

RADIO & TELEVISION RETAILING

• IN TWO PARTS—PART ONE • CALDWELL-CLEMENTS INC. •



Everything Needed for a Good TV Job!—See page 1

- AM, FM, TELEVISION
- ELECTRICAL APPLIANCES
- RECORDS & PHONOGRAPHS
- SERVICING & SOUND

SEPTEMBER 1948

FEATURING
TELEVISION RECEIVER
SPECIFICATIONS

All New!

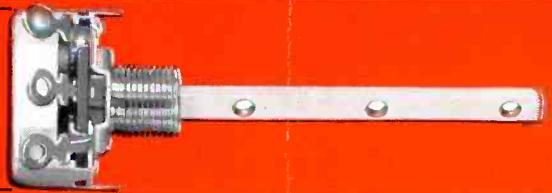
Mallory Midgetrol

Revolutionary

The
First

15
16

Replacement
Control
Line



Quietest and Smoothest . . . by Test!

THE SIZE IS NEW

Only 15/16" in diameter, it easily services the increasingly popular small sets where ordinary controls will not fit.

THE SWITCH IS NEW

No chance of failure—it's Mallory engineered and Mallory manufactured. Pushes on—stays on—and works.

THE DESIGN IS NEW

Brand new shaft style saves valuable time in installation—reduces inventory since one shaft fits all knobs.

THE ELEMENT IS NEW

More accurate over-all resistance, smoother tapers, ample power dissipation.

THE CONSTRUCTION IS NEW

Extra quiet—no metal-to-metal contact between shaft and cover or bushing. Special Mallory contact material.

THE CONTACT IS NEW

Laboratory tests prove that the Mallory Midgetrol is the quietest control on the market.

THE SHAFT IS NEW

Unique—two simple fittings—for all type knobs. No need for extra controls for different knobs.

THE TERMINAL IS NEW

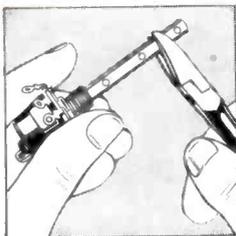
Won't break—twist 'em all you want in close working space. Away from panel to avoid shorting.

THE EXTENSION IS NEW

Easy to apply with self-tapping screws. Supplementary shafts available for installations which require them.

THE SUSPENSION IS NEW

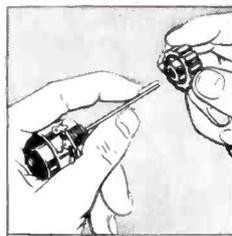
Two-point—insures even contact pressure at all points of rotation. Larger bushing area—added support—no wobble.



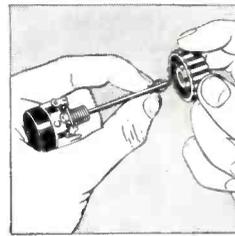
Side snips neatly cut shaft to length desired.



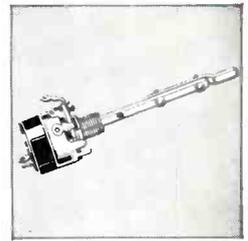
U-clip furnished to slide over end of shaft—holds set-screw knobs.



Use half the U-clip to hold push-on type knobs.



Spring steel clip included for use with knurled knobs.



Extension shafts with two self-tapping screws available when needed.

It's the NEW Standard in Carbon Controls. See your Mallory distributor.

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 & Television" and "Radio & Television Today"

IN THIS ISSUE

SEPTEMBER, 1948

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CALDWELL-CLEMENTS, Inc.
Publishers also of TELE-TECH.

COVER—"Everything for a good TV installation" is right there in this special truck,—one of the two being operated by M. Stolfi, pioneer television merchant of Stamford, Conn., to make TV set deliveries and antenna installations. Truck contents include elaborate inventory of accessories, wire, insulators, antennas, instruments, tubes, parts, tools, etc., to meet any situation. Complete description of truck and contents will appear next month.

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Housing shortage, cramped living, provides large market for "junior" appliances.

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PART II

TELEVISION RECEIVER SPECIFICATIONS



Member of
**AUDIT BUREAU
OF CIRCULATIONS**

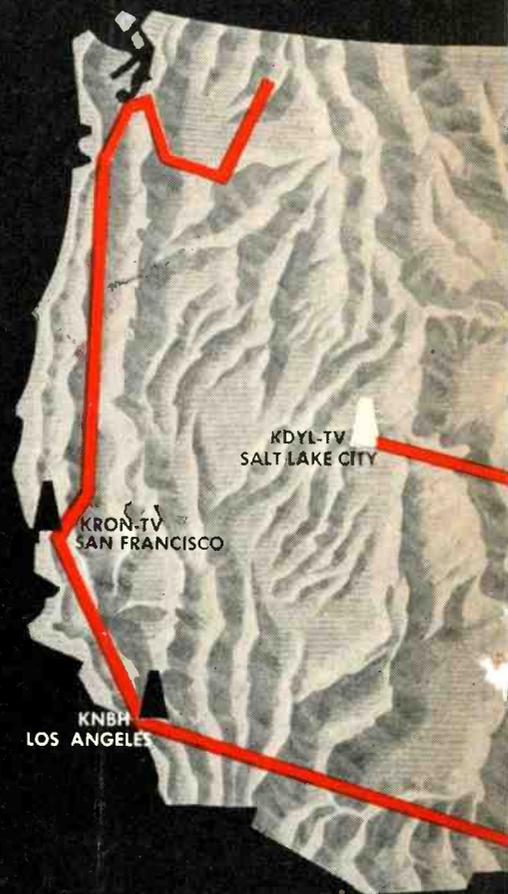
CALDWELL-CLEMENTS, INC.
480 Lexington Ave., New York, N. Y.

USA-TV

People used to ask "Do you have a television set?"

Now it's "Do you have a television set yet?"

And across the nation it's taken for granted that the American family eventually will be a television family.



THE National Broadcasting Company is primarily responsible for the phenomenal growth of USA-TV. Bringing modern electronic television out of the laboratory, NBC established WNBT in New York, the nation's first commercial television station. Then the nucleus of an East-Coast television network was formed with a coaxial cable link to Philadelphia. Temporarily halted by the war, developments have now mushroomed across the map to include sixteen NBC affiliated stations already in operation. Today, the NBC Television Network is sowing its grass roots throughout the Main Streets of America. For progress to date study the map—it's worth a thousand words. For it will tell you that the NBC Television Network is a working reality.

But the NBC Television Network is more than facilities and stations—it is programs. And again NBC has pioneered in providing the finest of programs for its network. Drama—Juveniles—Home Service—Sports—Music—Special Events—Films—Newsreels and News—all find their most workmanlike and audience-appealing expression on NBC Television. Lennen and Mitchell, a leading advertising agency, recently conducted a survey of the status of television with the following findings:

"The three top-rated television shows for May, 1948, according to television Pulse ratings were NBC produced—

1. Kraft Music Hall.....rating—48
2. Theater Guild.....rating—47
3. Giants at Boston.....rating—45

Why Your RAYTHEON Tube Distributor* Recommends

The New RAYTHEON BANTAL TUBE



It's Easier to STOCK

At the same price as ordinary tubes one Raytheon *Bantal* takes the place of *two*—cuts your stock problem in half! The Bantal 12SK7GT, for example, replaces, without shielding, either the GT or metal equivalent. Fast turnover, less money tied up in stock, more profit on your investment.

*Your Raytheon Distributor sponsors the famous Bonded Dealer-Service Program. Ask him for full details on this business building plan.

It's Easier to SELL

All these advantages at
NO EXTRA COST

Rugged Eight-Pillar Construction — Short pillars direct to elements; low grid-plate capacitance — greater stability.

Completely Shielded Internally — No external shielding hardware or installation labor. Increases your service profit.

Glass Button Stem — Low Loss.

Glass-To-Glass Seal — Permanent Vacuum.

Wide Lead Spacing — No Electrical Leakage.

Strong Non-Flexible Leads — No Base Shorts.

Glass-To-Dumet Vacuum Seal — No Air Leaks.

EIGHT POPULAR TYPES — 6SA7GT — 6SJ7GT — 6SK7GT — 6SQ7GT — 12SA7GT — 12SJ7GT — 12SK7GT — 12SQ7GT.

SUPERIOR FOR HEAVY DUTY SERVICE — Recommend Raytheon Bantals particularly for replacements in sets or equipments requiring tubes of long life and greater dependability. Their superior performance assures customer satisfaction and repeat business.



RAYTHEON MANUFACTURING COMPANY

RADIO RECEIVING TUBE DIVISION

NEWTON, MASSACHUSETTS • CHICAGO, ILLINOIS • LOS ANGELES, CALIFORNIA

RADIO RECEIVING TUBES • SUBMINIATURE TUBES • SPECIAL PURPOSE TUBES • MICROWAVE TUBES



THE NEWS THAT ROCKED THE PHONOGRAPH INDUSTRY!

