NATIONAL GEOGRAPHIC**: 12 INSERTIONS, 5,700,000 READERS per insertion
- The Progressive Farmer**: 6 INSERTIONS, 3,600,000 READERS per insertion
- Farm Journal**: 6 INSERTIONS, 6,278,000 READERS per insertion
- Country Gentleman**: 6 INSERTIONS, 6,670,000 READERS per insertion

BIG AIR COVERAGE

G.E. is back on the air with the great General Electric House Party that reaches over 7 million radio homes every month, on 161 CBS stations. It's YOUR program because it has the highest sponsor identification of any daytime program. All this, plus the G-E Fred Waring program Monday nights over NBC.

COAST TO COAST NEWSPAPER BARRAGE!

Smashing full page newspaper ads, masterpieces of retail merchandising, are scheduled to run in leading newspapers from coast to coast. These ads follow the spectacularly successful pattern of G-E Radio pre-Christmas advertising in 1947.

For people who never take second best!

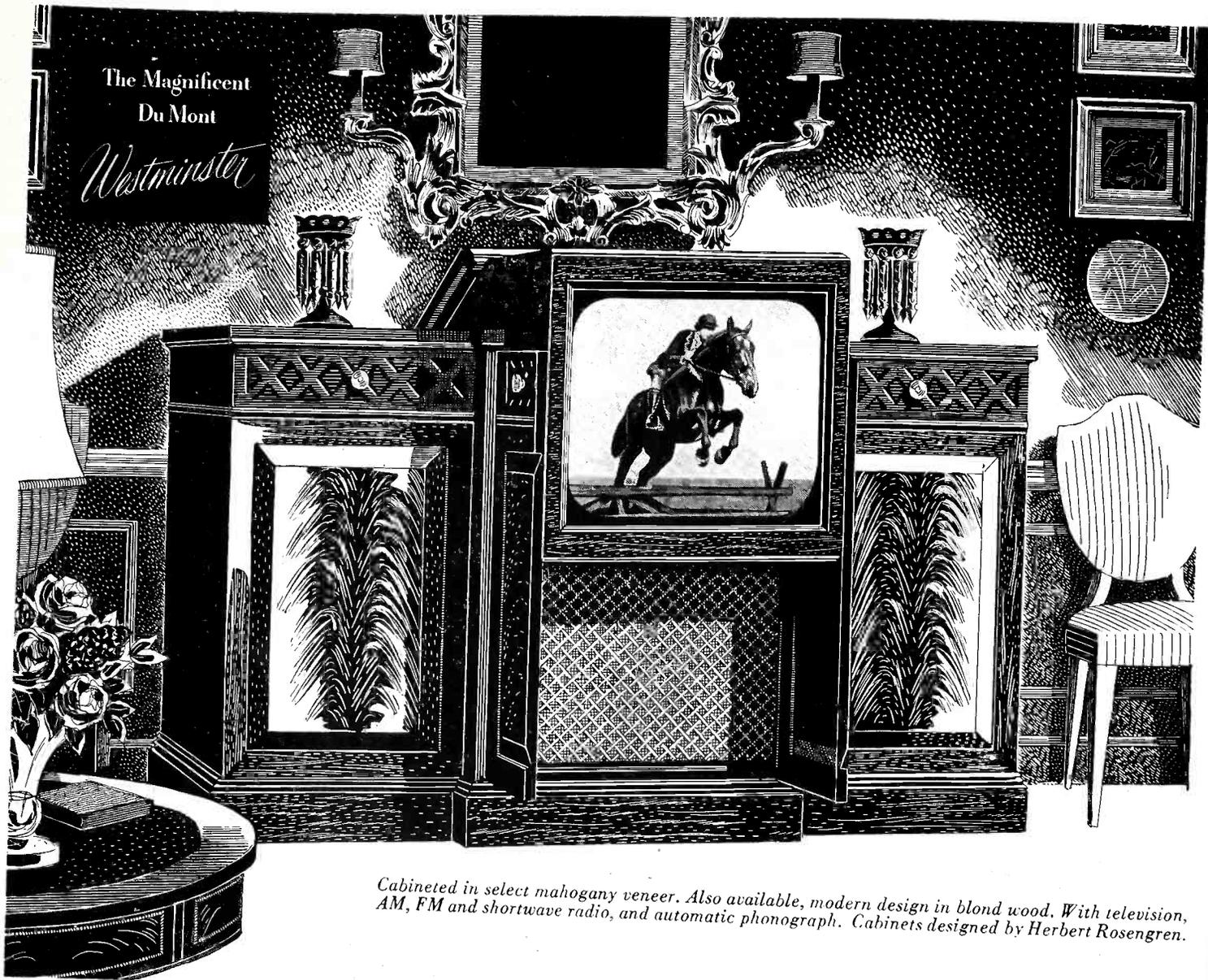
SEE YOUR NEAREST GENERAL ELECTRIC RADIO DEALER

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL  ELECTRIC

For full information about G-E radio and television receivers, write your G-E radio distributor, or General Electric Company, Receiver Division, Electronics Park, Syracuse, New York.

PORTABLES • TABLE MODELS • CONSOLES • FARM SETS • AUTOMATIC PHONOGRAPH COMBINATIONS • TELEVISION



The Magnificent
Du Mont
Westminster

Cabineted in select mahogany veneer. Also available, modern design in blond wood. With television, AM, FM and shortwave radio, and automatic phonograph. Cabinets designed by Herbert Rosengren.

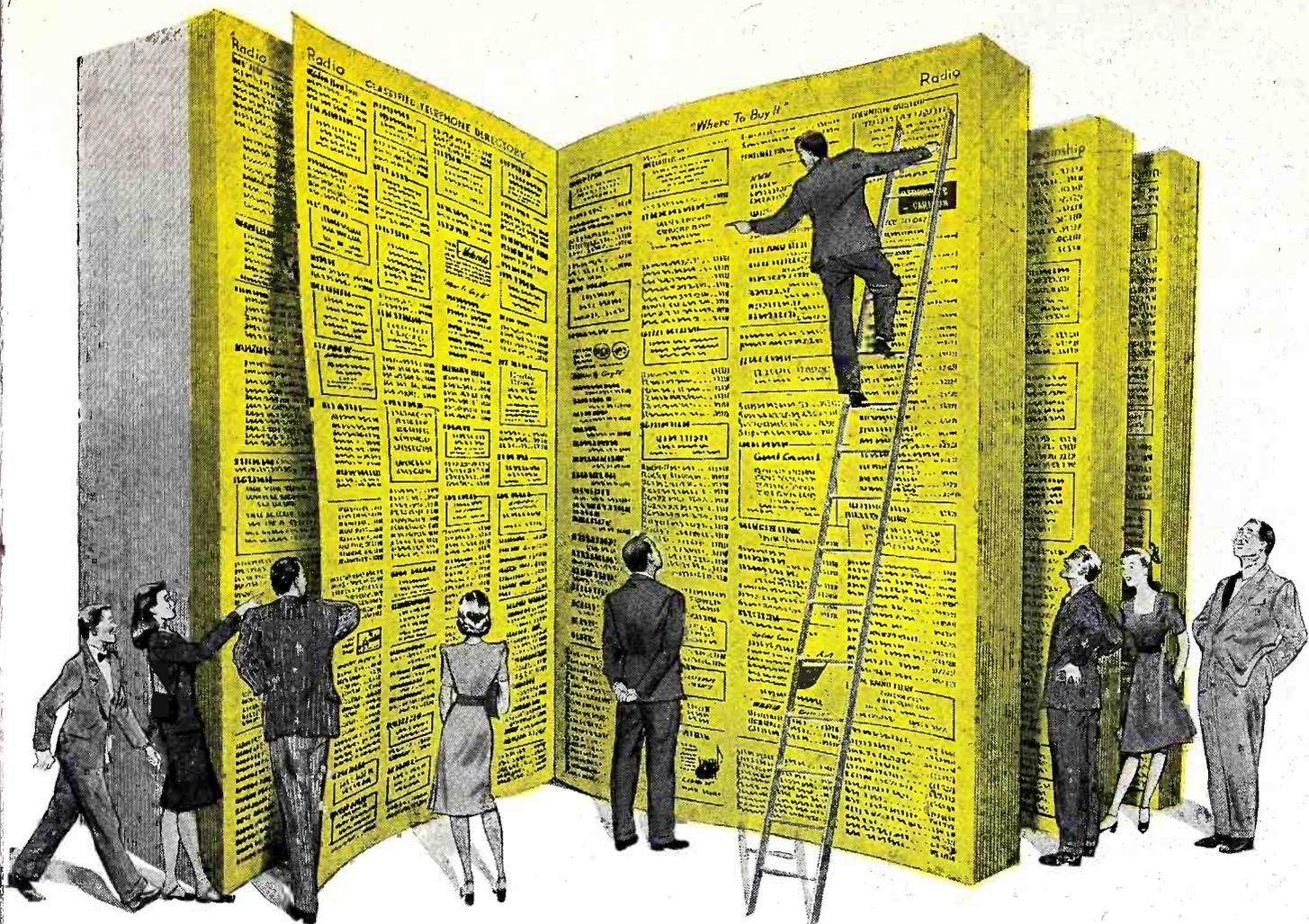
TELEVISION SALES COME EASY to Du Mont Dealers

Television receiver sales come easy when the dealer can demonstrate television at its finest on such a superb instrument as the Du Mont Westminster illustrated above — with the world's largest direct-view screen (213 sq. inches), the clearest picture and the most magnificent tone quality to be found anywhere. The coveted Du Mont franchise carries with it the prestige of acknowledged television leadership.

DUMONT *First with the Finest in Television*

ALLEN B. DUMONT LABORATORIES, INC. •
*Trade Mark

GENERAL TELEVISION SALES OFFICES AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, N. Y. • HOME OFFICES AND PLANTS, PASSAIC, N. J.
Copyright 1948, Allen B. Du Mont Laboratories, Inc.



Open for business

... 24 hours a day!

Every minute of the day, the 'yellow pages' of your local telephone directory are ready with buying information . . . for buyers who are looking for nationally advertised brands of radios, equipment and appliances you sell, or the services you offer.

When you advertise in the 'yellow pages' you're making it easier for prospective customers to find you. The Classified ('yellow pages') is where people look when they're ready to buy. It tells them "where to buy it."

For further information, call your local telephone business office.





Here's a
spring
tonic

... THAT'S MIGHTY
EASY TO TAKE!

TWO NEW **CROSLEY** **FM** **MODELS**
to pep-up, step-up sales! **AM**

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 CROSLLEY 88CR

Electronic tonic! Superb engineering craftsmanship blends with a magnificent mahogany cabinet by Carrollton to give Crosley customers an FM-AM radio-phonograph 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-phonographs. 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?

CROSLLEY



Division—**AVCO** Manufacturing Corporation

Cincinnati 25, Ohio

®* TRADEMARK REG. U. S. PAT. OFF

© 1947, CROSLLEY DIV. AVCO MFG. CORP.

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



This is it!

FADA
TELEVISION

MODEL 799

TELEVISION
at it's best!

- *Picture detail is unsurpassed in quality . . . exceptional picture resolution, brightness and contrast . . . extraordinary brilliance even in daylight.*
- *Full thirteen channel coverage.*
- *Large 54 sq. in. screen.*
- *Exquisite hand rubbed Walnut cabinet.*

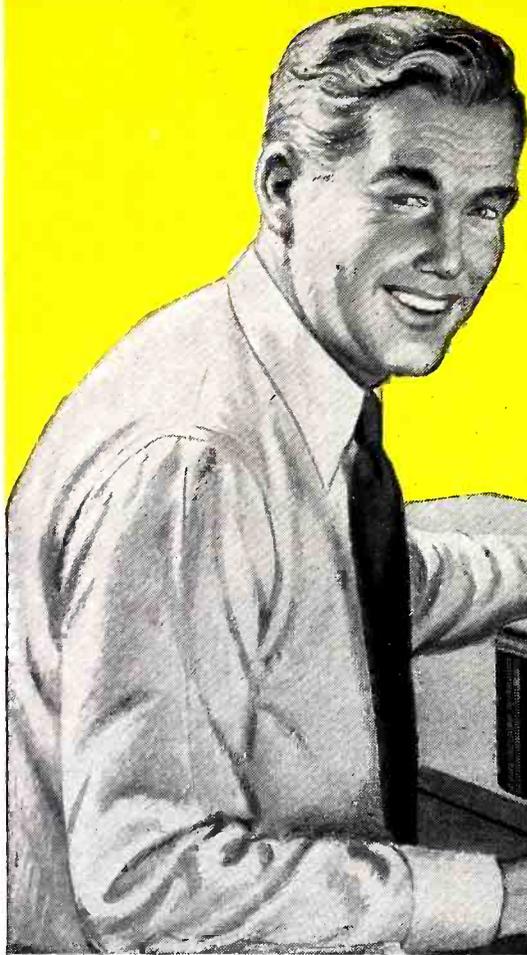


THE name FADA has been associated with quality electronic products for over a quarter of a century. The name FADA is a hallmark of quality. FADA Model 799 Television Receiver is a worthy addition to the FADA quality family. Live dealers will appreciate the many advantages in featuring this ace quality receiver. For greater sales turn-over . . . for profitable sales volume join the FADA bandwagon with not only Radio but with the Television of To-Morrow . . . To-Day!

THE TELEVISION OF TOMORROW — TO-DAY

FADA RADIO & ELECTRIC COMPANY, INC.
BELLEVILLE, NEW JERSEY

"SINCE BROADCASTING BEGAN"



**“Now I know
where I stand—
all the time!”**

Register all the facts in
one writing - quickly, easily!

STANDARD FORM-FLOW REGISTERS supply all the
information you need to run your business at peak efficiency!

Now you can have more accurate records with *less* writing, in *less* time. Think what this means to you! It means complete control of all the functions of your business. A quick check of your Standard records will show you—at any given time—*exactly* how much money you have in cash, and in accounts receivable and payable; *exactly* how much inventory is on hand. What's more, mistakes and misunderstandings are eliminated. And tax recording, bookkeeping are greatly simplified. Remember, *only* Standard Form-Flow Registers offer you *all* these important advantages for your business.

The Standard Register Company, 108 Campbell Street, Dayton 1, Ohio.
Pacific Coast: Sunset McKee-Standard Register Sales Co., Oakland 6,
California. Canada: R. L. Crain Limited, Ottawa. Great Britain: W. H.
Smith & Son, Ltd., London.

**CHECK ALL THESE WAYS
STANDARD REGISTERS HELP YOU!**

In one writing you:

- 1. Control Cash!** Every cash transaction is recorded clearly in detail.
- 2. Control Inventory!** Records show what is in stock, on order.
- 3. Protect Merchandise!** Because *every* fact is known, losses are cut.
- 4. Prevent Costly Errors!** Like faulty billing, misplacing, wrong shipping.
- 5. Fix Responsibility!** Clearcut facts determine responsibility.
- 6. Check Against Loss!** Cash and Stock Losses can be caught in time.
- 7. Record Every Transaction!** Completely, clearly in your handwriting.

Standard Register

MANUFACTURERS OF
REGISTERS AND FORMS FOR ALL BUSINESS AND INDUSTRY
Dayton 1, Ohio

FREE! Mail Coupon for copy of Free Digest about your business.

THE STANDARD REGISTER COMPANY
Dept. 1302, Dayton 1, Ohio

Please send me Free Standard Register Business Digest which
tells me how I can write better records in my business . . . easier
. . . simpler . . . faster!

Name.....

Company.....

Street.....

City..... Zone..... State.....

Westinghouse



MODEL 161—A beautiful FM-AM table model with the performance of a fine console. Rainbow Dial. Mahogany or blonde mahogany finish. **\$99.95**

EVEN

**IN THIS TABLE MODEL
YOU GET GENUINE
WESTINGHOUSE
RAINBOW TONE**

FM



MODEL 166—Concert-hall performance in a masterpiece of cabinet craftsmanship. FM, AM, extra large record storage space. **\$379.95**

MODEL 168—A magnificent modern radio-phonograph in aspen or mahogany veneers. FM, AM, ear level speaker, full width record storage space. **\$249.95**



MODEL 169—A luxurious radio-phonograph offering the ultimate in performance. Has FM, AM, two shortwave bands, 6 electric push buttons and twin record compartments. **\$600**

Radio GIVES YOU REAL SALES POWER

WITH THE GREATEST **FM** LINE IN RADIO HISTORY

FM that makes music or voice so real, so lifelike, that you'd swear your program is right in the room.

Westinghouse FM is the quietest FM ever made. There is no noise or rushing between stations. There is a background of absolute silence when you are tuned to a station . . . silence guaranteed by the Westinghouse ratio detector.

Westinghouse FM is the most sensitive FM ever developed. An exclusive grounded grid circuit cuts the internal noise of tubes and circuit way below the level of even the weakest signal. You can amplify the signal tremendously *without* hearing any noise.

Your customers never heard FM like this. You get it in Westinghouse . . .

PLUS

SALES CLINCHING ADVANTAGES THAT WILL HELP YOU
CAPTURE THE FM MARKET IN YOUR TOWN.



MODEL 167—A stunning modern console combination providing true-to-life reproduction of programs and records. FM, AM, extra large record storage space. **\$379.95**



RAINBOW TONE FM
the quietest, most sensitive
FM ever made.



RAINBOW DIAL
a rainbow of light that tells you instantly
what band and station you are tuned to.



ELECTRONIC FEATHER
The revolutionary tone arm that silences needle
scratch *without* loss of high musical tones.

AUTOMIX CHANGER
plays 10-inch and 12-inch records
intermixed.



PLENTI-POWER
the extra reserve of power that means
true-to-life performance.

Tune in Ted Malone Monday through Friday 11:45 A.M., E.S.T., ABC

HOME RADIO DIVISION, WESTINGHOUSE ELECTRIC CORPORATION, SUNBURY, PA.

Radio's first name is **Westinghouse**

PLANTS IN 25 CITIES OFFICES EVERYWHERE

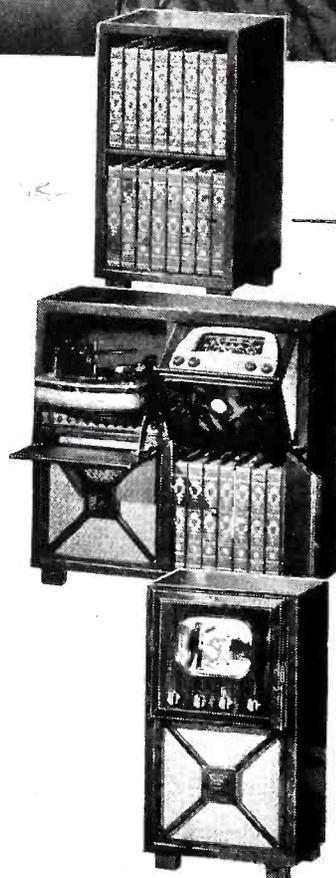
Admiral LEADS AGAIN!



... with this thrilling new ADMIRAL FM-AM Radio-Phonograph, Television can be added whenever wanted!

The greatest idea yet to help you sell *complete* home entertainment . . . especially to keep radio-phono sales at volume levels without danger of obsolescence. Makes it easy to sell Admiral FM radio-phonographs *now* . . . with or without television. The customer with a limited budget can add the matching television unit later. The same holds true in markets that currently have no television stations.

New "ratio-detector" FM circuit that eliminates noise between stations and makes tuning simple as AM . . . "Miracle tone arm, the greatest improvement in record playing since the invention of the phonograph . . . outstanding features like these have made Admiral the hottest line on the market today. You'll find comparable selling "hits" in Admiral "Magic Mirror" Television. Your Admiral distributor has complete details.



RC9B 14 Admiral Record Album Cabinet. Walnut.

32⁹⁵

9B 14 Admiral FM-AM Automatic Radio-Phonograph with "ratio-detector" FM and "Miracle" tone arm. Walnut.

299⁹⁵

30A 14 Admiral "Magic Mirror" Television with 10" Kinescope tube. Walnut.

299⁹⁵

Mahogany and Blonde cabinets slightly higher. Small increase in prices in south and far west.

Special
RADIO MIX...



RCA VS-099 Farm Pack and RCA VS-036 A Batteries

... for extra energy ... extra hours

It's RCA's special "Radio Mix" in these super-powered radio batteries that gives them longer life at less cost per hour! The RCA VS-099 Farm Pack will power a 4-tube battery set for a period $\frac{1}{3}$ longer than the average farm pack—at least a full season's service! The RCA VS-036 A battery has twice the life of average cells . . . 50 per cent more life than standard "long-life"

types in heavy-drain portable radio receiver service!

What's more, the RCA VS-099 and VS-036 are leak-resistant, swell-proof and climate-proof—because they're sealed in steel. They stay powerful and fresh!

The RCA VS-099 and VS-036 give the customer the most for his money. You can get your stock conveniently and quickly from your local RCA Distributor.

SELL RCA BATTERIES—THE COMPLETE LINE FOR THE RADIO AND ELECTRONIC TRADE



TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

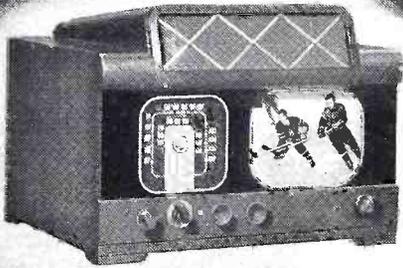
HARRISON, N. J.

You're building your future—when you sell—

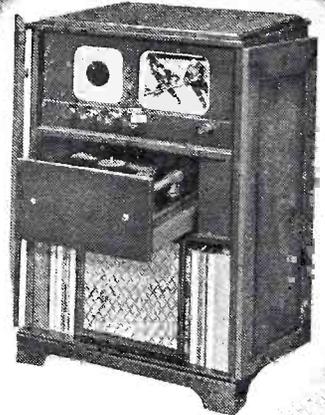


TELEVISION

**A G-E MODEL FOR EVERY PROSPECT
STOCK ALL FOUR—DEMONSTRATE ALL FOUR**

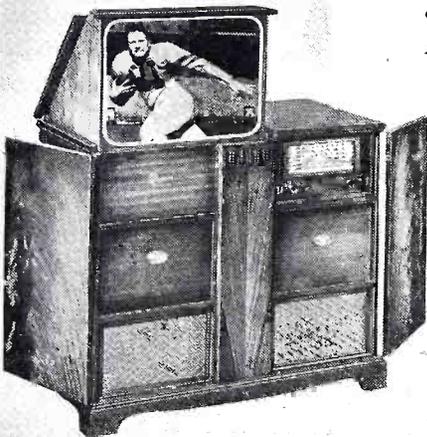


Popular Priced Table Model 803—Ideal for the prospect who wants the most in performance at a modest budget. Unsurpassed clarity of pictures—big 10-inch direct view tube PLUS AM and FM radio. And a big G-E Dynapower speaker. Handsome modern cabinet.



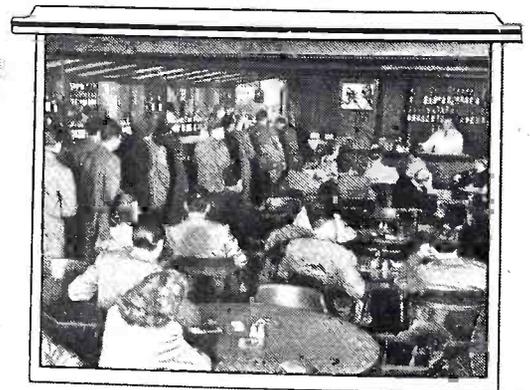
Complete Home Entertainment in One Cabinet—Model 802—Here in one console you can deliver the finest in television quality, the finest in record reproduction, and the finest in both FM and AM radio. One instrument does it all. Compact and beautiful in its period cabinet of genuine mahogany.

When you sell a General Electric television receiver, your customer's enthusiasm for G-E television drums up new prospects for you. That's natural. General Electric television receivers are the result of 20 years of pioneering television research. Only General Electric today produces and operates all types of television units—studio equipment, transmitters, micro-wave relays for television networks, and home television receivers. You build solidly for the future when you demonstrate and sell G-E television. For further information on G-E television receivers, see your G-E radio distributor or write *General Electric Company, Receiver Division, Electronics Park, Syracuse, N. Y.*



Model 901

De Luxe Console, Big Screen Projection Television—Mammoth screen television 18" x 24", 3 sq. ft. in area. PLUS FM and AM radio—short-wave, and automatic phonograph with the G-E Electronic Reproducer. Beautiful Sheraton-inspired cabinet of genuine mahogany.



Big Screen Projection For Large Homes, Clubs, Cocktail Lounges—Model 910—Customized installation saves precious space. Schmidt Optical System projection television on a screen 18" x 24"—3 sq. ft. in area PLUS AM, FM and short-wave radio.

*Only G-E television gives you
All these selling features*

- NATURAL CLARITY PICTURES—every detail cleanly focused and sharply defined
- G-E AUTOMATIC CLARIFIER—safeguards pictures against "noise" and interference
- ALL 13 U. S. TELEVISION CHANNELS—each with its own circuit—each factory pre-tuned
- AUTOMATIC SYNCHRONIZATION WITH STATION
- EXTRA BIG DYNAPOWER SPEAKER
- NATURAL TONE—famed feature of the exclusive G-E audio system.

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL  ELECTRIC

PORTABLES • TABLE MODELS • CONSOLES • FARM SETS
AUTOMATIC PHONOGRAPH COMBINATIONS • TELEVISION

180-02



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

A SOLID HIT
TO RETAIL AT

\$15⁹⁵

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.

It's Here!
 ...the revolutionary **NEW**

"G" SERIES

JEWEL

Recordio
T. M. REG. U. S. PAT. OFF.
Disc

You've asked for it—and here it is! The RECORDIO Jewel Disc—longer lasting, safer, more beautiful than any home recording disc you've ever seen or heard. Comes in a brilliant sell-on-sight wine-red finish—on a heavyweight, unbreakable aluminum base. Wilcox-Gay research has created a disc that records with unusually realistic fidelity—a disc that can be played hundreds of times. *Approved by Underwriter's Laboratory.* The RECORDIO Jewel means finer home recording for your customers—larger profits for you! Available in 8" and 10" sizes, coated both sides. **IMMEDIATE DELIVERY** from your distributor, or write or wire...

WILCOX-GAY CORPORATION • CHARLOTTE, MICHIGAN

IN CANADA... CANADIAN MARCONI CO.

For a
Profitable '48
 Sell the
Complete
Recordio Line



THE CORONET (Model 7D42)—With two turntables—one for automatic recording, one for automatic record changing. Features AM and genuine Armstrong FM reception.



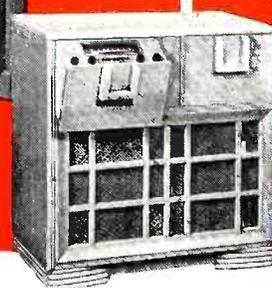
THE TRADITIONAL (Model 7E40)—Home recorder. FM or AM radio reception. Slide-out automatic record player.



THE METROPOLITAN (Model 7E44)—Has slide-out recorder and record changer, FM-AM radio, built-in amplifier.



THE MANHATTAN (Model 6B45)—Recording radio-phonograph with automatic record changer on slide-out shelf.



THE TOWNE (Model 7D44)—With home recorder, FM-AM radio, automatic record changer.



RECORDIO DISCS PLAY
ON ANY PHONOGRAPH



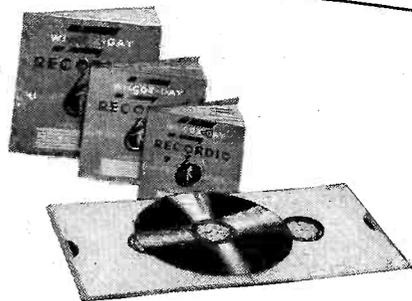
THE HOLLYWOOD (Model 6B30)—Table model recorder-radio-phonograph with big set tone and fidelity.



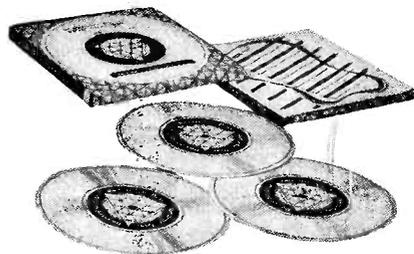
THE PORTAGORBER (Model 6B10)—Compact, portable, recorder-radio-phonograph, built to withstand traveling and hard usage.



THE BIG-GORBER (Model 6A10)—Professional type portable recorder, suitable for many uses. Operates at both 78 rpm and 33 1/2 rpm.



RECORDIO DISCS ("D" Series)—A medium weight aluminum base professional quality disc with a black mirror-like finish that records with superb fidelity. Wilcox-Gay Record Albums, included free with Series "D" Discs, are ideal for keeping records at home. It carries the Underwriter's Laboratory approval. Available in 6 1/2", 8" and 10" sizes, coated two sides.



RECORDIO DISCS ("A" Series)—Light, and so flexible that they can be mailed easily; yet these discs are very durable and give excellent reproduction. Carrying the Underwriter's Laboratory approval, "A" Series Discs are available in two sizes: 6 1/2" (white) and 8" (red), coated both sides.



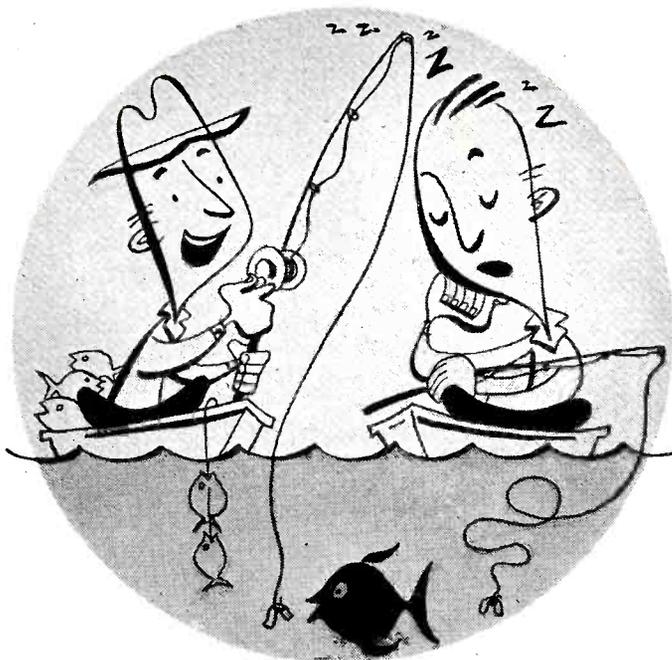
DEMONSTRATION DISCS—Same type as "A" Series, 6 1/2" white discs. Dealer's name and suitable cut (100-line screen or less) can be imprinted on surface of disc, one or two sides. Available in quantities of 1,000 or more (two weeks' delivery) from your distributor.

Recordioint Needles



STELLITE LONG-LIFE CUTTING NEEDLES—This needle has a straight shank tipped with a hardened alloy, and is hand-lapped to furnish a keen burnishing edge for quiet, truer grooves. Good for hours of high quality cutting... \$1.50 each.

HIGH-GRADE STEEL CUTTING NEEDLES—Made of high-grade steel carefully ground to cut accurate, non-distorting grooves. Will cut satisfactorily for up to 30 minutes of recording time. Mounted two on a card... 50c card.

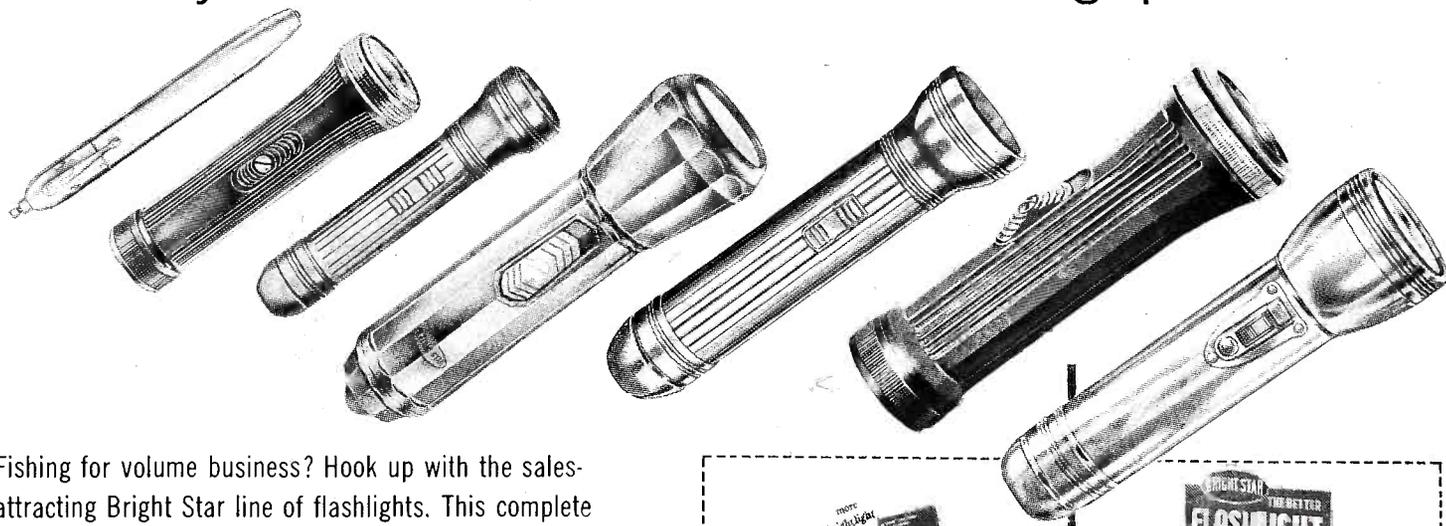


**better
lines make
you**

look better

in flashlights it's "Bright Star"

nationally advertised to millions in leading publications



Fishing for volume business? Hook up with the sales-attracting Bright Star line of flashlights. This complete family of flashlights offers variety—quality—smartness—durability. It's America's fastest-selling line to give you steady turnover all year 'round. Write today for details of Bright Star's high-average-profit merchandise deals in colorful display packages.

- ★ metal cases with gleaming chrome finishes
- ★ dramatically colorful plastics—cases withstand severest tests of heat, cold and moisture
- ★ three-way, lock and removable switches; bulb shock absorbers
- ★ a flashlight for every use at every price



no. 10m cells

Counter display promotes 24 Bright Star cells . . . guaranteed to exceed Gov't. C-18 specifications by 30% even on expiration date stamped on battery.



unit no. 2160

Six No. 216 two-cell chrome finished spotlights on 2 colorful displays. 48 No. 10M Bright Star metal top batteries in 2 die-cut counter display boxes.



BRIGHT STAR BATTERY CO., Clifton, N.J.
branch offices: Chicago and San Francisco

Laboratory Tests Prove
that FEATURE for FEATURE



AIR KING

Portable WIRE RECORDER
PHONO-COMBINATION

Tops all Competition!

Compare these features:

- **A record player too!** Plays 10"—12" records! Records from phonograph! Has Fidelitone permanent needle.
- **5 Tubes exclusive with Air King!** ... 5 tube amplifier (including rectifier) guarantees finest fidelity.
- **Has radio attachment!** At no extra cost there's a cable attached to record on wire from radio without use of microphone. This assures original high fidelity. Can also dub in voice (through mike) while recording from radio.

• **Practical, compact carrying case!** Housed in sturdy wooden luggage-type carrying case.

• **Console features in portable case!** Has the superior engineering qualities of a console wire recorder including automatic shut-off (motor shuts off automatically after wire rewinds)... safety lock that prevents accidental erasures... visual-tone indicator to maintain recording level... highly sensitive microphone with table stand makes it ideal for conference use... few simple controls, most easy to operate!

• **Price is complete . . . includes these extras!** Two spools of wire... cord for radio recording... microphone table stand.



MODEL 750

AIR KING PRODUCTS CO., Inc., 178 53rd St., Brooklyn 32, N. Y.

\$129⁵⁰

Including Federal Tax.
(Slightly higher west
of Rockies)

**See Your
AIR KING
Distributor
Today!**

AIR KING RADIO

Division of HYTRON RADIO & ELECTRONICS CORP.

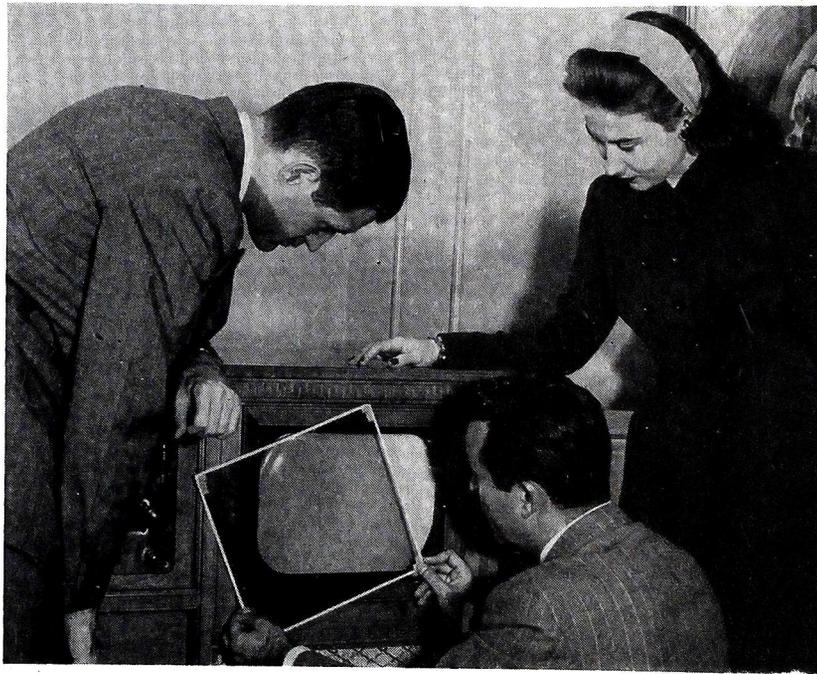
The Royalty of Radio Since 1920



IN TELEVISION . . .

....It's The Picture That Counts

The Transmirra "Image Definer" makes good television even better. The "Image Definer" is a functional unit that becomes a valuable complement to the television cathode picture tube. The physio-chem-optical properties of the Transmirra "Image Definer" combined with the relative position at which it is affixed to the television receiving set will: *Reduce glare, Improve Contrasts, Intensify Blacks and Whites, Reduce the annoyance of Picture Noise, and Create eye-appeal.* The "Image Definer" has a selective spectrum transmission value which will add many happy hours of viewing pleasure to your television receiving equipment.



Bob Loewi, Producer, demonstrating the Transmirra "Image Definer" to Charles Trantum and Joan Kerwin in the Television Studios of WABD, New York.

It does not magnify; it clarifies the image. It may be used in total darkness or under illumination, either artificial or daylight. Easily installed in a few moments by yourself. Product attractively packaged. Write direct for additional information. Insist on the genuine Transmirra "Image Definer" . . .

First in its Field in Television

General Retail Price List

For all 7" Tube Sets	\$ 7.95
For all 10" and 12" Tube Sets	12.95
For all 15" Tube Sets	25.00
Other sizes priced accordingly	

Dealerships for retail stores available for this fast moving television accessory. We advertise our dealers' names on television.

*Each genuine *Transmirra "Image Definer" bears our imprint, a serial number and carries a two week written money-back guarantee.*

TRANSMIRRA PRODUCTS CORPORATION

1650 BROADWAY

NEW YORK 19, NEW YORK

**Transmirra "Image Definer"
Patent Pending*

Telephone Circle 6-7837

keep
The great feature thousands ~~are~~ asking for...

Strobo-Sonic Tone

— only Stewart-Warner has it!



**Full-color national
advertising to back
you up...**

You've seen it in the great national magazines—and you'll see *more* of it! Full-color ads with stunning kodachrome illustrations that show the sets at their best . . . the kind of ads that thousands of dealers have asked for . . . and *more of them* than you've had in years!

Yes, this year of all years, the Stewart-Warner dealer is the really lucky dealer. Watch 1948 prove it!

If *you're* the Stewart-Warner dealer in your community, you're the man who can meet the demand for "the tone that's picture-clear"!

AM . . . FM . . . phonograph—in each or all together Stewart-Warner gives people the kind of tone they want, the "new-look" cabinet styling they want, and the reasonable prices they are satisfied to pay.

Stewart-Warner gives you a salable difference your customers can *see* and HEAR.

**THIS
SALESMAN
FAIRLY
SPINS!**



Special *selling* demonstration record . . . gives you a big-time "radio show" right on your sales floor. Sells each Stewart-Warner feature by actual demonstration! Made by a famous symphony orchestra exclusively for Stewart-Warner. One more reason it *pays* to sell Strobo-Sonic Tone!

Stewart-Warner

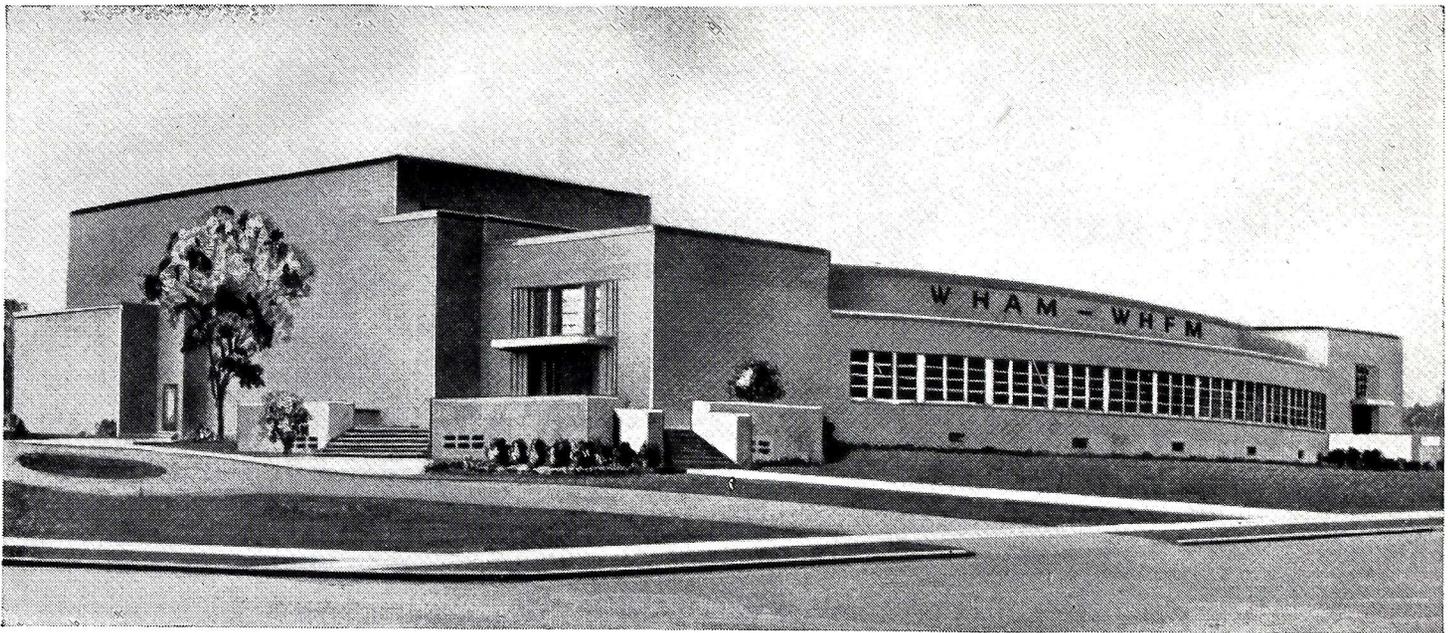
FM Radios **AM** · Radio-phonographs · Television

CHICAGO 14  ILLINOIS

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

RADIO & TELEVISION RETAILING

Including Radio and Television Today

O. H. CALDWELL, Editorial Director



M. CLEMENTS, Publisher

Putting the Bee on the "Seasonal Slump" Bugaboo

The dealer who permits himself or members of his sales force to operate on the theory that nothing can be done (and little sold) during "scheduled dull periods", is far and away off the good-business beam.

The profit-minded merchant *can* do something about *sales interludes*—those pesky "seasonal" merchandising lulls. Such dealer will *act* because he realizes that his overhead expense goes on at the same rate regardless of whether sales are slow or brisk.

While he realizes that the "peaks" and "valleys" were inked in on the economist's graph on the basis of past experience, the alert retailer should never permit his sales curve to go valley-ward without a fight—a fight aimed against the belief that seasonal slumps are insurmountable.

Taking it for granted that sales will nose-dive during a certain period is bad medicine. It certainly isn't the kind of remedy the *healthy-business* doctor ordered. Furthermore, such defeatist attitude is *contagious*. Indifferent salesmanship is "catching." It affects members of the organization, breaking down their morale. It affects customers, providing them with a ready excuse to put off immediate buying.

Steering clear of the mental rut associated with defeatist attitudes toward "seasonal selling" is good, sound salesmanship.

And it is a fundamental truth that good salesmanship is not a *seasonal function*. It's a full-time, year 'round proposition. It needs to be practiced *more strenuously* during alleged slow periods.

The present time of the year, sandwiched in between the embers of the holiday season and Spring, is a slow one in the economist's book . . . *but*, the veteran dealer who stops to think will agree that the "toughest" sale he's made this February, 1948, is more than likely to be a *pushover* when compared with the "easiest" one he transacted in *any* month during the height (or, more aptly, the "depth") of the Depression.

So let's combat "dull season" thinking with rejuvenated sales activity—remembering that the overhead expense, like Tennyson's "Brook," goes on "forever."

RADIO, Electrical Appliances,

TIME-BUYING ON THE INCREASE, dealers report. The upswing is felt mostly in the large cities. Apparently it is due to the decrease of cash in the hands of the consuming public, and not to any great extent to the recent lifting of government installment-buying controls.

18 MILLION RECORD PLAYERS AMONG 66 MILLION RADIO SETS!—Only about a third of our homes having any kind of turntable. The potential for combos and players of all sorts is terrific. And —when the dealer has sold a combination, he thereby creates repeat sales for records.

U. S. PUBLIC ONLY ONE-THIRD equipped with possible radio sets!—Conservatively estimated at 5 receivers per family.

"WE MUST NEVER LOSE SIGHT OF THE FACT that we, the entire industry, are fighting for X percentage of the consumer's dollar. If the buying power of that same dollar shrinks, the competition we face from other industries will obviously be intensified and we will have to redouble our own efforts. Charles G. Pyle, managing director National Electrical Wholesalers Assn.

BETTER BUSINESS BUREAUS CRACKING DOWN on fictitious trade-in practices. Up to this time, the anticipated flood of trade-ins hasn't materialized, but dealers know that sooner or later it'll be in their midst.

RMA PROTESTS SWISS REGISTRY of "Electronic" trade mark, following reported Swiss registration of the generic term as a trade mark by a manufacturer of measuring instruments, amplifiers and microphones.

GOOD WILL IS THE DISPOSITION of the customer to return to the place where he has been served well.—United States Supreme Court.

WORLD'S SMALLEST RADIO TUBE?—The Bureau of Standards claims to have developed the tiniest radio tube—only a trifle larger than a grain of rice.

WORK FAITHFULLY FOR 8 HOURS a day and don't worry; then in time you may become boss and work 16 hours a day and do all the worrying.—From a bulletin issued by Wisconsin Radio, Refrigeration & Appliance Assn.

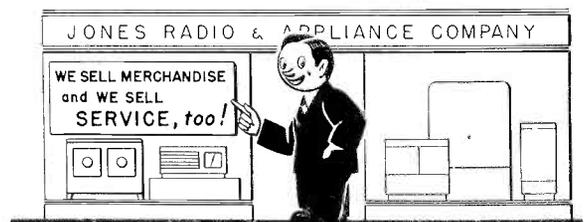
WIRE RECORDING CORPORATION OF AMERICA has taken over the assets and manufacturing facilities of St. George Recording Equipment Co., of New York. The new firm has completed plans for the manufacture and distribution of the "Wireway" recorder in both a portable and cabinet model.

THE RADIO SET IS OUTSTANDING among plug-in devices the dealer stocks, since it permits and creates multiple sales to each buyer who comes into the store. Each customer is a prospect for a large (basic) receiver, several "second" sets, a kitchen receiver, an auto radio, and a personal set or portable.

GIVING OF "PREMIUMS" PROHIBITED in Wisconsin. The legislature has enacted an amendment to Wisconsin statutes known as the Unfair Sales Act. Under the terms, advertising offering something as "free", or as a gift, or without charge with the purchase of something else is interpreted as being illegal.

CONSUMERS DON'T ACTUALLY KNOW how much pre-war prices were on electrical appliances. They complain about high prices on general principles, says the report of a survey made by the Inland Empire Electrical Dealers Association, Spokane, Wash. The association suggests dealers do a little figuring and be armed with accurate percentages of price increases "which are far less drastic in the electrical appliance group than in many other fields."

RECORD INCREASE IN HOUSEHOLD electricity use for 1947. 106 kilowatt hours per customer over 1946 to set all time national high average of 1435 KWH's for the year just ended. Average annual farm use rose in 1947 to about 1800 KWH's per consumer. Commercial use reached a new high of about 7500 KW hours in '47. Figures made public by Charles E. Oakes, president Edison Electric Institute.



SELL SERVICE JUST AS YOU WOULD SELL merchandise is good-advice for the merchant who wants to expand his maintenance department. There's always room for more work, even in the busiest shop. See article, "How to Sell Service" in this issue.

NEW WESTINGHOUSE FOOD MIXER is equipped with one-eighth horsepower motor. It has an infinite number of speeds up to 900 rounds per minute.

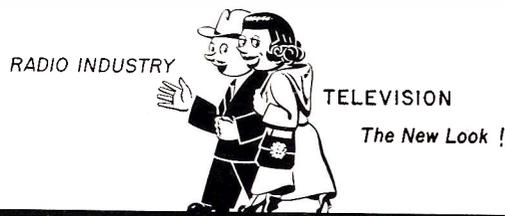
DEALERS "LIVING OFF INVENTORIES", reports Sylvania's Frank Mansfield, following a spot survey of New England retail markets. He found merchants are selling sets faster than they are purchasing from distributors. The survey also showed that straight consoles are "practically disappearing."

Records, and Television, **TODAY**

LONG-RANGE "PSYCHIC" ANALYSIS OF CUSTOMERS by floor salesmen worrying numbers of department store sales managers. Seems some salespeople stand idly by while shoppers examine products. "She won't buy anything. I can tell by looking at her, "one clerk was heard to say. Such guessing is a costly procedure.

MANY AMERICAN HOMES OF THE FUTURE will be wired with aluminum instead of copper wire, E. W. Renfree of U. S. Rubber Co., told the American Society of Agricultural Engineers at a recent meeting in Chicago.

"PEOPLE ARE CONTENT TO TOLERATE what they have. Samuel Hoffenstein's little rhyme, 'Come weal, come woe, my status is quo', expresses an ingrained quality of human nature. Expect your prospect to defend his present position . . . The experienced insurance salesman knows that no man is ever ready to buy insurance."—From "The Selling Man," by W. A. Matheson, executive vice-president Eureka Williams Corp.



TV IS CERTAINLY GIVING THE RADIO INDUSTRY "that new look!" 1948 shows all signs of becoming a record-breaker as interest in video continues to inspire all-out enthusiasm of manufacturers, wholesalers, dealers, broadcasters . . . and the buying public.

THE TELEVISION TABLE MODEL OF THE FUTURE will be a projection set rather than one of direct-view, believes Hamilton Hoge, president United States Television Co., New York. "The public wants larger television pictures at a lower price," says Mr. Hoge.

16 MILLION RADIO UNITS will be built and sold in 1948, believes Joseph Gerl, Sonora president. He thinks that the '48 dollar volume will be much greater than it was in 1947 because more combinations, FM and television sets will be sold.

THE DEGREE OF CHOICE which a dealer offers a customer is a powerful factor in determining volume and profit—a factor which no dealer can afford to underestimate. The aim of every sales presentation is to get the customer to say, "I'll take that one." Dealers who offer their customers an ample amount of choice will hear these words more often, from more customers and for more volume and profit—*The Willard Salesmaker.*

DEPARTMENT STORES AIM TO BECOME chains, says an article in *Printer's Ink.* About 75 operate one or more branches or affiliates, or are planning to do so. It is quite possible that by 1950 these same stores will be operating a total of 750 branches or affiliates, *Printer's Ink* points out.

ELECTRONIC RESEARCH DEVELOPMENT launched by Sylvania at Bayside, N. Y. To be known as Sylvania Center, the project is designed for the long-term peacetime development of electronic and lighting equipment, FM and radar.

FARMS WANT THE LARGE size food freezers a study by *Hotpoint* reveals. In a series of questions to dealers, only three per cent felt that there was a market for a four foot or smaller home freezer in rural areas. Commenting on this figure, L. C. Truesdell, *Hotpoint's* vice-president of marketing, said that sales results have shown that the customers of all classes have wanted larger models than the industry had anticipated.

NEW EXHAUST FAN, NEW FLUORESCENT FIXTURE being made by Roberts & Mander, Hatboro, Pa., manufacturers of Quality ranges. The fan, designed for permanent installation in kitchen wall, has separate motor to operate louvers; will sell for about \$54. Fixture is for kitchen cabinet illumination.

UNIVERSAL HAS STREAMLINED food mixer. Announced by Landers, Frary & Clark, the new product has extra large stainless steel beaters, plus a number of other features. Finished in white, with black trimming.

TABLE MODEL NEW COMBINATION being shipped by RCA. It features largest speaker ever employed in a comparable RCA instrument, and has greatly increased power output. Model 77U has 6 tubes, one rectifier. Sells for \$99.50.

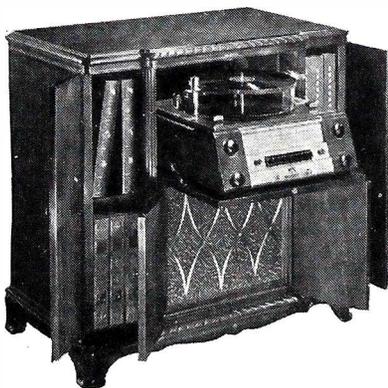
THE FARM MARKET NOW GREATER THAN EVER. 1947 brought an increase of 20% over the preceding year. Rural operators, with real money to spend, are improvement-minded. See special farm articles in this issue.

SOME OF THE PRODUCTS ON WHICH PRICES have been reduced by General Electric include radios, television sets, self-contained air conditioners, refrigerators, ranges, vacuum cleaners, blankets and heat pads, hand irons, dishwashers, Disposalls, clocks, mixers, coffee makers, waffle irons and grills. *Hotpoint*, GE affiliate, has announced lowered prices on refrigerators, ranges and Disposalls.

Powerful RCA VICTOR promotion



Newest of the magnificent Crestwood series of Victrola radio-phonographs with the *“Golden Throat”*
Here is radio tone so perfect
you cannot tell it from the original performance



Victrola 612V4. Finished in choicest mahogany or walnut veneers. Plays on AC. Push-button tuning, variable tone controls. Ample space for record storage. Now at your RCA Victor dealer's.

Tune in Robert Merrill, singing “Music America Loves Best”. . . Sundays, 2 P.M., E.S.T., on your NBC Station.

• Hard to believe? Not if you're one of thousands who have heard The “Golden Throat” Show—amazing two-piano test of which listeners said: “I could not distinguish the RCA Victor radio from the piano on the stage before me!” . . . “No radio buyer can ask for more than perfect reproduction of the artist's performance. This is it!”

For all RCA Victor radios, the “Golden Throat” means, dollar for dollar, the finest tone you can buy. Here in the newest of the great Crestwood series of Victrola radio-phonographs you hear the “Golden

Throat” at its full, rich, faithful finest—for standard, short wave and RCA Victor FM radio.

Magnificent record changer, a new RCA Victor design, rolls out in the same compact unit with your radio. It has passed a 3000-hour test of continuous operation! The pickup is the exclusive “Silent Sapphire,” a permanent jewel-point, no needles to change. To hear how beautiful recorded music can be, listen to Chopin's *Etudes* (Complete)—one of the superb new RCA Victor albums, on this finest of the world-famous Victrola radio-phonographs.

Dramatic Promotion plus the “Golden Throat” mean steady profits for you from RCA Victor's greatest line of instruments.

Bring the full effect of your advertising and RCA Victor's national advertising promotion right into your

own radio department. Put the attractive RCA Victor display and identification properties to work today! They'll remind your customers that you have the instruments they've been looking for—RCA Victor. Contact your distributor for your supply of this material.

builds greater turnover for you!

WHAT A HELP to your sales program! Full-color and black-and-white advertisements in the nation's top magazines... "Music America Loves Best," the famous RCA Victor Show on 160 NBC stations... the dynamic Dealer "Tie-in" Advertising Campaign... beautiful display merchandise. All especially designed to build an even stronger demand for RCA Victor instruments.

Take advantage of this powerful RCA Victor promotion. Put the display merchandise and "Tie-in" advertising to work. You'll be rewarded with large sales, faster turnover.

Over 75 million readers every month see sparkling RCA Victor advertisements in LIFE, COLLIER'S and THE SATURDAY EVENING POST and LOOK. People right in your own neighborhood—potential customers of yours... are learning about... thinking about... wanting to own one of these fine RCA Victor instruments.

See the sales-building RCA Victor advertisement (shown here) featuring the superb 612V4 in true color in:

LIFE—FEBRUARY 7 COLLIER'S—FEBRUARY 2
SATURDAY EVENING POST—FEBRUARY 14



THE DEALER "TIE-IN" ADVERTISING CAMPAIGN helps you advertise to your customers. Here are newspaper mats featuring RCA Victor radios and Victrola radio-phonographs, all especially designed to meet your individual requirements. The variety of sizes and the amazing flexibility of these advertisements make it possible to fit every budget.

Radio commercials, billboard advertisements and suggestions and materials to help you produce your own advertisements, round out this dynamic campaign. See your distributor for your copy of the current book on how to use RCA Victor Dealer "Tie-in" Advertising and details on how RCA Victor helps you advertise to build your sales volume.

THE GREATEST LINE OF INSTRUMENTS in RCA Victor history. The new 610V1, above, is typical. Dollar for dollar, your customers get more enjoyment... more perfect reception... the performance they really want when they buy one of these outstanding instruments.

"MUSIC AMERICA LOVES BEST" stars Robert Merrill every Sunday on 160 NBC stations reaching 28 million listeners from coast to coast. Your customers enjoy Merrill's glorious baritone voice... are sold RCA Victor instruments and recordings by Announcer Ken Banghart's warm, friendly commercials.

Listen to the RCA Victor Show—"Music America Loves Best"—build your sales and profits. Tune in your nearest NBC Station—2:00 P.M., E.S.T.—this Sunday.



WHEN YOU'RE IN NEW YORK CITY, don't miss the many electronic wonders of the RCA EXHIBITION HALL. Open every day, 10 A.M. to 9 P.M.—free to all. 39 West 49th St.

RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

"Victrola"—T.M. Reg. U. S. Pat. Off.



ONLY RCA VICTOR MAKES THE VICTROLA

Keep "Green" SALESMEN

Learners who "Over-Sell" Cut Profits — Threaten Good-Will Structure.

● "Over-selling" is one of the commonest faults of the "green" salesman, and it is usually due to a combination of ignorance of the product and over-enthusiasm.

But whatever the cause, the effects of over-selling follow a familiar pattern, resulting in some or all of the following conditions: 1. Demands for refunds or exchanges. 2. Customer dissatisfaction with the product, its maker, and the dealer—even when the sale is made to stick. 3. Profit-eating free service on the part of the merchant. 4. Discouragement on the part of the new salesman.

There is a happy medium to strive for in any sales presentation, and it calls for intelligent, accurate and honest description of the quality and operational features of the product. This means that the item should not be over-sold or under-sold.

Because even the greenest sales-

man knows that if he under-sells a radio or appliance the customer will walk out without buying, the dealer doesn't have to worry about this angle, since he will dispense with the services of the new salesman who is unable to make an enthusiastic exposition to the prospective buyer. But he does have to keep an eagle eye on his green salesmen from the over-selling angle.

Since enthusiasm is one of the prime ingredients going to make up good salesmanship, the merchant, in striving to direct enthusiasm on the part of learners into safe selling channels, needs to exercise the utmost caution. If he cracks down too hard on the over-enthusiastic new salesman, he's likely to develop in the latter a self-conscious complex, resulting in stilted, awkward sales presentations.

When the merchant hires the bub-

bling-over type of would-be salesman, who is *strictly honest*, he has every opportunity to train such person to make safe sales—the sort that stick, and insure repeat business.

Knowledge of the product must be gained by the salesman. He should *not* be permitted to sell a radio or a large or small appliance until he knows all about it. Such knowledge may be obtained from careful study of all literature issued by the manufacturer, and by the actual operation of the radio or appliance.

Armed with *all* of the information, the new salesman can sell with all the enthusiasm in the world, and the dealer doesn't have to worry about an excessive "come-back" rate.

Give Expert Advice

Since manufacturer literature is always based on describing what the product will do under general, average conditions, the salesman must be able to translate such information intelligently. He must learn a lot of things about radios and appliances as they function in the home under actual conditions—and in the hands of *laymen* having varying degrees of aptitude.

Over-selling due to ignorance of the product is no better than deliberate over-selling and misrepresentation so far as the customer is concerned. The buyer *expects* and *deserves* expert advice from the sales person.

When the salesman, whether through ignorance of the product, or because of carelessness on his part, makes a claim about a feature of a product which actually does not exist, the firm stands to lose not only money but priceless good-will.

"Green" salesmen should be sold the necessity for knowing the product inside and out so that they may present it accurately, answer questions without faltering, and sell profitably for their own benefit as well as for that of the manufacturer, the dealer and the consumer.

Excessive "come-back" rates are being experienced in many establishments, particularly in department stores. The trend to ask for "exchanges" or "refunds" is a growing one, but the dealer whose staff sells the merchandise *right* in the first place will find that he can keep his "come-back" rate satisfactorily low.

Do *Your* Salesmen Have the *Right Answers* to these 20 Questions by Customers?

1. How long does it take to make ice cream in this refrigerator?
2. How much does it cost to operate?
3. Does it ring a bell when the toast pops up?
4. How long will it take me to learn to operate this ironer efficiently?
5. Will the record changer ever fail to work?
6. Is a special aerial required?
7. Is the cabinet solid mahogany or is it veneered?
8. How does one fill and empty the tub? (About a wringer-type washer, without emptying pump)
9. Do I ever have to oil it? (Any appliance)
10. Will this vacuum cleaner clean my rugs thoroughly "once-over"?
11. Is it necessary to "pre-heat" this toaster?
12. Will this (space) heater warm an unheated room, 9 x 12?
13. Will the oil burner:
 - A. Make a noise?
 - B. Keep the same temperature throughout the house?
 - C. Create oil odors in the basement?
 - D. Cost more or less than present method of heating?
 - E. Ever require service?
 - F. And, what will happen if the electric current fails?
14. How long does it take to make coffee?
15. Will these fluorescent fixtures interfere with radio reception?
16. How many sheets can be washed at once? (A common question about washers)
17. Do I need any special electrical outlet for this—roaster, broiler? Portable electric stove? 1000 watt iron? Automatic toaster? Waffle iron? Electric space heater? Non-portable electric range?
18. For how long is it guaranteed, and just what are the warranty features?
19. Is the alarm a bell or a buzzer?
20. Will I be able to hear this chime all over the house?

Suggested answers to these questions can be found on the following page.

OUT of the "Red"

Answers to the 20 Questions

1. Freezing time varies due to temperature of water or mixtures when placed in compartments; to consistency of materials, and other factors. Give customer *approximate* figures based on those of manufacturer's data—but be sure to qualify your estimates.

2. First, know the local rates. Second, see article, "How Much Does It Cost to Operate?" in November 1945 issue of RADIO & TELEVISION RETAILING, showing operating costs of most appliances.

3. If you sell a toaster on the promise that it'll ring a bell, and it doesn't, the customer will bring it back. Operate each new appliance when it comes in—Read all instruction sheets.

4. Depends on the aptitude of the purchaser. The best ironer is no better than the operator. No end of trouble and expense if you over-sell this product. Take time and pains to explain to customer that efficient machine ironing requires sufficient practice. But—don't sell this appliance down.

5. "This changer *never* fails" is a risky statement to make. There is a way to say that changers are not infallible without making them appear unattractive to the prospect.

6. If you're selling an FM or a TV set, *sell* a suitable antenna installation at the same time, otherwise you may be asked to put one in without charge. If a "green" salesman tells the buyer the receiver will function without a special aerial, the firm may be forced to hold the bag.

7. If the salesman "guesses" wrong about the finish of a cabinet, he's setting up an exchange or refund demand.

8. Salesman should know all about how filling hoses attach to water faucets. Should know that emptying hoses may be permanently attached to drains in case customer objects to using pails in emptying washer.

9. Give an *immediate* and accurate answer. If customer is erroneously

advised that no oiling is necessary, appliance is likely to be damaged. In case no lubrication by customer is required, but salesman claimed it was, owner will try to find "places" and one of two things may happen.

A. Oil may be used, damaging appliance.

B. customer may bring product back or ask for service call.

10. Explain that operating methods, depend upon factors such as type of rug, materials, conditions, etc.; and upon amount and kind of dirt, lint. A "one-over" claim for a vacuum cleaner is a trouble-number.

11. An explanation about the different textures, water-content and freshness degrees of bread will keep the automatic toaster owner happy even when slight variations in color of toast occur. One of the toughest service problems is a toaster operating 100 percent which fails to please a buyer made hyper-critical through overselling.

12. Watch out for this one, or the heater will bounce back on the owner's claim that it "doesn't give enough heat" even though it has the maximum portable wattage. There are too many unknown factors involved to sell space heaters to do specific jobs unless the dealer is prepared to make an extensive heating survey in the home. Sell the heater the right way and it will always stay sold.

13. A. If he says that the oil burner makes "no noise", the salesman's sticking his neck out. If the reasonable customer knows in advance that the burner will make a certain amount of noise, a lot of all-around grief will be avoided.

B. Here's one of the most prolific sources of the sort of trouble that can be licked. An honest explanation of how temperatures are *bound* to vary will prevent kicks about "some of the radiators" being cold; room-by-room differences from the thermostat setting, and will keep users from becoming "thermometer-conscious."

C. Barring the rare "mysterious" odor complaint the service man can't track down, a good burner installation never "smells."

D. Every salesman should have comparative operation cost figures at hand, backed up by user testimonials.

E. The answer is "yes"—and it gives the right opportunity to describe the value of the firm's service facilities.

F. This stickler can best be answered with a set of figures from the local power company showing (in most cases, in most communities today) how seldom current is off—and for such short periods.

14. Thorough knowledge of the techniques of coffee-maker operation is a must for every salesman. Be conservative in time estimates.

15. Under certain conditions fluorescent lights may interfere with radio reception. See article entitled, "Quieting Fluorescent Static" in July 1946 issue of RADIO & Television RETAILING. Also ask light bulb manufacturers for booklets.

16. Unless you know how big the sheets are and how much they weigh, answer this in *pounds* or, for example, by saying, "eight pounds—roughly, a bushel basket full of clothes. Read and memorize instructions in the maker's literature.

17. Answer—"No *special* outlet—but an *adequate* one"—If appliance won't heat sufficiently because it is plugged into an overloaded circuit, the dealer cannot be held liable. Have all data on heavy current services needed for heavy-drain, non-portable ranges, etc.

18. Be *sure* you know all guarantee terms, and that the *customer does too*—at time of purchase. Misunderstanding over warranty features often costs the dealer friends and money.

19. If you say the alarm clock rings a bell, and the customer finds it buzzes a buzzer instead, it may be brought back. If you *don't know*, say, "Here, I'll let you hear it." Then both customer and salesman will have the answer.

20. Answer "yes", if the customer is willing to buy a *large enough* chime, and an adequate transformer, and will have it properly installed. "Isn't loud enough" is the chief complaint in returning chimes. Sell the *right one* first.



Photo: Ewing Galloway

The American Farm

One of Our Greatest Markets

• Prosperity has come to the farmer. Never before has he had so much money in the bank. So much ready cash to spend. It is estimated that the 1947 farm income will be about 35 billions of dollars! From all indications, the farmer will continue to earn good profits for the next several years.

Of particular interest to the rural radio/appliance retailer is the fact that the modern farmer is thoroughly sold on electricity and electrical products, for his home and for his business.

Throughout the United States resident farm operators are planning to put most of the money they earn into newer and better things for the farm and the farm home. The following figures help to prove the widespread acceptance of farm folk for electrical improvements: American farms have more than five and a half million con-

nected sinks. 32 per cent of the farms are equipped with home refrigerators; 46 per cent with power-driven washing machines. And radio! Every farmer is a prospect! With sales running the gamut from the battery-operated job to the most expensive combination receiver.

So, in viewing the present farm market, we see a huge sales potential. First, we see an improvement-minded farmer. Second, we see him with money to spend. Third, we know that a *great many* of the radios and appliances the farmer now owns need replacing, and fourth, there's still a great potential to sell first-time purchasers.

Look at it this way, too. Every single farm in the country is a prospect for something to buy. Whether it's the big, huge-investment outfit hooked up to the high-lines; the farmer with his own light plant of

varying voltages, or the farm totally without current via wires, there's opportunity for merchandising.

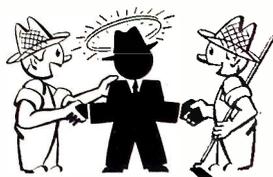
Right now there are 3,335,700 farms connected to the high-lines. More are being added every day. And, since the war, about 800,000 new electrification installations have been made.

What a picture! A picture for the sales-minded merchant to think about—and do something about in his 1948 planning.

Just think of the things the farm needs! In the home, major and small appliances, lighting fixtures, lamps, oil burners, radios and record players! And, in the farm "business department" a great variety of motor-driven and heating appliances.

And thrown in for good measure is the fact that there's great satisfaction to be had in doing business with the farmer. He is one of America's most important buyers.

How to Sell the Farmer



HONESTY

The saying, "Honesty is the best policy" applies to selling to all people—in all walks of life. Certainly, it's of the utmost importance in rural merchandising. Some transactions which might seem a trifle "sharp," yet still acceptable to the urban buyer, could well serve to drive a farmer away from a dealer's door for keeps.

There are as few "sharpshooting" dealers in rural areas as there are "sharpshooting" farmers. They're that scarce!

The merchant, whom the farmer comes to regard as a man whose word is his bond, will be able to keep his customer loss-rate at a much-to-be-desired low. The dealer who keeps all of his transactions above-board is bound to do a profitable business in this great American farm market.



PROMPT SERVICE

On-the-beam service is a must in rural districts just as it is in the urban ones. Since practically all of the things the farmer buys from the radio/appliance retailers are in constant use, either for utilitarian or entertainment purposes, fast service must be rendered when promised—on schedule. When the city dweller's washer breaks down, she can send her things to the laundry for a few days; when the refrigerator is out of commission for awhile, the city dweller can buy from hand-to-mouth. But it's a different story with the farmer. He depends a hundred per cent upon the appliances used for farm work, in and out of the house.

One of the best ways to hold farm customers is to give them top-flight, fast service. All successful rural retailers know this to be true.



FACILITIES TO COVER

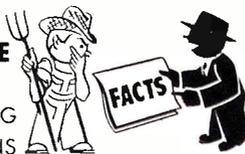
LARGE TERRITORY

Most farm territories are large. It goes without saying that the dealer must have the proper facilities for

covering his rural area in both his selling and servicing. Since many of the calls he makes are far apart, the dealer must know how to route such calls efficiently. A specialized business like selling to farms, requires a specialized travel set-up.

CONSERVATIVE SALES

& ADVERTISING PRESENTATIONS



We all know there's no such thing as a "typical" farmer any more than there is a typical banker, or a typical dealer. But we do know that, by and large, the farmer is a cautious buyer. Therefore, sales and advertising presentations need to be prepared along conservative lines. Broadly speaking, most farmers, and this goes for all sections of the country, dislike high-pressure sales tactics, and are skeptical of eager-beaver advertising copy.

Also, it is a fact that most farmers are "slow" buyers—deliberating for some time before making purchasing decisions. While many fast sales are made in show-rooms, in cases where farmers come in to make a specific purchase, the "outside" salesman will never get to first base trying to spellbind the farmer on his own soil.

Treating the farmer like any other human being, is a good rule in salesmanship. The merchandiser who "talks down" to the American farmer, or who wisecracks about "hicks" while attempting sales, will never be successful.

KNOWLEDGE

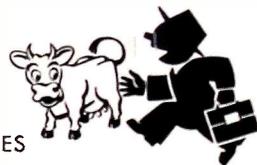
OF THE MARKET



The dealer who plans to go after farm business needs to have specialized knowledge of a number of things. For instance, he should know enough about this business of farming to be able to list all of the products the farmers in his territory need. The merchant must gauge his purchases not on what he *thinks* the farmer *should* buy, but rather upon what he *knows* the farmer will buy if he has the money to spend.

To obtain the necessary information, salesmen should visit local farmers and see for themselves just what goes on in such business. A salesman who doesn't know why a dairy farmer needs a milk cooler, will more likely than not be "stumped" at the farmer's first question.

Knowledge is power when it comes to choosing products to sell to the farmers in his community.



FOLLOW-UP

AFTER SALES

Like any other purchaser, the farmer will welcome the "follow-up" call. Like his urban brother, the rural dweller will feel slighted and neglected, when after leaving a few hundred dollars with the merchant, time goes by without a visit by the seller. Follow-up calls must be made.

American farming is a 250 billion dollar business. The progressive farmer has a very large investment. For this reason he is used to dealing with large money figures. Unit sales to farmers by radio/appliance merchants are often in the upper brackets.



Great Increase in Rural Buying Power Ups Market Prospects



▲ Photos: Ewing Galloway ▼

Not too many years ago jokesters alleged that one could always tell a prosperous farm — it had a tumbled-down house and beautiful, well-kept barns. Today, the prosperous farmer is home-conscious. Entertainment is of prime importance. Farmers buy good radios, and a wide variety of phono records of all types. There's a lot of modern living in the rural areas nowadays.

This is the Machine Age on the American Farm. Equipment needed is varied—often very expensive. Following are some of the electrical products the farm can use: Animal clippers, fence controllers, barn ventilators, milking machines, milk coolers, grinders, brooders, churns, water systems, motors, welders, brooders, seed cleaners, hay dryers, water heaters, egg candlers, soil heaters, incubators, conveyors, insect screens and lamps, communicating systems . . . to mention but a very few.

Many Lines



Some facts about the farm:

There are about six million farms today. Farming is a 250 billion-dollar business. 60 per cent of U. S. farms are electrified.

The average, well-to-do farmer buys about \$1500 worth of appliances when he's first wired.

Farm income is up 20% over 1946 level—\$34,600,000,000 in 1947!

Farm production is up 40 per cent over pre-war production.

Farm land has jumped in value—51 per cent over before-the-war worth.

Total farm electrical market (within next few years): Wiring, \$500,000,000; line construction, \$1,000,000,000; appliances, equipment, \$2,500,000,000. (From NEMA farm electrification bureau.)

The average dealer can figure that in his locality about six out of every ten farmers are hooked to electric lines.

Merchandising to farmers is not confined to "farm dealers." In many localities farmers are near cities of varying sizes, and merchants in such sections sell their products to both urban and rural buyers.



Fine farms usually have fine kitchens — and latest improvements throughout the house. Rural homes are prospects for electric blankets, broilers, chimes, clocks, coffee makers, dish washers, food freezers, space heaters, hot plates, ironers and ironing machines, kitchen cabinets, mixers, radios, ranges, refrigerators, washers, sewing machines, sun lamps, toasters, washing machines, vacuum cleaners and hundreds of other items.

for Farm Selling

Rural merchants have an opportunity to sell and rent PA profitably. Farmers are noted for their community spirit—for their desire to get together at serious and frivolous events. "Sound" on the farm and in rural territories is growing daily in popularity and in general acceptance.

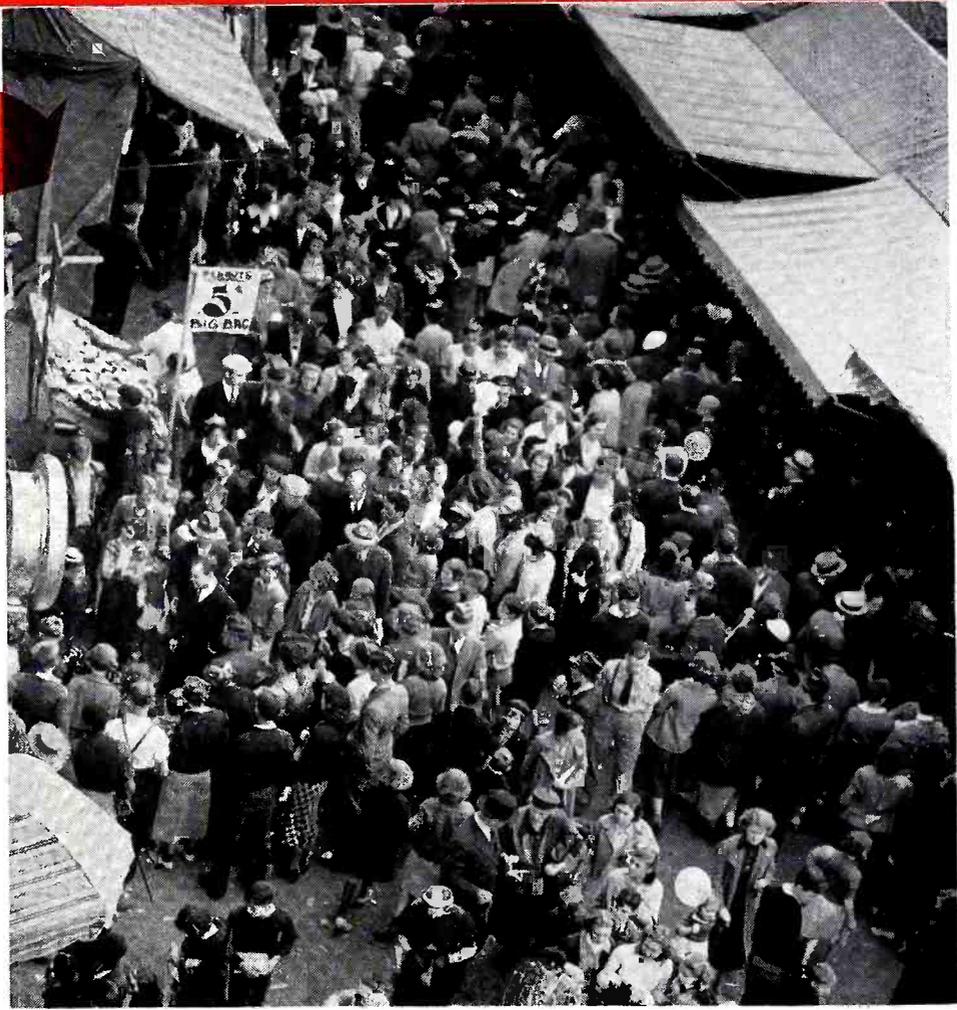
Photo: Ewing Galloway

Farm selling is becoming more of a year 'round business. The "lull" between activities on the farm is getting shorter and shorter, due to improved operating methods. Too, due to variations in seasons throughout the country, planting, cultivating and harvesting is always going on in one area or another.

Strongest competition for the independent retailer to buck in selling the farmer comes from the mail-order houses and from the co-ops. For this reason, the independent finds that his outstanding service facilities stand him in good stead.

The farm market is here. Bigger and better than it ever was before. Active selling in the farm field will pay dividends to the reliable, wide-awake merchant!

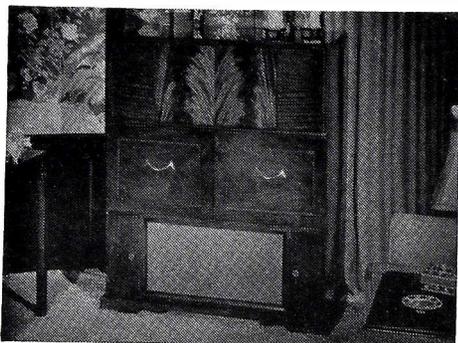
With a net profit of 18 billion dollars for '47, the American Farmer is an A-1 prospect for all of the merchandise in our field. There's a big selling job waiting to be done!



New Radio Products

Crosley TELE MODEL

Model 348 CP all-purpose television set, features "swing-a-view" picture tube. Set incorporates AM-FM radio chassis and automatic record changer. Exclusive picture tube permits viewing from either left or right because of special tube mounting



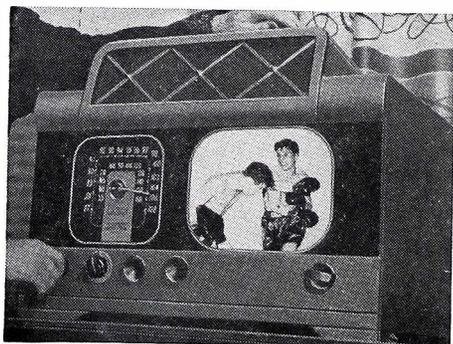
which swivels over a 60 degree angle. No tuning device is required; specially designed plug-in units, known as the Crosley "picture pilot," are hermetically sealed and installed as additional tele-casting stations are added in a community. Four-position switch. The set has 7 radio tubes plus one rectifier and 23 television tubes plus three rectifiers. The mahogany cabinet is 44½ inches high, 37½ inches wide, and 18 inches deep. Crosley Div., Avco Mfg. Corp., Cincinnati, O.—RADIO & Television RETAILING

Magnavox CHASSIS

Chassis Model 204, AM-FM combination with #111 Amp. Magnavox is now offering many models with a complete AM/FM chassis built in, or with only the traditional AM chassis, to which an FM tuner can be added. The Magnavox Co., Ft. Wayne 4, Ind.—RADIO & Television RETAILING

GE TELEVISION SET

Model 803 table model television receiver, incorporates both AM and FM. List

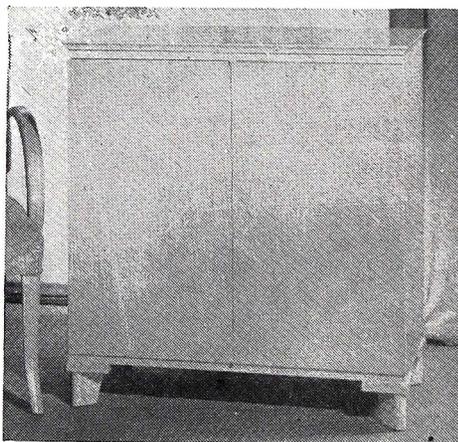


price for the receiver is \$465 plus installation. Receiver has 10-inch direct view tube; designed to receive programs on the 13 television channels; separate circuit for

each channel; automatic clarifier helps eliminate fuzzy edges, reduces interference, controls picture synchronization. Cabinet is built of genuine Honduran mahogany. General Electric Co., Electronics Park, Syracuse, N. Y.—RADIO & Television RETAILING

Hoffman COMBO

Model C-510 AM-FM "Bel Air" radio phono, 9 tubes plus rectifier. RF converter, Hoffman Sound Expansion System, push-pull power output, 10" concert type speaker. Tone selector and bass reinforcement. Folded dipole for FM and loop



for AM included. Automatic changer handles ten 12" or twelve 10" discs. Modern styling on blonde or mahogany cabinet—center matched crotch doors. Measures 31½" wide by 34" high by 16½" deep. Hoffman Radio Corp., 3761 S. Hill St., Los Angeles 7, Calif.—RADIO & Television RETAILING

Flush Wall RADIO

Compact ac-dc superhet which fits into wall—for kitchens, bathrooms, bedrooms, study, recreation rooms, children's rooms, etc., in homes, hospitals, offices, hotels, etc. Improved model has 5 tubes, housed in steel box measuring 6½" by 9¾" by 3¾" for easy installation between studding in walls. Control panel—in plain masonite or Catalin plastic in choice of colors—measures 7¼" by 11¼". Chassis swings out and down on patented adjustable slotted hinges, for convenient servicing. \$34.95 plus installation. Flush Wall Radio Co., 15 Washington St., Newark, N. J.—RADIO & Television RETAILING

Delco AUTO RADIO

Model R-705 auto radio features electro-tuner control, an electronics device which is mounted on the steering column and enables the auto driver to tune in any station with a simple touch of the finger. Stations are "trapped" and tuned in automatically.