The Revolutionary New 45-Minute Record



The Sensational New Radio-Phonographs created by **PHILCO**



to play it!



HERE is the radio-phonograph the entire buying public will demand in 1949. The instrument that plays standard records automatically AND... *the sensational new 45-Minute Record*. No other phonograph can offer the *full* enjoyment of this amazing development that brings you 45 minutes of music from *one* 12-inch disc. In addition, the new 1949 Philco Radio-Phonographs present a *host* of new developments from the Philco laboratories. Together they again provide Philco dealers with the sales appeal and promotional power they have come to *rely upon* from Philco, the *leader*, for 18 years!

The new **PHILCO** Balanced Fidelity Reproducer

A long program of research in the Philco laboratories perfected the new Philco Balanced Fidelity Reproducer, specially created to meet the new demands of the long playing record with its microscopic grooves. It caresses the record with a mere $\frac{1}{5}$ of an ounce of pressure. It embodies new principles of balance which avoid distortion and wear and which reproduce the wide range of tone contained in the record. It permits the *full enjoyment* of this history making advance in recorded music... and *there's nothing else like it on the market!*

Announcing . . .

*a higher standard
of television performance
designed for the
finest homes*

Starrett
TELEVISION

Large direct view sets
available for
immediate delivery
*to selected dealers
in each community*

Our tube manufacturing facilities enable us to deliver now . . . 10", 12", 15" and 16" direct view cathode-ray tube . . . table models, combination, consolette and break-front cabinet models in modern and period designs . . . retail from \$349. to \$1,795.

Wire, phone, write today for details.

STARRETT TELEVISION CORP.

Offices and showroom

521 Fifth Avenue
New York City
Phone MU-7-1780

Factory

Starrett-Lehigh Building
New York City

ACCLAIMED FROM
COAST TO COAST



GENERAL  **ELECTRIC**

FIRST AND GREATEST NAME IN ELECTRONICS

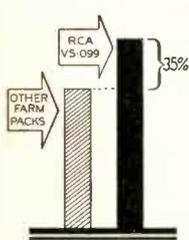
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Special
RADIO MIX...



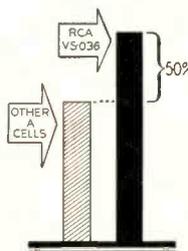
RCA VS-099 Farm Pack and RCA VS-036 "A" Batteries

... super-powered for longer life



It's RCA's special "Radio Mix" in these super-powered radio batteries that gives them longer service life *at less cost per hour!*

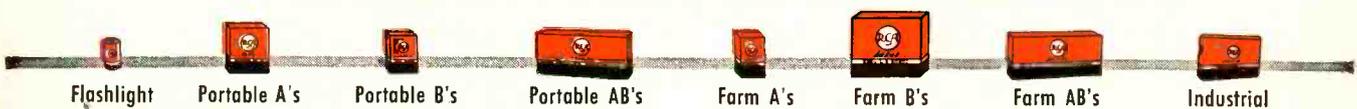
RCA VS-099 Farm Pack will power the average 4-tube, battery-operated receiver 35 per cent longer than the ordinary type of farm pack—at least a full season's service!



RCA VS-036 "A" Battery has *twice* the service 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!

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



TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

Listening In With Ben Gross

... As already set forth unofficially in this column, the Pilot Radio Corporation announces a new television set—the "Candid T.V."—retailing for only \$99.50. It is compact, weighing less than 15 pounds and is distinguished by its portability. This novel receiver, certain to win an enthusiastic reception from the public, will be available in retail stores within 60 days.

Dave Boone Says:

I see where a portable television set has been produced. You tote it around and get the video programs when you're all by your lonesome. It gives a television-set owner a chance to follow a show without building an addition to his home.

RADIO and TELEVISION

New Video Set for \$99.50;



By Paul Deals

New television sets are on their way, both low priced and fancy. The most exciting, perhaps, is the Pilot Candid T.V., at \$99.50, which goes on sale in August. It weighs less than 15 pounds, measures only 14 inches wide, 9½ inches high and 13½ inches deep. It can operate in most homes without need for an outside antenna, and "can be moved simply from room to room." The image is the smallest of any set on the market—about the size of a penny postcard—but it is clear. Another new-type will sell for \$305. It features a 15" mirror screen, which when not in use, becomes a mirror.

PORTABLE TV SHOWN

Pilot Radio Corporation introduced the first portable television receiver at a press review yesterday in its factory showrooms in Long Island City. The set has a three-inch direct-view cathode ray tube giving a picture one and three-quarter inches by two and three-quarter inches and will list for \$99.50, the lowest-priced video set on the market. Production, according to Ernest Hall, executive vice-president, will begin in July and first shipments to dealers in the metropolitan area will be made within sixty days. The receiver, known as the "Candid T.V.," weighs only fifteen pounds and is housed in a plastic cabinet fourteen inches wide, nine and one-half inches high and thirteen and a half inches deep.

Herald Tribune

Pilot to Offer Television Set To Sell at \$99.

Lowest-Priced Receiver Three-Inch Picture Tube and Four Main Controls

A small-picture television receiver selling for \$99.50, the lowest priced set made, was demonstrated yesterday by Pilot Radio Corp., 36-07 Thirty-sixth Street, Queens. The receiver, with a three-inch picture tube, is intended as a second receiver in the home or for people who want an inexpensive set, company officials said. Called the "Candid T.V.," the receiver weighs fifteen pounds and can operate in most locations with an inside doublet wire for an antenna, company engineers said. The firm also is developing a carrying case for the receiver which includes a built-in antenna. The receiver has twenty-one tubes and four main controls: audio volume, brightness, contrast and tuning. The set, it was said, will be available at stores within sixty days. The company also demonstrated a new large-screen model, called the "Spectator," with a new projection system which increases the brightness of the screen. The pic-

IT'S HERE!

PILOT CANDID T-V TELEVISION

A complete, superb television set to retail at only

99⁵⁰



Screen—3" x 2"
Weight about 15 lbs.
18 tubes plus 3 rectifiers

At last . . . the television set all America has been waiting for! . . . Easy to install . . . easy to tune . . . easy to SELL! Magnificently sharp image . . . no eye fatigue. It's the biggest news since television BEGAN!

Be sure to see the beautiful Pilot TV-41 Television Series—192 square inch screen—at \$795.



Nick Kenny Speaking:

Pilot radio will show vision set that sells for less than \$100, the Pilot candid T.V., at its factory showroom in Long Island City at 2 p. m. tomorrow!



AS WE GO TO PRESS—

Television manufacturers who have been predicting portable sets are at least 10 years away, are wrong. Pilot Radio's new TV model, a portable, made headlines last week.

PREVIEW IS GIVEN OF PORTABLE VIDEO

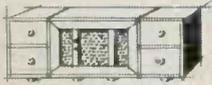
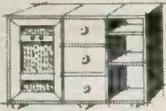
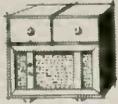
Pilot Radio Corp. Announces Output Will Start in July and Deliveries in Sixty Days

Pilot Radio Corporation yesterday introduced the first portable television receiver at a press review in its factory showrooms in Long Island City. The set has a three-inch direct view cathode ray tube giving a picture one and three-quarter inches and will list for \$99.50. It will be the lowest priced television set on the market. Production will begin next month and first shipments to dealers in the metropolitan area will be made within sixty days, according to Ernest Hall, executive vice president. Known as the "Candid T.V.," the receiver weighs only fifteen pounds and is housed in a plastic cabinet fourteen inches wide, nine and one-half inches high and thirteen and a half inches deep.

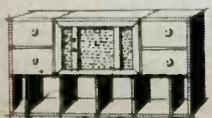
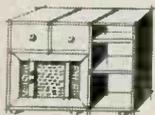
Dr. Werner Auerbacher, chief engineer of the company, who developed the set and conducted the press demonstration, explained that a simple dipole wire two feet in length insures satisfactory reception, with no complicated outside antenna required. The wire, he said, is included in the list price. No live programs were telecast at the time of the demonstration but patterns transmitted from several stations were well received. Video authorities outside the company for whom tests were previously conducted in locations with poor television reception state that clarity and definition is equal to or better than many larger and up. The receiver has reception on all thirteen television channels and may be moved from one transmitting area to another as well as from one point to another within the home. Dr. Auerbacher pointed out, however, that it runs on alternating current only and so is not "portable" in the sense of battery-powered portable radios. Another feature of the set is simplified tuning, with four dials providing for regulation of tuning, brilliance, contrast and volume. The company is designing a

PILOT RADIO CORPORATION, 37-06 36th ST., LONG ISLAND CITY, N. Y.

Makers of PILOTONE VINYLITE RECORDS • PIONEERS IN SHORT WAVE • FM • TELEVISION



Jensen Customode



The answer to your HOME ENTERTAINMENT CENTER. Designed by leading furniture stylists and electronics engineers, CUSTOMODE custom cabinets give you hundreds of refined functional arrangements, enhancing all interior styles and requirements.

Four Basic Units: Reproducer Cabinet—Bass Reflex design utilizes any 15" speaker including Jensen coaxial speakers; Medium Utility Cabinet—for large equipment, communications receivers, television sets, amplifiers, etc.; Small Utility Cabinet—for tuner, amplifier, recorder, record changer, etc.; Record Cabinet—holding more than 200 records. Mahogany in Blond or Cordovan finish.

Customode's "building block" versatility enables you to create your own layouts as you wish, when you wish. Please accept our invitation to write today for free literature and scale cut-up illustration. Jensen Manufacturing Company, 6601 S. Laramie Ave., Chicago 38, Illinois.

10 WAYS TO MAKE COLD CASH WITH RADIO'S HOTTEST SPECIALTY!



Wake-up-to-music" CLOCK-RADIO



MODEL 62

1. **FEATURE** the G-E Clock-Radio! It's *more* than a radio—it brings you *more* sales, *more* profits when it's not buried among your radios on display.
2. **PLACE** the G-E Clock-Radio in a "stand out" spot among your radios, AND
3. **DISPLAY** it in a "stand out" spot among your clocks, AND—*MOST IMPORTANT*—
4. **FEATURE THE CLOCK-RADIO BY ITSELF!** Customers who don't want "just a radio" or "just a clock" will buy a Clock-Radio!
5. **SHOW** the Clock-Radio in your windows—*away from ordinary radios!* The Clock-Radio is in a *class* by itself—show it by itself!
6. **TELL YOUR CUSTOMERS THE G-E CLOCK-RADIO STORY. THEY'LL WAKE UP TO SWEET MUSIC—YOU'LL WAKE UP TO SWEET PROFITS!**
7. **EXPLAIN** to them that the G-E Clock-Radio is an electronic reminder—it'll wake them, turn on a favorite program, remind them of important dates—automatically. All this—PLUS a G-E electric clock, PLUS a G-E "Superhet" radio.
8. **TELL THEM ABOUT THE EMINENT DOCTOR'S "WAKE-UP" TESTS—HOW SCIENCE PROVED THAT JANGLING ALARMS JAR YOU, PRODUCE NERVOUS TENSION; WHILE MUSIC FROM A G-E CLOCK-RADIO WAKES YOU SOOTHINGLY.**
9. **PLAY** on their liking for something *new* and *different*. The G-E Clock-Radio is *both*. There's nothing else on the market that sells like it!
10. **REFER** them to the G-E Clock-Radio ads in Life, Collier's, Saturday Evening Post . . . use all the Clock-Radio dealer aids—your G-E distributor has them . . . place ads in your local papers!

General Electric Company, Receiver Division, Electronics Park, Syracuse, N. Y.

REMEMBER—The G-E Clock-Radio is radio's hottest specialty!

GENERAL  ELECTRIC

175-G8

Stromberg-Carlson Profit

TELEVISION

That Sells on Sight—and Sound!

"You SEE it Better . . . HEAR it Better!" That's the dramatic new television theme Stromberg-Carlson and its distributors are firing with both barrels in support of your own promotion.

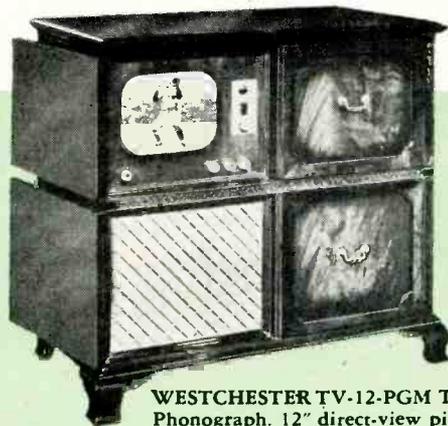
"You SEE it Better!"—on the unsurpassed clear and bright 12" direct view.

"You HEAR it Better!"—on FM audio by Stromberg-Carlson, whose very name promises superlative tone to every prospect.

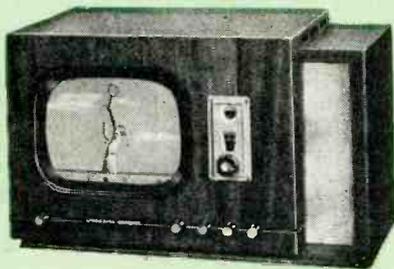
In every important television market, Stromberg-Carlson is boosting sales records of its franchised dealers! With aggressive large-space newspaper advertising against a background of national magazine pages, And with an unbeatable merchandising program—a unique kit containing a 28-page television educational booklet, folders, displays, direct mail, cards, signs, mats and commercials. Everything you need as leader in television selling!



CHINESE CLASSIC TV-12-M5M Television-Radio-Phonograph. 12" direct-view picture. "Eye" tuning for TV and FM radio. Push-button tuning for AM and short wave radio. Lovely Chinese motif cabinet in mahogany veneers.



WESTCHESTER TV-12-PGM Television-Radio-Phonograph. 12" direct-view picture. "Eye" tuning for TV and FM radio. Push-button tuning for AM and short wave radio. Intermix record player. Matched swirl mahogany veneers.



ROCHESTER TV-12-H2A (blond) or TV-12-H2M (mahogany veneer) Television and FM Radio Receiver. 12" direct-view picture. (Also available as TS-10-H2 with 10" tube.)



DORCHESTER TV-12-LM Television and FM Radio Console. 12" picture. Handsome modern cabinet in ribbon-striped mahogany veneers.

STOP!—LOOK!—and LISTEN!.. THERE IS NOTHING FINER THAN A

Stromberg-Carlson Company, Rochester 3, N. Y.

Line for Fall and '49

RADIO-PHONOGRAPHS

Models for Every Prospect—Prospects for Every Model!

Never before have Stromberg-Carlson franchised dealers had such a choice of fine Stromberg-Carlson radio-phonographs or radios for every customer. Each '49 instrument is decorator-designed for greatest appeal to your prospects, whether their tastes are traditional or modern. And most models feature:

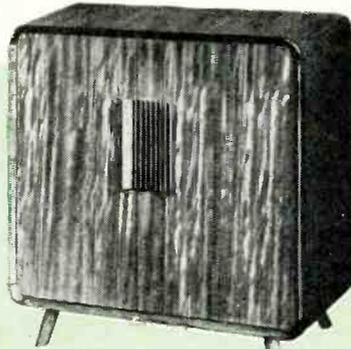
- Three-gang FM and AM tuning, with no-drift permeability on FM.
- Exclusive new Chromatic Tone Selector

- to visualize adjustment of treble and bass.
- Intermix automatic record changers with quick-change, dual-needle pick-up that plays either the new long-playing or standard records. Just press a button and touch a control to change from 78 RPM to 33 $\frac{1}{3}$ RPM records. (1409 models)

Powerful and insistent national advertising, newspaper advertising and merchandising will support your own promotion efforts during the fall and winter selling season.



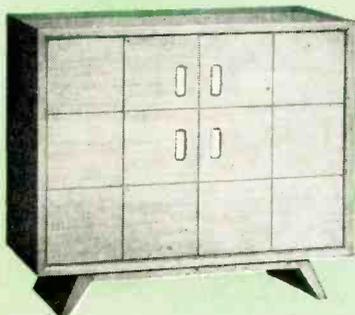
CHIPPENDALE 1407-PFM
FM-AM Radio-Phonograph.
Mahogany veneer.



NEW FUTURA 1409-M3M
(pin-striped mahogany veneer) or 1409-M3A (blond avodiré veneer) FM-AM Radio-Phonograph.



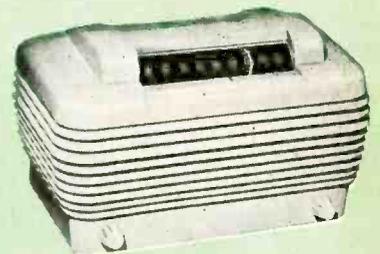
HEPPLEWHITE 1409-PGM
FM-AM Radio-Phonograph.
Swirl mahogany veneers.



NEW WORLD 1409-M2Y
FM-AM Radio-Phonograph.
Bleached mahogany or avodiré veneers.



MAYFLOWER 1407-PLM
FM-AM Radio-Phonograph.
Mahogany veneers.



DYNATOMIC 1400-HI (Ivory)
or 1400-HB (Brown) Ultra-Modern AC-DC Table Radio.