There are eight tubes in addition to a synchronous vibrator, a push-pull audio system, separate 7-inch permanent magnet speaker, tone and sensitivity controls. Delco Radio, Div. of General Motors, Kokomo, Ind.—RADIO & Television RETAILING

Sparton RADIO-PHONO

FM radio-phonograph retails for \$249.95 east of the Rockies. Features: modern tilt-



front, cabinet of hand-rubbed natural mahogany veneer; (Model in blonde natural mahogany veneer offered at \$259.95); futuristic dial, built-in dipole antenna for FM, and "giantenna" for standard broadcast and short wave; continuous tone selector; high-speed station selector; 10-inch concert speaker; scratch filter. Sparks-Withington Co., 2400 E. Ganson Ave., Jackson, Mich.—RADIO & Television RETAILING

Panamuse AM-FM COMBO

Model 31N4 Panamuse by Capehart; automatic radio-phonograph with FM. Two 12" balanced tone speakers. Single unit tuner-amplifier. Panamuse automatic disc



changer handles twelve 10" or ten 12" records. Authentic Hepplewhite cabinet of hand-rubbed mahogany—serpentine front and English antique brass door pulls and grill. \$465. Capehart Sales Division, Farnsworth Television & Radio Corp., 3700 E. Pontiac St., Ft. Wayne 1, Ind.—RADIO & Television RETAILING

Terrific Big PROFIT Opportunity for DEALERS and DISTRIBUTORS

Exclusive Franchises Still Available
for

TeleKing



the *Only*
Television
Receiver with
the *amazing*

ACRO-COUPLING CIRCUIT



Beautiful,
streamlined cabinet
available in fine
leatherette or
mahogany.

SUPERIORITIES THAT MAKE TELEKING EASY TO SELL

1. Big, clear, sharp, bright, steady, 15 inch tube, *direct view* pictures. So clear that you can enjoy them as much at fifty feet away, as at six.
2. Automatic picture level. You can't miss getting the broadcast right on the beam—because it's all automatic. Just turn the knob.
3. Wonderful natural tone . . . just as clear and true as your own voice—at any distance.
4. Lowest operating cost. TELEKING is so perfected that with its acrocoupling circuit it has less parts, gives less heat, uses less current . . . has less possibility of any kind of trouble.

TELEKING is now enjoying terrific acceptance all over the country. Orders and re-orders are pouring in—because TELEKING is noticeably superior to any other television receiver on the market. To one distributor in each market—the CONSOLIDATED TELEVISION CORPORATION offers an exclusive franchise — for TELEKING, the finest television receiver ever designed . . . a real steady profit-maker.

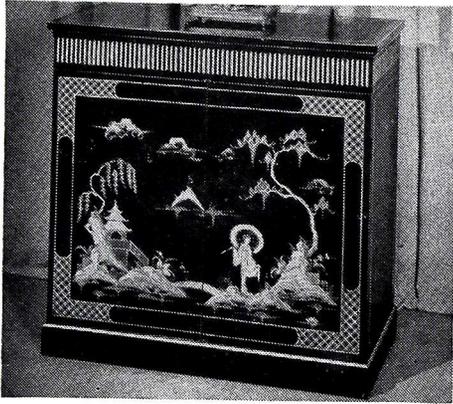
The TELEKING franchise is an exclusive franchise . . . backed by the powerful TELEKING SALES AND MERCHANDISING PLAN—backed by national advertising and promotion that's sure to bring in steady profits to the holder of each franchise. Write today and find out whether the TELEKING franchise is still available in your community.

CONSOLIDATED TELEVISION CORPORATION
601 WEST 26th STREET, NEW YORK 1, N. Y.

Radio Profit-Makers

Brunswick COMBO

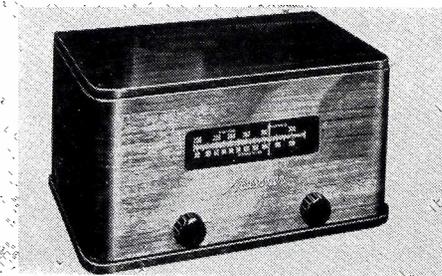
Chinese Chippendale motifs featured in new line of Brunswick Radio-Panatrope. Cabinet is completely lacquered inside and outside. Model T6000S is lacquered in Egyptian black; Model T6000SS is in hand stippled antique white finish. Set will also be made on order in antique



Chinese red, green or blue-gray. Models are equipped with AM and FM, 10 tubes, Panatrope record changer and storage compartments. Chinese model in black and white will retail at \$525 in the East and Midwest, and \$550 in the Far West. Radio & Television, Inc., 244 Madison Ave., New York City—RADIO & Television RETAILING

Meissner FM TUNER

Model 8C FM receptor can be connected to any AM radio to permit full scale FM reception. Features: FM band, 88 to 108 Mc; 30% modulation; tube complement, 2 type 6AG5, 2 type 6BA6, 2 type 6C4,

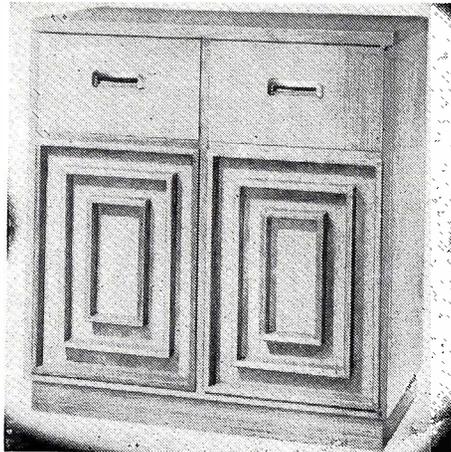


1 type 6AL5 and 1 type 6X5GT/G. Meissner Mfg. Div. of Maguire Industries, Mt. Carmel, Ill.—RADIO & Television RETAILING

Farnsworth COMBO

Model GK-112 AM-FM automatic phonoradio combination with 12" Alnico 5 PM

speaker and two built-in antennas—rotatable shielded loop for standard and folded dipole for FM. AC superhet with continuously variable tone control, drift-corrected push-button tuning, bandsread tuning type for FM. Beam power output, push-pull amplification, AVC, "travelite" dial. Tunes 540 to 1620 kc for standard and 88 to 108



mc. for FM. Changer is Farnsworth Type P56MP, with 3-point suspension. Handles ten 12" records or twelve 10" discs. Lightweight tubular non-resonant tone arm with set-down adjustment, natural sapphire stylus, tone clarifier. Automatic stop feature will stop mechanism after any predetermined number (1 to 12) of discs play. Pull-out changer leaves top solid. Cabinet is modern style, in mahogany or bisque veneer. Measures 33 1/4" wide by 36" high by 17 3/4" deep. Farnsworth Television & Radio Corp., 3700 E. Pontiac St., Ft. Wayne 1, Ind.—RADIO & Television RETAILING

National Polytronics WIRE RECORDER

Model 5-A wire recorder, complete with self contained amplifier and microphone; lists at \$79.50. Extra spools of wire supplied. Ten-minute recorder features; wire



can be reused by re-recording on same wire—machine erases while recording; no apparent wear on wire; compact; editing easily accomplished. National Polytronics, Inc., 2430 Atlantic Ave., Brooklyn, N. Y.—RADIO & Television RETAILING

Garod CLOCK-RADIO

Model 5RC1 "radalarm" clock-radio combination, designed to awaken the listener with music from a favorite radio program. Features: superheterodyne receiver, Telechron electric alarm clock; ivory plastic and lucite case; built-in loop antenna. Controls include volume and station selector knobs, radio-alarm switch, time-setting knob and alarm setting knob. Retail price is \$39.95. Garod Electronics Corp., 70 Washington St., Brooklyn 1, New York—RADIO & Television RETAILING

Western Electric HEARING AIDS

Models 65 and Super 66 electronic hearing aids of Bell Telephone Labs design. Model 65 (left) is for majority of users, in curved form-fitting case shorter than fountain pen, weighs 6 oz. including self-contained batteries, comes in flesh color or grey. Super 66 (right) has higher power output, designed to use different combinations of output tubes and batteries to suit



individual needs. New plastic cases in two-tone grey or flesh tint. Both units have critical components molded in moisture-proof plastic blocks, special membrane plastic and metal coil. Microphone mountings are shock-absorbing. Western Electric Co., 195 Broadway, New York 7, N. Y.—RADIO & Television RETAILING

H-K DIPOLE

Folded dipole designed for use as a receiving or transmitting antenna in the 85 Mc to 150 Mc range. Adaptable for FM reception, aviation service, amateur two meter band, and mobile services in the vicinity of 150 Mc. Antenna designed for use with a 300 ohm ribbon transmission line. Parasitic elements for construction of beam antennas available through jobbers. Communications Equipment Division, Heintz & Kaufman, Ltd., 50 Drum St., San Francisco, Calif.—RADIO & Television RETAILING

FOR NEW ELECTRICAL APPLIANCE PRODUCTS, SEE PP. 60 & 61



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!

ONLY
Bendix Radio
HAS ALL THREE!



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





How to Sell Service!

Plan to Expand Maintenance Department Via Increased Volume

Sell Service—don't merely accept it!

Sell service just as you sell merchandise—via advertising, display, by personal solicitation and through various sales promotional activities.

When presented in an attractive manner, the successful and profitable selling of service is easy.

When you offer to perform some needed repair service everything's in the dealer's favor because he's talking about the *customer's property*. That's what the owner is primarily interested in—those things he owns! For this reason it is usually a great deal easier to sell a service job than it is to sell a *new product*.

In spite of the great possibilities for obtaining satisfactory results in practicing active solicitation for service, too many dealers who could take on more work without materially increasing their overhead, fail to make a real effort to get it.

There are many excuses at hand for the busy repair shop to use in bypassing the sales activity end of servicing. "More work than we can handle now," is one of the favorite alibis. So a great many merchants stick an ad in the newspaper and let it go at that.

More Service—More Money

Actually, though, there isn't a service department in the country that cannot take care of more business. If a lot of new business comes in there are always ways to expand facilities. Look at it this way: If *some* service business is *desirable*, certainly *more service business is more desirable*.

There is no difference between the merchant who *isn't interested* in taking on more service and the merchant who can't handle many more sales volume than he now has. Neither theory makes sense.

The busiest shop today needs to keep building its backlog of service

customers for the dual purpose of bringing in more immediate profit and as insurance against possible future business slumps.

There is still another very important reason for the active sale of service. *Most* retailers in this field are now servicing a *variety* of items, though many are still known as one-product *specialists* by their customers. Such "identification" of a dealer on the part of the consumer in a certain locality is usually due to the fact that they associate the merchant with his "background." For instance, Dealer Jones started a small radio repair business on a side street a number of years ago. Today Jones is a "4-way" merchant. He sells radios, appliances and records. He

services anything and everything in the electrical and electronic field.

But — how many of his old customers *know* that Jones can *service* so many different things in the home? *All* of them will never know until Jones *tells* them.

Why Share Business?

The way things stand with Retailer Jones, numbers of his customers are "dividing" their patronage between him and his competitors because they are ignorant of the fact that he's an *all-around* servicer. A good customer like Mrs. X has all her radio work done by Jones, but when the automatic toaster breaks down she takes it to Dealer Smith.

(Continued on page 97)

Step-by-step formula for increasing service volume:

1. **Advertise.** Use the classified telephone directory, newspapers, radio, billboards and the U. S. Mail.
2. **Ask in-store customers** to buy service from you just as you would ask them to buy a new radio or appliance.
3. **Hire sales-minded servicers.** Top-flight mechanics who are merchandising-minded are assets to any business. They can sell more service, new merchandise, and build good-will. Such men usually merit some sort of commission-on-sales arrangement.
4. **Follow up every repair job** by phone or by form letter. Such practice will keep customers happy, permanently on your list, and will suggest other needed repair work to them.
5. **Keep prominently displayed signs** listing the products serviced in the store.
6. **Contribute articles to newspapers,** or offer to give talks before various local organizations on, for example, such subjects as proper use by the consumer of the various types of radios and appliances in the home.
7. **If at all possible, make a "show-room"** of your service department. An attractive service section open to customers is a great good-will builder.
8. **Sell your organization on the fact that selling service is just as important as selling new merchandise.**
9. **Use interesting show-window displays** to promote repair work.
10. **Sell service with the idea of expanding the service department.**



Is this the "new look" for radio retailers?

WILL the well-dressed radio retailer need a suit of armor this year—to protect himself in the clinches?

Not if he's a Sparton dealer!

The Sparton dealer has his own protection against over-franchising, dumping, multiple mark-ups and all those other evils that we warned against a year ago—and have seen materialize today.

That protection is the SCMP—Sparton Co-operative Merchandising Plan—the plan that cuts distribution costs through a policy of *exclusive dealerships*.

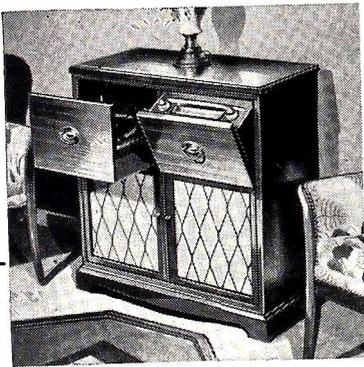
If you're a Sparton dealer you're in a position to offer radio's greatest values at radio's lowest prices—and at a healthy profit for yourself. There are no Sparton "price wars" in your community, for there's no other Sparton dealer there to start one.

Sound good? Then why not write us today and ask whether the Sparton franchise is still available in your community?

THE SPARKS-WITHINGTON COMPANY • JACKSON, MICHIGAN

Sparton

RADIO'S RICHEST FRANCHISE



MODEL NO. 1037—List \$199.95*



MODEL 10BM76PA—List \$259.95*



MODEL NO. 1010—List \$139.95*

*All Prices Slightly Higher West of Rockies

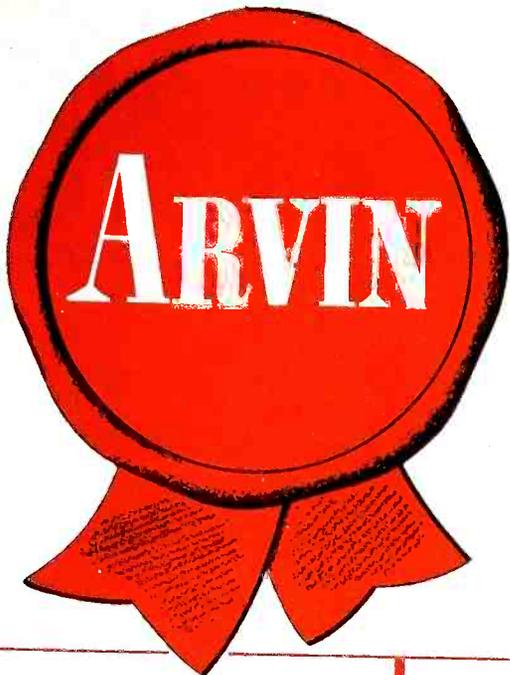
ONE SPARTON DEALER IN EACH COMMUNITY

Check these profit-increasing features

- One exclusive dealer in each community
- Direct factory-to-dealer shipment
- Low consumer prices
- National advertising
- Factory prepared and distributed promotion helps
- Seasonal promotions
- Uniform retail prices
- Products styled by outstanding designers



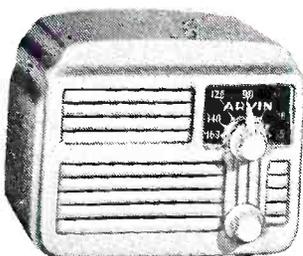
MODEL NO. 201—List \$79.95*



— still your best bet for
top values in table models!

Make any comparisons you like. Compare circuits. Compare cabinet designs. Put any Arvin up against any competitor at the same price. You'll see what we mean. See how few other sets at these prices are Underwriters' listed! It costs money to build in the necessary safety factors. But Arvin does it—and still gives you a better discount than usual in the low price brackets. That's Arvin policy—a good deal for the customer and dealer is always the best deal for Arvin!

ALL THESE ARVIN MODELS ARE NATIONALLY ADVERTISED
IN LIFE, SATURDAY EVENING POST, COUNTRY GENTLEMAN



Compare with
others at . . .

\$14⁹⁵

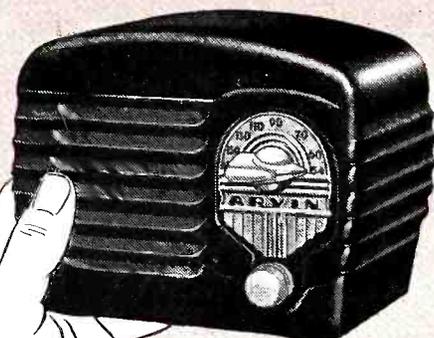
Model 444A: When they want a small size, good-looking, hard-working radio—show this beautiful Arvin. Non-breakable ivory finish cabinet—top sensitivity and selectivity at this low price. Typical Arvin value!



Much more
for little more!

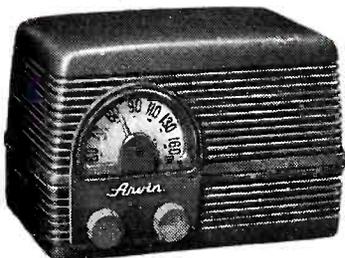
\$29⁹⁵

Model 160T: Smart new styling in plastic. Features include 3-gang condenser, one stage of tuned radio frequency, continuous variable tone control, extra-heavy-duty speaker. Also in ivory, Model 161T, \$31.95.



Unbeatable
value at

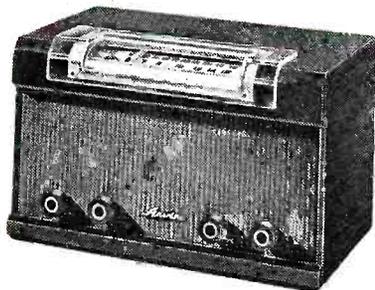
\$12⁹⁵



Peerless in its
price class!

\$19⁹⁵

Model 152T: Here Arvin gives you the best looks and the best listening built into any radio at this price. Lighted dial, easy tuning, good tone, sharp, clear reception. Also in ivory, Model 153T, \$21.95.



Arvin's FM/AM
Triumph!

\$69⁹⁵

Model 182TFM: In every FM territory, this beautiful Arvin FM/AM 8-tube set gets a big welcome. Fine mahogany veneer cabinet. High fidelity static-free FM reception. Excellent range and tone on AM, too!

Model 442: There's a world of eye appeal in this sleek non-breakable cabinet with its quality black and silver finish! Amazingly sensitive and selective for its size—equalling the performance of higher priced competing sets.

Watch for the big news break on Arvin's new line of portables!



Count on Arvin for real quality—at a real profit

NOBLITT-SPARKS INDUSTRIES, INC., COLUMBUS, INDIANA

RECORDS

Section of **RADIO & TELEVISION RETAILING**

Platter Profit-Pointers

 **RECORD MANUFACTURERS** report their promotion plans are at an all-time high. Dealers will welcome renewed stress the disc makers are placing on local radio promotions. Advertising plans play up importance of sponsored radio shows, increased disc jockey emphasis, and more radio time bought on a manufacturer-dealer cooperative basis. In addition, extensive consumer and trade advertising is also scheduled.

 **DEALERS WHO FEEL** the necessity for pulling their belts in a bit during what they fear may be a lean period, will do well to try to cut down operating expenses wherever possible. This does not necessarily mean a reduction in sales force, but rather an attempt to eliminate "waste." Little things like excess use of electricity, wrapping paper, string, postage, and unnecessary telephone calls count up in the overhead. Savings can be effected through careful supervision.

 **MOVING PICTURES** which demonstrate the proper methods of selling are being utilized to a great extent by merchants. One prominent needle manufacturer reports dealers are enthusiastic over the film his company has issued, illustrating the proper merchandising of his product. In addition to manufacturers, there are several film companies who will supply retailers with a complete projection outfit, in conjunction with a filmed series on salesmanship.

 **"LOST SALES SLIPS"** is another form of the familiar "want slips" which many dealers have been using with success. Salesclerks are instructed to fill out forms for every customer waited on who left the store without making a purchase. After the results are compiled proprietors have a good indication of any faults in stock or service, as well as finding out how many people are just shopping in his store.

 **FREE TELEPHONE SERVICE** for customers who live in nearby suburbs, and who may desire to order by phone, has proved to be profitable in the long run. Dealers who offered this plan, found that regular customers took advantage of the service, and as a result the store gained many extra sales.

 **A BIG CITY DEALER** painted the top as well as the sides of his delivery truck with the store name. He realized that apartment house dwellers would see only the top of his truck as it passed through the streets, and that the painted sign will be easily read.

 **"MUSIC CONSCIOUS COMMUNITY"** is being stressed by NAMM. The organization is encouraging its dealer members to cooperate with interested citizens and community groups in establishing a record library. The interest aroused by the circulation of albums, will make many new music customers for the local dealer, the music merchants group points out.

 **RECORDS SOLD ON CREDIT** to regular store customers is an angle retailers cannot afford to overlook in these days when ready cash is relatively scarce. Music lovers who are in the habit of buying an album every week, as well as youngsters who are allowed a record a week, may welcome an opportunity to pay for their purchase at regular intervals, instead of "on the spot."

 **CHILDREN'S TRADE** is rapidly becoming a more important phase of the retail record business. With overall sales totals at approximately 15% of the industry total, the importance of records for youngsters cannot be underestimated. A children's record theatre, with performances early Saturday mornings, or on assigned school afternoons, will pay off for those retailers who have the facilities to accommodate the youngsters.

 **PROPER LIGHTING** is receiving more and more emphasis from architects consulted on store modernization. Illusions of more space, concentration of displays, and more effective demonstrations are all carried out by means of lighting.

 **STORE PROMOTION** can be carried out in many different ways in addition to "paid" advertising. Paper bags and wrapping paper should be imprinted with the store name, address, plus a list of the leading lines of merchandise carried. Circulars which are sent out by the record companies, and imprinted with the dealer name, should be enclosed in each package.

THESE TWO PAGES IN **LIFE** WILL MEAN MARCH SALES FOR YOU!

Are you going to be ready with merchandise to cash in on the terrific build-up given these new releases? Don't let sales slip through your fingers. Display this March merchandise in the window, in the store and on the counter.

● FULL PAGE ON RED SEAL

Here is the headline merchandise in your LIFE page for March 1st... great masterpieces which everyone can enjoy and everyone will want!



Sir Thomas Beecham, Bart. The Messiah, (Handel), Royal Philharmonic Orch. Vol. 1 & 2 DMC-121, \$23.



Arthur Fiedler, Music of the Spheres Waltz, (Josef Strauss), Boston "Pops" Orchestra, Record 12-0068, \$1.



Serge Koussevitzky, Symphony No. 9, (Beethoven), Boston Symphony Orch., Soloists and chorus, DM-1190, \$9.



Fritz Kreisler, The Rosary and Stars in My Eyes, with RCA Victor Orchestra, Record 10-1395, \$.75.



Lotte Lehmann, Zigeunerlieder, (Brahms) Paul Ulanovsky at the piano. DM-1188, \$2.50.



Nan Merriman, Che farosa Euridice, (Gluck) and Me voici dans son boudoir, (Thomas), Record 12-0067, \$1.



Dimitri Mitropoulos, Symphony No. 3 in E-Flat, (Schumann), Minneapolis Symphony Orchestra, DM*-1184, \$5.



Leopold Stokowski, Roumanian Rhapsody, (Enescu), Stokowski and his Symphony Orchestra, Record 12-0069, \$1.



Blanche Thebom, Songs of Robert Schumann, with piano and harp accompaniment, MO-1187, \$4.

● FULL PAGE ON "POPS"

These albums are set for nation-wide promotion not only in LIFE (March 29th issue) but also in your RCA Victor ads in LOOK and SEVENTEEN.



Vaughn Monroe, Down Memory Lane, Album P-202, \$3.40.



Phil Harris, That's What I Like About The South, other selections. Album P-199, \$3.40.



Tommy Dorsey, Tchaikovsky Melodies for Dancing, Album P-209, \$3.40.

(This ad will also push some of your best current "Pop" singles.)

The 1948 RCA VICTOR catalog is here!

The long-awaited 1948 RCA Victor Catalog is now available. Four outstanding features are:

1. **500 Pages** of complete record information on both Classical and Popular music.
2. **Complete cross reference.** Easy to use. Makes it possible for you to locate any selection either by its title, the composer or the artist.
3. **Special Red Seal section** features photographs and biographies on famous recording artists.
4. **Glossary and Pronunciation Guide** defines musical terms; gives simplified pronunciation of difficult names, titles.

Every dealer should see to it that his customers have a catalog of their own, for home reading. The more records they read about, the more they'll want... the more you'll sell. Now available in unlimited supply through your RCA Victor distributor.



RCA VICTOR RECORDS





Wall to wall display racks and island fixtures are used to form an attractive setting at Bergner's.

Modern Record Layout

Peoria Store Combines Utility with Beauty for Successful Selling

● Bergner's record department, Peoria, Ill., features the latest developments in modern store layout. Fluorescent lighting, subtle use of colors, and a good arrangement of display figures are blended together to make an attractive place in which to browse and buy.

In addition to eye-appeal, the management concentrates on smart merchandising methods to keep the customers coming in. Miss Edna Robison is in charge of platter buying and selling.

The disc department leads into the radio and appliance sections so traffic is heavy. Serious music collectors, popular dance enthusiasts and children are regular visitors to the department. A large and varied stock is carried to meet the wide range of demand.

Pleasing Colors

The color scheme is gray-green, accented with maroon. Display and storage pieces have the same decorative motifs. Framed pictures of recording artists are on the walls surrounding the section.

One side of the department is formed by a 16 ft. display-storage

rack. This unit is divided into four step-like shelves, with the lower portion an open storage bin. Albums are shown on this wall unit, making this side of the department a colorful attention-getter.

An adjacent wall has the same type unit separating the department from the rest of the store. Albums of chamber music, symphonies, and vocal artists are shown in these sections.

Storage Units

Floor units of the same general design as the wall rack are placed back to back on the floor. They are situated so that they form aisles which lead across the department. The island halves can also be used as individual units. Children's albums and a wide variety of popular and dance collections are placed on these central displays.

Some single discs are available on the floor for self-service selection. Four display-storage fixtures, similar in design to those built for albums, are used for the single platters. Shallow bins were built into these units, instead of the stepped-up shelf arrangements. Titles of the records

are typed on labels attached to bins.

Most of the single platters are kept in a built-in wall unit, adjoining the long wall rack. (See photo.) 36 individual compartments contain and separate the large record stock. The selling counter, cash register, and wrapping facilities are directly in front of this unit. Sales of singles can be easily handled by the clerk from this point.

Four listening booths are available to the customers. One of the rooms contains a console radio, the others contain record players. Lights in the booths go on automatically when the customer enters.

Advertising Activities

The opening of the redesigned record department was heralded in the city papers by a series of newspaper advertisements. Window displays are designed to tie-in with all record advertising. In addition, records are promoted by spots on the Bergner sponsored radio show of news broadcasts and music. Direct mail is another promotion angle the management is not overlooking. Customers get notices of new releases at regular intervals.

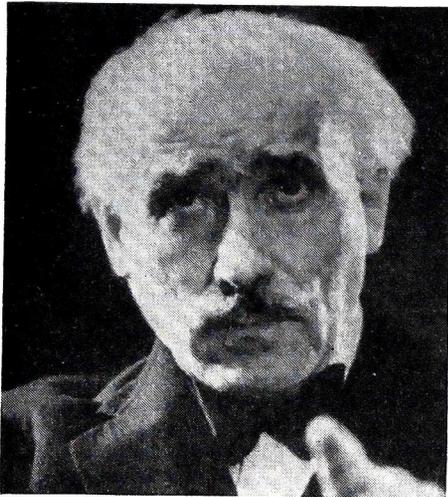
Dealers and Manufacturers Concentrate on "Platter Personality" Selling Angles for Top Profit-Makers

BEETHOVEN: "Symphony No. 3, in E-Flat, Op. 55," Boston Symphony Orchestra, Serge Koussevitzky, conductor. RCA Victor DM-1161

Follow-up to the Beethoven cycle Dr. Koussevitzky performed at the Berkshire music festival this past summer. "Eroica" symphony as waxed by Koussevitzky will find many buyers.

TCHAIKOVSKY: "Romeo and Juliet (Overture — Fantasia)," Arturo Toscanini and the NBC Symphony Orchestra, included as final side is "Overture, Op. 24, Colas Breugnon," Kabalevsky. RCA Victor DM 1178

Provocative interpretation of the



Toscanini's genius recreates notable work.

popular Tchaikovsky music. Recently recorded Berlioz "Romeo and Juliet" by Toscanini should make excellent tie-in display.

BEETHOVEN: "Symphony No. 4 in B-Flat Major," The Cleveland Orchestra, George Szell, conductor. Columbia M-MM-652

Recording marks Szell's debut as conductor of an American orchestral group. Mr. Szell's interpretation of the Beethoven symphony will appeal particularly to those who knew him as a performing pianist.

FRANCK: "Sonata in A Major for Violin and Piano," Zino Francescatti, violin; Robert Casadesu, piano. Columbia MM-717

The two artists are featured together for the first time on recordings in one of the most famous of all Franck compositions.

RACHMANINOFF: "Symphony No. 2, in E Minor, Op. 27," Minneap-

olis Symphony Orchestra, Dimitri Mitropoulos, conductor. RCA Victor DM-1148

Popular Rachmaninoff symphony performed by the Minneapolis group many times on their home grounds, will find favor with the general music loving public.

SCHUBERT: "Adagio in G Minor" — "Three Minuets," Gregor Piatigorsky, 'cello; Ralph Berkowitz, piano. Columbia 72373-D.

'Cello version of the Schubert compositions performed by Mr. Piatigorsky with feeling and affection—for collectors and serious music students.

SCHUMANN: "Kreisleriana, Op. 16 (Eight Fantasies)" — "Arabesque in C Major, Op. 18," Claudio Arrau, piano. Columbia MM-716

Chilean pianist, Claudio Arrau, performs two of the romantic Schumann works in this five-record album.

WEBER: "Der Freischütz, Overture, Op. 77," The Philadelphia Orchestra, Eugene Ormandy, conductor. Columbia 12665-D

Melodic operatic overture has plenty of popular appeal.



ARMSTRONG, LOUIS: "I Want A Little Girl" — "Joseph and His Brudders." RCA Victor 20-2612

Armstrong sings and does his trumpet solos on both these sides.

BAILEY, PEARL: "I Need Ya Like I Need A Hole in the Head" — "But What Are These?" Columbia 38028

Two novelties with catchy melody, and a clever story line.

BASIE, COUNT: "Don't You Want a Man Like Me?" — "Blue and Sentimental." RCA Victor 20-2602

The blues playing of the Count highlighted on the first side; flip is in a nice mellow beat.

BENEKE, TEX: "Lone Star Moon" — "Oklahoma City." RCA Victor 20-2566

Spirited doings in a slightly West-

ern manner by the Beneke boys.

CARLE, FRANKIE: "Beg Your Pardon" — "The Dream Peddler." Columbia 38036

Marjorie Hughes does the lyrics for the first side "cute" tune; flip features Gregg Lawrence in a romantic number.

CLARK, BUDDY: "Sierra Madre" — "Two Loves Have I." Columbia 38026

Ray Noble's orchestra provides the background music for Clark's excellent vocalizing. The coupling is a must for listening, and equally suited for dancing.

COMO, PERRY: "I've Got A Feeling I'm Falling" — "Pianissimo." RCA Victor 20-2393

The Satisfiers accompany Como in his rendition of an oldie, and a new tune "Pianissimo" headed straight for the "hit" lists.

DAMONE, VIC: "An Old Sombrero" — "Teresa." Mercury 3092

First side a cute tune, with Damone giving a top rendition.

DAVIS, BERYL: "Experience" — "Strangers in the Dark." RCA Victor 20-2685

The songstress' radio stint has been gaining her many new admirers, "Experience" number a tuneful earful.

DELTA RYTHM BOYS: "Little Small Town Girl" — "Ain't Gonna Worry 'Bout a Soul." RCA Victor 20-2588

Quartet advises "it's best to stick near home" on first side; reverse is a spirited tune.

ECKSTINE, BILLY: "True" — "I'll Never Make the Same Mistake Again." MGM 10123

Vibrato-voiced Eckstine does two romantic ballads.

FIELDS, GRACIE: "Now Is the Hour" — "Come Back to Sorrento." London 110

"Hour . . ." is top-selling English disc; flip is familiar to all Americans, as is the name of the artist.

FIELDS, HERBIE: "Come Back to Sorrento" — "Chinese Lullaby." RCA Victor 20-2581

Instrumental quintet gives an outstanding jazz performance, with many original touches.

Favorites

HARRIS, PHIL: "One More Time"
— "Old Time Religion." RCA
Victor 20-2614

The lusty-voiced maestro does some rousing choruses on this coupling.

JAMES, HARRY: "Forever Amber"
— "Lone Star Moon." Columbia
38039

Theme music from the movie, "Forever Amber," arranged into an interesting song, with Marion Morgan taking over for the lyrics. Cowboy jump number sparks the reverse.

JONES, SPIKE: "My Old Flame"—
"People Are Funnier Than Anybody." RCA Victor 20-2592

"Musical Depreciation" zany goes in for some hilarious high-jinx, with sound effects, on this coupling.

KAYE, SAMMY: "A Bed of Roses"
— "Fool That I am." RCA Victor
20-2601

Smooth "swing and sway" rhythms make for a "styled for dancing" disc.

"HAZEL SCOTT ALBUM." Columbia

Hazel does her own piano accompaniment, backed with a small instru-



Her debut Columbia album.

mental group. Tunes included are: "Soon," "Love Me or Leave Me," "Love Will Find a Way," "Dancing on the Ceiling," and "Mary Lou."

LEITT, JEANIE: "Please Don't Play Number Six"—"I'll Dance at Your Wedding." Decca 24266

This platter introduces new thrush to the Decca roster.

LOMBARDO, GUY: "Two Loves Have I"—"They're Mine, They're Mine, They're Mine." Decca 24263

Kenny Gardner vocalizes both sides on this rhythmic coupling.

MARTIN, FREDDY: "Sierra Madre"—"Don't Call It Love." RCA Victor 20-2590.

Two danceable sides in the melodic Martin manner.

MURPHY, ROSE: "I Can't Give You Anything But Love"—
"When I Grow Too Old to Dream." Majestic 1204

This gal's baby voice, piano technique, and original jazz stylings have set local disc jockeys and their followers in a whirl.

SAUNDERS, JIMMY: "The Things You Left in My Heart"—"I Can Dream, Can't I?" Rainbow 10038

Disc introduces former band vocalist, new to the label, in an adaptation of "Drigo Serenade" with an unusual, but melodic, mandolin orchestra.

SHORE, DINAH: "In a Little Book Shop"—"I'll Always Be in Love With You." Columbia 38041

New ballad is paired with an old standard, done in waltz tempo.

SINATRA, FRANK: "My Cousin Louella"—"What'll I Do." Columbia 38045

Sinatra's easy rendition of "Louella" with smooth trio accompaniment a slick disc; reverse is in the traditional romantic vein.

SPIVAK, CHARLIE: "The Gentleman Is a Dope"—"You Are Never Away." RCA Victor 20-2600

Both tunes are from "Allegro." Irene Day does the first side lyrics with Tommy Mercer on the flip.

THE CALDWELLS: "I Don't Worry Anymore"—"I Gotta Move." RCA Victor 20-2613

Cafe entertainers, who play their own version of the blues, this group of two boys and a girl make their debut for the label with this disc.

THE THREE SUNS: "Love Is Fun"—
"At the Candlelight Cafe." RCA Victor 20-2599

The Sun Maids' vocalizing with the trio provides some pleasant listening.

TORME, MEL: "The Velvet Fog." Musicraft S-8

Crooner's first album includes: "Fine and Dandy," "Love, You Funny Thing," "I Can't Give You Anything but Love, Baby."

VAUGHAN, SARAH: "The Lord's Prayer"—"Sometimes I Feel Like a Motherless Child." Musicraft 525

Vaughan fans will go for this unusual presentation by their favorite.

BURROWS, ABE: "The Girl With

the Three Blues Eyes, and Other Typical Songs." Decca A-607

Abe Burrows has gained innumerable fans after a short radio stint. This unusual collection contains some of his best original tunes.



ALBANESE, LICIA: "Nedda's Bird Song"—"Marguerite's Aria." RCA Victor 11-9848

Arias from "Pagliacci" and "Mefistofele" done by the noted soprano, who has appeared in both these operas.

"ALLEGRO." RCA Victor K-11

The latest Rodgers and Hammerstein musical hit, with the original Broadway cast, crosses the footlights and enters the listener's home. Annamary Dickey, Lisa Kirk, John Battles and the others go through their paces for ten glorious sides. The many popular tunes from this show, plus nationwide publicity, will make it a top seller across the country.

LYNCH, CHRISTOPHER: "The Minstrel Boy." Columbia MM-722

The Irish tenor presents nine songs of his native land, backed by a hauntingly "different" accompaniment of flute, 'cello and harp.

MELCHIOR, LAURITZ: "Ave Maria"—"The Rosary." MGM 20053



Versatile movie, opera and radio star.

The popular tenor performs a beloved song and hymn for a coupling with plenty of sales appeal.

TRAUBEL, HELEN: "It's a Grand Night for Singing"—"My Moonlight Madonna." Columbia 17510-D

The opera devotees who know Traubel as the Met Opera artist, will welcome her rendition of two American favorites.

New Permo Needle

A new design in longlife phonograph needles has been announced by Permo, Inc. Called the Fidelitone Classic, the new needle incorporates a plastic hood in its construction to protect both the needle tip and the record. It also features the Fidelitone floating point construction and "V" groove locking design.

The Classic is mounted in a useful record brush and fitted into a clear lucite utility package. It retails at \$5.00.

New London Label

London Records, New York, has released a complete line of full-range recordings of popular music. Artists fea-

tured on the label include Beryl Davis, Camarata, Harry Roy and Mantovani. The imported London Records offer the full-range recording process.

London's full-range process means transferring to wax every sound wave from 30 to 14,000 frequency cycles per second, making available popular records that reproduce every sound audible to the normal ear, the manufacturers say.

Musicraft Jobbers

Musicraft Records, New York City, has named the following distributors: Ross & Co., Denver, Colo.; Southland Distributing Co., Atlanta, Ga.; Taran Distributing Co., Miami and Jacksonville, Fla.; W. E. Harvey Co., Cleveland, O.

RCA Victor Artist



James W. Murray (left), vice-president in charge of RCA Victor record activities, shakes hands with Met tenor Ferruccio Tagliavini, after the latter signed an exclusive RCA Victor Red Seal recording contract. "Nipper", the famous trademark dog, looks on during the proceedings.

Columbia Complete Opera Met Recording Series

Puccini's "La Boheme" is the second complete opera recorded by Columbia Records under its agreement with the Metropolitan Opera Association.

NAMM Trade Show

The National Association of Music Merchants has announced June 14-17 as the dates for the music industry's annual trade show and convention to be held at the Palmer House, Chicago. Manufacturers and suppliers have been urged to make early space reservations.

Continental Catalog

Continental Records, New York City, has issued two new catalogs for 1947-1948 for the convenience of customers and dealers. One is arranged numerically, the other according to general classifications.

Duotone Needle

Stephen Nester, president Duotone Co., New York, has announced the introduction to the trade of a new shockproof nylon needle.

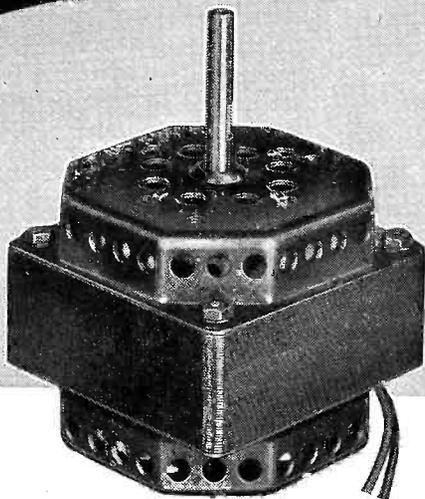
Aero Appointee

W. F. "Bill" Hemminger, president Aero Needle Co., Chicago, has announced that J. Dan Malone has been named sales manager of the company.

Apollo Signs Singer

Apollo Records, New York City, has signed "Teacho" Wiltshire, and Ben Miller's orchestra to a recording contract. "Dottie" backed by "Until You Say You're Mine" is the debut record. Frank Saunders has also been signed by the label. His first album is "Celtic Gems."

Announcing...



IMPROVED *Smooth Power* FOR HEAVY DUTY SERVICE

It's the General Industries RM-4 Smooth Power phono-recorder motor—long a popular favorite for disc recorders and heavy duty phonograph units—now redesigned and improved to meet the power requirements of wire and tape recorders.

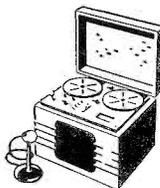
New features include special locating and locking means for new top and bottom covers which assures high accuracy in alignment of rotor within the stator bore . . . dual aluminum cooling fans and scientific air intakes for maximum cooling effectiveness.

Its advantages: Greater power . . . longer motor life . . . quieter operation . . . less vibration . . . cooler running characteristics . . . minimum magnetic field radiation. And, like all GI motor units, it affords split-second pick-up to full constant speed—true Smooth Power performance.

Complete information and performance data upon request. Write *today*.



WIRE RECORDERS



TAPE RECORDERS



DISC RECORDERS



The GENERAL INDUSTRIES Co.

ELYRIA, OHIO

DEPT. 1

the Messiah

(HANDEL)

A magnificent premiere of the complete concert version of this noble oratorio—featuring world-famous performers!

Set MM-666 (2 Vols.)

THESE

Columbia Record

"FIRSTS"

ARE MAKING
MUSIC HISTORY

La Traviata

(VERDI)

First *complete* opera recording after the war . . . a triumph of international musical artistry and modern recording science!

Set MOP-25 (2 Vols.)

Hansel and Gretel

(HUMPERDINCK)

Two "firsts" in one superb achievement! First direct-from-the-stage Metropolitan Opera Association production on records; first *complete* recording of this opera!

Set MOP-26 (2 Vols.)

twelve Concerti Grossi

(HANDEL)

Never before recorded in entirety! A definitive interpretation of priceless importance to music lovers and students.

Set MM-685 (3 Vols.)

Elijah

(MENDELSSOHN)

Latest release in Columbia's once-in-a-lifetime recordings of the monumental classics in music!

Set MM-715 (2 Vols.)



THE NEW SAPPHIRE NEEDLE!

New clarity, brilliance and fidelity! The tip is "tailored" to fit the record grooves by master recording engineers. A hit with record buyers—Retails at \$1.50.

AND MORE TO COME!

Important new Popular, Classical, Folk and Children's Records—Month After Month—From the House of Stars!

Contact your
Columbia Record
distributor



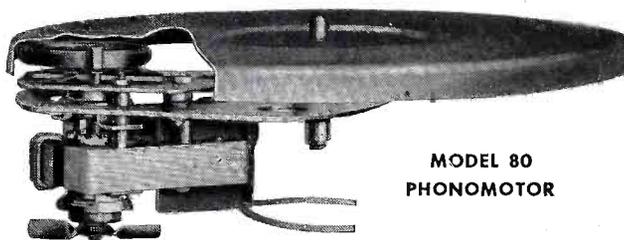
Trade-marks "Columbia," "Masterworks" and  Reg. U. S. Pat. Off.

BE WISE



MOTORIZED WITH alliance MOTORS

The famous Model 80 "Even-Speed" ALLIANCE PHONOMOTOR drives most of the turntables, record changers and recorders for the radio-phonograph industry!



MODEL 80
PHONOMOTOR

WHEN YOU DESIGN ... KEEP

alliance

MOTORS IN MIND

ALLIANCE MANUFACTURING COMPANY • ALLIANCE, OHIO

Bagshaw's famous needles (Since 1892)

Ever since the first "talking machine," Bagshaw Needles have been famous for quality. They are the best known and most widely distributed phonograph needles on the market.

BRILLIANTONE STEEL NEEDLES
BRILLIANTONE BLUE STEEL NEEDLES
BRILLIANTONE BRASS PLATED NEEDLES
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JUMBO NEEDLES
AUTO-CHROMATIC NEEDLES
BRILLIANTONE RECORDING NEEDLES

Send for New Catalog "E"
and Current Price Lists

H. W. ACTON CO., Inc.

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370 SEVENTH AVE., NEW YORK 1, N. Y.

The Action Display-Way
To Boost Your Sales . . .

KASSON
Roto-Sho
ELECTRIC TURNTABLES

A ROTO-SHO revolving display in your window will attract many times more customers than any "still" display . . . and quickly pay for itself in increased business. *Clocking tests prove it!*

The standard ROTO-SHO comes complete with 18" table. It's sturdy, dependable, all steel, and carries up to 200 lbs., AC only. Attractive build-up fixtures available too.

Leading wholesalers country-wide carry ROTO-SHO in stock for immediate delivery, and more merchants than ever before have discovered its profit-making appeal. Why not write us TODAY for our complete new turntable catalog.



URNS
THREE
TIMES
A
MINUTE

GENERAL DIE & STAMPING COMPANY
Dept. TV, 262 Mott St., New York 12, N. Y.

Columbia President



Frank K. White has been named to succeed Edward Wallerstein as president of Columbia Records, Inc. Wallerstein has been advanced to chairman of the board of directors of the corporation. Mr. White has been treasurer of Columbia Broadcasting System.

RCA Victor Activities

Expanded manufacturing facilities, coupled with a return to retail seasonal buying characteristic of pre-war years, enabled RCA Victor phonograph record production in 1947 to meet public demand in most record categories better than any time in the past five years, James W. Murray, vice-president in charge of RCA Victor record activities, reported.

Summarizing the current year's operations, Mr. Murray pointed out that not since 1942 has the catalog of Red Seal, popular, International and children's records been better represented as regards availability of repertoire through dealers, distributors or the company's manufacturing facilities in Camden, Canonsburg, Pa., Indianapolis and Hollywood.

Particularly important, Mr. Murray declared, was the fact that RCA Victor held the price line.

"The broadening of the entire base of activities during 1947 was a significant achievement, reflected in the wide variety and quality of repertoire in all categories now available to the vast new market of record collectors which has developed through acquisition of new radio-phonograph combinations manufactured in the past eighteen months," Mr. Murray said.

NAMM Prexy Optimistic

In a year-end statement, Louis G. LaMair, president National Association of Music Merchants declared, "The music industry enters 1948 with more sound reason for optimism than any time in a decade." The statement dealt with advances that have been made in the industry during the past year, and economic obstacles that may crop up during the coming one.

Morales with MGM

Noro Morales has been signed to an MGM recording contract, it has been announced by Frank Walker, head of MGM Records, New York City.

ELECTRICAL APPLIANCES

Section of **RADIO & TELEVISION RETAILING**

How to Capitalize on **LOST SALES!**

Customers Who Buy Elsewhere After a Stiff Sales Battle, Seldom Return Voluntarily—But There's a Way to Get Them Back Into the Fold

We've said it before, and we say it again: *Follow up those lost sales!*

This may seem to be a bizarre bit of advice, but, brother, it's sound! Sound as a dollar.

Look at it this way. You, as a salesman, spend a lot of time and effort trying to sell a prospective customer a product running into several hundreds of dollars. Since you're no more of a world-beater than the rest of us, you lost the sale.

And—you stand a chance to lose the prospective customer, too. The odds are all against such prospect voluntarily returning to your store.

Why? Because, as a rule, they're sort of squeamish about facing you again. Put yourself in such person's position. Maybe it's like that house-buying episode. Remember? Realtor Jones carted you around to a dozen places. He gave you his valuable time. He burned up his gas. And, in the end, you didn't do business with him. You signed up with a competitor who had what you considered a better deal to offer.

So, you did feel sort of guilty thereafter each time you passed Jones' real estate office. Perfectly natural, too. Once in awhile a person, quite different from the rank and file, will drop in any say, "Mr. Jones, I'm sorry, but I found just the house I wanted at another broker's. I want to thank you for the time and trouble you took with me."

We all mean to act like good sports as prospective purchasers when we switch our business, but few of us ever get around to it. When the phone rings, and the salesman asks a direct question about the prospects of a sale he's working on, most people who've done so will ad-

mit that they've already concluded such sale with a competitor. A few will glibly lie about not having had time to reach a decision yet, thus wasting more of the seller's time.

But—there's a silver lining to lost sales. The losing salesman always comes out of the deal with a potent something—a something he can effectively use in getting another shot at the prospective customer's business.

That *something* is the customer's *name and address!*

Having such information, the salesman can follow up the lost sale. And he can accomplish several things in so doing.

can make the customer feel happy and of sound judgment by expressing the belief that the owner will be entirely satisfied with the brand he bought. (Unless, of course, it's some out-and-out "dog"—in which case no comment is the best policy.)

Set for Future Sales

The salesman who calls to thank the prospect for the customer's time spent in considering the product the salesman represents, and expresses regret that he wasn't successful, flatters the customer, and sets himself up solidly for future business.

"We can't hope to sell everyone,

HERE'S A SIMPLE 4 POINT PROGRAM FOR PREVENTING A LOST SALE FROM BECOMING A LOST CUSTOMER

- Take a lost sale with good grace
 - Visit the customer in his home to do away with his "guilty" conscience
 - Find out why the customer bought from a competitor
 - Keep in contact with the former "Lost Sale"
-

One, he can convince the prospect that he, the salesman, is a good sport. Can lose a clean fight without batting an eye.

Two, he can do away with the prospect's "guilty conscience," and make the latter feel like re-visiting the store.

Three, such visits can reveal reasons why the prospect bought elsewhere, and last, in the interests of clean merchandising, the salesman

every time," is a powerful way of inviting the customer to give you a chance to bid on his next contemplated purchase.

Of course, if you happen to call on a person who, in spite of your best efforts, bought a refrigerator elsewhere, and you get there before the successful salesman has made his follow-up call, well—it may be too bad for him, but good for you!

(Continued on page 97)

THERE'S A NEW COMET ON THE HOME APPLIANCE HORIZON!

Gibson



There's a new leader in home appliance advancements—an organization of specialists founded 70 years ago, now in the front rank as creators of the most startling innovations—the most potent selling features—in their field. Tie in with Gibson, the 3-point line that's going places like greased lightning!



FEATURE GIBSON'S DOUBLE FEATURES!

1. FREEZ'R SHELF REFRIGERATOR

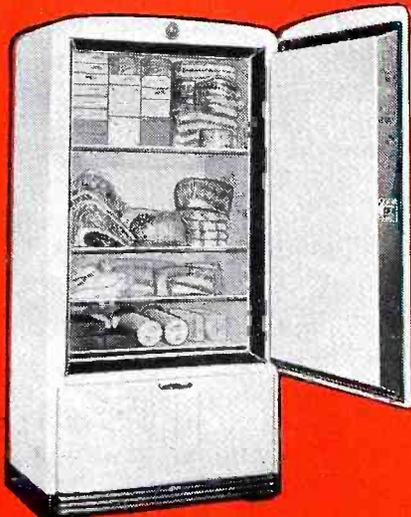
The original *Freez'r Locker* refrigerator, now further enhanced with Gibson's original *Fresh'ner Locker*—twin features that mean more sales, quicker sales, more profitable sales!

2. KOOKALL ELECTRIC RANGE

The only range with UPS-A-DAISY—four surface units, OR three, plus deepwell, all on the same range. Also 2 complete ovens, waist-high broiler, concealed oven vent, easy-clean porcelain on steel finish.

3. HOME FREEZER

Upright design for downright convenience. Easy-reach compartments—no stooping, fumbling or diving for frozen food packages. Freezes and preserves all kinds of frozen foods for months at zero temperatures.



GIBSON REFRIGERATOR COMPANY
GREENVILLE, MICHIGAN

Copyright 1948, Gibson Refrigerator Co.

Front of the Wichita store is designed in a neat "walk-in" style.



**Kansas Retailer
Has a System for
Getting Buyers
and Keeping 'Em**

Promotion Backed by Service

● A dealer should take extra pains to get the proper balance between his promotion and the service which backs it up.

In other words, a retailer should not allow his "stunts" to get ahead of his hard work. These are the views of Richard Smith, manager of the Dix Petroleum Co., 447 N. Main St., Wichita, Kansas, whose organization is doing an energetic and successful job on appliances and radio in the flourishing midwest city of 190,000.

The big air-conditioned store, where a \$50,000 remodeling job has been finished, uses a promotional plan which actually feeds a constant stream of customers into the place. The sales-stirring program often has a lot of novelty and punch, but Dix holds on to the claim of "service second to none."

Basically, the Dix promotion consists of regular advertising in the daily papers, programs of two of the local radio stations, a hook-up with a local theater in which merchandise prizes are offered, and the use of two outside salesmen. These four lines of action seem to combine goodwill merchandising with resourceful promotion, and the result is that Dix feels the need to expand the appliance section even further.

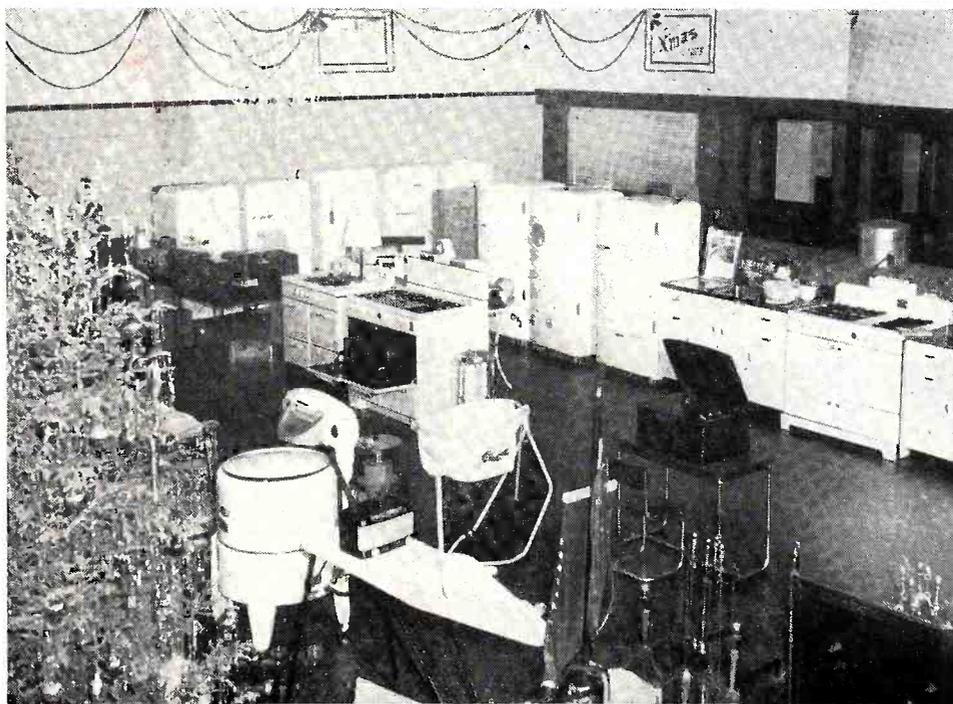
In the outside selling carried on by the store, Dix does not hesitate to take "good will" measures which other dealers might consider unnecessary while some lines of merchandise are still short in the area. The

firm has a new pickup truck, and it is not unusual for the vehicle to stop, unsolicited, at a home where a major appliance has recently been installed.

On these calls, one of the outside salesmen makes a check on the performance of the appliance, renews the customer's connection with the store and makes a note of what other appliances are needed in the home. He conveys the idea that Dix is not finished with a customer when a sale is made and an installation completed.

The customer gets the idea that this extra service is an unusual, but established, policy of the store, and that it will be available on any future purchases.

There's further strategy to be found in the Dix methods—in the location of the store. The "sharp-looking" establishment is within walking distance of the downtown business section of Wichita, but still far enough out to enjoy some parking space.



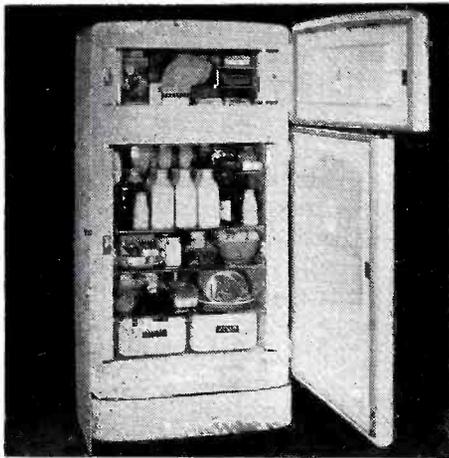
When Christmas comes, the Dix organization trims the whole showroom with home-like decorations.

Refrigerators ★
 ★ Washers
 Ironers ★
 ★ Ranges
 Vacuum Cleaners ★
 ★ Food Freezers

New Electrical

General Electric REFRIGERATOR

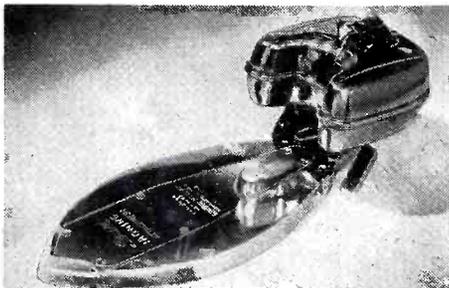
Model NH-8 refrigerator, is a combination refrigerator and home freezer. Unit has two separately refrigerated, completely insulated compartments, each with its own door and its own control. Eight cu. ft. capacity (upper compartment, for freezing of food, and storage, has a 1.5 cu. ft. capacity; lower compartment for normal



fresh food storage has a 6.7 capacity.) Three inches of glass-wool insulation surround the fresh-food section; four inches are used around the freezing compartment. Two 6-inch-deep glass covered drawers are provided. Other features include a butter conditioner. Size: approximately 30 inches wide and 63 inches high. Retail price is \$399.75. General Electric Co., 1285 Boston Ave., Bridgeport, Conn.—RADIO & Television RETAILING

General Mills STEAM IRON ATTACHMENT

Steam-ironing attachment for the General Mills "Tru Heat" iron enables conversion

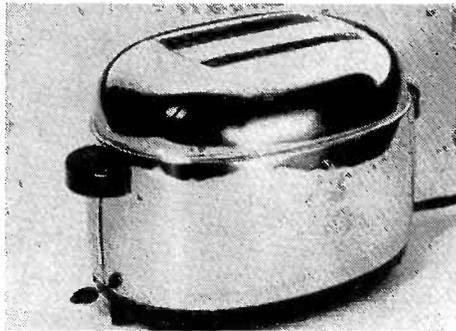


into steam-iron. Attachment will be fair-traded at \$7.95. A combination of the iron, and the attachment, will be offered

for \$19.95. Unit is of sturdy stainless steel and aluminum. Easily inserted, and held in place by a hand-operated spring latch. Soleplate is of polished forged aluminum. General Mills, Inc., 400 Second Ave. South, Minneapolis 1, Minn.—RADIO & Television RETAILING

Westinghouse TOASTER

Model TO-71, fully automatic pop-up toaster, finished in durable chrome with black plastic trim. Features include the crumb tray hinged to bottom for easy cleaning, and quiet clock and thermostat



control that assure toasting to any degree of pre-selected brownness. No preheating is necessary, as the control automatically regulates toasting time and temperature. Made of sturdy construction with no loose conductors. Westinghouse Electric Appliance Div., Mansfield, Ohio—RADIO & Television RETAILING

Prevore BROILER

Electric table broiler, Model BTAPN. Made of highly polished aluminum with heat indicator, two heat glazed elements, wire rack, two heat cord set, aluminum gravy plate with gravy well. Deluxe style with skirt tray Bakelite trim. List price is \$10.00. Prevore Electric Mfg. Corp., 907 Fulton St., Brooklyn 16, N. Y.—RADIO & Television RETAILING

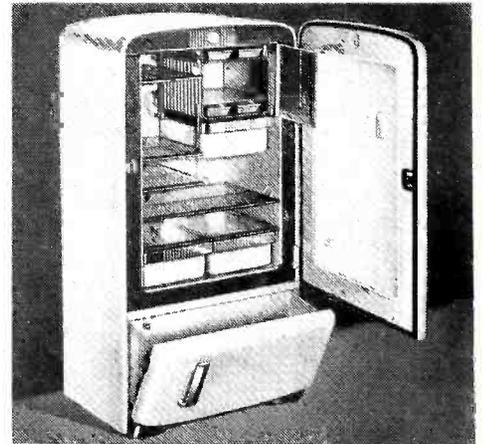
Presto DEEPWELL-PRESSURE COOKER

Deepwell-pressure cooker available as standard equipment on the Presteline Custom "8" electric range. (Pressed Steel Car Co., Inc., Chicago.) Cookers have a 6-quart liquid capacity. Gauge on deepwell model can be set for 5, 10, or 15 pounds pressure. The Presteline range will have a new struc-

tural feature incorporated in its range which permits lifting of the pressure cooker heating element from the well to the top of the range for use as a fourth surface unit. National Pressure Cooker Co., Eau Claire, Wis., and Pressed Steel Car Co., Inc., Chicago—RADIO & Television RETAILING

International Harvester REFRIGERATORS

Three new models are the standard, de luxe, and super de luxe (illustrated.) All models have a temperature control, hermetically sealed unit, five year warranty, interior lighting, permanent insulation, steel construction. Standard model has frozen food compartment for 35 lbs. food,



extra shelves, self-closing door, and defrost indicator. In addition, the de luxe model has vegetable crisper, shelf for leftovers, pantry bin, humidity storage drawer, improved ice trays; the super deluxe also has two crispers, two shelves for leftovers, adjustable shelves, thermometer, and chromium plated handles. International Harvester Co., 180 No. Michigan Ave., Chicago, Ill.—RADIO & Television RETAILING

Lowboy REFRIGERATOR

Refrigerator is covered with masonite and finished with leatherette, available in a variety of colors. Size: 37 inches high; 21 inches square. Insulated celetex, fiber glass. Retail price is \$179.50. Du-Art Products Corp., 57-02 48 St., Maspeth, New York—RADIO & Television RETAILING

Home Appliances

★ Toasters
★ Roasters
★ Hand Irons
★ Mixers
★ Clocks
★ Coffee Makers

Hotpoint REFRIGERATOR

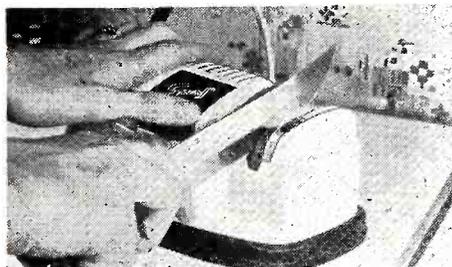
Model EG-8 two zone combination refrigerator-freezer, permits dealers to dem-



onstrate a complete home freezer and a high humidity refrigerator by opening a separate door to each compartment. Model will retail for \$399.75. Upper compartment used for freezing and storage, lower for normal refrigeration storage. Overall capacity is 8.2 cu. ft. (6.7 for the refrigerator, 1.5 for the freezer). Both compartments have automatic lights. Features two fruit and vegetable sliding drawers; butter conditioning compartment; rack containing jars for leftovers. Hotpoint, Inc., 5600 W. Taylor St., Chicago 44, Ill.—RADIO & Television RETAILING

Surf KNIFE SHARPENER

Motor-driven, electric knife sharpener, of white enamel and stainless steel. Silent motor housed in die cast metal chassis. A

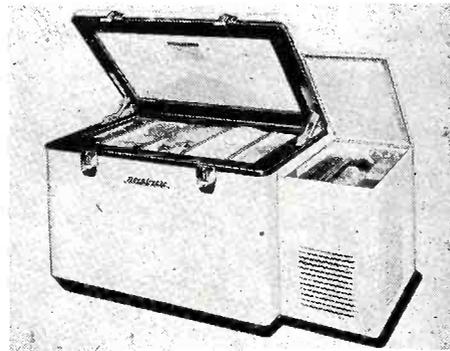


pair of polished stainless steel guides preposition the cutting edges of a knife against the motor-driven sharpening wheel

at a scientifically correct angle. This insures an edge that is uniformly and perfectly sharp. AC only. Special compartment for storing cord when not in use. Attractively packaged, complete with 6 ft. plug-in cord, to sell at \$9.95. G-M Laboratories, Inc., 4300 North Knox Ave., Chicago, Ill.—RADIO & Television RETAILING

Deepfreeze FREEZER

Model B-16 new 16 cu. ft. capacity freezer, especially adaptable to farm use. Holds more than 560 lbs. of assorted perish-



able foods. Has counterbalanced lid, metal food storage dividers, temperature control, and a carton storage compartment. Price delivered and installed, \$599.50. Deepfreeze Div., Motor Products Corp., No. Chicago, Ill.—RADIO & Television RETAILING

Trilmont DRYER ATTACHMENT

Contrivance for attaching to the Trilmont safety heater. Dryer is made of steel, is lightweight and collapsible. Clothes suspended directly above the heater are subjected to barrage of heat waves which emanate from the heater. Grille top and walls of heater can never become overheated, so that any clothes that might slip from the rack are never in danger of being scorched. Attachment provides as much as 42 ft. of clothes line. Priced to sell with heater at \$34.50, alone at \$6.50. Trilmont Prod. Co., 24th & Walnut Sts., Philadelphia, Pa.—RADIO & Television RETAILING

Telechron TIMER

"Minitmaster, Jr." clock and timer combination can be set on any stove to time cooking up to 30 minutes. Size $3\frac{3}{8}$ inches

high by $4\frac{9}{16}$ inches wide by $3\frac{1}{4}$ inches deep. Tailored case is of white plastic with an overall raised design of diamonds on the front and rectangles on the top and sides to give a quilted effect. Movement contains standard, self-starting synchronous motor. Retail for \$5.95 plus tax. Telechron, Inc., Ashland, Mass.—RADIO & Television RETAILING

Jackson DISHWASHER

Model H-1A dishwasher, designed to fit into kitchen cabinet with its cover flush with the drainboard. Wash sprays revolving in opposite directions spray water under high pressure over every surface of dishes. Revolving rinse spray using fresh water does the rinsing. Dishwasher has its



own motor-operated centrifugal pump, used to recirculate the water, drawing it through the bottom from the fine strainer which collects refuse. $2\frac{1}{2}$ gallons of water required to fill wash reservoir. Two baskets are furnished, one for dishes, one for glasses and silverware. Optional equipment includes electric immersion heater and thermostat control. The Jackson Dishwasher Co., 3703 W. 93 St., Cleveland 5, O.—RADIO & Television RETAILING

Superstar BROILER

Broiler features: chrome plated deluxe tray and heating bowl; bakelite accessories; two heats (high and low); additional tray insert for gravy; cover unlocks readily for table cooking; can be used for broiling, baking, boiling, toasting and frying. Stern-Brown, 42-24 Orchard St., Long Island City—RADIO & Television RETAILING

IT'S 2 ^{speeds} TO 1 WE'VE



Two Speeds "Doubles" Washer Performance

I DO THE FLUFF STUFF



I DO THE ROUGH STUFF



Here at last is a wringer-type Washer to which women can safely trust their "fluff stuff" such as silks, woolens, rayons and sheerest nylons as well as their "rough stuff" like heavy garments and work clothes. This is the *one* Washer that does *all* the wash.

UNIVERSAL'S
CONTROL-O-ROLL
WRINGER
ASSURES SAFETY
AS NEVER
BEFORE



ANOTHER
OUTSTANDING
NEW
DEVELOPMENT...
THE TIME-A-MATIC
TIMER PREVENTS
OVERWASHING
AND ENDS
TEDIOUS
WATCHING



ONLY UNIVERSAL
HAS THE
SENSATIONAL
"SPEEDSELECTOR"

1 HIGH

REGULAR SPEED
FOR THE ORDINARY
WASH... HEAVY
GARMENTS AND
WORK CLOTHES.

2 LOW

SLOW GENTLE
ACTION FOR
SILKS, WOOLENS,
RAYONS AND
SHEEREST NYLONS.

LEADERSHIP THAT BUILDS YOUR DEALERSHIP!

GOT THE WASHER!

**UNIVERSAL DOUBLES YOUR SALES OPPORTUNITIES...
SCOOPS THE FIELD WITH HIGH-POWERED PROMOTION**



Universal's new Two-Speed Washer is being backed by the most inclusive, intensive program of consumer advertising behind any wringer-type Washer today! This big promotional program is singing its praises from coast to coast through dominant full-color advertisements in national magazines, smashing outdoor posters in the nation's major markets and radio participation shows with listeners in the millions. To cash in at the point-of-sale, put the full impact of this powerful Spring Promotional Program to work today! Remember, it's "two speeds to one" that '48 will be the biggest Universal Washer year in history.

**POWER-PACKED, FULL-PAGE
ADVERTISING IN LEADING MAGAZINES**



**7½ MILLION RADIO
IMPRESSIONS WEEKLY**



**HIGH TRAFFIC BILLBOARDS
IN THE NATION'S MAJOR MARKETS**

**Be Way Ahead In the Wringer-Type Field!
Make Universal's Two-Speed Washer Your "Headliner"**

See Your Universal Distributor

UNIVERSAL

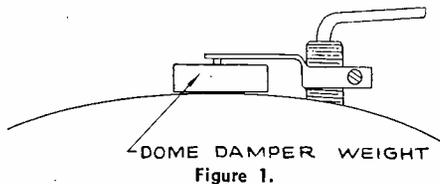
LANDERS, FRARY & CLARK • NEW BRITAIN, CONN.

Appliance Servicing

Refrigerator Noise Correction Methods

A certain percentage of 1939-1942 Norge hermetic units returned to the factory for "noise" have been classified as having a "ringing" or "humming" sound. This ring or hum may not necessarily be loud but, due to its pitch, may be apparent to the ear and in some cases objectionable to the user. This metallic ring is due to the normal operating sound of the unit being transmitted and magnified through the steel dome enclosing the unit.

The ring may be deadened or dampened by placing a comparatively soft piece of metal on top of the dome, thereby absorbing the sound. As a field correction, a simple damper weight, Part No. RH-2338, can be



DOMER DAMPER WEIGHT
Figure 1.

anchored in the proper position on the dome by means of a clamp secured to the discharge tube insert as shown in Figure 1.

The Norge service department suggests that one of the above damper weights be installed when the noise complaint is caused by this ringing characteristic.

Tubing Vibration

Under certain conditions, some cases of tubing vibration may be encountered.

When this condition is encountered,

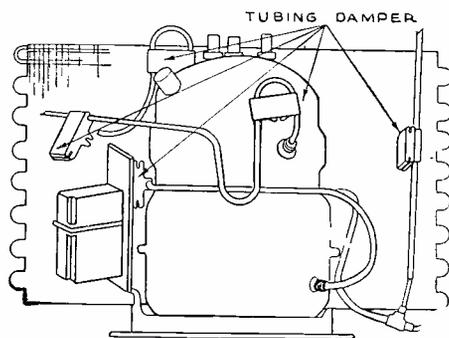


Figure 2.

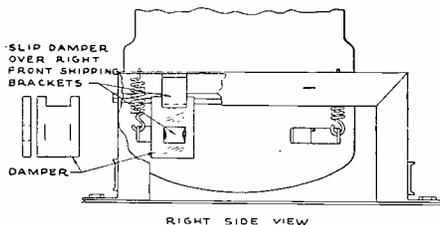
it will be necessary to handle each case as a separate problem. A Tubing Damper, Part No. RH-2423, illustrated in Figure 2, is available

to be used as a universal damping device when such becomes necessary.

If it is the suction line, good results can be secured either by placing the rubber between the suction line and the Rollator, or between the suction line and the relay mounting bracket. In the case of the other tubes, the rubber can be forced up into one of the hairpin loops or simply hung in the middle of a straight run. Place this rubber damper wherever the best results are obtained.

Start and Stop Vibration

A special rubber vibration damper, Part No. RH-2339, illustrated, which



Norge special vibration damper for early 1/8 H.P. spring mounted unit.

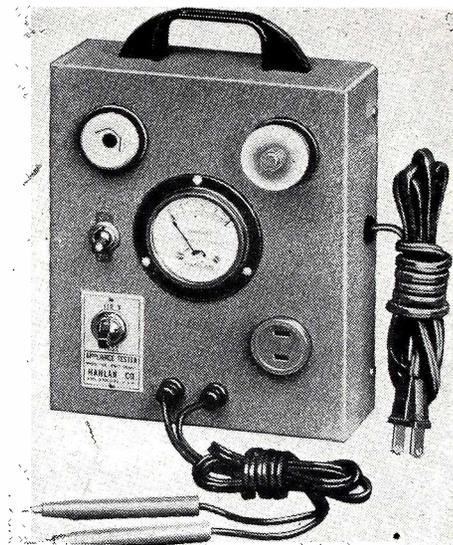
will absorb the starting or stopping vibration of the early 1/8 H.P., spring mounted units is available. Simply force the damper on to one of the semi-circular brackets welded to the lower part of the dome for shipping purposes. The "U" part of the damper should be up and will straddle the shipping bracket welded to the unit frame. The damper should be installed on the right front bracket. A little water on the damper will permit it to slip on to the bracket easier. The whole operation requires only a few seconds.—From Norge service manual.

New Electric Appliance Tester by Hanlan Co.

A compact, portable, universal-type electric appliance tester is now produced by the Hanlan Company, manufacturers, 1419 West Jefferson Blvd., Los Angeles 7, California. Designed for appliance repairmen, the new Model 60 tester, will show the true condition of any electrical appliance in common use today.

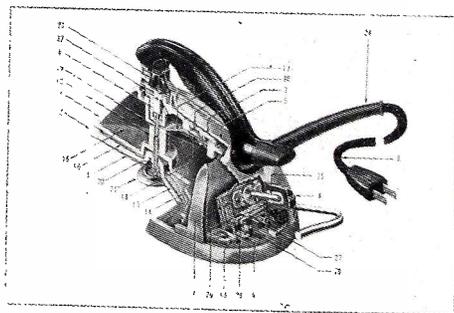
The Hanlan test unit may be used for trouble shooting, checking open circuits, continuity, grounds, short circuits. It will test thermostats under working conditions, or indicate insulation resistance and leakage due to moisture in wiring systems. It

will detect presence of high resistance grounds and leaks in motor frames and armatures. Will check for live and dead circuits. Will locate grounded neutral wire of a three-wire system. It is also an aid in the heat regulation of equipment



such as solder pots and soldering irons that have no thermostat control. Size of the instrument is 7 1/4" high, 6" wide, 2" deep. Its strong, protective steel case has a durable, instrument crackle finish. Shipping weight of the unit is only 3 lbs. Availability: Immediately. List price: \$14.50. Fully guaranteed.

Silex Steam Iron



Isometric cutaway of Silex Duolectric steam iron. The main body parts of the iron are: a cast aluminum water tank (1), a die cast aluminum sole plate (2), a tank cover (3), steam control valve (4), and a top cover (5). The main electrical parts of the iron consist of a cord assembly (6), thermostat assembly (7) with its manually-adjustable control knob (8), bimetal (9), and element assembly (10).

Parts Inventory

One of the first jobs to tackle this month is the count of appliance parts. This inventory will reveal what's short, thus helping the dealer to keep his parts stock in proper shape.



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*“but you ought to see the Rheem
‘Design For Better Business’”*

On this page we can give you only the barest idea of it.

But if you are interested in merchandising for profit, we have a tested promotion plan for you.

Many sales aids free; others at cost. Better sign and send the coupon now.

Rheem



HOME COMFORT APPLIANCES

11 plants in U. S. A.—Also Brisbane, Melbourne, Sydney, Rio de Janeiro and Singapore.

Water Heaters
Soft Water Appliances
Heating Appliances
Cooling Appliances

RHEEM MANUFACTURING COMPANY

Dept. R-H9
570 LEXINGTON AVE., NEW YORK 22, N. Y.

The bare notion interests me. Send full details of the Rheem “Design For Better Business.”

NAME _____
(Please Print)

ADDRESS _____

CITY _____ STATE _____

What's New in Lighting

Two New "Spike" Units Made by Swivelier Co.

Swivelier Co., Inc., 30 Irving Place, New York 3, is featuring a pair of portable "spike" units. The fixtures, designed for use with the PAR 38 bulb, may be "spiked" into the ground, hung or pinned up, or may be set up on their bases. The units feature neoprene sealing gaskets, 8 foot outdoor SJ cords and caps; retractable spike, and hood shades having holes in bottom to permit water to drain off. They are finished in infra-baked aluminum. No. 962AN lists for \$3.75, less bulb, and the model H962AN sells for \$8.65, without bulb.

The Swivelier unit stays put at any angle, has no wing nuts or set screws, and will not work loose or drop down. Units are adjustable to 350 degrees horizontal range, and 90 degrees vertical. The "spike" models are for indoor and outdoor use. For outdoors, dealers can sell them to customers who want to light gardens and flowers, play night tennis, badminton, etc.

New Guth Products

The new Guth prismatic lens Hy-Liters provide accurate light distribution with 8" Corning Lenslite glass bottoms. Prismatic Hy-Liters are ideally suited for profitable accent lighting or attractive special lighting effects. Prismatic Hy-Liters are made in recessed or surface types, for 150-watt, I.F. lamps. They are finished Permalux white and surface types are trimmed with reeded aluminum side ornaments. They have inner reflectors of genuine Alzak aluminum. For additional information write the Edwin F. Guth Company, St. Louis, Mo.

Photo-Vision Louver

Photo-Vision, Inc., 25 W. 43rd Street, New York 18, N. Y., has announced the placing on the market of its new Beauty-Rest Louver which modernizes fluorescent fixtures. The new type shield clips on existing fixture. It is designed to eliminate glare, prevent undesirable reflections and to add beauty to the fixture.

Sylvania Set Will Shield Fluorescents

Guided by a growing preference for shielded fluorescent fixtures in commercial establishments already equipped with unshielded units, Sylvania Electrical Products, Inc., is now marketing a "Conversion Set," which makes the task of transforming bare lamp fixtures a simple operation. The Conversion Set, packed as a complete unit, allows for flexibility in appearance since the decorative scheme of any commercial space can be altered by substituting either glass paneled or louvered models without dismantling the original unshielded fixtures.

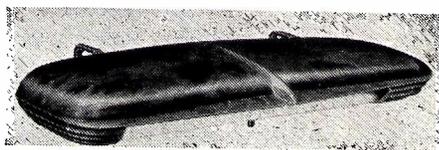
Cataloged as CG-DA, the set consists of a shield frame assembly, glass panels or louvers, retaining clips, joint covers, and mounting hook or bracket, with necessary hardware. With this set, the owner can convert a bare lamp C-240 or C-440 Sylvania fixture into either a glass shielded (CG) or louvered (CL) model.

To prepare an unshielded fluorescent fixture which has been previously mounted, first the end caps must be detached. Then the rectangular knockouts in the end members are removed and the latch hooks or brackets from the Conversion Set fastened to the other end of the end members. The fixture is then ready for fitting of the shield.

Plan Special Displays

Themes for some special lamp displays: Lincoln's Birthday, Feb. 12; Washington's Birthday, Feb. 22; St. Valentine's Day, Feb. 14. All offer opportunities to use the many colors and shapes of bulbs in unique and timely show-window arrangements.

Fluorescent Bed Lamp

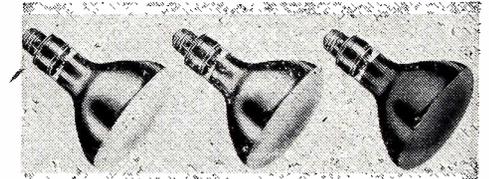


Streamlined bed lamp made of gleaming plastic; comes in ivory or walnut. Retail at \$5.95, including 8-watt lamp. Manufactured by Electro Mfg. Co., 2000 W. Fulton St., Chicago.

New Solar Lamp Deal

Three attractive new deals on Solar infra-red "Heat-Ray" lamps have been announced by the Solar Electric Corp., Warren, Pa.

The deals include the light frost "Heat-Ray," the Amber Ceramic and the Ruby Red lamps. Each deal is



priced to give the dealer a 39% profit. Free lamps are offered dealers in return for any advertising they do featuring Solar lamps, and illustrated folders and display cards are available to help the dealer acquaint his customers with Solar "Heat-Ray" lamps.