STROMBERG-CARLSON

— In Canada, Stromberg-Carlson Company, Ltd., Toronto

Don't
miss
this

MAN...

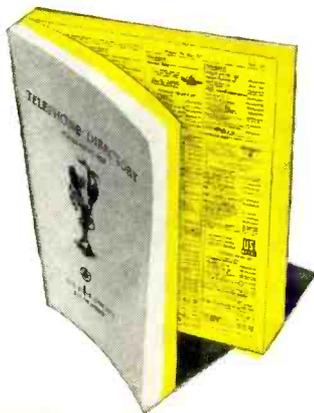
... he means business!

He's the Classified Telephone Directory representative.

Through his constant contact with both the buying public and business men, he has gained valuable knowledge about how the Classified is used and the results it produces.

Through his experience and training, he can make the knowledge he has gained equally valuable to you. He can make suggestions that will lead more buyers to your door through the 'yellow pages.' He can also suggest which classified headings are important to your business . . . and how you can make your 'yellow page' sales message stronger.

The next time he calls, remember that helping to increase *your* business is *his* business.



For further information, call your
local telephone business office.





"Giant Ten" table model T-10823 pictures almost 9" by 7" featuring Syncro-lok.

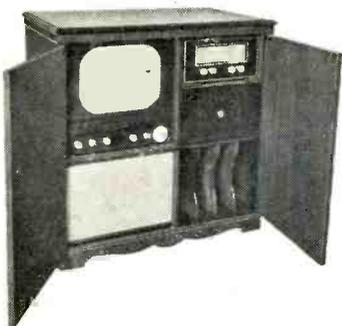


Ten Years in Television

U.S.T. delivered television sets before the war. Of companies producing television sets today, U.S.T. was first to produce television sets after the war. You are assured of delivery of U.S.T. television sets throughout 1948's initial cathode ray shortage as U.S.T. owns controlling interest in its own cathode ray tube manufacturing company, Zetka Television Tubes, Inc.



"Giant Fifteen" table model T-15823 featuring Syncro-lok 130 sq. in.



"Giant Fifteen" console combinations KRV-15831P with radio and record changer featuring Syncro-lok 130 sq. in.



UNITED STATES TELEVISION

assures you

"Best of the Biggest Pictures"



"Giant Twelve" console combinations KRV-12831P with radio and record changer featuring Syncro-lok 80½ sq. in.



Since United States Television's inception ten years ago, its research and design laboratories have been concentrated exclusively on the development of television.

Ten years exclusive experience in television has taught us you can not compromise with quality.

While it is possible to fool the ears of the majority of the public on sound reproduction, it is not possible to fool the eyes of the public on quality, clarity and size of a television picture.

United States Television, pioneer in projection "Big Pictures" for public use, now offers for personal pleasure the United States Television "Giant" series of direct view receivers—the "Giant Ten", "Giant Twelve", and "Giant Fifteen", in both table and console sets. Every set offers the biggest picture available in terms of the size of the picture tube. Our experience shows that's what your customers want.

UNITED STATES TELEVISION MFG. CORP., 3 W. 61 STREET, NEW YORK 23, N.Y., PHONE CIRCLE 6-4255

Tele-tone

priced and designed for

AT LAST
A TABLE MODEL WITH
BOTH BROADCAST BANDS



AM-FM

AT A SENSATIONAL PRICE

Here's the set with the selling point that's new, wanted, demanded! AM-FM . . . powerful 8 tube complement . . . built in antenna for both AM and FM . . . Alnico permanent magnet speaker. This new Tele-Tone AM-FM radio comes equipped with "Ratio Detection", assuring increased sensitivity, noise reduction, tuning stability, and cuts down interference to the absolute minimum.

Now . . . your customers can buy an FM radio for the bedroom . . . an FM radio for the kitchen . . . an FM radio for the porch and enjoy all the wonders of static-free FM reception. Full frequency range in both FM and AM. Available in walnut plastic cabinet.

\$34⁹⁵



Model #165—The "punch" for your promotions. Superheterodyne circuit. Alnico speaker, modern plastic cabinet. \$9.55.



Model #190—A 3 way portable—AC-DC or self contained batteries. Light, compact with powerful full tube complement. Available in maroon plastic. \$24.95 less batteries.



Model #184—A powerful table model set featuring full tube complement, superheterodyne circuit, two stages of I.F., automatic volume control, built in loop antenna. In ebony plastic. \$14.95.



greater sales, increased profits

THE NEW
Tele-tone
BIG SCREEN TELEVISION

TV

Here it is . . . 52 square inches of bright, clear picture at the **LOWEST PRICE IN THE COUNTRY**. Yes, it's the lowest priced **BIG SCREEN** television ever to be engineered and sold. It's the shot-in-the-arm your business needs to get it out of the doldrums . . . shoot it into the upper brackets of sales and profits.

It's **NEW** . . . all new . . . with plus features never before found in a TV set at anywhere near this price. Stock it...sell it...It's TV's best buy...by Tele-Tone.

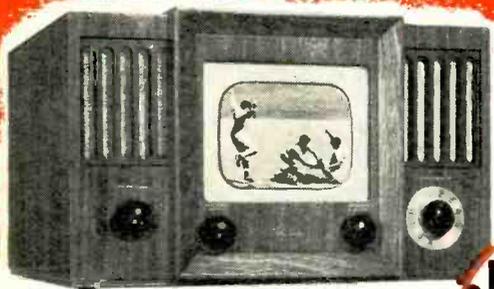


ALL THE FEATURES THAT MADE THE FIRST TELE-TONE TV SET FAMOUS . . . PLUS 4 ADDITIONAL ONES.

- Automatic Frequency Control . . . makes horizontal synchronization easier.
- No fine tuning control necessary . . . automatic gain and loss compensates for transmission variations.
- Higher I.F. frequency . . . gives higher immunity to interference.
- 10" Direct View Tube . . . the largest tube available at this low price.

\$249⁹⁵

**PLUS \$1.50 FEDERAL TAX
INSTALLATION EXTRA**



Model #TV 149—The set that made television available to **EVERY-ONE**. An industry standard. . . **AT THE LOWEST PRICE OF ALL.**

\$169⁹⁵

**PLUS \$1.30 FEDERAL TAX
INSTALLATION EXTRA**

Tele-tone

540 WEST 58th ST., NEW YORK, N. Y.

You Asked For It...

Here It Is!

A ZENITH FM-AM TABLE RADIO

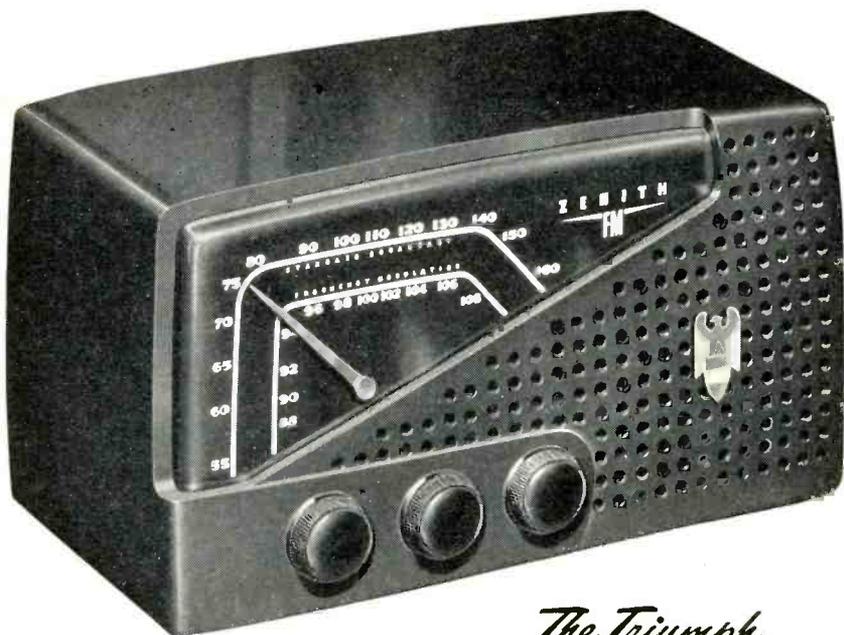
with

Zenith-Armstrong

FM

For Only

\$49⁹⁵



The Triumph

A Quality FM Set With **EAR APPEAL-EYE APPEAL** **BUY APPEAL!**

Just look what's yours to sell at this new low price!—Static-free *Zenith-Armstrong FM*—invented by Armstrong, perfected by Zenith . . . *Long Distance AM*—for powerful, cross-country listening . . . *FM-AM Aerials Built-In*—just "plug in" and play on AC or DC . . . a smart New "Cut-Away" Cabinet—in shock-resistant Swirl Walnut plastic and a rich, pure *luxury* tone even *we* never expected at such a value price! Stock up on the new Zenith "Triumph" *now* and get set for a big boom in table FM set sales!

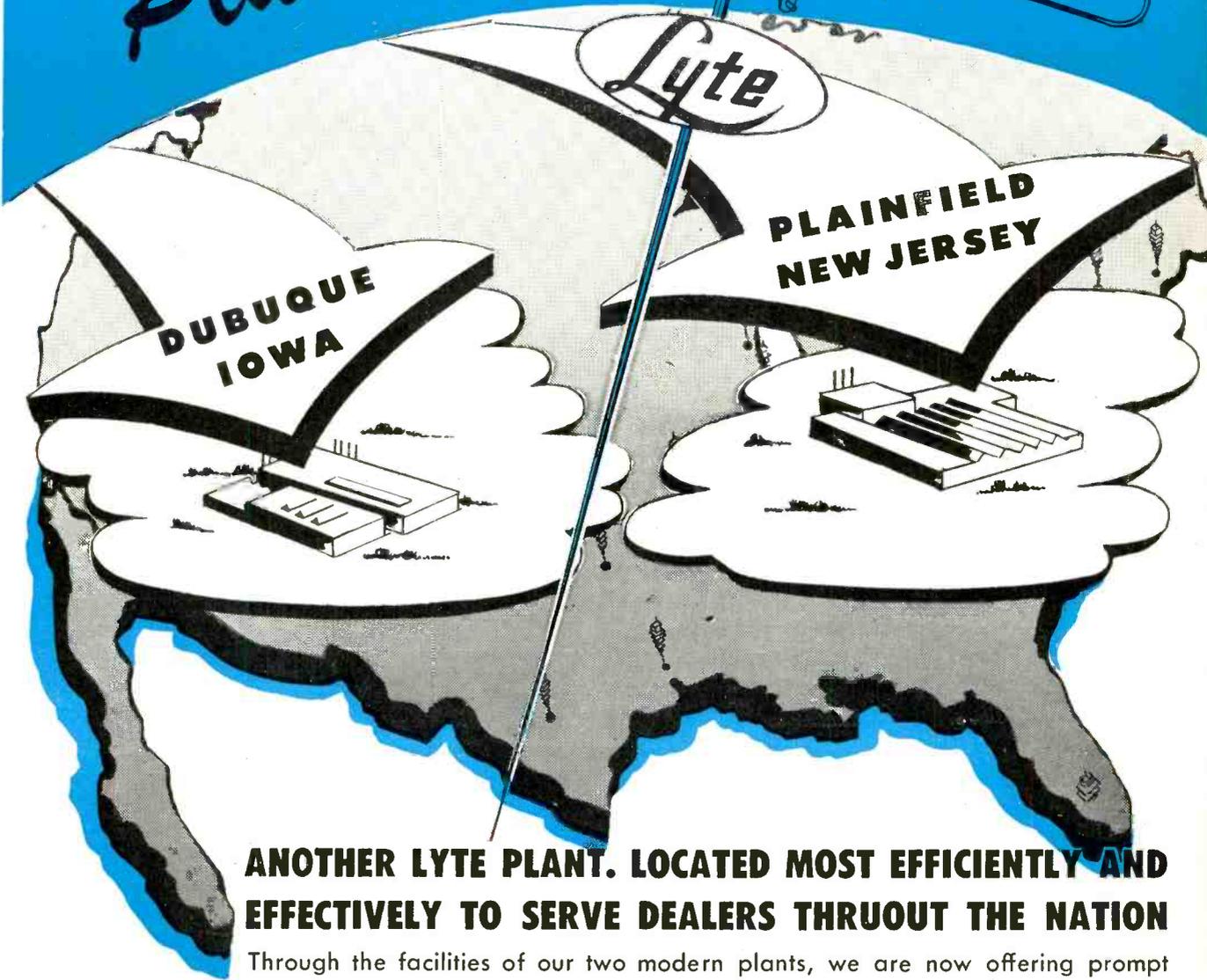
KEEP AN EYE ON



—And just to make *sure* you get your full share of "Triumph" sales, here's an eye-dazzling display that spells volume business no matter how you look at it. It's in full color for dynamic sales appeal—order *yours* today—by R-8128!

ZENITH RADIO CORPORATION • 6001 DICKENS AVENUE • CHICAGO 39, ILLINOIS

Now!!!
Two Great
Plants



ANOTHER LYTE PLANT. LOCATED MOST EFFICIENTLY AND EFFECTIVELY TO SERVE DEALERS THRUOUT THE NATION

Through the facilities of our two modern plants, we are now offering prompt delivery, top quality and sound value to the Lyte dealer. The Lyte antenna offers new vistas of TV enjoyment, gives you a greater reception range, a sharper picture plus a clearer image. This amazing reception is made possible over all 12 TV channels and FM bands. For the utmost in TV reception, the Lyte antenna is a MUST.

**TOPS
THEM ALL**

DEALERS — Even the finest Television Set is only as good as its antenna. Install the new Lyte for high fidelity reception, better definition, clearer images, with minimum interference. Satisfied customers mean more PROFITS for YOU! Specify LYTE — Best by Test.

LYTE PARTS CO.

11 WASHINGTON AVE., PLAINFIELD, N. J.
195 MAIN ST., DUBUQUE, IOWA
PLAINFIELD 5-2100 DUBUQUE 8884

YOU DO BETTER

YOUR

*How can you miss
with Values like these?*

THE WILTONDALE—
With its 12-inch speaker, "all-front" control record changer, powerful AM-FM radio and FM dipole antenna, this brilliant beauty looks and performs better than models priced \$40.00 higher than \$209.95.



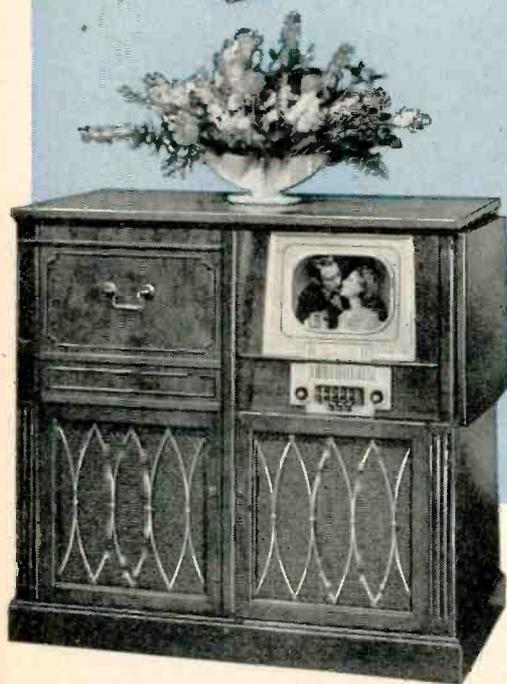
THE HERITAGE—
Matched twin speakers, exclusive Phantom Grilles, "Front Row" AM and long-range FM radio . . . pullout automatic record changer . . . ample storage space, add up to radio's biggest package for only \$189.50.



**EXCLUSIVELY YOURS—
ADVANTAGES NO OTHER**

RADIO-TELEVISION FRANCHISE COMBINES

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



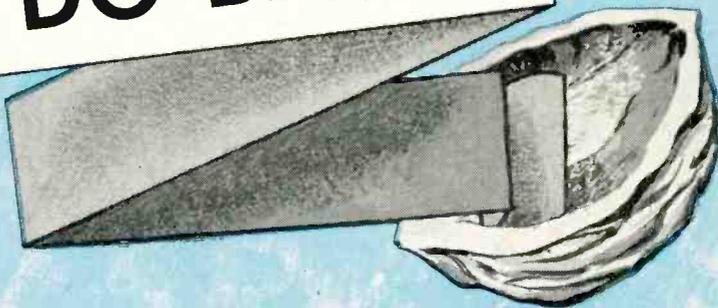
THE PAGEANT—Big "eye-angle" picture. Famous long-range Bendix AM-FM radio. Automatic phonograph. Record storage. Heirloom quality cabinet. The best of everything for only \$539.50.



THE FIESTA—Provides the finest picture . . . occupies the least space . . . makes the best appearance of any television set near its price. Built-in antenna gives a picture without installation wait. Push button tuning covers all channels. Only \$329.95.

CUSTOMERS DO BETTER

WE ALL DO BETTER



That's the net of our new direct-dealer

RADIO and **TELEVISION**

Merchandising Plan

Take it from America's top retailers—no other radio and television franchise packs such merchandising power and provides such profit protection. You get better merchandise—exclusive "Front Row" performance and Aviation Quality win on any comparison. You offer better values—with low, direct-from-factory prices, you successfully compete with chains. You make a better profit—an exclusive franchise protects you against price wars while national advertising directs all local prospects only to your door. Take the first step through this wide open door to a billion dollar market—get the whole big story. Do it today—this franchise is available to only one select dealer in each community.