New Calcu-Light-Or Aids Lighting Plans

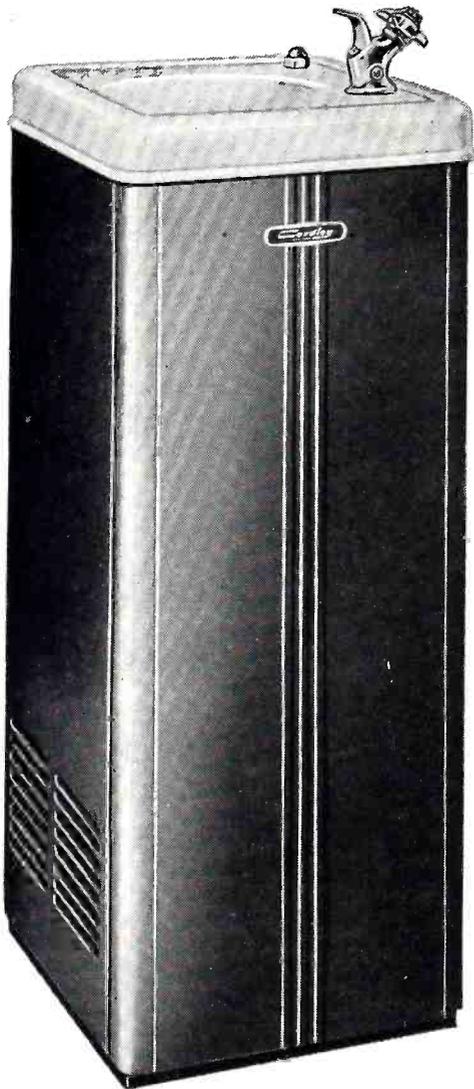
The planning of a lighting installation has now been made easier and faster by the newly developed and improved model of the Calcu-light-or. It was designed by Westinghouse specifically for architects, engineers, utility lighting men, salesmen and contractors who lay out and design lighting installations.

This "slide rule" has an added feature not found on previous Calcu-light-ors or other slide rules, which can only be used to calculate by the lumen method. The new feature now makes it possible to make calculations easily and quickly by the Point-by-Point method, heretofore a tedious and laborious procedure.

The Calcu-light-or includes all the information necessary to make illumination calculations by the lumen method, without additional tables or even a standard slide rule. However, a distribution curve is required for Point-by-Point calculations.

The central portion of the side for lumen method calculations is occupied by a complete room index table. The lower disc includes room efficiency factors for all commonly used Westinghouse luminaires and shows maximum permissible spacing for each.

Merchandising Memo



**HOT PROSPECTS
IN COLD WATER!**

Everybody drinks water, and practically everybody likes cooled water -- summer or winter. Here's how that can mean easy money for you! --

To date, most electric water cooler sales effort has been concentrated on multiple-unit prospects. There's a hardly touched market of single-unit prospects right in your area. Prospects like gas stations, offices, retail stores, barber shops and banks are there for you to sell!

It's easy to turn this opportunity into cash with the Cordley Electric Water Cooler -- now made available to dealers by Graybar's Merchandising Department! The Cordley is "tops" for appearance and performance. Priced at around \$300, it's a natural for you or your specialty salesman to sell -- and your refrigerator service man can handle the simple installation and maintenance. The unit is hermetic.

What a set-up for fast, attractive profits!

FAST-SELLING RADIOS . . .
POPULAR APPLIANCES . . .
PROFIT-BUILDING IDEAS . . .

recommended by
Graybar

If you are a bona-fide electrical appliance dealer, with service facilities, we invite you to call our nearest office -- or mail the coupon below -- for details about Cordley Coolers and how we can help you sell them.

[SEND COUPON!]

4809-

Merchandising Department
GRAYBAR ELECTRIC COMPANY
Graybar Building
New York 17, N. Y.

Please rush me details of my opportunity to profit quickly and easily with Cordley Electric Water Coolers.

Name _____

Address _____

City _____ Zone _____ State _____

Special Hotpoint Kit



Husband and wife collaborate, with the aid of special kitchen planning kit by Hotpoint, to design their own all-electric kitchen.

Westinghouse Shows Two New Products

Two new products and a new informative label designed to "sell while it tells" were introduced to the trade at the opening of the Westinghouse exhibit in the American Furniture Mart in Chicago, January 5.

The Westinghouse Appliance Theatre, which brings the techniques of Broadway and Hollywood to the presentation of new products and merchandising ideas, was an added attraction of the exhibit this year.

The new products shown were an automatic clothes dryer and a complete new line of electric water heaters. "Both new products are now in production and will be made available in key cities throughout the country as production volume increases," said T. J. Newcomb, sales manager of the Westinghouse Electric Appliance Division.

"The announcement of new products is in keeping with the company's policy of adding to its family of electric appliances as rapidly as they can be developed," he continued. "Our program is aimed at having the most complete line of electric servants that can be provided for public convenience."

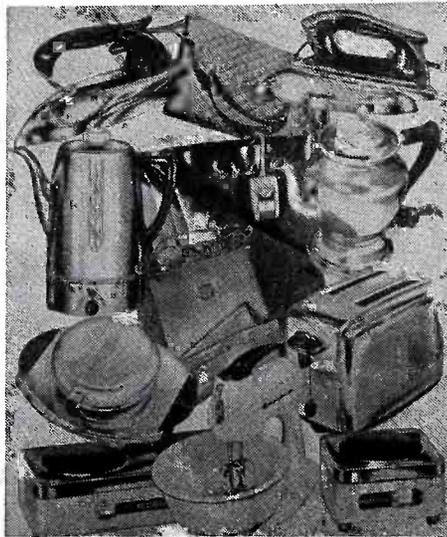
Patman Addresses Gibson Distributors



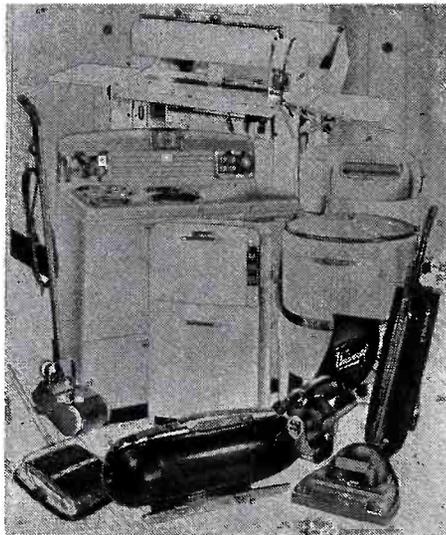
Highlighting a Gibson service meeting held recently at Dallas, was the address by Wright Patman, Congressman from Texas; co-sponsor of the Robinson-Patman Act. Before a group of dealers and service reps of Gibson's Dallas distributor, Radio City Distributing Co., Congressman Patman (standing at right) discussed the small town merchant. Others taking part in meeting were Bud Klein, left, Gibson service instructor; Thad Gordon, center, general manager for Radio City Distributing Co., and Bill Dennison, Gibson's southwest divisional manager (not shown).

APPLIANCE NEWS

Universal Product Display



At a recent Chicago exhibit, Landers, Fray & Clark (Universal) displayed its complete line of electrical traffic appliances.



Large Universal Products made hit at show.

Graybar Appointee



Charles W. Strawn, veteran sales executive, has been named merchandising manager of the Detroit district of Graybar Electric Co. Appointment was announced by E. R. Yonkers, Graybar district manager.

Detroit Firm Takes on IH Refrigerators

Appointment of R. C. A. Victor Distributing Corporation, 1930 East Jefferson St., Detroit, as wholesale distributor of International Harvester refrigerators and freezers has been announced. The Detroit territory includes Oakland, Wayne, McComb, Monroe and Washtenaw counties in Michigan, and the city of Toledo and Lucas County in Ohio. L. W. Kanaga is vice-president and general manager of the Detroit branch of R. C. A. Victor, and E. V. O'Hara is home appliance sales manager.

The Detroit appointment is second of its kind by International Harvester within a few weeks. The first was Bruno-New York, Inc., to serve that metropolitan area.

Directs Norge Service



Thurlo F. Johnson, above, has been named to the newly-created position of director of national service for Norge, according to M. G. O'Hara, vice-president.

In Gas Ranges . . .

This is a NORGE year!

ONLY NORGE OFFERS A GAS RANGE WITH "CONCENTRATOR" BURNERS



MODEL N-357

This exclusive Norgé feature is praised by home-makers everywhere, because it produces a faster, more efficient flame which is *concentrated* on the *bottom* of cooking utensils.

And these "Concentrator" burners are part of all three Norgé gas range models. Norgé Division, Borg-Warner Corporation, Detroit 26, Michigan.

A BORG-WARNER INDUSTRY



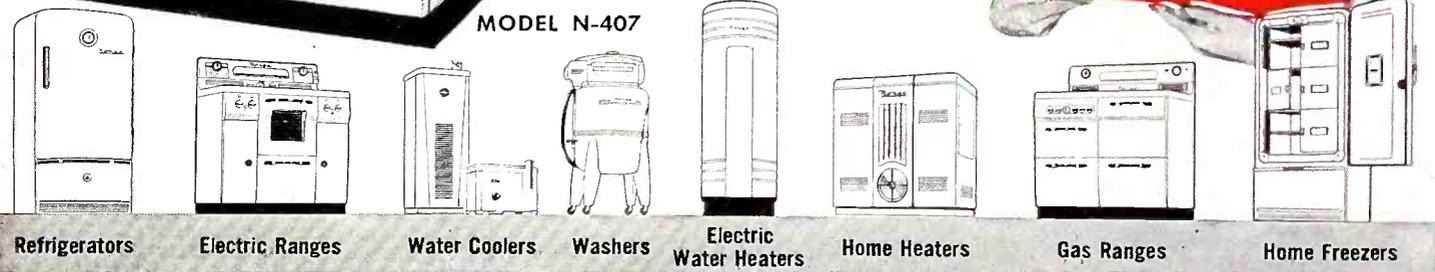
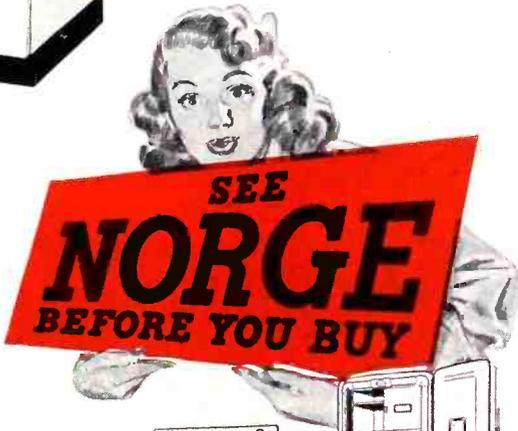
MODEL N-407



MODEL N-427

With these new Norgé "Concentrator" Gas Ranges, home cooking takes on all the glamour of a fine art!—And that's made possible because "The best dealer in town sells Norgé."

Norgé gas ranges, like all Norgé products, are backed-up by aggressive national advertising in the country's leading magazines.



Refrigerators Electric Ranges Water Coolers Washers Electric Water Heaters Home Heaters Gas Ranges Home Freezers

PREVIEW OF THE BIG IRONING NEWS OF 1948!!

Sit
down
to
iron

**IT'S NEW...IT'S EXCLUSIVE
...IT'S PROCTOR!**

You're going to hear a lot about this sensational new PROCTOR idea.

It's a new way to iron, a new way to merchandise, a new way to sell!

And it's been thoroughly tested with amazing sales results.

Proctor's national advertising will feature it—month after month—ad after ad.

Millions will read about it and will want to see and try the remarkable iron that makes it possible.



with the PROCTOR NEVER-LIFT IRON!

"It's an idea..."

Don't forget the little things that help sell merchandise. For instance:

Always display your PROCTOR Never-Lift in Raised Position. That's what makes it different and calls attention to the widely advertised exclusive Never-Lift feature.

PROCTOR

PIONEER IN EASIER IRONING

**PROCTOR ELECTRIC COMPANY
PHILADELPHIA 40, PA.**

Rheem Sales Aids

Rheem Manufacturing Co., 570 Lexington Ave., New York, a major producer of water heaters, water softening appliances, home heating equipment and steel shipping containers, is offering a number of free sales aids to its dealers, designed to help them merchandise profitably. In addition, the company has available a decorative lighted dealer identification sign selling for \$5.25. Full description of the sign appeared on page 124 in the January, 1948, issue of this publication.

NEWA Head Forecasts '48 Business Conditions

Although 1948 appears likely to be a more difficult year for electrical wholesalers than 1947, sales volume in both the appliance and apparatus and supply fields should show a substantial increase if all branches of our industry become fully aware of the importance of electrical interdependence and undertake aggressively to promote and sell all available products.

This forecast was made by E. B. Ingraham, president of the National Electrical Wholesalers Association, in a statement released through that organization.

Shortages Continue

"The coming year," Mr. Ingraham said, "will probably be a more difficult year than last because of the continuing shortage of major products using sheet steel and the possibility of still further restrictions in the amount of available steel due to requirements overseas.

"Further, there is the possibility, if not the probability, that time payment controls will be reestablished."

Mr. Ingraham pointed out that the public is becoming more discriminating in its buying. People are looking for quality products and the result is that large numbers of less attractive products are being left in stocks to be liquidated later.

"Another adverse factor," he said, "is the serious lack of trained retail salesmen. Today most salesmen are taking the easy way. This problem is not going to be solved overnight. It is difficult to get dealers to concentrate on sales and promotion on easy to get products. This, however, is something that must be considered as the only sure way—and not an easy one—to step up sales volume in the face of continuing shortages."

Heads McAllister Ross

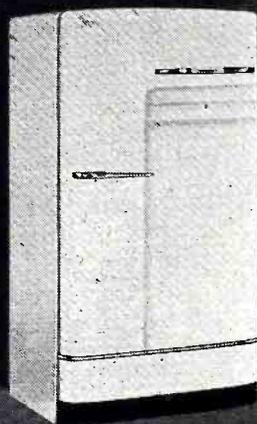
Charles Ross, formerly vice-president, has been elected president of McAllister Ross Corp., Chicago, manufacturers of McAllister bagless vacuum cleaner.

Clausen Promoted

The election of William Clausen as vice-president, in charge of manufacturing, of the Farnsworth Television & Radio Corporation has been announced by president E. A. Nicholas following a meeting of the board of directors in New York.

Mr. Clausen joined the Farnsworth Company last August and has been in charge of its manufacturing operations since that time.

52 WEEK SALES PLAN UPS DEALER PROFITS



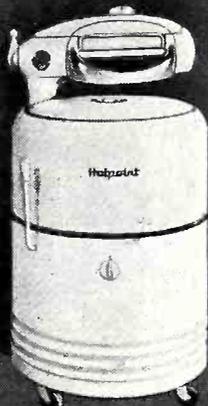
REFRIGERATORS — Revolutionary postwar models give up to 50% extra storage capacity—58% faster freezing.



RANGES — Brilliant 1948 Hotpoint models feature 11 outstanding improvements for greater convenience.



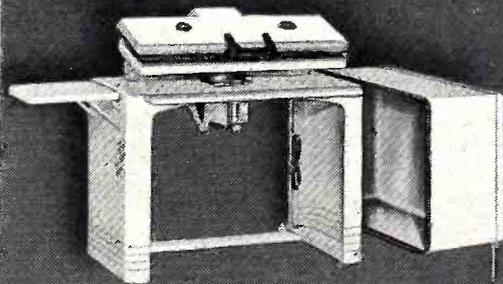
DISHWASHER-SINKS — Hotpoint Dishwasher washes, rinses and dries electrically . . . automatically!



AUTOMATIC WASHERS . . . with matchless Thriftivator 3-zone washing action.



WATER HEATERS — With Hotpoint's sensational new **MAGIC CIRCLE HEAT**.



FLATPLATE IRONERS — Easiest-to-use automatic ironer on the market. Equal to 100 hand irons.

Everybody's Pointing To Hotpoint's Sensational 3-point Program That Boosts YEAR-ROUND Sales Of America's Fastest Growing Appliance Line!

Year-Round selling with outstanding line of fine products.

No dull seasons, no off weeks with Hotpoint's complete matched line. Hotpoint's 11 major appliances produce sales—and big ones—every week and month of the year. Hotpoint Refrigerators, Ranges, Dishwashers, Water Heaters, Kitchen and Laundry items mean year-round profit opportunities.

Year-Round supply—with greatly expanded production facilities.

Hotpoint spends and *builds!* \$20,000,000 for new factories and equipment to keep a steady stream of Hotpoint appliances moving to Hotpoint dealers, for steady, all-year selling.

Year-Round advertising support—greatest in Hotpoint history.

Eight great campaigns in Hotpoint's gigantic 1948 advertising drive—plus complete, coordinated local promotion and sales training help—give powerful *year-round* backing to Hotpoint dealers' sales work. The 1948 drive is the greatest in Hotpoint history.

Everybody's pointing to Hotpoint—and Hotpoint dealers are pointing to year-round profits!

Copy. 1948 Hotpoint Inc., Chicago, Ill.

Hotpoint

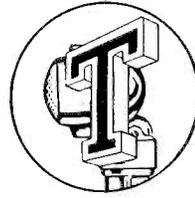
Hotpoint Inc. A General Electric Affiliate

**THE FRANCHISE WITH
A FUTURE**

5600 W. Taylor St., Chicago 44, Ill.

3

DISTINGUISHED TURNER HAND MICROPHONES



Designed for convenience Engineered for PERFORMANCE

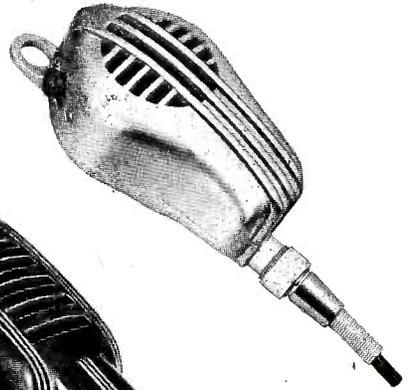
MODEL 15D, 15D-NC, or 15X—The 15D-NC, Noise Canceling Dynamic was developed for use in machine shops, factories, railroad yards, aircraft, and other installations where background noise interferes with communications. Transmits only when spoken to at close range from the front. Level: 52db below 1 volt/dyne/sq. cm. at high impedance. Response 50-5000 c.p.s. Also available as the 15D or 15X with high level wide range dynamic or crystal circuits engineered for general purpose use.

MODEL 9X or 9D—The Turner "HAN-D"—One of the handiest, all-around microphones made. Hang it, hold it, or mount on any standard microphone stand. Ideal for stage, paging, public address, amateur, police car, and traveling mike applications. 9X Crystal is equipped with high quality humidity protected crystal. Level: 52db below 1 volt/dyne/sq. cm. Response: ± 5 db from 60-7000 c.p.s. 9D Dynamic is recommended for more severe service conditions. Level: 52db below 1 volt/dyne/sq. cm. at high impedance. Response: ± 8 db from 60-7000 c.p.s. In 50, 200, 500 ohms, or high impedance.

MODEL 20X Crystal—A new, low cost unit designed to appeal to users of home recorders, economical public address, paging and call systems, and amateurs. Smooth response to voice and music. Has Metalseal crystal. Level: 54db below 1 volt/dyne/sq. cm. Response: ± 5 db from 50-7000 c.p.s.

Ask your dealer

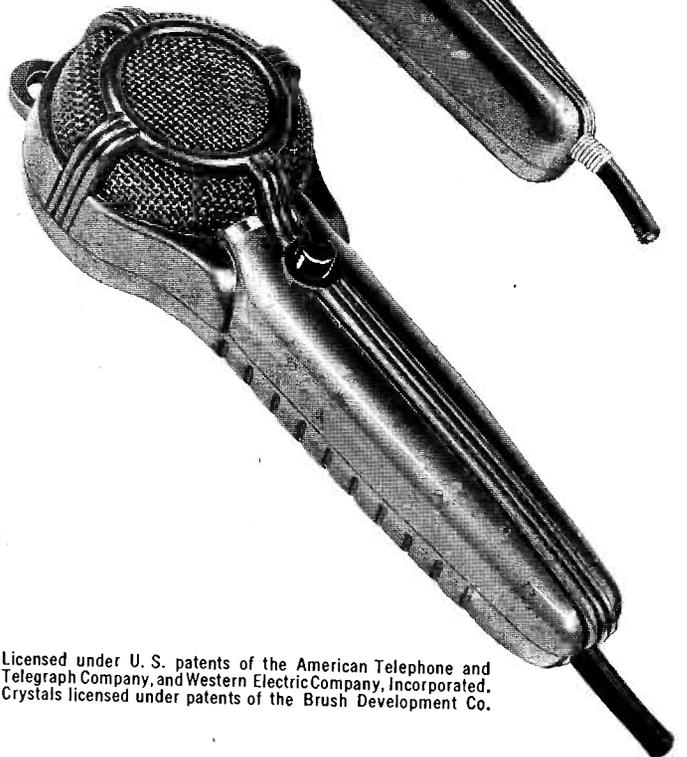
Model 9



Model 20



Model 15



Licensed under U. S. patents of the American Telephone and Telegraph Company, and Western Electric Company, Incorporated. Crystals licensed under patents of the Brush Development Co.

Microphones by **TURNER**

THE TURNER COMPANY

903 17th ST., N.E.

CEDAR RAPIDS, IOWA

SERVICE & SOUND

Section of **RADIO & TELEVISION RETAILING**

The Truth About Service "Gyps"

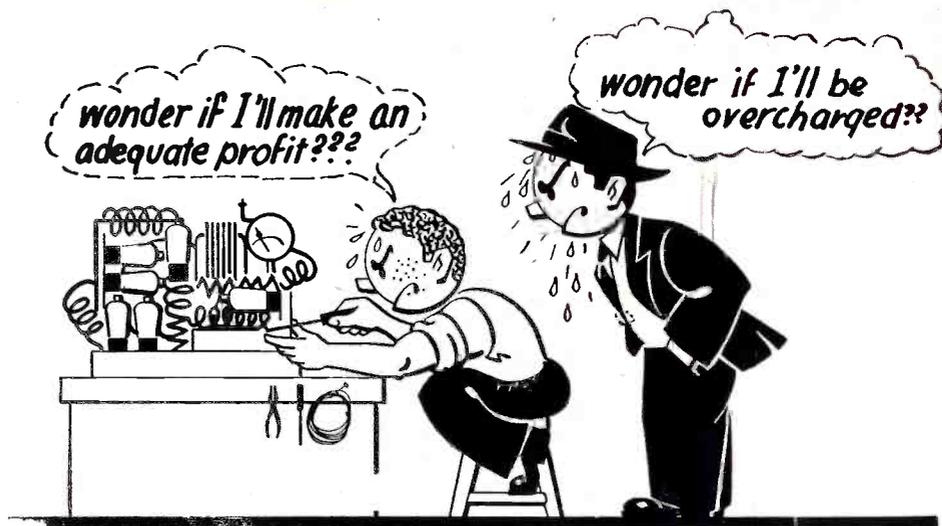
Ethical Radiomen Can Combat Propaganda by Charging Adequate Price, Educating Public Through Cooperative Effort

© "I like to see what I'm getting for my money" is a well-worn sentence in most persons' vocabularies, and in general expresses a sound, hard-headed attitude. When applied to the purchase of a *service*, instead of a commodity, however, the situation becomes complicated. In the final analysis, it is the mistaken application of this otherwise good idea to the wrong situation, by many customers or clients, which drives an occasional doctor into quackery, a few lawyers into shysterism, and some radiomen into dishonesty.

Showing the customer an outwardly normal-looking but internally leaky paper by-pass condenser of $\frac{1}{2}$ " length by $\frac{1}{4}$ " diameter as what he gets for his \$5.70 may be honest (and honesty pays!) but it takes more self confidence than is possessed by many servicers. Thus arises an occasional attempt to "justify" a perfectly legitimate—even bargain-price—charge for professional service rendered, as a charge for *material* used.

Such practices, virtually unknown in most communities (where the local radioman has as high a standing as the local medical man) are discovered in highly competitive big-city areas, often particularly in neighborhoods where live the people who shape public attitude: newspaper writers, magazine editors, radio commentators. Thus, a completely disproportionate resentment has been developed throughout the country.

Rumblings had been heard for many a year, but the explosion was



Is there a sensible solution to this kind of situation?

finally touched off with the publication in Reader's Digest of an article entitled "The Radio Man Will Gyp You If You Don't Watch Out." For a number of gullible persons, the claims in that article have been accepted as virtual gospel, repeated endlessly. Quite typically, a recent LIFE story on a new "Repair-It-Yourself Radio" took a swing at "those radio repairmen who have relied on the customer's ignorance of electronics to foist huge repair bills on him," probably leaving many of its readers with the unthinking impression that all radiomen are gyps.

They All Pile On!

Still more recently, the nation's newspaper and radios have carried reports of the proposed New York City ordinance to license servicers, as well as of another of the half-baked publicity stunts which newspaper people are forever pulling, designed to "prove" radiomen are gyps. Also in the news is a report of some corrective action planned by the RMA on the matter, nationally.

That irresponsible attacks have already harmed all servicers is undeniable. More important, still, however, is the fact that radio servicers, poorest paid of all categories of professionals or experts, must begin to charge *more*, not *less*, for their work.

The Rider survey, reported in the November issue of RADIO & Television RETAILING, shows that a national cross-section of servicers in business under five years repair on the average of 420 radios per year, at an average charge of \$5.70 each. Of the \$2380 per year (service income only, not including sales) thus earned, about \$630 must be deducted for cost of parts, as well as some portion of the servicer's \$610 average annual tube purchases, leaving perhaps \$1750 to cover the year's total operating costs and salaries.

All this adds up to a situation which the radioman must face and for which he must find a solution, lest it be settled without his participation, and in a manner which will even more adversely affect his ability to make a living.

(Continued on page 75)



Now!

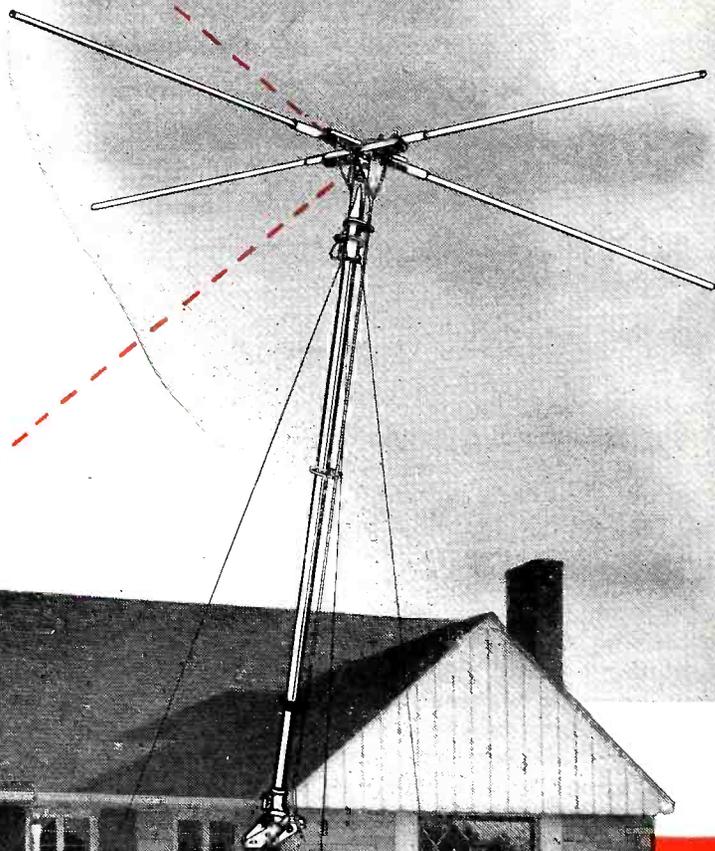
hear FM from ALL directions

Here's the antenna news for which dealers, and owners of FM receivers have been waiting. This new Ward-engineered non-directional dipole picks up FM signals efficiently from all directions, does not require orienting! Engineered for quick assembly and easy mounting, it comes complete for only \$13.50 list!

Equal in signal strength to a high-gain folded dipole, the new "turnstile" is especially recommended for metropolitan areas where FM transmitters are in several directions from the receiver.

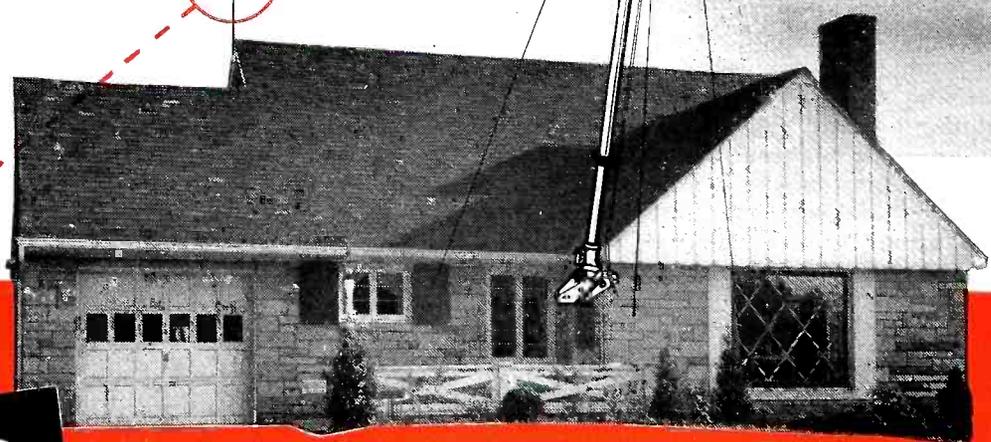
Product of Ward antenna engineering leaders, the Model FMT-61 has a one-quarter wave length phasing loop, which places the elements 90 degrees apart electrically. All metal weather-proof construction includes fittings for complete installation.

Your dealers will want this attractively priced easy-to-sell "turnstile" dipole that "let's you hear FM from all directions". Place your stock order today.



MODEL FMT-61

List Price
\$13.50



THE NEW

WARD

NON-DIRECTIONAL TURNSTILE **FM** DIPOLE

THE WARD PRODUCTS CORP.

1525 E. 45th ST., CLEVELAND 3, OHIO • DIVISION OF THE GABRIEL COMPANY

EXPORT DEPT.: C. O. Brandes, Mgr., 4900 Euclid Ave., Cleveland 3, Ohio
IN CANADA: Atlas Radio Corp., 560 King St., W., Toronto, Ontario

Service "Gyp" Truth

(Continued from page 73)

Evidence that servicers have not taken the attack lying down is seen in the work of various associations of honest radiomen who are fearless in their activities to drive out the gyp radio servicers. Other groups, too, have also stepped into the picture. In several cities political figures have proposed licensing regulations, in certain respects like that which has been in effect in Madison, Wisconsin, for six years. Such a move in New York City was dropped like a hot potato when it met with sharp resistance from several quarters.

RMA Takes Action

Important among the opponents of licensing in New York City is the Radio Manufacturers Association. While individual receiver manufacturer-members have for years, in some cases, built and maintained service networks in order to guarantee their own customers of the availability of technically reliable service, the first industry-wide resolution to set up a joint plan arose directly from the licensing hearing. The final proposal, scheduled for submission to the RMA's January board of directors' meeting, has not yet been publicized. Meanwhile, however, individual receiver makers have continued with the increasing numbers of technical courses and open meetings for instructing interested servicers in circuit theory and the intricacies of their own sets.

A relatively new Radio Parts Industry Coordinating Committee, in a joint undertaking of set and part manufacturers, distributors and sales representatives, and in cooperation with the Philadelphia Radio Service Men's Association and the Federation of Radio Servicemen's Associations of Pennsylvania has held an enthusiastically successful 3-day technical and business Town Meeting of Radio Technicians in Philadelphia on January 11, 12 and 13, which has been announced as setting a general pattern for similar meetings throughout the country on a regular basis.

Sessions commenced on Sunday night, January 11, with a talk by Max F. Balcom, Pres. of RMA, with Harry A. Ehle, chairman of the Town Meeting Committee of the Coordinating Committee, presiding. High spots of the meetings pointed up the need to stabilize radio and television servicing, and to help the technician, who has been the target of the present unprecedented wave of criticism.

It was made clear, at the Town Meeting, that without the trained services of the technician the electronic era's growth will be stunted. To effect a concrete, definite advancement of the abilities of the attending servicers, therefore, an elaborate educational program was presented, as reported below.

Actions such as these will help end cases of strained public relations caused by inadequate technical ability, and will contribute toward ultimately removing forever from the proud profession of radio servicing, the slander of "dishonesty."

MASTER PROGRAM TOWN MEETING OF RADIO TECHNICIANS

Bellevue-Stratford Hotel,
Philadelphia, Pennsylvania,
January 11, 12, 13, 1948

SUNDAY, 11 JANUARY

- 1 p.m. Registration opens on Bellevue-Stratford Roof.
- 6 p.m. Exhibits open, until 8 p.m.
- 8 p.m. First session. Harry A. Ehle, Chairman. "Radio Manufacturers—Servants of the Technician", Max F. Balcom, President, Radio Manufacturers Association. "Electronics Through a Crystal Ball", Donald G. Fink, Editor, Electronics. "How I Made \$50,000 Net in Servicing Radios Last Year", John Sims, President, Electronic Service of Los Angeles, Inc.

MONDAY, 12 JANUARY

- 9 a.m. Registration. Exhibits until
- 10 a.m. Second Session. Col. J. Harry LaBrum, Chairman. Dr. Roy K. Marshall, Moderator for technical papers.
- 10:15 a.m. "Practical Antenna Installation and Adjustment", Clarence Fore (Philco).
- 10:35 a.m. Question period.
- 10:45 a.m. "TV Installation in the Home and Customer Instruction", Robin D. Compton, (WCAU-TV).
- 11:05 a.m. Question period.
- 11:15 a.m. Recess.
- 11:25 a.m. Call to Order.
- 11:30 a.m. "Money: What You Need and How To Get It", Ralph Pitman, President, Charter Bank of Philadelphia.

- 11:50 a.m. Questions.
- 12-12:45 p.m. Test Equipment Papers (simultaneous):
 - North Garden: Matthew Mandl, "Signal Tracing".
 - South Garden: Edward M. Noll, "Cathode Ray Oscilloscopes".
 - Rose Garden: Fred Kierstead, "Signal Sources, FR and Audio".
 - Oak Room: Arthur L. Hatton, "Voltage Capacity Resistance Measuring Devices".
- 12:45 p.m. Lunch. Exhibits open.
- 2:15 p.m. Third session. Col. J. Harry LaBrum, Chairman. Dr. Roy K. Marshall, Moderator for technical papers.
- 2:25 p.m. "TV Service in the Owner's Home: Diagnosis with Elementary Test Equipment", John A. Meagher (RCA).
- 2:45 p.m. Question period.
- 2:55 p.m. "TV Service in the Shop", Ray Robinson (Philco).
- 3:15 p.m. Question period.
- 3:25 p.m. Recess.
- 3:35 p.m. Call to order.
- 3:40 p.m. "Money: Keeping It", Charles Toewe.
- 4:00 p.m. Question period.
- 4:10 p.m. "Advertising—Toy or Tool?" Harry P. Bridge.
- 4:30 p.m. Question period.
- 4:40 p.m. "Public Relations—Purse Relations", David Arons.
- 5:00 p.m. Question period.
- 5:10 p.m. Adjourn.
- 5:15 p.m. Second Test Equipment Session.
- 6:00 p.m. Exhibits open.
- 7:00 p.m. Exhibits close.

TUESDAY, 13 JANUARY

- 10:00 a.m. Fourth Session. Col. J. Harry LaBrum, Chairman. Dr. Roy K. Marshall, Moderator for technical papers.
- 10:15 a.m. "RF and IF Systems in FM", James Russell (Philco).
- 10:35 a.m. Question period.
- 10:45 a.m. "FM Conversion Systems", John Pell (Philco).
- 11:05 a.m. Question period.
- 11:15 a.m. Recess.
- 11:25 a.m. Call to order.
- 11:30 a.m. "Your Bill: Fair to You? Fair to Your Customer?" Philip Zink.
- 11:50 a.m. Questions.
- 12-12:45 p.m. Third Test Equipment Session.
- 12:45 p.m. Lunch. Exhibits open. Registration desk open.
- 2:15 p.m. Fifth Session. Col. J. Harry LaBrum, Chairman. Dr. Roy K. Marshall, Moderator for technical papers.
- 2:25 p.m. "Alignment Procedures for TV and FM", John A. Meagher (RCA).
- 3:05 p.m. Question period.
- 3:25 p.m. Recess.
- 3:35 p.m. Call to order.
- 3:40 p.m. "I Spent \$91,000 to Earn \$90,000 in TV Service", Richard Guilfoyle.
- 4:00 p.m. Question period.
- 4:10 p.m. "The Technicians", W. L. Parkinson, Chairman, RMA Service Committee.
- 4:40 p.m. Col. LaBrum adjourns sessions.
- 4:45 p.m. Fourth Test Equipment sessions.
- 5:30 p.m. Exhibits open.

Code of Ethics Proposed for All Radio-Electronic Technicians

(Resolution adopted at a panel of delegates from radio service associations at the Philadelphia meeting, for presentation to all association members, of a standard nation-wide Code of Ethics):

In order that I identify myself and my business as a member of the radio-electronic technicians' profession, and in order that I may assist in maintaining the radio-electronic industry upon the highest possible level, thus insuring public confidence, I hereby subscribe to the following Code of Ethics:

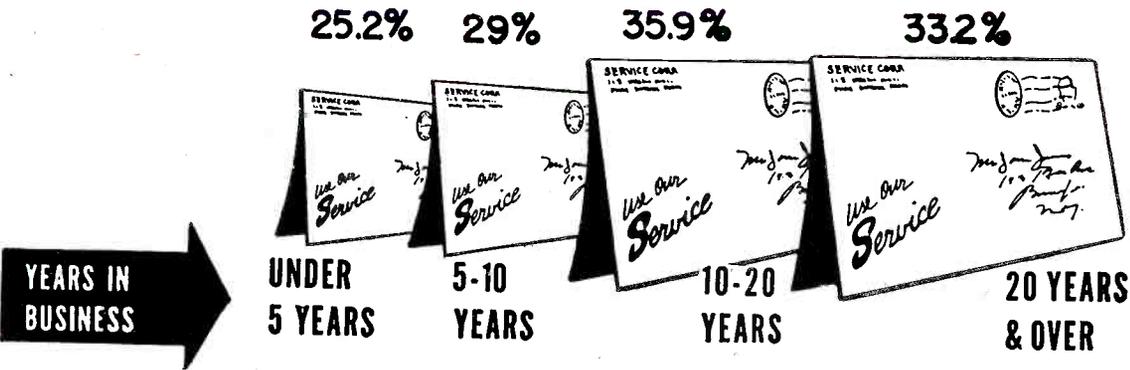
- I. I will at all times, without any exceptions, perform my work to the very best of my knowledge and ability. In addition, I will make a sincere effort to improve my knowledge of the technical and business requirements of my profession, thereby enabling me to render still better radio-electronic service.
- II. I will conduct myself and my business in an honest and straight-forward manner, meriting and inspiring the confidence of my customers.
- III. I will, whenever practicable and desirable, prefer to use original factory replacement parts. In other cases, I will use replacement parts known to be of equal or better quality, thus insuring satisfactory performance.
- IV. I propose to charge a just and fair price for all professional service rendered.
- V. I will exercise all reasonable care in handling my customers' property.
- VI. I will guarantee all radio-electronic service performed, which has been authorized and for which payment has been received, for a period of 90 days.
- VII. I will engage only in fair and ethical practices recommended and approved by the radio-electronic technicians' profession as being conducive to public confidence.

Signed

How Successful Servicers

Final Report on Nationwide Rider Survey of

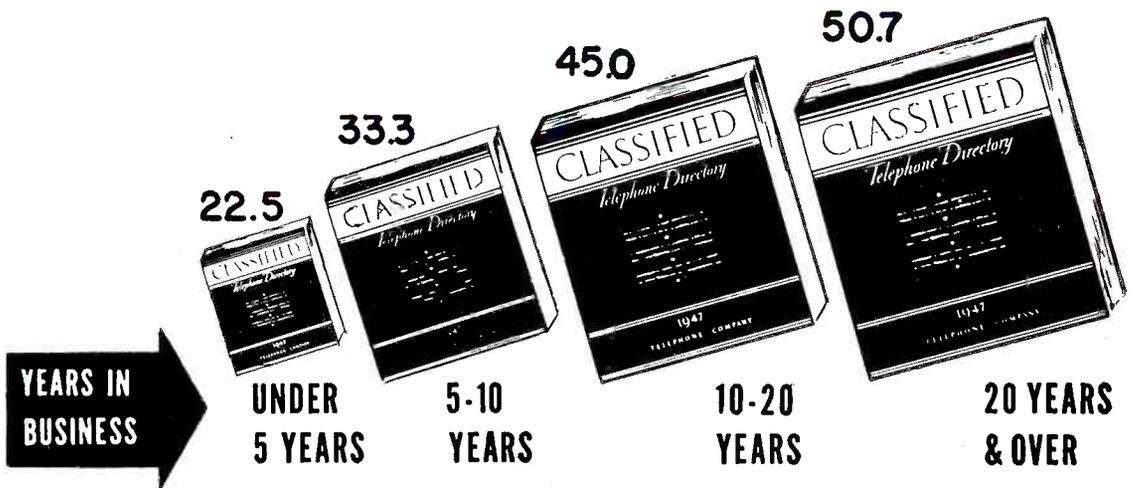
DEALERS' USE OF DIRECT MAIL BY YEARS IN BUSINESS



All percentages are based upon the total number of dealers in the particular age group who answered Rider's question "Which form of sales promotion do you employ?" Total for all age groups together add up to 2505 respondees.