WRITE TODAY FOR ALL THE FACTS DIRECT TO EDWARD C. BONIA, GENERAL SALES MANAGER

Products...Policies...Prices...Profits...

EVERYTHING'S BETTER ABOUT

Bendix Radio



BENDIX RADIO DIVISION of
BALTIMORE 4, MARYLAND



Use this
Display-Demonstrator
 to Increase
 Your Sales

*Available now on your
 choice of 4 Unique
 Merchandising Plans*

This Display-Demonstrator is more than a display stand... it is a potent sales tool that will build your profits! The Display-Demonstrator itself is attractive and will enhance the appearance of your store. It puts your profitable Webster-Chicago items where store traffic will see each item... where you can demonstrate them easily and close sales more quickly. You can't afford to miss this opportunity. Let your customers know that you handle these popular items — Webster-Chicago Wire Recorders, Record Changers, Phonographs, Needles, and Amplifiers — Demonstrate them and sell them with the Display Merchandiser Shown here! Call your Webster-Chicago Distributor today!



SPECIFICATIONS:

Light for Display; Openings for Easy Interconnection of Units; Height, 76"; Width, 53"; Depth, 30½"



WEBSTER-CHICAGO

5610 West Bloomingdale Avenue

• Chicago 39, Illinois

NOW you can feature the *finest*
TELEVISION



Television Consolelette.
 Big screen shows brilliant steady pictures on all channels. Gorgeous Furniture Styled cabinet.

Model VK106



Gorgeous Table Model.
 Shows constant, crystal-clear pictures. Hand-rubbed, Furniture Styled cabinet.

Model VT105



6-in-1 Console. Television. Automatic Phonograph for new "Long Playing" records, Automatic Phonograph for standard records, FM and AM radio, record storage and Furniture Styled cabinet.

Model VF103

Proved in thousands of homes
Television's Greatest Value!

Wherever television markets have been established, this is the receiver that sets the pace—in sales—in profits! Here is television's clearest, brightest, smoothest picture on a direct-view screen—accompanied by incomparable Motorola Golden Voice sound—in a hand-rubbed, Furniture Styled cabinet. It's engineered for *lightness* (weighs only 26½ lbs.). Simplified controls make it easy to operate.

Thousands of more-than-satisfied customers call it the *finest*, so tie your sales to this undisputed value "leader," Model VT71.



... and exciting
 new radios, radio-phonographs
 and portables



Thrilling Beauty, Low Price New table radio... in six decorator colors... Powerful... rich tone. Model 58R11.



Playmate Jr. Tiny... light... powerful... wonderful tone! AC/DC, Battery, (batteries extra) Model 5A7A.



Table Radio-Phonograph "Floating Action" changer handles ten 10" or eight 12" records. Model 68F11.



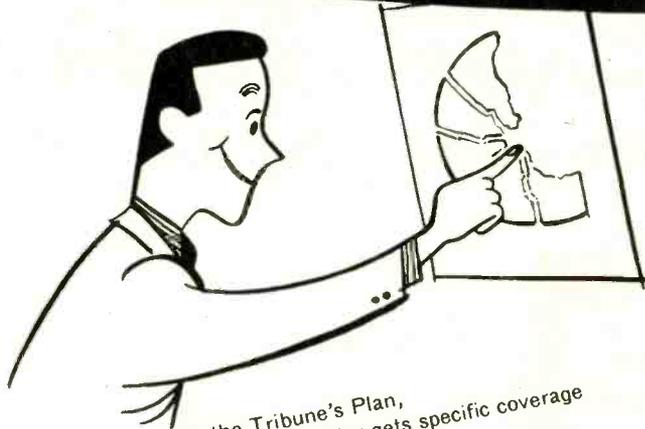
So Much For So Little FM/AM Radio Automatic Phonograph, record storage. Model 78FM22.

MOTOROLA INC. • CHICAGO 51, ILLINOIS

PHONE, WRITE OR WIRE YOUR NEAREST MOTOROLA DISTRIBUTOR FOR DETAILS

The local coverage

1



With the Tribune's Plan, each dealer gets specific coverage of his own neighborhood market.

2



Each dealer gets dominant, big-space advertising . . . plus the selling impact of the Chicago Tribune.

3



Each dealer can participate with you; low line cost is prorated on the circulation each uses.

your dealers want...

just one feature of the
CHICAGO TRIBUNE'S
Selective Area Advertising Plan

With the Tribune's Plan, your dealers get sales-winning, prestige-building advertisements for as low as *one per cent of card rates* . . . or even lower depending on the number of dealers involved. Under the plan—

EACH DEALER GETS:

- 1 Selective coverage of his local market
- 2 Prominent display of his name and location
- 3 The low rate of just 1.4¢ a line!

YOU GET:

- 1 Better identification of your local outlets
- 2 Enthusiastic dealer support
- 3 Advertising that pays off right away!

Now you can offer big-space newspaper advertising to your neighborhood dealers—even those with small advertising allowances. With the Tribune's Selective Area Advertising Plan, each of your dealers gets a highly localized campaign—at a cost each can afford.

Here's why: The Tribune offers you five separate Sunday sections, each delivering some 200,000 circulation in five separate metropolitan Chicago areas. You can list selected groups of *non-competing* dealers in advertisements which appear in each of these local sections. This gives each of your dealers a powerful campaign, directed at his own market.

This kind of co-operative advertising meets the problems of your dealers and distributors. It makes the most of the consumer's habit of buying hardline merchandise near home. And it can help you increase sales in the rich Chicago market—alone large enough to take an important part of your production. The plan is applicable in almost any newspaper market.

In Chicago, manufacturers selling merchandise ranging from records and shoes to radios and washing machines, have already spent \$550,000.00 under the plan in the Tribune. For complete details, call or write your nearest Tribune representative today.

USING THE PLAN—Users of the Tribune's Plan include these manufacturers: Admiral, Bendix, Farnsworth, General Electric, Howard, Majestic, Motorola, Philco, RCA-Victor, Stewart-Warner, Stromberg-Carlson, Wilcox-Gay and Zenith; as well as Bendix

Home Laundry, Coleman Heater, Columbia Records, Eureka Vacuum Cleaner, Horton Ironer, Jacobs Laundrerall, Landers, Frary & Clark Automatic Blanket, Maytag Washer, Queen Quality Shoes, Thor Washers, Yale & Towne Irons, and Enna Jettick Shoes.

CHICAGO TRIBUNE

The World's Greatest Newspaper

Sunday average net paid total circulation: Over 1,600,000

Sunday average net paid city and suburban circulation: Over 1,000,000

A. W. Dreier, Chicago Tribune
810 Tribune Tower, Chicago 11

E. P. Struhsacker, Chicago Tribune
220 E. 42nd St., New York City 17

Fitzpatrick & Chamberlin
155 Montgomery St., San Francisco 4
448 South Hill St., Los Angeles 13

W. E. Bates, Chicago Tribune
Penobscot Building, Detroit 26



Today's best seller - because . . .

it's today's best buy!

RECORDETTE

T.M. REG. U.S. PAT. OFF.
by WILCOX-GAY



Sensational New
Recording
Radio-Phonograph

\$ **89⁹⁵**

(Left) RECORDETTE PORTABLE makes recordings from microphone or built-in radio. Plays all records up to 12 inches. Weighs less than 18 pounds. Compact carrying case covered with brown and tan fabric. Retail for only \$89.95.



(Above) RECORDETTE CHA RSIDE . . . recording radio-phonograph combination in attractive mahogany finish cabinet. Finished on all four sides; fits all room arrangements. Available with or without albums (storage space for 96 records).

RECORDETTE by Wilcox-Gay is making sales history from coast to coast. And the reason is simple. Dollar for dollar, RECORDETTE is the best value on the radio market. RECORDETTE, and *only* RECORDETTE, offers a RECORDING radio-phonograph for only \$89.95. Now you can sell home recording to *every* home—because RECORDETTE is within reach of *every* budget!

And remember—every RECORDETTE sale is followed by many more profitable sales of RECORDIO Discs and RECORDIOPOINT Needles!

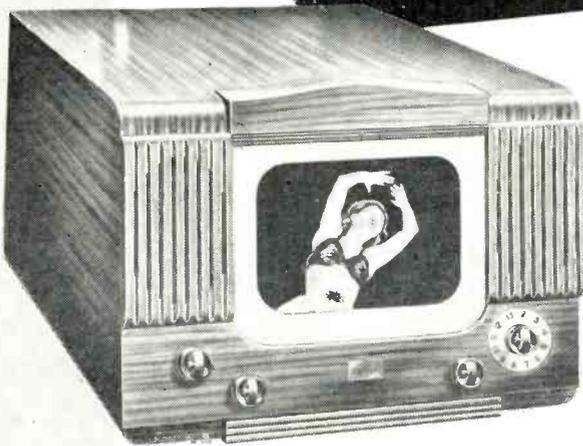
By the makers of RECORDIO

WILCOX-GAY CORPORATION

CHARLOTTE, MICHIGAN

In Canada: CANADIAN MARCONI COMPANY

IT'S HERE!



Olympic
Star-brite
television

Olympic's Table-Top Television set is a hot profit-maker! 54 sq. inch pictures so brilliantly bright, sharp, clear—shows can be enjoyed in a normally lighted room, day or night. Olympic's "Frame-lock" image control circuit assures distortion-less, waver-free performance. Static-free FM sound. High-Fidelity elliptical speaker. Choice of handsome cabinets in mahogany or blond oak. Model TV 922. Write or wire for details and typical Olympic values.

IT'S HERE!

Olympic

TELEVISION DUPLICATOR

Exclusive with Olympic—and designed to double your television profits! Just connect to ANY standard Television set . . . and it exactly, automatically, reproduces the pictures and sound from the master receiver. No extra antenna—simple as an extension telephone. Same principle as the Olympic remote room viewers in famous "Hotelevision" systems now operating in New York's Roosevelt and New Yorker Hotels. Ideal for playrooms, sun porches, etc., in private homes . . . as well as for cafes, restaurants, and other public places. Model RTU-3. Write or wire for details and typical Olympic values.



ON THE WAY—VERY SOON!

Olympic
RADIO & TELEVISION

INC.
34-01 THIRTY-EIGHTH AVENUE
LONG ISLAND CITY 1, NEW YORK

Olympic 5-way Tele-Consoles, with FM/AM radio and dual-speed record changers, playing both standard and new long-playing records.

Rounding out Olympic's greatest line: Famous period Consoles

—Combinations, table sets, portables, and the strikingly beautiful "GEM" personals. All at Olympic's unbeatable prices.

Distributors: Some territories are still open. Write or wire.

Dealers: Write for literature.

**AGAIN IT'S
"TOPS" WITH
UNPRECEDENTED PROMOTION!**

The New 1949
Emerson



● All of America will see them featured in double-spread color ads in top flight national magazines.

"Big Bertha" newspaper ads will regularly pound their "BETTER Style, Tone, Performance and Value" across to the public—to YOUR prospects.

Crowd-stopping point-of-sale helps will bring already-sold buyers into your store.

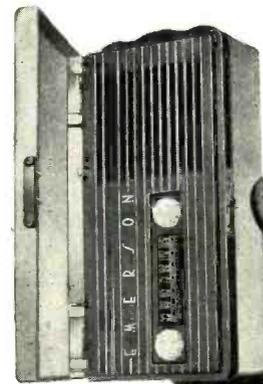
A wide range of supplementary promotion will

A Wide Range of Leaders in Product, Price and Profit

A large new selection of Compacts—Console and Table Phonoradios—new FM and FM-AM Table and Console models—Portables—Personal Radio—and outstanding Table and Console Television—is ready for your display and sale NOW.

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





Emerson
Radio and
Television



Radio and Television

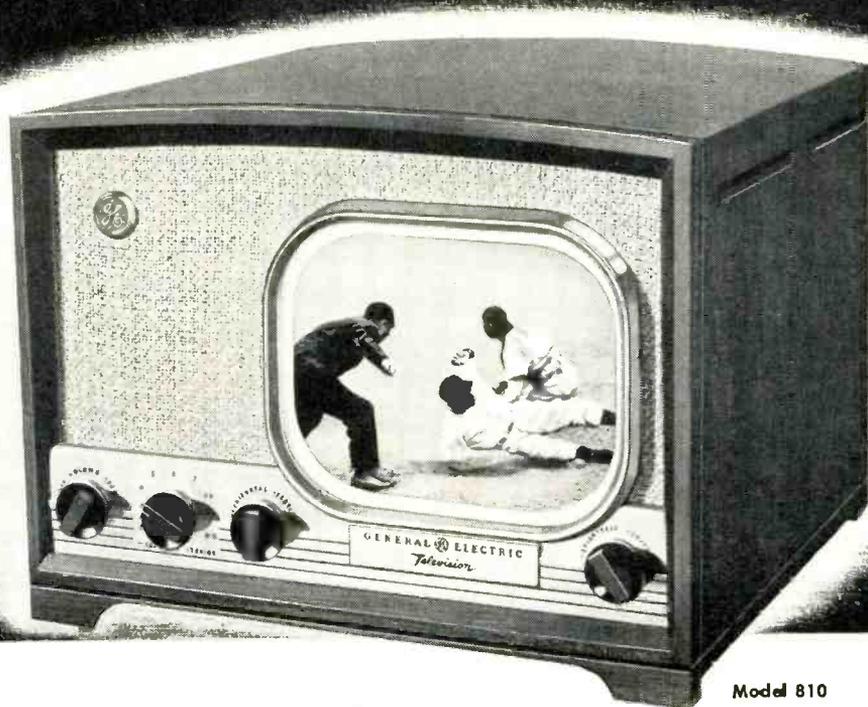
bring new prestige and added profits to Franchised Emerson Radio and Television Dealers.

Every new 1949 Emerson Radio and Television model has been pre-tested for demand in every market. The products are right, the margins are liberal and YOUR VOLUME SALES are assured.

See the entire new line—get all the price and promotion facts—

**CALL YOUR EMERSON RADIO
DISTRIBUTOR NOW!**

*World's Largest Maker
of Small Radio*



Model 810

IT'S PERFORMANCE ENGINEERED—

Sensational value—\$325*

(plus installation)

BEATS EVERYTHING IN SIGHT!

Prospects turn into buyers—and turn fast—the minute they see the new G-E Model 810. Now you can give them G-E Daylight Television in a table model. Such clarity! Such definition! And priced so low it's sure-fire in closing sales. For full information call your G-E radio and television distributor or write: General Electric Company, Receiver Division, Electronics Park, Syracuse, New York.

GE DAYLIGHT TELEVISION

Plenty of big local newspaper ads plus top TV programs spread the good news. Your television prospects are reading about G-E Daylight Television in smashing magazine and newspaper ads—they are seeing it demonstrated on top-flight television programs—coast to coast. What a setup for profit!

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

GENERAL  ELECTRIC

180-G9



Model #02C

G-E Daylight Television, AM-FM Radio, Automatic Phonograph, Sensational G-E Daylight Television 10" tube. All U.S. television channels, each with factory pre-tuned circuit, G-E Electronic Reproducer. 12" G-E Alnico 5 speaker. Model 802D. **\$725.00***

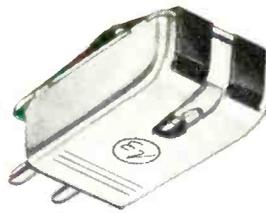
(plus installation)

Lightest
Most Efficient
Crystal Pickup
Cartridge
Ever Conceived!

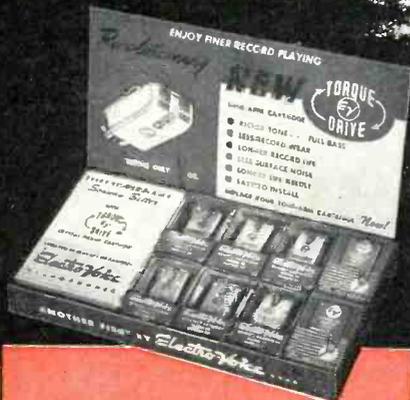
NEW
SERIES 12



ACTUAL SIZE →



← WEIGHS ONLY $\frac{1}{5}$ OZ.



HANDY NEW KIT MAKES SALES AND SERVICE EASY!

Enables you to service most replacements *immediately*—helps you sell *more* replacement jobs to old and new customers—cuts overhead and inventory—increases turnover and profit! Contains 6 cartridges, 4 needles, mounting plates, literature, replacement chart and full instructions. Available in KIT "A" (Osmium) or KIT "B" (Sapphire).

New Model L-14 for MICROGROOVE

New Microgroove Torque Drive Crystal Cartridge now available—at same price. Model L-14 has smooth, peak-free, wide range response to 12,000 c.p.s. No filter necessary. Replaceable Osmium-tip or Sapphire-tip needle.

New Model 20 MAGNETIC CARTRIDGE Now available for REGULAR or MICROGROOVE records. Uses Model 503 Matching Transfilter.