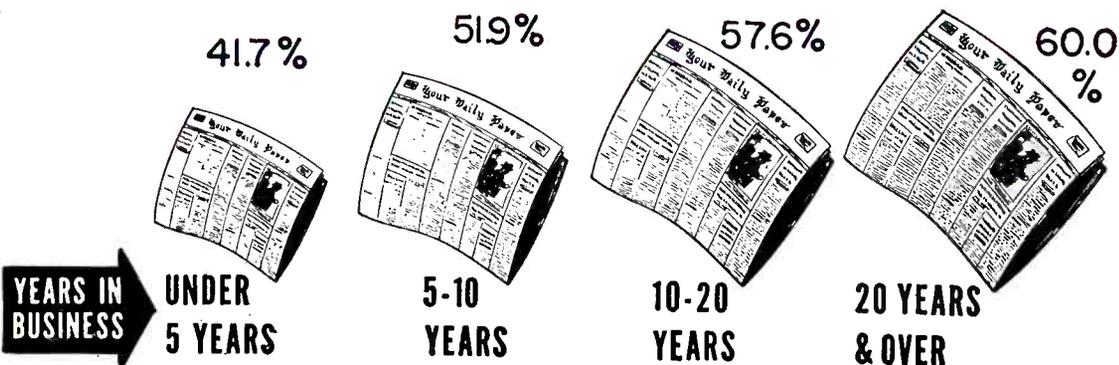
← Out of 2505 answering dealers, 784 said they use direct mail advertising.

HOW SERVICE EXPERIENCE REFLECTS IN DIRECTORY ADS



→ A sharp rise in use of the telephone classified directory is seen to accompany years in business. 962 use the medium.

PERCENTAGE OF DEALERS BUYING NEWSPAPER SPACE



← Even the relative newcomer advertises in the daily paper. A total of 1327.

Spend Advertising Dollars

Radio Dealers is Guide to Profitable Promotions

● The two preceding issues of RADIO & Television RETAILING have presented the first authentic national facts and figures on the radio dealer and servicer that have been compiled and released for over a decade. In this third and final report on the results of the John F. Rider survey attention will be paid to a topic of prime concern to every retailer of service: *how to get more business.*

In examining the charted responses to the question "Which forms of sales promotion effort do you employ?" several points should be kept in mind. First of all, the question was not written so as to produce exact information on the relative amount of money expended by the servicer and dealer for the different forms of sales promotion. Answers simply indicated the one or more types used by those who answered.

Thus, although the charts show fewer radiomen using sign posters than using direct mail, it is quite probable that if both were used, in very many cases the amount of money spent was greater for the former.

Secondly, the question did not ask for personal opinion on the effectiveness of the advertising. More important, was to find out what method of sales promotion the dealer continued actually to use, rather than what he "thought" was best.

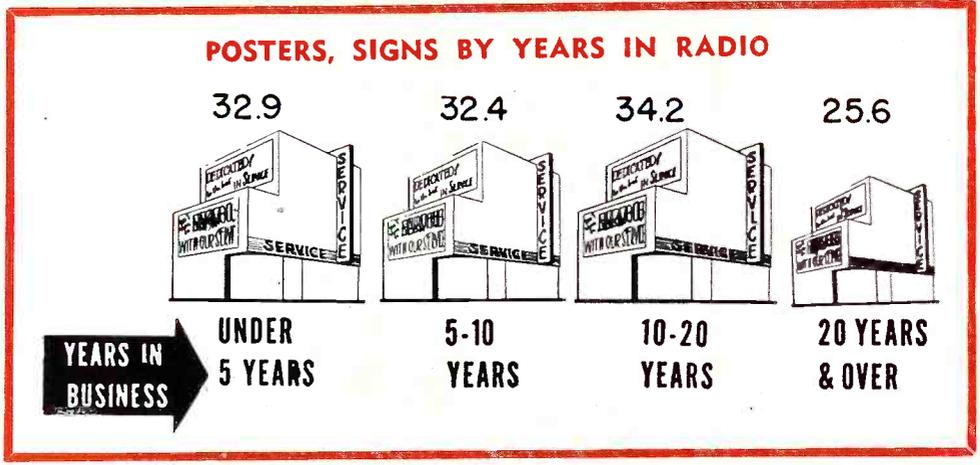
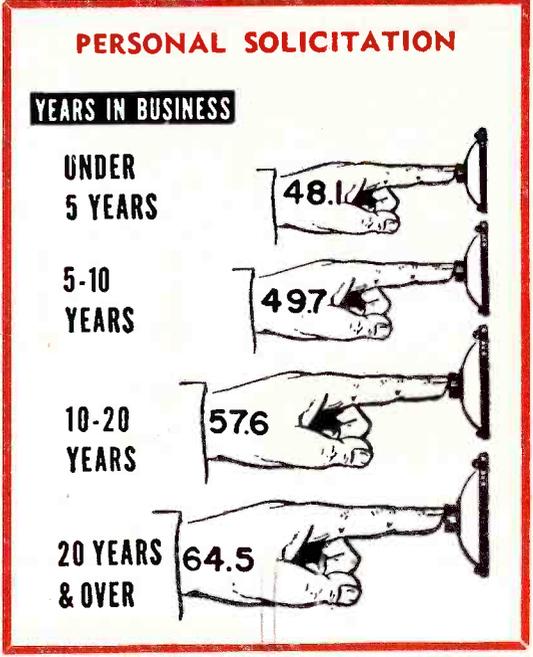
In this respect, it was fortunate that so many successful, experienced men "told all." In fact, about 30% more responses were received from men in business 10 years or more, than from those in business under 10 years. The promotion-buying habits of servicers and dealers in business that long are hard to question.

Third, remember, too, that although these figures are national, and therefore thoroughly authentic, their very national character makes it important for the servicer to balance the charted facts against the habits of his own community.

For example, in some cities few men specializing only in service advertise in newspapers—preferring in-

(Continued on page 102)

At top right are figures on handbills (290 total) and radio advertising (29 total). Next below, chart shows how 1367 out of 2505 servicers doing personal solicitation break down into age groups. Third down, 20-year men are not prominent in the group of 790 dealers using posters and signs.



WHAT SERVICES ARE DOING ABOUT THEIR FUTURE IN TELEVISION

	HANDBILLS	RADIO ADVERTISING	ALL OTHER FORMS
Under 5 Years:	11.4%	.6%	Under 5 Years: 1.1%
5-10 Years:	14.3%	1.2%	5-10 Years: 1.0%
10-20 Years:	12.4%	1.7%	10-20 Years: 1.9%
20 Years & Over:	9.1%	1.0%	20 Years & Over: 3.0%

Two other questions asked in the Rider survey are of great interest to servicers. On question (A), responses came from 2832 radiomen, while for question (B), 2730 answered. Answers to the first part show how television has fired the interest of the servicer. Second part is purely opinion.

MORE METHODS FOR INCREASE IN PROFIT

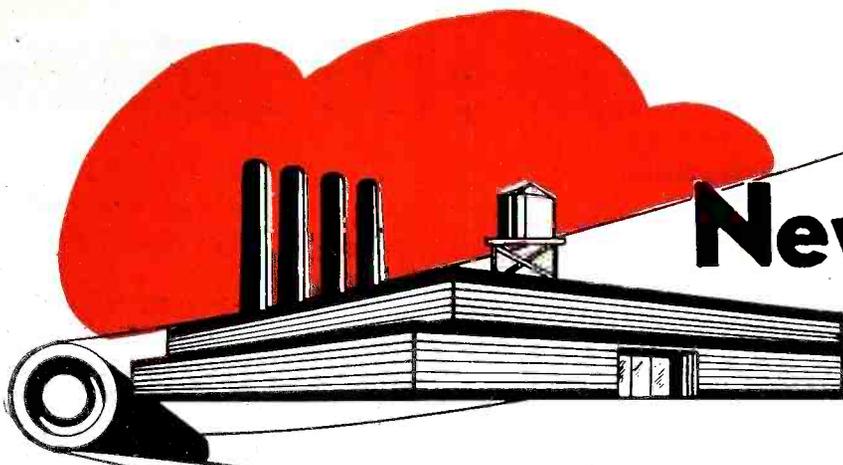
(A)—Are You Studying Television Technique?

	Under 5 Years	5-10 Years	10-20 Years	20 Years & Over
YES	73.2%	75.9%	71.3%	72.8%
NO	26.8%	24.1%	28.7%	27.2%

(B)—Are You Capable of Servicing Television Receivers?

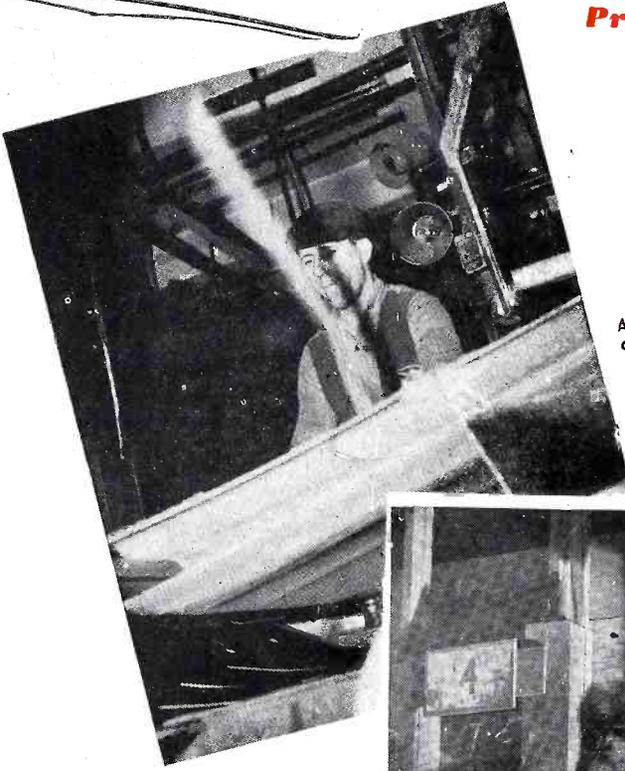
	Under 5 Years	5-10 Years	10-20 Years	20 Years & Over
YES	29.8%	31.2%	44.5%	49.6%
NO	68.2%	65.5%	51.7%	47.2%
DON'T KNOW	2.0%	3.3%	3.8%	3.2%

Statistics on this and preceding page copyright 1947 by John F. Rider, Publisher, Inc., 404 Fourth Ave., N. Y., N. Y.

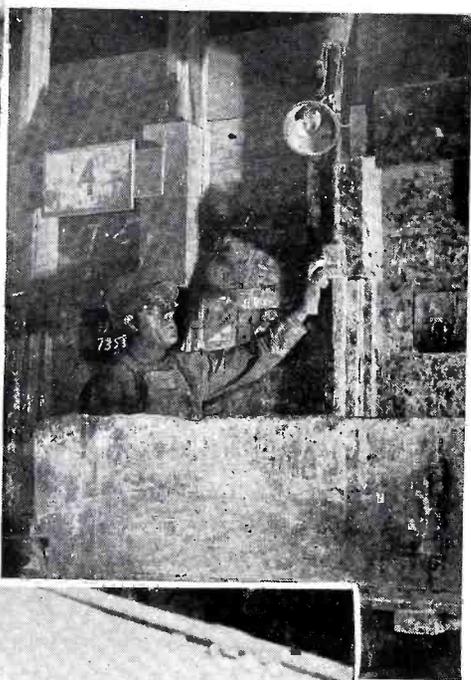


New Angle on Plant PA

Production Line Wired for Sound Lowers Factory Costs, Raises Service Profits



At left, worker uses long club to break up scrap, rolling out of press on conveyor belt #2.



At right, intercom speaker at scale is bathed in swirling dust from composition materials.

Below, note dents in speakers from beating taken at press #1. Repeated jarring from press is another serious factor to guard against.



Factory PA, most sound dealers admit, is a tough nut to crack. That the nut is well worth cracking, however, is obvious from the figure in December *RADIO & Television RETAILING* PA survey (page 36) showing that only 11% of 56,000 factories producing more than \$100,000 output per year have some sort of sound equipment.

Most of this equipment is for management purposes, such as paging to telephone or intercom, or announcements and music. A small part of it, though, has a new and different purpose—one which with attention, should prove to be a gold mine for enterprising sound dealers. This kind of sound is used as part of the production line process.

It doesn't take very much knowledge about the setup of a production line in a given plant, for an intelligent dealer to work out a time- and money-saving suggestion built around the use of sound. PA men will find plant owners quite agreeable to allowing them to walk around and think up ideas, and in an average-sized industrial plant only a few hours will be needed to size up the possibilities.

How One Dealer Does It

The installation of Atlas speakers and Bogen amplifiers by Milt Raymow of Benray Sound, New York, in the local resilient tile flooring plant of David E. Kennedy, Inc., is a case in point. Eight independent loud-talking intercom systems, each with its own amplifier in a centrally-located bank, pass information and instructions along from operator to operator, along with the products on the moving belt.

The progress of a certain special batch of tiles, a warning from packing about a recurring imperfection, a required formula change from mixer to scale, or mixer to scrap

room . . . these and hundreds of other problems are attended to in a flash, without runners, telephoning, belt-stoppages, or slowdowns.

As is often the case in factory installations dust, mechanical shock and vibration were very important factors here, and special efforts had to be made to eliminate their effects. Ordinary cone speakers, tried during original tests, quickly became jammed with the tough fibres of the flooring tile compound, while the usual wafer-type rotary switches were also soon affected.

A solution was found in tightly-enclosed toggle-switch boxes and outdoor-type reflex horns. These were also excellent protection against frequent blows from the backward swing of the press operator's "scrap-breaker" club. As additional protection, all amplifiers were grouped

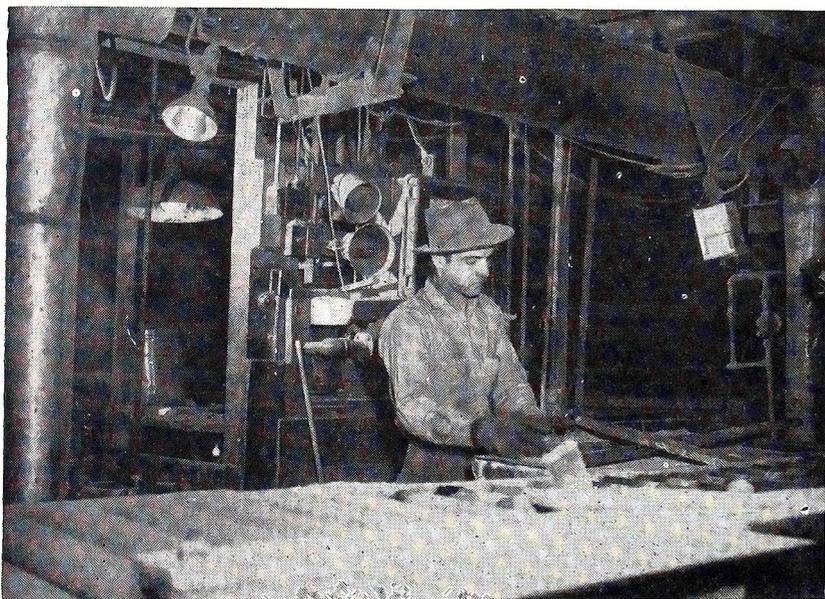
into two banks on the wall of the testing laboratory, a relatively dust-free area convenient for maintenance.

To avoid oscillation problems due to magnetic coupling in multi-conductor cables, 500 ohm line was used between units, rather than low-impedance high-current connections. As a result of thoughtful design, little maintenance has been required during the four years of operation of the system.

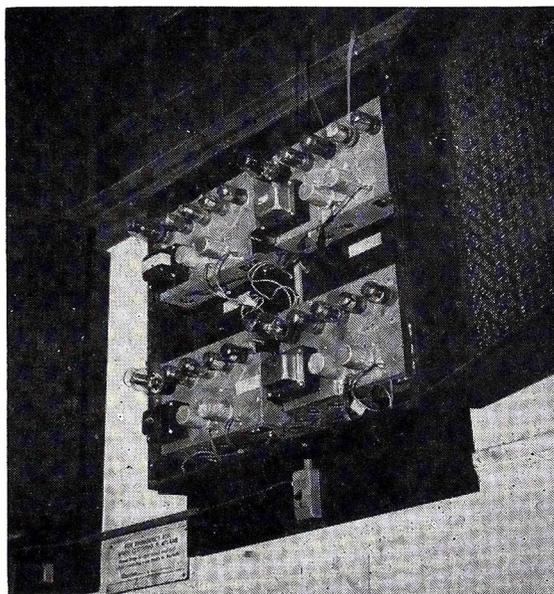
These are the sort of needs to be met wherever efficient production is carried out. The sound dealer's ability to sell such a system, and perhaps to go on to a plant-wide announcement setup in the same factory, depends only upon his ability to dope out a good idea. Why not take time to try? It's a big field, and the grass is green!



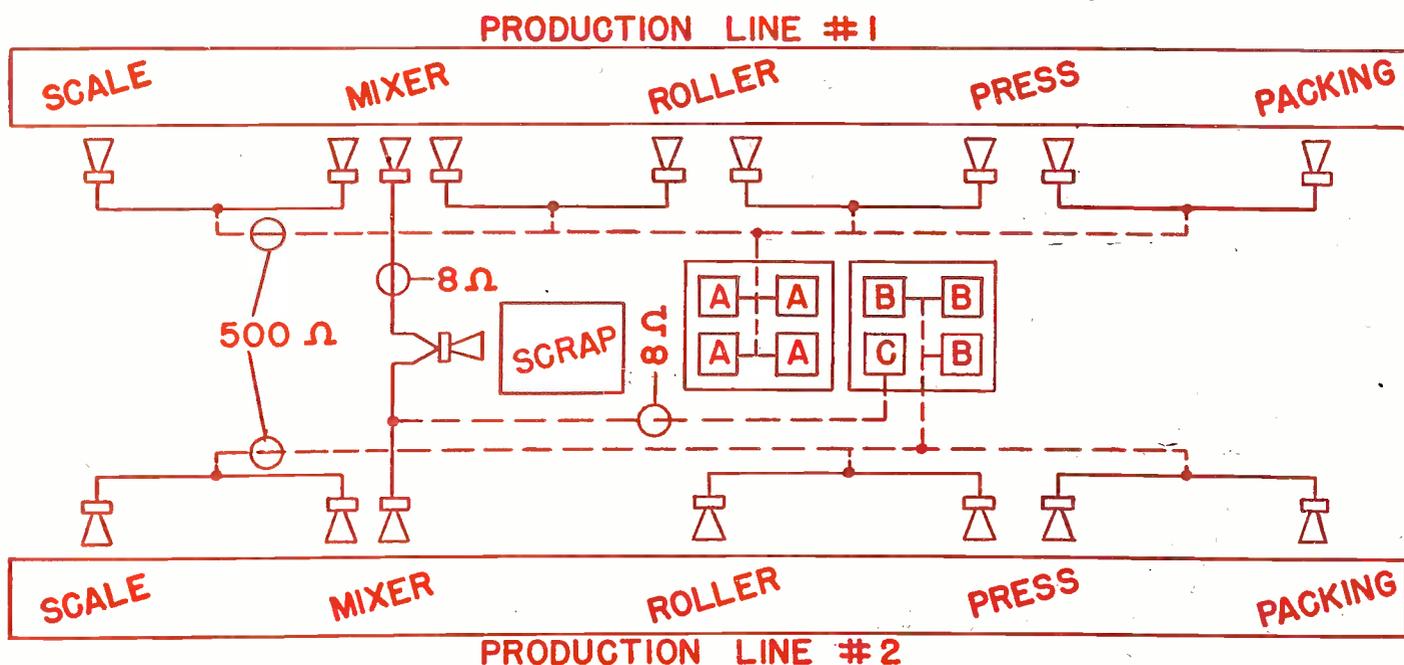
▲ Wooden baffle speaker at left, part of paging system, is possible here because of low dust level in scrap room. ▼ Below, one of two centralized amplifier banks in the laboratory.



▲ Above, mixer position is key point. Operator must be able to call quick instructions to scrap room, scales and rollers without ceasing supervision of material flow. Heavy layer of grit surrounds speakers, but can't get through reflex baffle.



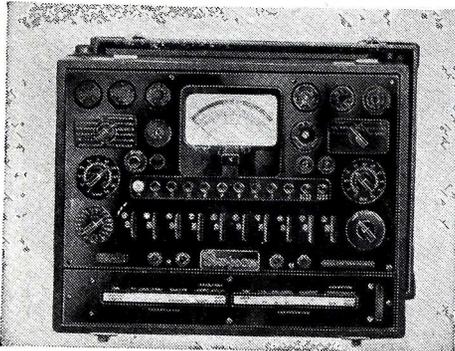
▼ Layout of plant shows block diagram of the eight intercom systems on two production lines. Paging system not indicated.



New Service Aids for AM, FM, TV

Latest Test Equipment and Bench Helps Promote Faster Repairs

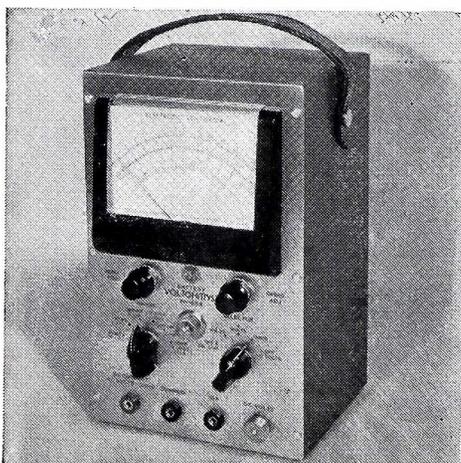
Simpson Electric TUBE & SET TESTER



Model 445 tube and set tester incorporates the set tester ranges of the Model 260, with 20,000 ohms-per-volt sensitivity, plus a plate conductance type tube tester, with a dial indicating percentage of rated plate conductance. This can also be considered as percentage of mutual conductance since, in most cases, the amplification factor remains constant. An automatic reset mechanism returns all switches both push button and rotary, to normal automatically at the end of each test. Other features are the "no backlash" roll chart and sockets for all types of tubes including the new 9-pin miniature. Simpson Electric Co., 5200-5218 West Kinzie St., Chicago 44, Ill.—RADIO & Television RETAILING

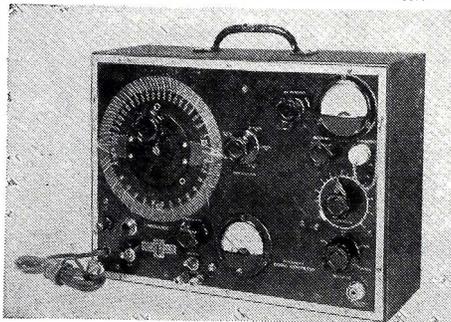
RCA BATTERY VOLTOHMYST

Type WV 65-A is a self-contained light-weight VTVM which operates independently of any external power source. Used with the RCA Crystal Probe, the WV 65-A measures voltage up to 100 mc., as well as a full range of all usual resistance and voltage values. A neon lamp mounted on the front panel flashes on and off whenever the selector switch is in "+ voltage", "- voltage" or "ohms" position, indicating that the instrument is in operation. Weighs 9 lbs. including batteries. RCA Engineering Products Dept., Camden, N. J.—RADIO & Television RETAILING



Clough Brengle GENERATOR

Model 299-A covers from 100 kc to 32 mc in five bands of fundamentals, read on co-linear dial scales with Verni-Vider calibration, and an accuracy within 1/2-1%. Wire wound potentiometers and a metered VTVM permits accurate output adjustments

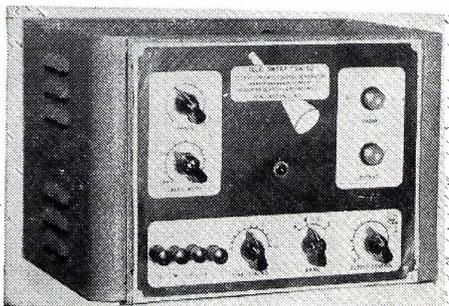


from 1/2 to 100,000 microvolts, while up to 1 volt is available from a high-output jack. Internal 400 cycles modulation, up to 80%, is read on a panel meter, although external leads permit external modulating signal to be used. Clough-Brengle Co., 6014 Broadway, Chicago, Ill.—RADIO & Television RETAILING

AMO MINIATURE TUBE PULLER

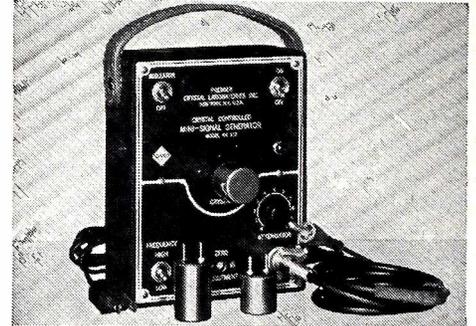
The Amo miniature tube puller extracts tubes such as the 6AG5 from sockets, or inserts them, without breakage, burning of hands or loss of time. A button control on top grasps or releases the tube, permitting one-hand operation in hard-to-get-at places. Salescrafters, Inc., 510 N. Dearborn St., Chicago 10, Ill.—RADIO & Television RETAILING

Vision Research Labs FM & TV SWEEP GENERATOR



The Tele-Sweep covers from 5 to 110 mc, and from 170 to 220 mc with a sweep width variable from 500 kc to 10 mc. The terminated output cable delivers 1 volt maximum through an attenuator, while the input is fitted with a probe for point-to-point checks. The stable beat-frequency oscillator circuit uses two 6C4 tubes, in addition to a 6AG5 mixer and a 6AC5 cathode follower. Vision Research Laboratories, 87-50 Lefferts Boulevard, Richmond Hill, N. Y.—RADIO & Television RETAILING

Premier Crystal Labs. MINI-SIGNAL GENERATOR



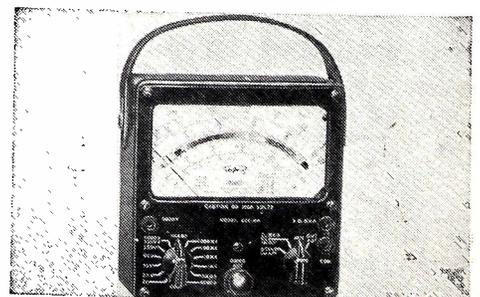
Model 117 Mini-Signal Generator produces an r-f signal modulated with 400 cycles, and attenuated with a continuously variable control. With the appropriate Premier PL-100 wire-mounted crystal, any frequency from 100 kc to 10.8 mc, with harmonic operation for higher frequency, can be obtained using either 110V a-c or d-c. Premier Crystal Labs., Inc., 67 Park Row, New York 7, N. Y.—RADIO & Television RETAILING

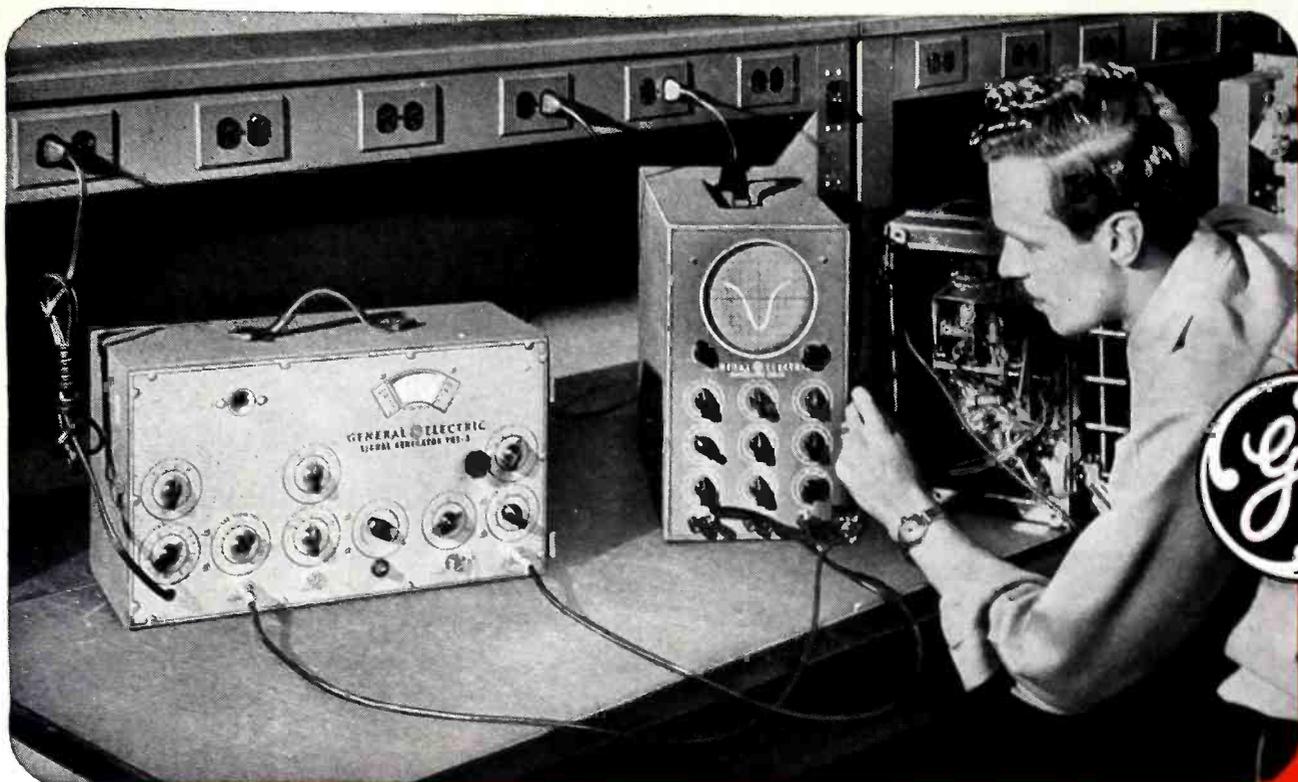
DuMont SCOPE HV SUPPLY

Type 263-A high voltage supply for oscillographs is suitable for any application where high voltage up to 10,000V d-c at current to 200 microamperes is called for. Housed in a portable metal cabinet with carrying handle, it contains an r-f oscillator with its own power supply, an r-f set-up transformer, a half-wave rectifier, and a high voltage filtering and metering system. Allen B. DuMont Labs., Inc., 2 Main Ave., Passaic, N. J.—RADIO & Television RETAILING

Triplet V-O-M-A

Model 625-NA is a wide range tester with a 5.6" mirror scale and a total of 39 scales: resistance ranges from 0-2000 ohms (12 at midscale) to 40 megohms; dual d-c voltage ranges up to 2500 and 5000 volts, at 20,000 and 10,000 ohms-per-volt respectively, each in 5 steps; a-c voltages to 500V at 10,000 ohms/volt for use in many high impedance circuits where ordinarily a vtvm is needed; d-c current ranges from 0-50 microamps to 0-10 amps; and -30 to +69 db. The Triplet Electrical Instrument Co., Bluffton, Ohio.—RADIO & Television RETAILING





ELIMINATE GUESSWORK!

Speed up your FM and AM Service

THE TWO General Electric units shown here are a team that will perform outstanding service feats on your bench. The Signal Generator YGS-3 and the 5" Oscilloscope CRO-5A not only eliminate guesswork but also eliminate a lot of your AM and FM service headaches.

Hook them up to the chassis on your bench—then: SEE THE PERFORMANCE OF EACH INDIVIDUAL STAGE.

The YGS-3 provides adequate output to operate the oscilloscope over only one stage of I.F. This means that each I.F. stage can be aligned separately.

This is only one of the many jobs that this versatile pair of units can accomplish for you. When you put them to work on your bench—they'll really prove to be a good right arm in your business.

RF level, AM modulation percentage and FM deviation are indicated and can be adjusted to standard levels.

THE CRO-5A OSCILLOSCOPE

This unit is of laboratory quality which makes it an extremely versatile unit in your shop. It has adequate sensitivity for all measurements including hum tracing.

All amplifier and sweep d-c potentials are electronically regulated to give a stable trace even under adverse power line variations. The unit is very sturdy in construction to withstand jars and vibrations. Tubes have been selected to give maximum

amplification with minimum noise.

The 3" scope also may be used for visual alignment of radio receivers and general purpose oscilloscope work.

THE SIGNAL GENERATOR YGS-3 (FOUR UNITS COMBINED IN ONE)

1. RF Oscillator
2. FM Oscillator
3. Crystal calibrator
4. Variable frequency audio oscillator

This is really a compact job. Four basic units have been enclosed in a single cabinet to bring you one efficient, labor-saving portable equipment. Designed to simplify and speed up FM and AM receiver analysis, the YGS-3 provides:

- Extremely wide sweep deviation
- Reference level indicator for RF, audio, AM modulation percentage and FM deviation
- Constant output impedance attenuator
- Wide frequency range—100 KC to 150 MC on fundamentals for AM output and up to 200 MC for FM output
- High level output
- Lines up any FM or AM receiver, stage by stage by visual alignment methods.

Order these two units today. Let them begin to make your job easier right away.

New Booklet on FM Servicing—Twenty-five cents (25¢).

For complete information write: *General Electric Company, Electronics Department, Electronics Park, Syracuse, New York.*

GENERAL ELECTRIC

164-a1

Nielsen Readies New Television Receivers

The Nielsen Television Corp., 11 East 31 St., New York, has completed samples of television consoles.

The cabinet of model 1018A carries out the early Georgian design with shaped pilasters and swirl grain mahogany doors and panels. A twelve-inch dynamic speaker used for the sound system. The cabinet is 40 $\frac{3}{4}$ " high, 38" wide and 21 $\frac{3}{4}$ " deep.

The chassis is a thirty tube (including three rectifier tubes) direct view ten-inch kinescope sight and sound receiver. The receiver is adjusted to receive any of the thirteen channels by simply turning the channel selector knob. The chassis in-

cludes R.F. amplification, four stages of video I.F. amplification, two stages of video amplification, three stages of sound I.F. amplification and two stages of audio amplification. It includes A.F.C. horizontal sweep synchronization, stabilized vertical hold, noise reducing circuits, three stage sync separator and clipper circuit.

The cabinet of the Model 1018B follows the design of Sheraton and has achieved the severe yet graceful lines, combined with marquetric and inlay work which make this piece of furniture suitable for the requirements of any room. The cabinet is 40 $\frac{3}{4}$ " high, 38 $\frac{1}{2}$ " wide and 21 $\frac{3}{4}$ " deep and has the same television equipment as the model 1018A. The firm's new plant is at Norwalk, Conn.

Planning Upped GE Radio Production



With seven radio lines already in operation at Electronics Park, Syracuse, N. Y., General Electric plans to double these production facilities early this year. Here I. J. Kaar (foreground), manager of the Receiver Division, and E. P. Toal, sales manager for standard line receivers, check over a Model 502, AM-FM radio-phonograph combination before it moves on to be crated.

RCA Expands to Make TV Tubes for "Boom Year"

A comprehensive expansion program for stepping up the production of television picture tubes at the Lancaster plant of the Radio Corporation of America, which involves the expenditure of more than a million dollars, is announced by L. W. Teegarden, vice-president in charge of the RCA Tube Department.

Calling for the construction of a new building to provide an additional 40,000 square feet of space, the expansion program includes the installation of a large number of unique automatic machines for the mass-production of television picture tubes similar to equipment now in use at the Lancaster plant, which is turning out this type of picture tube for home receivers, at the rate of one a minute.

The expansion is being undertaken, Mr. Teegarden said, to prepare the way, so far as essential tube production is concerned, for television's anticipated "boom year" in 1948 and thereafter. Industry leaders have predicted that more than 750,000 television receivers will be produced this year.

Indications are that by the end of 1948 about 65 television transmitters will be on the air serving approximately 36 per cent of the United States population. Many radio manufacturers not yet in television production have announced plans for producing television receivers during 1948.

Get Repeat Sale Profits!

Stock
SPENCER
Recording
Wire

- STAINLESS STEEL
- HIGH FIDELITY
- ERASABLE
- PERMANENT RECORDING
- REPLAYS INDEFINITELY

Here's a top-quality recording wire that is the product of months of research by skilled specialists in the precision-wire field. The superb reproductive quality of Spencer recording wire is being received with enthusiasm everywhere, and is acknowledged by leading manufacturers of wire recorders. This mushrooming demand is opening up a profitable market for you in the form of new and repeat sales. Stock up today on this fast selling item.

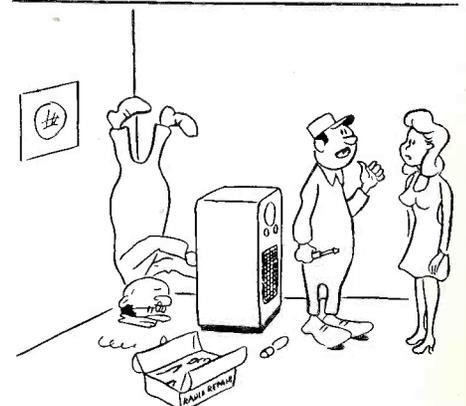
Available in 1/4-hour, 1/2-hour, and 1 hour spools.

DISTRIBUTOR INQUIRIES INVITED

SPENCER *Wire Company*

WEST BROOKFIELD, MASSACHUSETTS

MAKERS OF PRECISION STEEL AND ALLOY WIRE



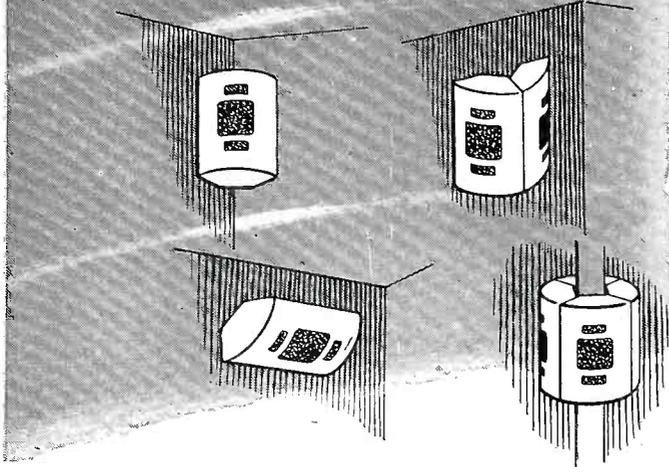
"His bifocal lenses got put in upside down."

Jensen

"SECTOR" CABINET

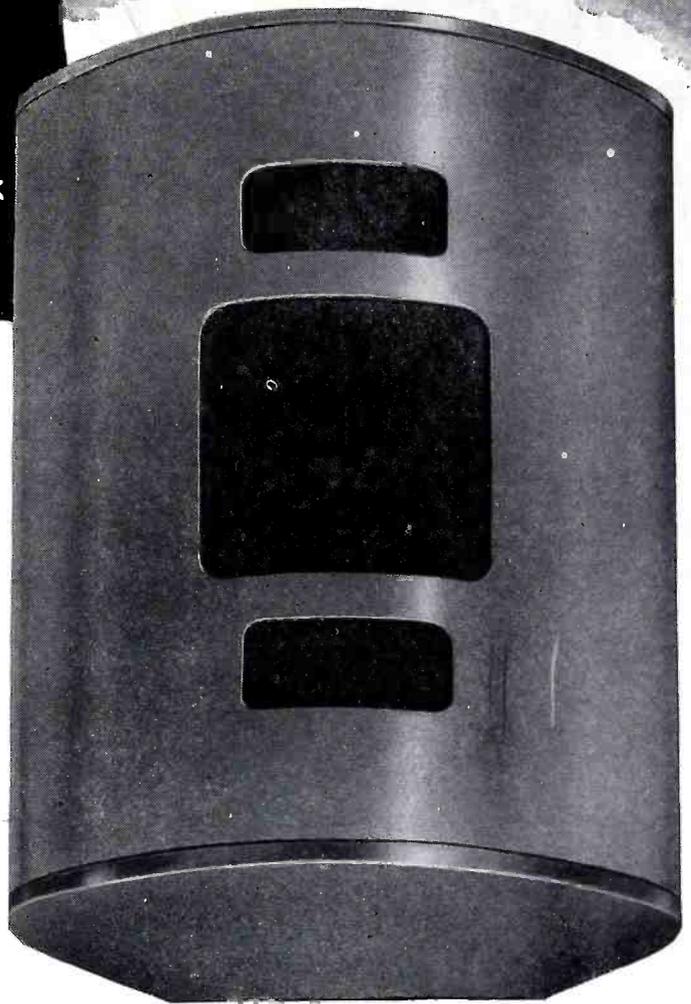
WITH Bass Reflex*

for 8-inch Speakers



They fit anywhere — in 90-degree corners — flat on walls — or in clusters to give wide-angle distribution. Perfectly adapted for nearly all interior sound installations, because of their economy, small size and, above all, the high quality performance of JENSEN speakers in Bass Reflex enclosures. Use with any JENSEN 8-inch speaker. Model P8-SH is recommended for high fidelity as required by many wired music installations.

Type H Sector Cabinets are built around a frame of solid wood with wood composition replacing the conventional plywood panels.



Model H-81 Sector Cabinet (ST-141) List Price \$22.50

Finish is brown opaque lacquer although covering colors may be applied on the job if desirable to match environment. Size: Height 22½", width 17¾", depth 8½" Furnished with mounting brackets and screws.

JENSEN MANUFACTURING COMPANY

6625 South Laramie Avenue, Chicago 38

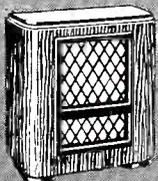
In Canada: Copper Wire Products, Ltd., 11 King St., W., Toronto

*Trade Mark Registered

OTHER Jensen CABINETS

BASS REFLEX

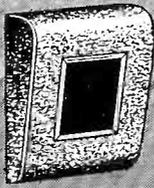
PERI-DYNAMIC



IMPERIAL TYPE D
D-151 (15-inch)
D-121 (12-inch)



UTILITY TYPE B
B-151 (15-inch)
B-121 (12-inch)
B-81 (8-inch)



WALL TYPE J
J-61 (6-inch)



Jensen

SPEAKERS

WITH ALNICO 5

Designers and Manufacturers
of Fine Acoustic Equipment

THERE'S A LOT OF PROFITS PACKED INTO THE NEW SHURE CARTRIDGE REPLACEMENT PACK



MODEL W50A

... because you only need a small parts inventory to handle most of your cartridge replacement business.

The Shure Cartridge "PACK" is the serviceman's friend in more ways than one: Shure crystal cartridges have become a standard by which quality and dependability are judged; and they will now replace over 58 cartridges being used in phonograph reproduction today. The "PACK" contains five Shure lever-type cartridges including the "Muted Stylus"* cartridge with the osmium-tip. A Shure Replacement Chart is in each pack for handy reference. It picks out the particular cartridge you should use to replace another. The "PACK" speeds up your profits: no need to order a certain type cartridge—then have to wait until your order is filled. With the "PACK" you can service your customers faster, get profits quicker.

**The "Muted Stylus" combines high output with amazing needle quietness*

Model W50A (includes 5 Shure Cartridges) CODE: RUPAC LIST PRICE \$30.80



SHURE BROTHERS, INC.

Microphones & Acoustic Devices

225 W. HURON ST., CHICAGO 10, ILL.

CABLE ADDRESS: SHUREMICRO

Bright Star Head Sees Big Radio Battery Sales

In anticipation of a tremendous sales potential for radio batteries in the next few years, Bright Star Battery Company announces that in its line special attention is being given to the production of batteries suited to lightweight portable radios.

"Despite the fact that the general conception of a portable radio is one in use by young people at a rug cutting session, among picnic groups or on beaches, our study leads us to believe that there are tremendous sales possibilities for portables in rural homes," declared A. I. Barash, Bright Star president.

He explained further that this applies to farm homes that are electrified as well as those that are not. For example, much of the work on a farm requires long hours of solitary work, often where there are no electrical outlets.

"The same radio may be used by various members of the family during the day, and often ends up at night in a child's room," Mr. Barash continued. "All these are sales stimulating possibilities for the local dealer and service man. Too, the farmer and other residents of rural areas are more than usually aware of real quality, based on experience more than on advertising slogans. That is why Bright Star, one of the first manufacturers in the field, doesn't stint on materials or methods in producing fine batteries. In fact we are not satisfied just to meet the exceedingly severe government specifications. Bright Star batteries must exceed them. If the local dealer stocks quality radio batteries, this business will always go to him. It simply isn't feasible to buy batteries by mail."

UST Table Model Set

United States Television Mfg. Corp., New York, has announced a table model TV set which gives a picture approximately 9 by 7 inches. The unit is priced at \$375.00, plus tax. The firm plans to add 12 and 15 inch direct view sets to its table model line shortly.

Joins Hallcrafters



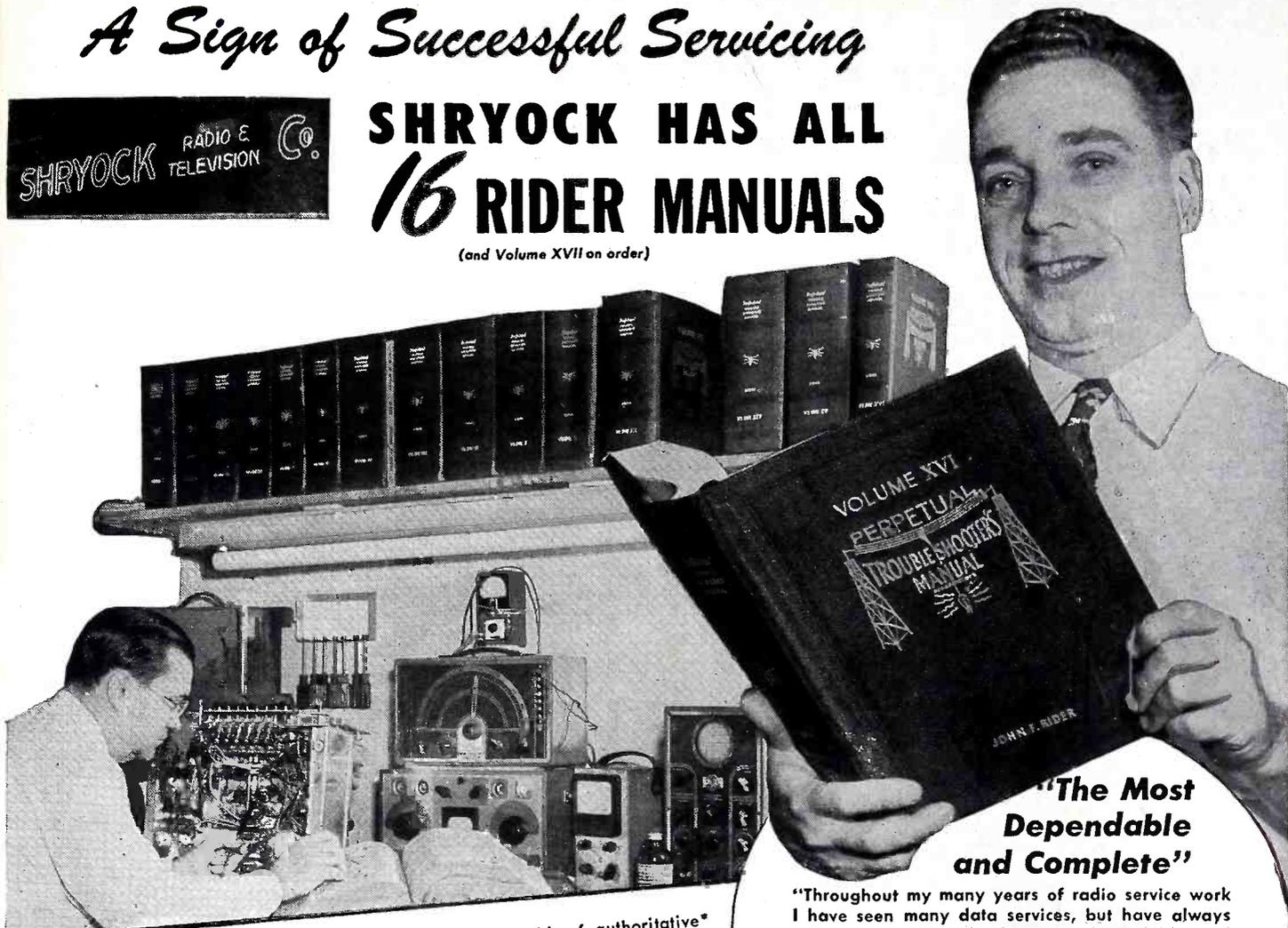
Appointment of Michael (Mike) Scott, formerly vice-president and general manager of Radio Wire Television, Inc., Boston, as sales manager of the Hallcrafters Co., Chicago, has been announced by R. J. Sherwood, general sales manager.

A Sign of Successful Servicing



SHRYOCK HAS ALL 16 RIDER MANUALS

(and Volume XVII on order)



In towns and cities from one end of the country to the other you will find all 16 Rider Manuals over the benches of profit-making shops. This, because they earned that fingertip position of prominence. They are there, not for display, but for use — not on occasion, but for practically every job that comes to rest on the bench.

Nowhere else, nowhere else but in Rider Manuals can be

* Rider Manual data is **OFFICIAL, AUTHORIZED**, right from the service departments of the set manufacturers. They know best, the proper servicing procedures for their own products.

24 HOUR DATA SERVICE

For 10c (stamps are OK) you receive photostats of schematic, voltage data, parts list (and everything else that will fit on two 8 x 11 inch sheets) on any newly issued, or old, receiver. (Additional necessary sheets same rate.) Send 20c with order; adjustment will be made. Here is a way to get whatever service data you need between Rider Manual publication dates.

JOHN F. RIDER, PUBLISHER, Inc., 404 Fourth Avenue, N. Y. 16
Export Agent: **Rocke International Corp., 13 E. 40th St., N.Y.C. Cable ARLAB**

found the wealth of authoritative radio servicing data needed to quickly diagnose the troubles in ailing American-made receivers issued since 1920. Volume XVII to be published in March will contain material that is time-savings-ly-valuable to you right now.

Order it today — give your shop the Sign of Successful Servicing, a complete set of Rider Manuals.

Volume XVI	\$ 8.40
Volume XV	18.00
Volumes XIV to VII (ea. vol.)	15.00
Volume VI	11.00
Abridged Manuals I to V (one vol.)	17.50
Record Changers and Recorders	9.00
Master Index, covering Manuals, Vols. I to XV	1.50

NOTE: Individual Volumes VI, VII and VIII will be replaced after this year by a single Abridged Manual Vol. VI to VIII.

"The Most Dependable and Complete"

"Throughout my many years of radio service work I have seen many data services, but have always found Rider Manuals the most dependable and complete. With us they're a necessity, for we get sets of all makes and ages — sets to be found only in Rider's. We have a standing order with our jobber to automatically ship the latest volume as it comes out."

Says **"LARRY" OEBBECKE**
Shryock Radio & Tele. Co.
Philadelphia, Pa.

VOL. XVII
to be published
IN MARCH
1600 pages

This volume, taking up where Vol. XVI leaves off, will contain authorized* servicing data on the products of over 100 manufacturers. In it will be found not only single band but also multi-band receivers with their Rider-exclusive "clarified-schematics." Record players and wire recorders used with receivers are covered. Also with each Vol. XVII will be the separate "How It Works" book and a cumulative index covering Volumes XVI and XVII.

Watch for publication date of separate manual on Television exclusively.

RIDER MANUALS

MEAN SUCCESSFUL SERVICING

Popular Priced TV Sets by Hallicrafters

Popular priced projection and direct view television sets to match its entire Carnegie Hall line of phono-radio consoles will be features of the Hallicrafters line this year, William J. Halligan, president of Hallicrafters has announced.

"Purchasers of any of our console combinations will be able to add television and retain the basic design with the two units," he said. "In addition to our present television phono-radio combination we will offer matching pieces to go with our entire Carnegie Hall line so that they may be placed as one unit or separately."

Sparton Has Large Set-Up of Dealer Helps

With the new radio models, Sparton dealers are being offered more than a dozen different sales helps ranging from fluorescent signs to window displays. Some of these are free and others are being offered at half the actual cost. In ordering the models, Sparton dealers are being asked to certify the extent of their proposed cooperation, either in the use of dealer aids or in local newspaper, direct mail or radio advertising. In this way the factory will have a complete check upon the progress of this new Sparton promotion in all parts of the United States.

Tele-tone Has \$9.95 Set; Low-Priced TV Coming

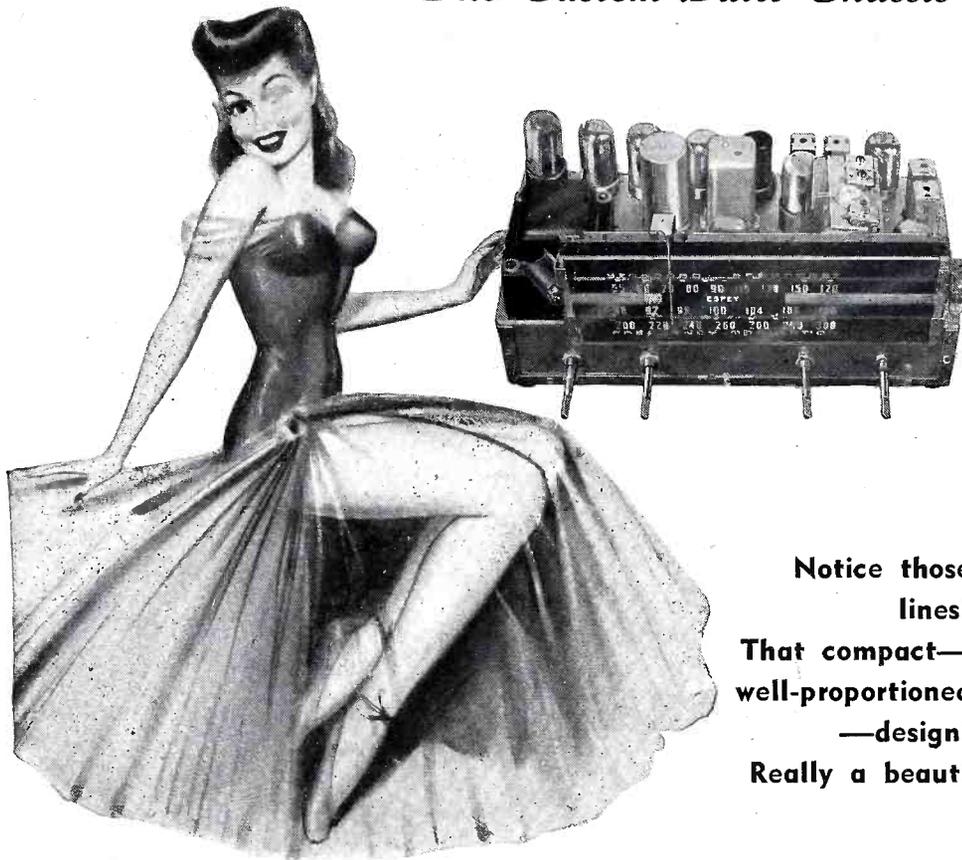
At a press luncheon in the St. Regis, New York, Tele-tone Radio Corporation introduced its newest set—a table model radio retailing for \$9.95.

S. W. Gross, Tele-tone president, declared at the luncheon that the \$9.95 set marked a successful culmination of a long period of experimentation and research at the Tele-tone laboratories. Mass production assembly line techniques, material saving processes, alert engineering, smart purchasing and streamlined distribution methods were all contributing factors in the attainment of efficient, high-volume production at the lowest per-unit cost.

Tele-tone expects to have a low-priced television table model set on the market

ESPEY

The Custom-Built Chassis



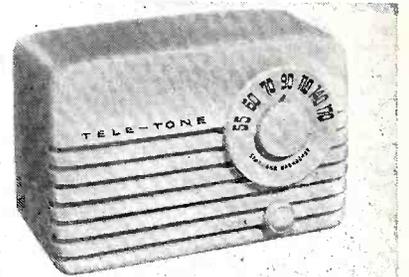
Notice those lines!
That compact—well-proportioned—design!
Really a beaut!

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 adapted 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 #5 magnet, antennas, and all necessary hardware.

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

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



Tele-tone's latest small set

shortly which company officials stated would be "surprisingly far below the price of any other television receiver currently within the industry's view."

Special guest at the Tele-tone luncheon was Dr. Henry Bund, director of division of management methods for the Research Institute of America and author of books and articles on investment and price control.

Crosley Appointments

Appointment of Ellis L. "Red" Redden as manager of sales promotion and training, Joseph A. Schulte as advertising production supervisor, and Paul A. Ryan as director of public relations and publicity, has been announced by S. D. Mahan, director of advertising and public relations, Crosley Division, the Avco Manufacturing Corporation.

Redden comes to Crosley from the Norge Division of the Borg-Warner Corporation where he was manager of sales promotion and training for more than two years.

Prior to this, he had been associated with the McCann-Erickson Advertising Agency, New York City, on client contact and merchandising plans. Previously, he was advertising and sales promotion manager of the National Radiator Co.

Redden's field experience was gained as a "door-to-door" salesman and later sales manager with an automatic heating and air conditioning dealer on Long Island. He later became manager for the Delco Heat Division of General Motors and sales manager of the New York distributorship of Delco-General Appliances, Inc.

THORDARSON



THE MOST RADICAL IMPROVEMENT... IN POWER SUPPLY FILTER CIRCUITS...

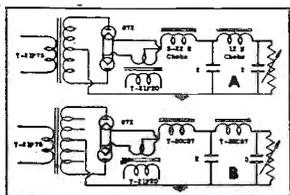
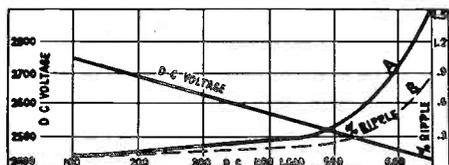
... employing two same type universal
chokes that provide more efficient filtering.

Here again, is another triumph in ThorDarson engineering skill. ThorDarson engineers have developed a new universal type choke in sizes to meet all power requirements! This achievement offers the best possible filtering and regulation in a minimum size consistent with conservative design! One reactor may be used in a single section filter with all the advantages of the radically swinging type. Two similar units may be employed in a two section filter more satisfactorily than the obsolete "swinging and smoothing" system, and deliver far better performance.

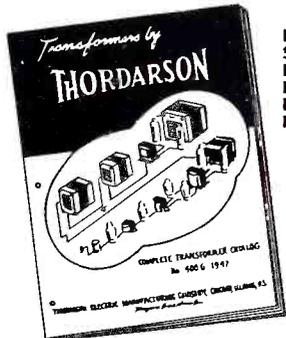
Let us know how we can put these new universal chokes to work for you... Send us your requirements.

THORDARSON

Manufacturing Quality Electrical Equipment Since 1895
500 WEST HURON CHICAGO 10, ILLINOIS
A Division of Maguire Industries



Actual Laboratory Measurements Made With The Conventional Type Filter Circuit A — (Swinging and Smoothing System) — and with the New Universal Choke Filter Circuit B Show A Decrease In Ripple Throughout The Useful Current Range of Power Supply



For Matched Power Supplies, see Your New 400GX Catalog Now Available. Furnished Free Upon Request.

Export — Scheel International Inc.
4237-39 Lincoln Ave. Chicago 18, Ill.
Cable — (Harscheel)

Bendix Radio Geared for Upped TV Production

Major changes have been made in the layout of Bendix Radio's Baltimore plant to accommodate full-scale production of television receivers says W. P. Hilliard, general manager. As previously revealed to the national distributor organization, Bendix Radio plans heavy production of at least two television receiver models this year.

"Television will increase the facilities devoted to consumer radio products, utilizing techniques previously proved on VHF (very high frequency) communications radio," he stated. "Key television personnel have been undergoing special

training in both communications and research laboratory sections.

"Since television uses VHF techniques, Bendix Radio is in no way foreign to the field. Radar work both for war production and on current GCA radar which we are building for use in landing planes 'blind' at airports essentially covers many of the problems of video or picture transmission. We are already well established in FM which is also used for the sound side of television," Hilliard explained.

"The Bendix research and development laboratory has been active in television since before the war's end and has contributed notable improvements in the use of extra bright tubes and automatic frequency and synchronization controls."

Heads Freezer Sales



Appointment of Arthur E. Wood, to a newly-created position of merchandise manager, freezers, has been announced by Inwood Smith, manager, refrigerator section, Crosley Division, the AVCO Mfg. Corp.

Rider Lists Winners

The ten cash prize winners and the 214 equipment prize winners of the recently concluded Rider Manual letter contest have been announced by John F. Rider, Publisher, Inc., 404 Fourth Ave., New York, N. Y., producers of the Permanent Troubleshooters Manuals. The ten cash prize winners, who have already received their checks, are:

\$500.00—Albert N. Giddis, 362 Adams St., Lowell, Mass.

\$300.00—George F. Escher, 1205 Chestnut St., Alameda, Calif.

\$200.00—Newell Terry, 350 S. Central Ave., Bartow, Fla.

\$100.00—F. Dale McGinnis, Aurora, W. Va.

\$75.00—William L. Vincent, 551A Dartmouth St., So. Dartmouth, Mass.

\$50.00—C. A. Watson, 551 State St., Meadville, Pa.

\$50.00—Charles S. Savin, 224 E. Main St., Ahsokie, N. C.

\$50.00—R. F. Olson, 3556 Lime Ave., Long Beach, Calif.

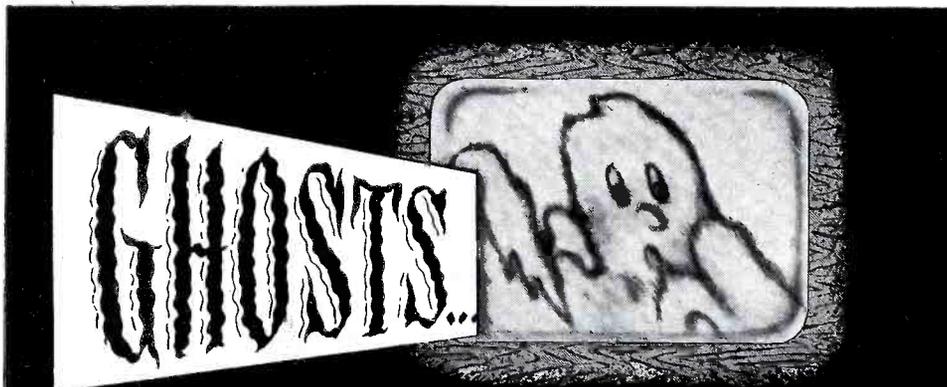
\$50.00—O. B. Miller, 416 Hudson Ave., Albuquerque, N. Mex.

\$50.00—Tom Prickett, Mexia, Tex.

Joins Wholesale Firm



R. P. (Bob) Almy has resigned as assistant general sales manager for the radio division of Sylvania, and has acquired part ownership in the Dixie Radio Supply Co., Columbia, S. C. Mr. Almy has become vice-president and assistant general manager of the Dixie firm.



GHOSTS that haunt your television customers can be laid at rest. Workshop antennas, *custombuilt for television*, eliminate ghosts, fading, noise and interference. In many locations the "signal strength" of ordinary "broad-band" antennas is insufficient for sharp detail and contrast. Workshop TV antennas, because of their inherent high gain and precise impedance matching, provide clear, brilliant reception. Even on adjacent channels their performance is exceptional.

FEATURES

- Three elements for "high-gain" performance.
- Engineered for each channel, but sufficiently broad-band to cover all present channels (should be installed for the weakest channel).
- The "feed point" is completely protected from the weather by a rugged plastic head.
- Elements made of 1/2-inch duralumin tubing.
- Rigid tubular steel mast 7 1/2 feet high. No guy wires necessary. Withstands high winds and ice loading.
- Streamlined design makes clean-cut, attractive installation.

AVAILABLE AT YOUR DEALER

DEALERS...

You know and we know that almost any "AM wire" will bring in TV if it is close to the transmitter. For the suburbs or out-of-town installations a Workshop TV antenna will bring in a much stronger signal. This means increased sales opportunities for you — plus superlative reception that you can sincerely recommend. Your local jobber has Workshop antennas. Get in touch with him or write direct.

THE WORKSHOP ASSOCIATES, INC.

Specialists in High Frequency Antennas

66 Needham Street . Newton Highlands 61, Mass.



Here's that NEW F.M.—A.M. *Sig. Gen.*



Model 3433 Signal Generator

F.M. SWEEP FROM 0 TO 300 K.C. MODULATION FREQUENCY 60 OR 400 CYCLES PER SECOND.

Stable frequency modulated signals give undistorted wave form. This permits easy and more precise alignment over all frequency ranges thus insuring maximum performance in a radio set that can in every way be comparable with original factory adjustments.

Other features include: constant deviation by using a fixed frequency reactance oscillator, 110 Volt A.C. line filter to prevent leakage thru power supply, horizontal synchronized sweep voltage available thru jack on front panel.

Be sure to see this new Triplet F.M.—A.M. Signal Generator at your Parts Distributor.

For complete technical description write Dept. Q28

Frequency Ranges: Fundamentals—from 100 K.C. to 120 M.C. in ten bands. Added Frequency—(provided by built-in fixed 50 M.C. oscillator) from 120 M.C. to 170 M.C. Second harmonics can also be used to double the A.M. fundamental ranges.

Precision first...to Last



TRIPLET ELECTRICAL INSTRUMENT COMPANY • BLUFFTON, OHIO
Representatives in Principal U. S. and Canadian Cities.

Rider Brings Out New Book on Vectors

John F. Rider Publisher, Inc., 404 Fourth Ave., New York 16, N. Y., announces publication of "Understanding Vectors and Phase" by John F. Rider and Seymour D. Usan.

"Understanding Vectors and Phase" has been written for every man in radio and electronics who has not had the advantage of technical training. Electronic engineering students, junior engineers and servicemen will find it easier to follow technical developments as they appear in radio magazines and books with a knowledge of vectors and phase. An understanding of vectors is important in following developments in frequency

modulation and television.

Vectors are the engineer's shorthand—a picturegraph adopted to relieve writer as well as reader from tedious mathematical presentations. The Rider-Usan "Understanding Vectors and Phase" has a minimum of mathematics and can be understood easily by anyone with a simple knowledge of electronics.

While the serviceman need not know vectors in order to repair a radio receiver, a knowledge of vectors will give him an opportunity to understand the new circuits as they are presented in radio magazines.

"Understanding Vectors and Phase" is pocket size, and is available in two editions, one paper-bound at 99 cents, the other cloth bound at \$1.89.

Television by Admiral



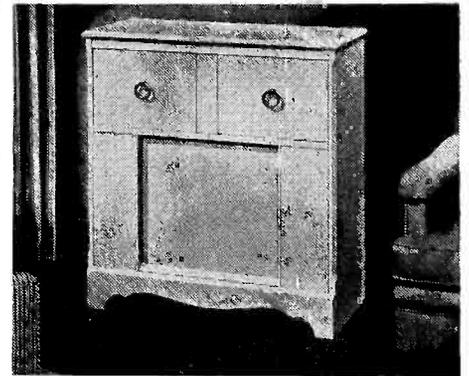
Referred to as "television optional," Admiral Corp., Chicago, offers matching television consoles, radio-phono combinations, and record cabinets, which may be bought separately and matched at any time. The TV console section—a complete full-size unit—will retail at about \$299.95. This set, together with the radio-phonograph combination, including FM, priced at \$299.95, will bring the total cost of the complete ensemble to less than \$600.

GE "Additional" Tubes

General Electric Company is making available 52 additional types of electronic tubes to solve the radio servicemen's problem of incomplete radio set repair because of the lack of key tubes to install in receivers.

"The newly-available tubes are types which were designed as long ago as the early thirties and tubes which are not in wide use or manufacture," Russell W. Metzner, sales manager of replacement tubes for the company's Tube Division, at Schenectady, N. Y., said in making the announcement.

New Blonde Bendix Sells for \$189.95



Shown is the Bendix model 1533 modern radio-phonograph, listed at \$189.95. It has the Phantom Grille, which is also used on other models in the line.

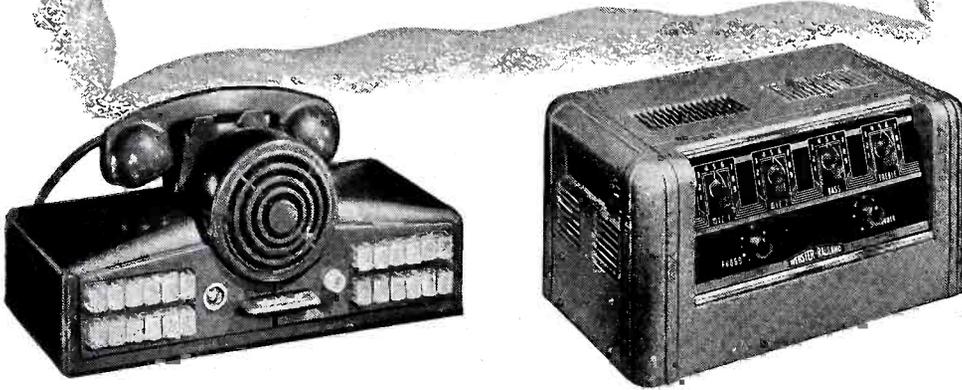
Big Jobber Get-Together

Erskine-Healy, Inc., Rochester, New York, distributor, recently staged an elaborate "Monte Carlo Party" at the Sheraton Hotel Roof. The party was for the purpose of all Erskine-Healy's dealers and their salesmen.

Factory representatives who attended were: William Cooney, Sunbeam Corp.; Robert Graham, Silex Co.; Melvin Prottas, Emerson Radio; William Gordon, Norge; Tom Sparks, Telechron; Lee Poling, Thomas W. Berger, Inc.; H. C. Kercheval, P. A. Geier Co.; Harry Frohnapple, Ironrite Ironer Co.; Vince Stanley, Pabco; William Koehler, Domestic Sewing Machine Co.; and H. J. Zeusler, Samson Corp.

Rauland

ELECTRONIC SOUND



INTERCOMMUNICATION

The New AMPICALL, America's finest Business Communication Systems, with exclusive new design and operating features.

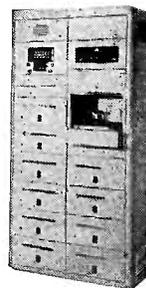
PUBLIC ADDRESS

RAULAND Audio Amplifiers and Complete Sound Systems for every Public Address need. The preferred line in modern Electronic Sound.

the COMPLETE LINE!

RAULAND Electronic Sound is the *complete*, universally-accepted line—the *selling* line that covers *every market* and *every need* in Public Address, Intercommunication and Sound Distribution. RAULAND'S remarkable acceptance in each of these Sound fields is built on a great record of proved performance. The RAULAND name is a guarantee of advanced design, superior tonal fidelity, full output adequacy, maximum flexibility and complete dependability. These are the qualities and selling advantages that build *profitable* business for you on the *complete* line of RAULAND Electronic Sound.

See your RAULAND Distributor for full details on the complete Electronic Sound Line. For your own profit and reputation—get behind RAULAND—the line that sells on its performance, the line that stays sold!



SOUND DISTRIBUTION

RAULAND Centralized Paging and Sound Distribution Systems for every type of industrial and institutional application.

Electroneering is our business

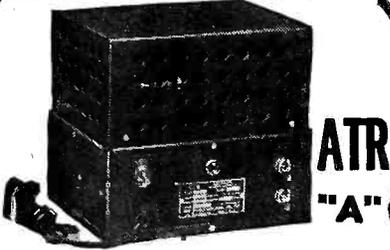
SOUND
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THE RAULAND CORP. • 4247 N. KNOX AVE. • CHICAGO 41, ILL.

CURRENT CONVERSION WITH ATR QUALITY PRODUCTS



BATTERY ELIMINATORS For DEMONSTRATING and TESTING AUTO RADIOS

New Models . . . Designed for Testing D.C. Electrical Apparatus on Regular A.C. Lines. Equipped with Full-Wave Dry Disc Type Rectifier, Assuring Noiseless, Interference-Free Operation and Extreme Long Life and Reliability.

- Eliminates Storage Batteries and Battery Chargers.
- Operates the Equipment at Maximum Efficiency.
- Fully Automatic and Fool-Proof.
- Type 60-ELIA . . . Rated Output 6.3 Volts at 6.5 Amperes.
- Type 120C-ELIO . . . Rated Output 6.3 Volts at 14 Amperes.



Designed for Use in Standard Vibrator-Operated Auto Radio Receivers. Built with Precision Construction for Longer Lasting Life. Prices are app. 15% lower.

ATR STANDARD AND HEAVY DUTY INVERTERS



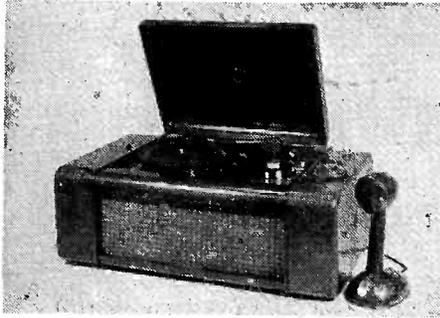
For Inverting D. C. to A. C. Specially Designed for Operating A.C. Radios, Television Sets, Amplifiers, Address Systems, and Radio Test Equipment from D.C. Voltages in Vehicles, Ships, Trains, Planes and in D.C. Districts.
Write for New ATR Catalog—Today!

AMERICAN TELEVISION AND RADIO CO.
Quality Products Since 1931
SAINT PAUL 1, MINNESOTA — U. S. A.

New Wire Recorder

A table model wire recorder called Wiretone that also includes both a radio and a phonograph, and to retail for about \$150, has been announced by the Viz Sales Corporation of Philadelphia. The Viz organization is the selling auxiliary of the manufacturer, the Molded Insulation Company. Both factory and sales offices are located at 335 East Price St., Philadelphia, Pa.

Deliveries to dealers have already started according to Harry Boyd Brown,



Recorder to sell for about \$150.

president of the Viz Organization. Mr. Brown was national merchandising manager for Philco for 18 years, from which position he resigned one year ago last June.

Molded Insulation Company is headed by Victor I. Zelov, and for over 20 years this plant has engineered and manufactured radio-electronics and plastic components for other manufacturers and the U. S. Government.

Inputuner Improved

A new model Inputuner with 30% improvement in gain over previous models, as well as improvement in uniformity of bandwidth throughout the entire range has been announced by Allen B. Du Mont Labs., Inc., Passaic, N. J.

The addition of a broadcast suppression trap prevents crosstalk resulting from close proximity to a powerful transmitter, while the size has been reduced and the cost lowered.

New TV Table Model

In addition to its new "television optional" line of television and radio-phonograph ensembles, Admiral Corporation has introduced a low-priced table size television set. As an added feature of its display at the Furniture Market in Chicago, the company showed an 18-tube set that will retail at \$169.95.

This set will augment the console 28-tube television receiver, introduced as part of the ensemble group, that will sell for \$299.95.

The table-size television sets will be in the hands of dealers located in television areas early this Spring, President Siragusa said. Admiral is setting up facilities for large volume production, and will back it with the most intensive advertising and promotion campaign in the company's history.

New Philco Appointments



Left, James H. Carmine has been named vice-president in charge of distribution for Philco Corp. He'll head all sales, merchandising and advertising activities. Right, Thomas A. Kennally has been appointed vice-president and assistant to president of Philco.

DATES AHEAD

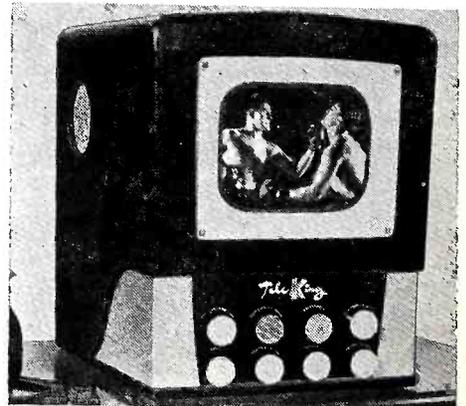
Future Events of Interest to Readers

- Feb. 2-7: Western Winter Market, Western Mercandise Mart, San Francisco.
- Apr. 7-14: National Home Show, Civic Auditorium, San Francisco.
- May 11-14: Radio Parts Manufacturers Trade Show, Hotel Stevens, Chicago.
- June 14-17: National Association of Music Merchants, Trade Show & Convention, Palmer House, Chicago.
- July 6-10: Store Modernization Show, Grand Central Palace, New York City.
- July 19-24: World's Fair of Music, Grand Central Palace, New York City.

Selling Tele-Vue-Lens

Sales of Walco Tele-Vue-Lens to retail dealers are being handled in the New York Metropolitan area by the Walco Distributing Co., of 15 Exchange Place, Jersey City, N. J. The State of New Jersey is covered by Walco Sales Company of 76 Franklin St., East Orange, N. J. In Chicago, the E. M. Ward Sales Co., 224 So. Michigan Ave. Other distributors will be announced soon. The new accessory is a huge magnifying lens which is designed to triple the screen area of most television sets.

15-Inch Direct View Set



Retailing for \$795, Teleking is available in both leatherette and mahogany. Firm plans home model with 10, 12 and 15 inch tubes. Made by Consolidated Television Corp., 601 W. 26 St., New York 1.

FROM A LEADING RECORD MANUFACTURER

"The pickups are proving quite the thing with the engineers here. If you ever get to New York, I'd like very much to let you hear how fine they sound."

"Recently I purchased one of the Variable Reluctance Pickups manufactured by your company. I have installed it in a . . . in conjunction with your MSC phono preamplifier and a high fidelity amplifier. The results of this installation to date have been excellent and I would like to congratulate you on this development."

FROM A LEADING UTILITY LABORATORY

"I have been using for the last several months a pair of your variable reluctance pickups in connection with a high fidelity play-back system with eminent satisfaction. I would in fact go so far as to say that the results when first put to use were astonishing."

"I have installed one of your DL 1RM 6C Variable Reluctance type pickup cartridges in my record changer and am feeding it through a preamplifier made by you, the diagram of which is given in figure 2 of the descriptive sheet belonging to the above mentioned pickup. I find that the results I have obtained from this pickup are better than anything I have heard before."

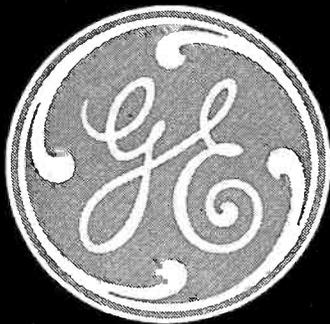
FROM A LEADING SET MANUFACTURER
 "We are rapidly approaching the day on which the G. E. Variable Reluctance Pickup will be a standard component in our instruments. May I say that I continue to enjoy immensely the results from the sample pick-ups you were kind enough to send some weeks ago. I have yet to hear their superior even at considerably higher price levels."

"I have been using a General Electric Reluctance Phonograph Pickup for the past few weeks, and am greatly impressed by the cleanness of its reproduction."

"I recently heard a demonstration of the G-E Variable Reluctance Reproducer Model DL 1RM 6C, which was very impressive."

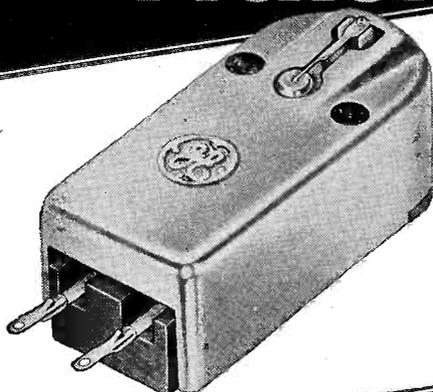
RESEARCH AND DEVELOPMENT COMPANY
 "The combination of . . . G. E. cartridge, and . . . is being adopted with enthusiasm by radio stations throughout the country. . . . National radio networks . . . are placing them on all of their transcription tables."

They're all talking about the



VARIABLE RELUCTANCE PICKUP

Have you sent in your order?



General Electric Company, Electronics Department, Electronics Park, Syracuse, New York.

GENERAL ELECTRIC

"Not so long ago I bought one of your DL 1RM 6C variable reluctance pickups. I am completely satisfied with it. It has more than lived up to my expectations."

FROM A LEADING STATION
 "Retel Nov. 27 ordered 30 G-E pickups because tests indicated that they were superior . . . and station is going to include G-E pickups in all transcription equipment."

"The release for public sale of your Variable Reluctance pickup Cartridge has made a large number of people in this neighborhood happy. Listening comparisons with other types of cartridges lead only to the conclusion that the G-E is perhaps the biggest improvement in record reproduction for the poor man in the last ten years."

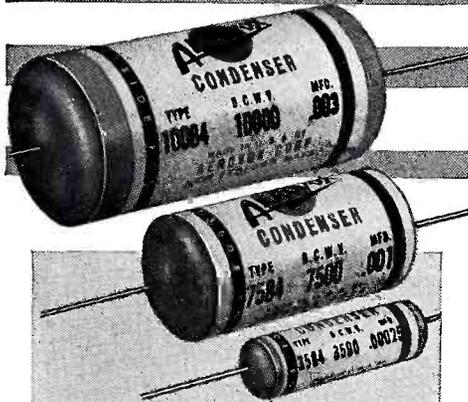
HIGH-VOLTAGE

PAPER

TUBULARS

for TELEVISION,

OSCILLOGRAPHS, etc.



• Interested in higher-voltage, dependable yet inexpensive paper capacitors? Here's the Aerovox answer:

The popular Aerovox Type "84" paper tubulars are now available in extended-voltage ratings — 2500, 3500, 5000, 7500 and 10,000 volts D. C. W. Capacitances of .0001 to .05 mid. Compact dimensions—from 3/8" dia. by 1-1/2" long for smallest, to 1-3/4" dia. to 3" long for largest. Oil-impregnated wax-filled. Sturdy insulating tube. Sealed ends. Bare pigtail leads that won't work loose. Bright yellow-red-black label jacket. And tough!

• See Our Jobber...

These extended-voltage paper tubulars are now available. Order your needs from our jobber. Ask for latest catalog.



FOR RADIO-ELECTRONIC AND INDUSTRIAL APPLICATIONS

AEROVOX CORP., NEW BEDFORD, MASS., U.S.A.
Export: 13 E. 40th St., New York 16, N.Y. • Cable: 'ARLAB'
In Canada: AEROVOX CANADA LTD., Hamilton, Ont.

Westinghouse FM Sales Kit for Jobbers, Dealers

A complete promotion kit to give adequate material for any FM sales activity has been prepared for Westinghouse distributors, according to J. H. Stickle, advertising and sales promotion manager, Home Radio Division, of the Westinghouse Electric Corporation.

Whether the need be for the opening of a new station or for use with an existing station, the package includes every necessary tool to meet the urgent demand for retail promotion to help build FM station audience, Mr. Stickle said.

Material in the package includes a complete work book covering all available material, along with complete instructions on how to tie in with FM stations. A folio of spot announcements for both AM and FM station use is provided.

Also furnished is a dealer window display in full color, including window streamers, window spots and easel card on the Westinghouse rainbow-tone FM, together with a photograph with instructions for ordering the spectacular rainbow-tone FM flasher display.

In addition, mats and proof sheets for a full page newspaper ad to be run in cooperation with the station, one for an individual dealer tie-in, and three for the company's new FM receivers are included, along with 100 sixteen-page consumer brochures explaining FM and showing pictures of all Westinghouse FM models.

Where a Westinghouse transmitter is installed, a similar packet will be provided to the station. This kit, titled "How to Sell Your FM Station to the Public," also includes material to tie in Westinghouse radio and radio dealers, thereby providing the first really complete tool chest for FM promotion in the industry, Mr. Stickle explained.

De Wald Television

De Wald Radio Mfg. Corp., 35-17 37th Ave., Long Island City, has announced its new B. T. 100 television receiver. The table model set has 27 tubes, plus 3 rectifiers; 13 channels, and a 10-inch direct view picture. Other features include simplified audio-video adjustment controls, safety high voltage supply, full FM circuit, and balanced antenna input circuit. It is housed in a hand-rubbed walnut cabinet. Information on this new model was received too late for inclusion in the "Roster of TV Set Makers," January 1948 issue of this publication.

Magnavox Paintings for Dealer Distribution

A collection of paintings of famous musicians is being utilized by Magnavox dealers in co-operation with The Magnavox Company, radio-phonograph manufacturers, as a sales promotion and public relations medium at the retail level.

The company is filling dealer requests for full color prints, comprising two series of paintings titled "Famous Musicians" and "Dramatic Incidents in the Lives of Immortal Composers." The dealers, in turn, are distributing the neatly packaged collection in their home communities over their own names, concentrating on choral society officers and members, orchestra leaders, musicians and families which have evinced an above-average interest in music.

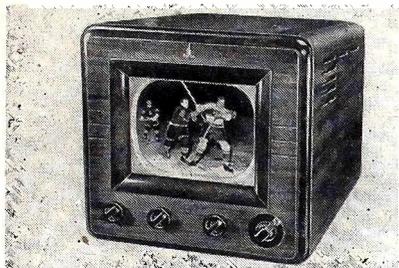
The Magnavox collection includes paintings of Kreisler, Toscanini, Koussevitsky, Rachmaninoff and Schubert, and scenes from the lives of Wagner, Tchaikovsky, Grieg, Rimsky-Korsakov and Stephen Foster. Each of the ten prints is accompanied by a monograph covering its subject. Executed by Fedor Chaliapin, Harry Anderson and Walter Richards, the paintings create widespread interest.

Demonstrating New Westinghouse Radio



Eric Hall, WESCO district manager, demonstrates top of the '48 line of home radios—the H-169 combo—to Kenneth Ross, merchandise manager of the H. B. Graves Co., Rochester, N. Y., left; and to Morris Silver, owner and manager of the Columbia Music and Appliance Store, also in Rochester.

**Emerson \$269.50
Television**



Included in a line of new receivers, Emerson Radio & Phonograph Corporation has brought out the above 10-inch table model TV set. It will retail for \$269.50; available this month.

Proctor Announcement

Automatic pop-up toasters won't be in sufficient supply until 1949, and the Proctor Electric Company plans to continue allocating its output for at least the first quarter of this year, according to R. M. Oliver, the company's vice-president in charge of sales.

Stromberg-Carlson Has Institutional Film

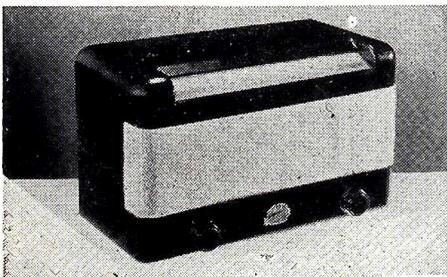
An institutional, slide, color film designed to acquaint Stromberg-Carlson authorized radio dealers and dealer salesmen with the step-by-step manufacture of quality radios has been prepared for the company's nationwide distributor setup and the firm's district merchandisers.

A crew of actors and cameramen spent a recent week in Stromberg-Carlson's factories, shooting the color sequences that make up the 16-minute sound film. Ray Waters, Inc., of Chicago, was the producer.

Designed primarily for dealer sales meetings, the film takes its audience through the entire Stromberg-Carlson plant, touching briefly on telephone, switchboard, and sound production and laying especial emphasis on radio and cabinet manufacture.

Copies of the new institutional film are now being used effectively in all territories by distributors and district merchandisers, according to Stanley H. Manson, manager of advertising and public relations.

Minerva's "Challenger"



Ready for immediate delivery is a new four-tube (plus selenium rectifier) Minerva, selling for \$15.95. Has 5" Almico speaker, built-in antenna. Made by Minerva, subsidiary of General Phoenix Corp. of New York, 238 William St., New York City.

At last!

180° VISION

A SENSATIONAL

NEW INVENTION

THAT WILL

REVOLUTIONIZE

TELEVISION:

A LIQUID

MAGNIFYING LENS

USING A

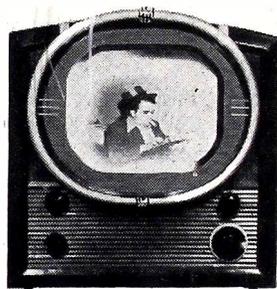
NEW PATENT

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.



"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 6-7146

"WRITE..WIRE..PHONE FOR DETAILS"

**PRINT YOUR OWN
POST CARDS**

**COMPLETE OUTFIT
only \$750**

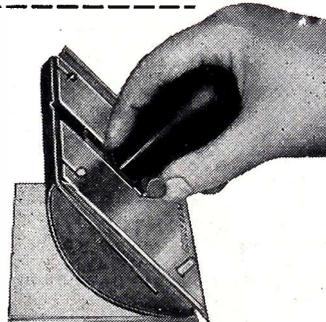
Amazing results in sales, inquiries and contacts... saves time and money... very easy to use GEM STENCIL DUPLICATOR is ideal for Advertising, Announcements, Notices, Labels, Forms, Price Lists—hundreds of uses for every type of business and organization. Comes complete with all supplies, instructions and 60-page Book of Ideas.

FREE TRIAL OFFER: Try it before you buy it! Write and a GEM OUTFIT will be sent you postpaid. After 10 days, send only \$7.50 or return the GEM, no questions asked. The GEM must sell itself; you be the judge.

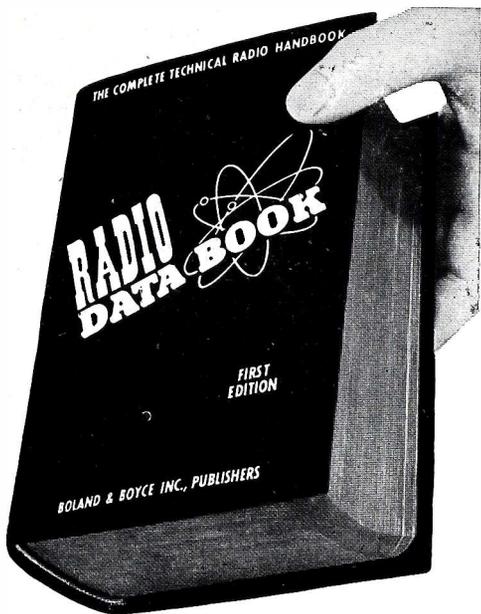
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SEND NO MONEY • FREE TRIAL OFFER



NOW! in 1,000 pages



Handsomely bound in RED and GOLD

All data and basic knowledge in radio and electronics digested into 12 sections . . . in a complete, quick to find, easy to read, handbook form.

Plan every operation in radio and electronics with the Radio Data Book. This new radio bible will be your lifelong tool . . . you will use it every day, on the board, at the bench, in the field! Use it for construction, troubleshooting and testing. The RADIO DATA BOOK will be your invaluable aid in design, experiment and in layout. It will help make your production better, faster and easier. In any and every operation in radio and electronics, you will use the RADIO DATA BOOK!

The RADIO DATA BOOK is a work of complete authority, prepared by engineers with many years of practical experience. They have been assisted by the Boland & Boyce staff of editors skilled in preparing electronics manuals for the U. S. Signal Corps for many years. These men have worked for several years gathering material for this book . . . all the knowledge of radio principles and operation . . . all the statistics . . . all the newest developments in electronics . . . every possible angle and detail. Eighteen months were spent digesting this material into the most concise, the clearest, and the most readable form. The result is this invaluable manual . . . The RADIO DATA BOOK. Whether you use this book for general reference, for scientific instruction, or for education, one thing is certain—the practical help, the daily usefulness you will derive from it will prove to be worth many, many times its astonishingly low price!

Advanced Sale . . . first printing. Only 10,000 available. . . . To make sure to get your RADIO DATA BOOK, mail your order NOW!

- 12 sections . . . 1000 pages . . . Completely Illustrated
- Section 1. THE 150 BASIC CIRCUITS IN RADIO.
- Section 2. COMPLETE TEST EQUIPMENT DATA.
- Section 3. TESTING, MEASURING AND ALIGNMENT.
- Section 4. ALL ABOUT ANTENNAS.
- Section 5. SOUND SYSTEMS.
- Section 6. ELECTRICAL AND PHYSICAL CHARACTERISTICS OF RADIO COMPONENTS.
- Section 7. COMPLETE TUBE MANUAL.
- Section 8. CHARTS, GRAPHS AND CURVES.
- Section 9. CODES, SYMBOLS AND STANDARDS.
- Section 10. 50 TESTED CIRCUITS DESIGNED FOR OPTIMUM PERFORMANCE.
- Section 11. DICTIONARY OF RADIO AND ELECTRONIC TERMS.
- Section 12. RADIO BOOK BIBLIOGRAPHY.

12 complete books in one only \$5.00!
Less than 42c per book!

MAIL THIS COUPON TODAY!
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460 BLOOMFIELD AVE., MONTCLAIR 4, N. J.
Please send me a copy of THE RADIO DATA BOOK.
Enclosed is \$5.00.

NAME
ADDRESS
CITY ZONE.....
STATE

BOLAND & BOYCE INC., PUBLISHERS

Ranier in N. Y. Office

H. H. Ranier, manager of distributor sales, radio tube division, Sylvania Electric Products Inc., is now making his headquarters at the New York office, 500 Fifth Avenue, according to an announcement by C. W. Shaw, general sales manager of the radio tube division. This move will enable him to work more closely with Sylvania's general sales and advertising offices in New York. Long associated with the radio tube industry, he joined the Sylvania staff eight years ago and has been making his headquarters at Chicago.

Garod Head Sees '48 Year of New Ad Activity

"Dynamic merchandising and advertising will be the deciding factors in the 1948 radio and television market," according to Leonard Ashbach in his first annual statement as the president of the Garod Radio Corporation. "Manufacturers in the electronic industry with an eye to the future will not be content with just releasing new products and developments. More emphasis will be placed on the manner of introduction and promotion to the trade and to the public.

"The wide-awake manufacturer this year, will feel it is his obligation to reach further into the retail store and remove every possible objection in a consumer sale," declared Mr. Ashbach. "To accomplish this, he will have to bring his best promotional efforts into play. It will mean top notch advertising, merchandising, and selling, all the way down the line. Dealer aids of every type will be used. Special promotions, contests and every form of ballyhoo, new or old, will make their appearance. There is no question about it—it will be a promotion year.

"Of course I am not overlooking the cardinal rule, that good promotions require good new merchandise. In that respect Garod Radio is well prepared.

"Our first promotion will include a five-in-one television combination with a 12" direct viewing tube in a magnificent cabinet, at a retail price of \$695.00 plus installation. This will be followed immediately by several good promotional items which we are not in a position to reveal at this point. When these products are introduced, the trade will be well aware of their presence."

More Room to Grow

The signing of a long-term lease for a two-story building at 359 Lexington Ave., Clifton, N. J., will result in an immediate increase of production, promises Horace Atwood, Jr., president of Industrial Television Inc. With the installation of assembly line production methods in the new plant on the first of the year, dealers in Eastern and Midwest cities will receive the large-screen direct-view Teleceivers with remote control for hotels and public places.

Hotpoint Meetings to Boost Disposall Sales

A series of nationwide field meetings, designed to acquaint distributors and dealers with the successful merchandising qualities of the Disposall—described as a profitable appliance with a nearly unlimited market—are being carried on by Hotpoint, Inc., L. C. Truesdell, vice-president of marketing, has announced.

The Disposall merchandising program was prompted by greatly increased production which has resulted from Hotpoint's \$20,000,000 postwar expansion. The Disposall, formerly regarded as difficult to display, is now being manufactured in sufficient quantities to merit advanced selling techniques, Hotpoint officials explained.

Pre-war production of this appliance was relatively small and merchandising was no problem. Now that Disposalls are reaching distributors and dealers in larger numbers, Hotpoint is emphasizing the prominent display of the garbage disposal unit along with the company's other appliances.

Push Sales of Air King New Wire Recorder

In announcing its new portable wire recorder phono-combination, A. D. Adams, advertising manager at Air King Products Co., Brooklyn, N. Y., manufacturers of radios, combinations and wire recorders made it known that additional lineage is being used to promote the new model. Based on the caption: "Feature for Feature, Air King Portable Wire Recorder Tops All Competition," full page advertisements have been appearing in numerous trade publications. As a supplement direct mail will also be used.

Telicor Introduces Preventive Maintenance

A new policy of "preventive maintenance" on all Telicor installations in the New York area has been announced by W. R. Rich, vice-president in charge of sales. Regular visits are being made under this new plan, which Telicor believes has never been introduced before.

RCA Combination



RCA's model 77V1 features space-saving cabinet of contemporary and touch-of-modern design. Retail price, \$175.00.

Sell Service

(Continued from page 46)

Such procedure is a nuisance to Customer Mrs. X—and it's money out of Jones' pocket. Dealer Jones has put a lot of dough in his shop equipment—his overhead is high. He needs all of Mrs. X's business that he's equipped to handle. But he can't get it unless he does something about it.

Active selling of service not only brings in more work, but it brings in all of the work that rightfully belongs to the dealer.

How can the busy, busy service department possibly find time to practice salesmanship?

Are there ways and means which may be employed *without interfering* with the production of repair work?

Answers to such questions depend to a great extent upon the size of the business. The large store can require its salesman to sell service on the show-room floor. It can sell through sales-minded servicers in the home, all this backed up, of course, with the right kind of advertising, sales promotion, and follow-up procedures.

The small store, where the customer meets the repairer face-to-face, can sell service successfully too. It takes but a few extra minutes to ask the customer about *other things* in the home which may need service.

Asking the customer for additional repair jobs, *telling* the customer about the variety of things he can service efficiently, and *checking* with the customer after the work has been done are all result-getters.

"Lost Sales"

(Continued from page 57)

Remember, too, that if you did make a good impression on the customer who bought elsewhere because of price or out-and-out brand preference, you've already laid the groundwork for sales of other products.

But, in order to get such sales, you must re-contact the prospects, because it's quite likely they will hesitate to come back to you, since they may feel that they gave you somewhat of a dirty deal.

If you have a good strong line of merchandise and haven't been guilty of some breach of etiquette in good salesmanship, you'll be amazed to find that it's easier to sell other things to most "lost sale" prospects than it is to sell to "brand-new" ones. It's a fact. Try it consistently and you'll realize that while you may lose a sale now and then you'll scarcely ever lose a prospect.

MASCO Leads the Parade of Value with the Only Complete U. L. Approved Line of Quality Sound Equipment



MA-17N

A 17 watt amplifier. 2 mic. and 1 phono input. Bass and treble tone controls. List price, less tubes, \$64.75



MA-35N

A 35 watt amplifier. 3 mic. and 1 phono input. Bass and treble tone controls. List price, less tubes, \$112.50



MA-75N

A 75 watt amplifier. 4 mic. and 1 phono input. Bass and treble tone control. List price, less tubes, \$167.50

These and other items of the new Masco line are illustrated in our new catalog. Write for it.



MC-25PN

A mobile 25 watt amplifier. Self contained phono unit, 3 mic. and 1 phono input. Bass and treble tone controls. List price, less tubes, \$149.50



MS-24

A compact and versatile 24-room combined intercommunication and centralized control sound system. List price, \$169.50. Also available for fewer rooms.

West of Rockies add 5% to above list prices.

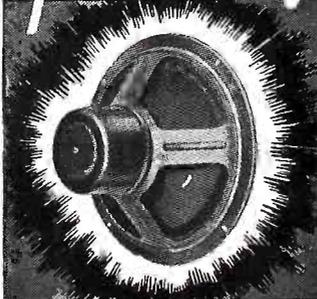
MASCO

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

SOUND SYSTEMS and Accessories

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

Permoflux SPEAKERS



YOUR JOBBER CAN SUPPLY YOU!

Permoflux quality and dependability—the same as supplied to the major set manufacturers—is your assurance of complete customer satisfaction. You'll find Permoflux Speakers easy to install and readily available in both PM and Electro-dynamic types. You'll find too, that it pays to give your customers "tops in tone" with a Permoflux Replacement Speaker.

TWO COMPLETE
FACTORIES TO SERVE YOU

PERMOFLUX

WRITE FOR
FREE BULLETIN

PIONEER MANUFACTURERS OF PERMANENT MAGNET DYNAMIC TRANSDUCERS

PERMOFLUX CORPORATION

4900 W. GRAND AVE., CHICAGO 39, ILL.

236 S. VERDUGO RD., GLENDALE 5, CALIF.



★ Don't take unnecessary chances with breakdowns or shocks in television receivers, oscillographs and other high-voltage circuits! Depend on Clarostat Series 55-110 High-Voltage Coupling Units to insure safe operation at elevated voltages.

These couplers are attached to any Clarostat control at factory. 3000 volt, \$1.25; 10,000 volt, \$1.85. Added to cost of control. Typical of Clarostat's "In step with the times". New No. 48 Catalog presents outstanding selection of resistors, controls and resistance devices for initial-equipment and replacement needs.



Ask your jobber for latest catalog. Or write us.

Controls and Resistors

CLAROSTAT MFG. CO., Inc. · 285-7 N. 6th St., Brooklyn, N. Y.

In Canada: CANADIAN MARCONI CO., LTD.
Montreal, P. Q., and branches

New Zenith Combination

Zenith Radio Corporation affirmed its faith in the continuing future of the phonograph record industry by announcing the addition to its line of table radio-phonograph combination containing the company's famous Cobra Tone Arm. This will be the first time that the company's sensational new way to play records has been available in any unit other than costly console and chairside models.

In the new unit, the Cobra, tested to increase record life 1000%, comes in attractive maroon plastic, with matching dial knobs, push buttons, and record changer trim.

Centered in the front of "The Century" is a new Zenith development, the "Dial Speaker," which permits the use of a full speaker and large, easily read dial by combining the two into a single space saving unit. Still another "first," in this table combination is its "glide-away" cabinet top permitting free access for ease in loading and unloading the automatic record changer.

The Zenith designed and built changer automatically changes 12 ten-inch or 10 twelve-inch records, and is powered by the company's own motor, also used in Zenith consoles and chairsides.

Webster-Chicago Wire Recorder Sales Meet

Meeting in New York, distributors' salesmen for Webster-Chicago Corporation discussed future sales of the Webster-Chicago wire recorder.

R. F. Blash, president of Webster-Chicago, was host at the meeting, which was held at the Hotel Warwick. C. B. Dale, chief engineer of the company, gave a complete demonstration of the wire recorder to the salesmen of Webster-Chicago distributors, Sanford Electronics and Gross Distributors of New York City, and T. A. O'Laughlin in Newark, New Jersey.

The main purpose of the gathering was to get the individual distributors' salesmen together to give them a more complete knowledge of the product, in order to aid them in actively helping dealers of the New York and New Jersey territory. The main point stressed at the meeting was a program to illustrate to dealers proper demonstration methods for the recorder.

"AC Current Anywhere" Shouts New ATR Display

Calling attention to many uses for DC-to-AC inverters, the new display card by American Television & Radio Co., 300 East 4th St., St. Paul, Minn., plugs the theme "AC Current Anywhere." Used in window, showcase or on the counter, the display fits over one of the units. Two other new displays cover ATR "A" battery eliminators and auto radio vibrators.

New Wire Recorder Firm Takes Over St. George

Announcement has been made of the incorporation of Wire Recording Corporation of America who have taken over the assets and manufacturing facilities of St. George Recording Equipment Company of New York City.

J. J. Sullivan, president of the newly formed corporation has revealed plans to consolidate the various manufacturing facilities of the St. George organization as well as sales offices in extensive quarters at the company's new plant at 1331 Halsey St., Brooklyn, N. Y.

The new firm has completed plans to manufacture and distribute the "Wireway" wire recorder in both a portable and cabinet model whose design will incorporate many new features developed by Robert J. Marshall, chief engineer. In connection with one's own radio, Wireway makes use of an automatic timing device which in the owner's absence, automatically shuts off, and is ready to play back upon the owner's return. Acting as a miniature broadcasting station, another feature makes it possible to play back Wireway recordings through any radio amplifier within 150 feet distance without direct wire contact.

According to George F. Ryan, vice-president in charge of sales, a new departure in the merchandising and promotion of wire recording instruments will result in the personal introduction of Wireway to homes, business organizations, and offices throughout the country in a short time. Mr. Ryan is being assisted in the development of a nationwide distributor-dealer organization by Robert A. Urian, Jr.

Other officers of the company include Edward C. Gates, vice-president, and David Kestenbaum, secretary and treasurer. Advertising and sales promotion will be under the direction of Ab Waxman.



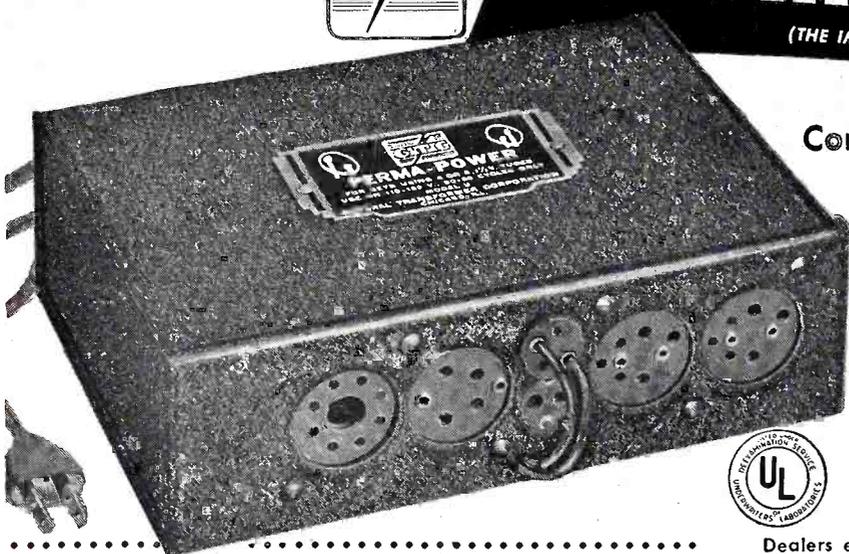
"You've got a nerve charging me \$2.50 for a service call."

Increase your business now, with the fast selling



Perma-Power

(THE IMPROVED PORTA-POWER)



Convert Battery Radios to all electric operation

Get the extra business from the hundreds of battery radio sets in your area. Perma-Power, the modern battery eliminator, is your answer—

1. when your customer asks how to convert a battery set to all electric operation.
2. when your customer has a battery set available and wants an extra radio in the kitchen, bedroom, playroom or workroom.
3. when you accept a battery set as trade-in, and you need to modernize the set for resale at a profit.



Dealers everywhere are finding these three methods profitable in adding new customers.

See Your Favorite Jobber . . . Today!

Features that assure Customer Satisfaction

- ★ GUARANTEED electrically for 3 years
- ★ YEAR AFTER YEAR trouble-free performance
- ★ SELENIUM RECTIFIERS—no tubes
- ★ UNDERWRITERS LABORATORIES approval
- ★ RADIO PLAYS INSTANTLY—hum-free
- ★ UNIVERSAL PLUGS for all battery radios

Manufactured by

GENERAL TRANSFORMER CORPORATION

4321 N. KNOX AVE.

CHICAGO 14, ILL.

THE COLLINS FM-AM TUNER

The last word in high fidelity, laboratory performance

AM

- EMPLOYS OUR 25-C BAND PASS TUNER
- 20 KC BANDWIDTH
- 530 TO 1700 KC
- DELAYED, AMPLIFIED AVC

FM

- ARMSTRONG CIRCUIT
- 11 TUBE CIRCUIT
- 3 I.F. STAGES
- 2 LIMITERS
- 88-108 MC
- NEW 6AL7 GT TUNING EYE

CHECK THESE ADDITIONAL FEATURES

This is the finest we can produce and unexcelled by any other such tuner now on the market. ● Heavy duty power supply included. ● Two complete Tuners, only Audio Tube common. ● Voltage regulated power supply. 17 Tubes in standard model. ● Available with a wide selection of extra accessories.

Not a production line radio, but carefully built by expert technicians who know their business. In an integrated radio receiving system, with high fidelity components the performance is breathtaking.

You will not be completely satisfied until you have the Collins Tuner in your home.

Write for Technical Folder and Prices

Collins Audio Products Company, Inc.

WESTFIELD, NEW JERSEY

WESTFIELD 2-4390

JUST OUT!

FM TRANSMISSION and RECEPTION

by John F. Rider and Seymour D. Uslan

Out in Jan!

BROADCAST OPERATOR'S HANDBOOK

by HAROLD E. ENNES, Engineer, Station WIRE

Here are coordinated facts, standards of good operating practice written by an operator in operators' language.

288 Pages . . . \$3.30

2 NEW RIDER 99's

each over 130 pages
each only . . . 99c

PA INSTALLATION AND SERVICING
Provides the answers on what to do in making low-power PA installations.

UNDERSTANDING VECTORS AND PHASE — Vector presentations are widely used in conveying latest radio technical information. This book is a must for students.

For radio servicemen, who can look to FM as a big part of their future profits—for the "ham" who is considering narrow band FM—for the student who is grooming himself for activity in the electronic field—this new book explains both the theory and servicing of f-m receivers. Its text is equally valuable to every person interested in this phase of electronics and will serve as a valuable handbook for engineers.

The unique publication principle employed in the production of this new book is as practical as its contents. It is offered in two editions identical in contents, printing quality and paper—differing only in covers.

OVER 300 FACT-PACKED PAGES

(substantial paper cover) **\$180**

Hard back cloth cover, \$2.70

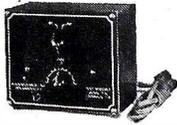
By The Publisher of
RIDER MANUALS

JOHN F. RIDER PUBLISHER, INC.

404 FOURTH AVENUE, NEW YORK 16, N.Y.

Another
VISION First . . .

SIZE
3" x 4" x 6"



VISION TELE-BOOSTER

Models TVL-Channel 1-6
TVH-Channel 7-13
FM-88-108 MC

The Tele-Booster connects between your antenna and television receiver to boost those weak 'flat' pictures to normal brightness.

The HOTTEST DEALER-JOBBER item because:

- Improves TV and FM reception in poor locations.
- Eliminates need for outdoor antenna in many installations.
- Selective circuit tends toward reduction of 'snow' and off-channel interference.
- Simple to install and operate.
- Self contained power supply.
- Attractive walnut or mahogany wood cabinet.

DISTRIBUTORS:

Some choice territories still available.

\$2695

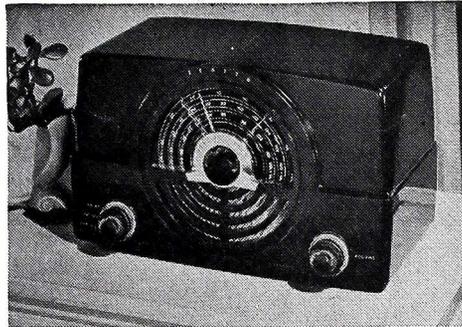
LIST

Further information on this and other vision products furnished on request.



Price Slightly Higher on West Coast
VISION RESEARCH LABORATORIES
8-750 Lefferts Blvd.
Richmond Hill,
L. I., N. Y.

New Zenith Receiver



Model 7H820, the Symphony FM/AM radio has 8-inch speaker. Receives FM on both the 45 and 100-megacycle bands. Standard from 535 to 1620 kilocycles.

TV Image Enlarger

An ingenious new television picture magnifier that enlarges the images received on seven or ten-inch television picture tubes to the approximate equivalent in size and brilliance of those produced by a 15-inch picture tube, has been developed and is now being marketed by the RCA Tube Department, Harrison, N. J.

A unique application of plastics in the optical field, the new RCA television picture magnifier is a transparent Plexiglas lens filled with a clear oil having the same optical properties as the plastic material, transforming it into a true optical lens.

In use, the magnifier is positioned in front of the viewing screen of the television receiver producing a picture area nearly three times the area of the directly viewed picture on a 7" tube.

Designed for use with all direct-view home television receivers, the new lens is expected to be especially useful in taverns, clubs, or other locations where a larger television picture is desired from a 7-inch or 10-inch direct-view tube. It also is particularly useful in window display of television or wherever else a large picture is desired.

Refrigeration Sales



Peter J. McCabe has been named manager of household refrigeration sales for Times Appliance Co., Inc., Westinghouse distributors in metropolitan New York. In addition to his new duties, Mr. McCabe will continue as assistant to the vice-president and general sales manager.

GE Has New Dealer Cooperative Ad Plan

Since only larger dealers are generally able to take full advantage of cooperative newspaper advertising, the General Electric Company has instituted a "Spotlight" newspaper cooperative advertising plan that is workable for all dealers especially the smaller dealers who will be responsible for a large measure of the retail radio business, Fred A. Parnell, advertising and sales promotion manager of the Receiver Division, has announced.

The decision to revise the established concept of cooperative newspaper advertising was based on a study which showed that most retail stores secure practically all of their business from their immediate neighborhoods.

This campaign was developed to provide a practical and efficient way for neighborhood dealers to harness the power of full-page newspaper advertising. Mr. Parnell said. This effort will in no way interfere with the activities of the large dealers who prefer in most cases to do their own advertising.

The Spotlight Plan provides for large space advertisements signed by a maximum of 20 dealers who divide the normal dealer share of cost. The distributor arranges for the dealers to be spotlighted in each advertisement, selecting them so that no two in any single insertion are in the same neighborhood. In newspapers which have split runs, the distributor changes the dealer lists for each run, arranging them so that each dealer is listed only in the run concentrated in his region of the city. This multiplies the number of dealers covered and lowers the cost of participation.

Prepared for each distributor in advance is an individualized portfolio for use by the distributor's salesmen in submitting the program to dealers. From this individualized portfolio tailor-made ads to meet the requirements of each dealer group can be prepared.

"At present," Mr. Parnell said, "about 50 newspapers are being used."

Mallory Plans to Build Service Business Profits

A program of cooperation with radio servicers to help them expand their market and improve their service—the "Good Service for Good Business" plan—has been launched by P. R. Mallory & Co., Inc., Indianapolis, Ind. In a 3-way agreement between the servicer, Mallory, and the local Mallory distributor, a number of selling and time-saving business tools are furnished the dealer, who pays \$2.50 to the distributor. The agreement requires no purchase of Mallory parts.

Among the equipment which servicers will receive, is a customer follow-up file box with 250 imprinted triple postcards and cross indexes. The system is arranged to give the servicer a permanent work record, and the customer a reminder six months after the service job is completed as well as a convenient card with which he requests another service check-up call.

The ONLY POWER SUPPLY

that gives these ratings*
without overheating.

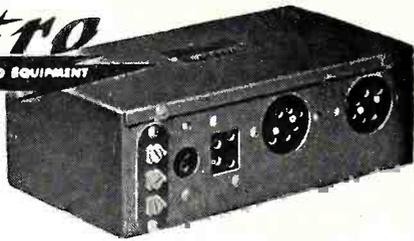
ELECTRO

ELECTRICAL AND RADIO EQUIPMENT

MODEL "A"

- ★ 6V at 15 amps in parallel
- ★ MODEL "A"
- ★ 12V at 7½ amps in series
- ★ 6V at 7½ amps. separately
- ★ 115 volts 60 cycles input

Operates auto radios with solenoid tuning and tone controls—also 12 volt marine and aircraft radios.



Height: 7¾"
Width: 7¾"
Length: 11¾"
Ship. wt.: 31 lbs.
DC OUTPUT

Oversize transformers, chokes and rectifiers insure against overheating. Large capacity condensers for wide-range voltage regulation. Instantaneous power for solenoid operation. Two separately filtered DC output sources.

Compact. Sturdy. 18-gauge steel construction. Handsome blue Hammerloid finish. Comes completely equipped including 6' rubber cord and plug. Vastly superior and costs no more than batteries for equal service.

Send for complete description of this up-to-the-minute power supply.

ELECTRO PRODUCTS LABORATORIES

Pioneer Manufacturers of Battery Eliminators

549 WEST RANDOLPH STREET CHICAGO 6, ILL.

CORNISH

Cords and Cord Sets...

Selected by leading manufacturers
... why not by you!

A full line of Flexible Cords for the Repair and Service Industry, obtainable through jobbers and distributors

Approved by Underwriters Laboratories

CORNISH WIRE CO., Inc.

15 Park Row, New York 7, N. Y.

Leotone

Announces
REPLACEMENT CONE & VOICE COIL ASSEMBLIES, precision-made to fit modern or obsolete speakers.

Descriptive illustrated brochures available

A Better Cone—Buy Leotone

LEOTONE

RADIO CO., 65-67 DEY ST.
NEW YORK 7, N. Y.

GREYLOCK

A Dependable Name in RADIO TUBES

GT, Glass, and Miniature Types.
ALL tubes individually boxed.

12SA7, 12SK7, 12SQ7, 50L6, 12AT6, 12BA6, 12BE6, 35W4, 50B5	each 39c
1R5, 1S5, 1T4, 3S4, 3Q4, 6AK5, 6AC5, 6AC7, 6AQ5, 6BE6, 6BA6, 6AU6, 6B16, 6X4	each 49c
32L7, 70L7, 117L7	each 59c

All Tubes Carry RMA 90-Day Guarantee

PM SPEAKERS

4" Alnico No. 5	each \$1.19
5" Alnico No. 5	each 1.29

TERMS: Net C.O.D. No order accepted for less than \$5.00
WRITE FOR BARGAIN CATALOG R-2

GREYLOCK ELECTRONIC SUPPLY CO.

30 Church Street New York 7, N. Y.

3 Star PERFORMERS

IN GLEAMING PLASTIC

World famous Amcon dependability plus new, gleaming Plastic Cases! Better performance as well as better appearance! For Amcon Plastic-encased Capacitors make any chassis look better—help build your reputation for top-notch work. Amcon Plastics are the quality Condensers that look the part!

ASK YOUR JOBBER FOR THE "3 STAR PERFORMERS" CATALOG

AMERICAN CONDENSER CO.

4410 N. Ravenswood Ave., Chicago 40, Illinois



* Trademark Reg.

**The FIRST OPTICAL IMPROVEMENT
IN TELEVISION
SINCE THE MAGNIFYING LENS**

SHARPENS CONTRAST—no longer necessary to dim lights or draw blinds. **TELEFILTER** intensifies the image by blocking out surrounding light from the screen. Result . . . sharper, clearer pictures.

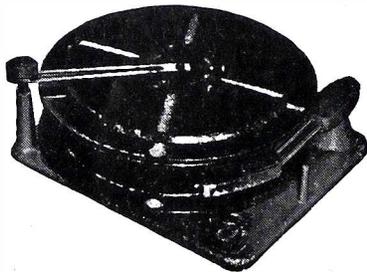
REDUCES GLARE—continued viewing of a television screen is a strain on your eyes. **TELEFILTER** eliminates this glare by optical filtering.

EASIER ON THE EYES—normal room lighting . . . sensible screen brilliance . . . relaxing light shades contrasted with darker blacks . . . permit hour after hour of comfortable television viewing with **TELEFILTER**.

Distributors—Some choice territories still available. Contact

The HOUSE OF TELEVISION*
475 Fifth Avenue, New York, N. Y.

SENSATIONAL SELLER!



LAKE DELUXE CHANGER

Revolutionizes the Industry!
An Excellent Seller!

11 Outstanding Features:

- Positive Intermix
- Service Adjustments Eliminated
- Minimizes Record Wear
- Single Knob Control
- Plays ALL Records
- Pick-up arm may be grasped at any time and changer will not be thrown out of adjustment
- Resonance-free ball bearing tone arm
- Easily operated—any child can do it
- Completely Jam-proof
- Records Gently Lowered on Spladle —not dropped
- Automatic Shut-off on last record

Dimensions: 13 13/16" W x 12 1/4" D x 7 7/8" H. **\$28.73**
No. 116A.....YOUR NET

— FREE —

DEALERS and SERVICEMEN: Write for our NEW 16-page 1948 illustrated catalog on radio parts, tubes, accessories, cabinets, sets, electrical appliances, etc. Get on our mailing list today!

Lake Radio Sales Co.
615 W. Randolph Street
Dept. B
Chicago 6, Ill.

New Booklets

Electro-Voice, Inc., Buchanan, Mich., is offering free a copy of the Century Bulletin No. 137, giving detailed specifications and illustrating mounting methods for all three types of the new Century microphone line.

Lafayette Radio (Radio Wire Television), 100 Sixth Ave., New York, is mailing a comprehensive supplement to the 25th anniversary catalog. The 32 pages of this free supplement 88-S cover FM, television, and AM equipment for servicier, amateur, experimenter and hobbyist.

Specialty Division of **General Electric Company's Electronics Dept.**, Syracuse, N. Y., shows pictures and specifications of nine new pieces of test equipment in its new catalog ESD-129, available from distributors.

Tung Sol Lamp Works Inc., Electronic Tube Division, Bloomfield 4, N. J., are distributing data sheets to be added to existing copies of its technical data book. The new additions cover the 6AL5, 6BH6, 6SQ7, 12AL5, 12AX7, 12SQ7.

Cornell-Dubilier Electric Corp., South Plainfield, N. J., offers a new catalog No. 200 to those writing for it. A 24 page reference book, it contains a complete capacitor listing.

RCA Victor Division's Tube Department, Harrison, N. J., has announced a new edition of the handy receiving tube manual RC-15. Information on new developments in FM, miniature tubes and television kinescopes, as well as expanded theoretical sections on ratio detectors, discriminators, limiters and multivibrators, plus formulas and examples for calculating power output, load resistance and distortion are included. Available from RCA tube distributors or from Harrison plant for 35 cents.

A Birthday Present



At a recent 25th anniversary celebration, employees presented President M. Mitchell Gruhn with a plaque. The Colen-Gruhn organization is a well-known New York distributing firm. Shown giving the tablet to Mr. Gruhn is Isaiah D. Jacobs, who started with company 25 years ago as assistant porter. Today, Jacobs is a head shipping clerk.

Servicers' Ads

(Continued from page 77)

stead classified directories. In such a case, the consumer may in time have been "trained" to go to the classified for his service needs. No doubt for a "staple" item such as radio repairing, this attitude has its point.

Finally, a traveler notes the veritable rash of billboards advertising radio service in one town, and the complete absence of this display method in another. This "copy the leader" attitude is, of course, perfectly well justified in competition. But the lag between the originator of an idea in a given town and the let's-do-it-too boys is usually quite profitable to the former. So the wise dealers will glance over this report, figure out a fresh application of the ideas to his own community, and get to work at once on a smart sales promotion.

Universal Launches Large Sales Campaign

Spearheaded by one of the most complete displays of electrical appliances and housewares in the electrical industry. Landers, Frary & Clark started the ball rolling with one of the greatest campaigns to promote Universal ranges, water heaters, vacuum cleaners, small appliances and housewares.

Backed by over a million dollars in national, trade and newspaper advertising, and an additional half million in point of sale promotional materials and participation in top radio shows, Universal in '48 will provide the greatest appliance program ever developed to feature its products around the theme "first in features, first in quality and first in performance."

Point of Sale Ads

W. J. Cashman, director of promotion, publicity and advertising in outlining the company's advertising and promotion plans for this year stated that dramatic four-color advertisements would appear regularly in leading national magazines, featuring Universal products in dynamic campaigns designed to bring dealers and consumers closer together than ever before.

The Universal promotion program which is planned for top effectiveness through to the point of sale is designed to bring the power of national advertising to the doorstep of every local Universal dealer. "In '48," said Mr. Cashman, "a greater portion of Universal's advertising dollars will be directed at the point of sale."

Solar Mfg. Corp., 1445 Hudson Blvd., North Bergen, N. J., feature an 8-page article on photoflash lamps in its November-December 1947 issue of The Solar System, free to interested servicers.

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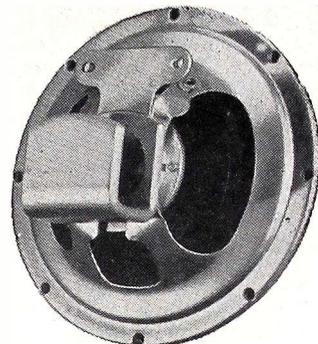
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