BETTER COUPLING OF RECORD GROOVE TO CRYSTAL

Exclusive Electro-Voice development now brings amazing improvement in record playing . . . *outmodes existing crystal pickup cartridges* . . . opens up vast new replacement opportunities. Fully tested and proved . . . the new Series 12 TORQUE DRIVE provides a more rugged cartridge for everyday use in home phonographs, booth demonstrators, and coin-operated machines. Assures finer reproduction, less surface noise, less needle talk, less record wear, longer record life, more needle plays!

3 BASIC MODELS REPLACE OVER 100 STANDARD TYPES

Comes in low, medium and high voltage outputs to provide universal replacement. Speeds servicing, steps up your profit. Installation is simple. Each cartridge is furnished with replaceable Osmium-tip or Sapphire-tip long-life whisker needle. It is available individually or in kits.

- Series 12 with Osmium-tip needle. List price, \$7.50
- Series 12 with Sapphire-tip needle. List price, \$8.50

It's the talk of the industry! Ask your E-V Distributor, or send now for Bulletins 141 and 142.

ELECTRO-VOICE, INC., BUCHANAN, MICH.

Export: 13 East 40th St., New York 16, U.S.A.
Cables: Arlab



ANOTHER FIRST BY

Electro-Voice

Just in time for Radio's Biggest

ARVIN'S GREAT



● NEW MODELS! ● POWERFUL ADVERTISING!

You will do over half of your 1948 radio business in the last four months of the year. Arvin prices assure your sales volume. Arvin's better discounts assure your profit on every Arvin sale! The whole Arvin price-discount-profit picture is ready to give you a bigger advantage during the heaviest radio selling season. Cash in on this planning now!

SALESMAKER!

NEW ARVIN ISLAND FLOOR DISPLAY



This spectacular new Arvin Island Display is part of the new Arvin Profit Plan! Loaded with Arvin super-value Radios, it compels attention from every customer who enters your store! All surfaces are scratch-resistant; washable; gleaming chrome trim; packed knocked down in one carton; easy to assemble. It's a hot deal designed to make more sales for you, increase your profits!

GET FULL DETAILS FROM YOUR ARVIN DISTRIBUTOR

PLUS!

COMPLETE SALES HELPS

Arvin's planning for your 1948 fall profits includes everything to help build your sales: colorful new counter and window displays, pennants, streamers, hand-out folders, and timely newspaper mats to tie in your radio selling with sports and political events under Arvin's co-operative advertising plan.

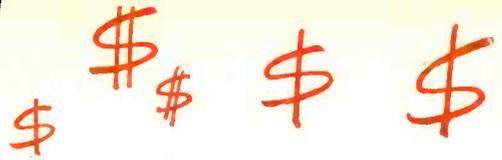
PLUS!

POWERFUL CONSUMER ADVERTISING



Arvin's great national advertising campaign carries the value story of Arvin Radios to over 49 million readers of Life, The Saturday Evening Post, and Country Gentleman. To tie your store to this national advertising in the minds of your customers, big Arvin national newspaper advertisements are scheduled to run co-operatively in major centers. Arvin hasn't overlooked a single bet to build sales for you!

Selling Season!



NEW PROFIT PLAN!

- GOOD DISCOUNT!
- SALES HELPS!



242T



254T (Walnut)

TWO SENSATIONAL NEW ARVIN RADIOS

Styled in the latest lines—priced in the popular brackets—engineered for unbeatable value!

ARVIN MODEL 242T

Red, Yellow, Green or Ivory

\$ **14.95**
FOUR COLORS

* Here's an AC/DC superhet styled and priced to walk right off your shelves into the arms of your customers! Non-breakable cabinet in red, yellow, green or ivory to meet every color taste! All these colors have proved their popularity. They'll put zip into your fall selling. Underwriters' listed.

ARVIN MODEL 253T

\$ **16.95**
EBONY

* This beautiful AC/DC superhet has been created to give you genuine Arvin quality in the lowest price bracket for a modern 4-tube-plus-rectifier set. Latest 1949 styling in plastic with built-in loop antenna. Three colors—with a good mark-up for you in 253T Ebony at \$16.95—and provision for selling up to still better profit on 254T Walnut or 255T Ivory.

MODEL 254T \$ **17.95***
WALNUT.

MODEL 255T \$ **19.95***
IVORY.

*Slightly higher in Zone 2

Mail this coupon today!



Noblitt-Sparks Industries, Inc., Columbus, Indiana

Please rush complete facts on your Arvin Radio Franchise, Profit Plan and Merchandising Helps.

Name _____
Street _____
City _____ Zone _____ State _____

Worried about the sales future of radios?

*don't get cross
get a
CROSLEY
franchise*



All New!

CROSLEY

LINE FOR '49

HAS DEALERS SINGING —

"Yes, we have a bonanza"



CARROLLTON FM-AM Radio-Phonograph. Magnificent 18th Century styling. Mahogany Cabinet by Carrollton.

9-212M—Smart, modern styling in rich mahogany. Compact, fits small space. Powerful superheterodyne, Automatic Record Changer.



THERE'S A MODEL STYLED AND PRICED FOR EVERY PROSPECT IN YOUR MARKET

26 all-new radios and radio-phonographs to help you cash in on the 50,000,000 potential sales in today's radio market! A bonanza? You bet! There's a model in this line for every prospect in your market—a wide choice of styles and prices in feature-studded FM-AM radio-phonographs, table combinations, table radios, portables and farm sets. That means there's plenty of profit in it for you, fewer turn-downs in favor of the dealer up the street. We challenge you to find *any other* line so complete, so smartly designed, so sensibly priced!

YOUR PROSPECTS ARE THE TARGETS FOR POWERFUL

Localized promotions

Crosley pre-sells your prospects with power packin' advertising in popular magazines and key newspapers, coast to coast. You tie-in to this sales push with practical promotion aids designed to fit your local needs. Ad mats—radio spots—attractive literature—smart displays—promotion that brings prospects into your store to look, listen, buy!



9-119—Walnut plastic. Compact AC-DC design with rich, clear tone, sharp tuning!



9-106W—Shortwave and AM reception in lustrous ivory finish plastic. AC-DC.



9-118W—Sleek, smart. High performance. Ivory finish plastic. AC operation.



9-113—Tuneful earful in any room. Walnut plastic. AC-DC.

CROSLEY SPECTATOR TELEVISION RECEIVERS ARE AVAILABLE IN ALL TELEVISION AREAS

CROSLEY

Division *AVCO* Manufacturing Corporation

*®

Cincinnati 25, Ohio

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

RADIO & TELEVISION RETAILING

Including Radio and Television Today

O. H. CALDWELL, Editorial Director ★ M. CLEMENTS, Publisher

Sell All Four!

The summer-long slump in phonograph record sales is an outstanding example pointing up to the smart merchant the advantages of diversification. And, at the same time, showing him the disadvantages of doing business on an "all-eggs-in-one-basket" basis.

For a number of years we've been urging our readers to go "4-Way." That is to set up strong departments for the sales of *radios, electrical appliances, and phono records*. And, equally important, to maintain top-flight *service* facilities.

This "4-Way" idea has taken hold in a big way. Today, a large majority of our readers have diversified. The move toward having more than one iron in the fire is a well defined trend in this field.

Figuratively speaking, only a mere handful of "single-track" or "vertical" stores,—such as "straight" radio, straight record or straight appliance establishments,—exist today. It goes without saying that any store depending upon sales of any single product is bound to suffer financially during any slump—seasonal or otherwise. The "vertical" store is always vulnerable.

On the other hand, the well-set-up, diversified store, can, and often does, call upon *one single* department to carry the entire load for a period of time. There are a great many "4-Way" dealers in business today who would be able to carry their entire overhead from revenue derived solely, for instance, from their service departments, if the necessity for such procedure arose.

In addition to the immediate financial advantages of having something to sell every day in the year, diversification promotes another very important merchandising function—customer-wise. It provides extra convenience for the customer, permitting him to save time and trouble in doing all of his business in this field, *under one roof*.

Diversification also makes easier the building up of a large prospect list for future sales. It facilitates the piling up of a larger year's sales volume.

When the alert retailer is faced with a seasonal slump in any of the products he carries, he doesn't take it lying down. He increases his efforts to move such sluggish merchandise. But, under the circumstances, where he has a diversified product line, if there comes a slump in one department, it's a grand and glorious feeling to know that other segments of his business set-up will keep the money rolling in.

What's Ahead!—in Radio,

PSYCHOLOGICAL EFFECT OF PREVAILING high prices rather than any actual "pinch" on the public's pocketbook responsible for the marked slow-down in sales of many products in this field. Proof is seen in the fact that when the consumer actually decides to buy he buys the best. In almost all markets cheap merchandise goes begging. Customers still buy the choice cuts of meat; the most expensive luxuries. In our field the response to ads offering cut prices on inferior products can usually be counted on to be lower than a snake's hips.

ELUSIVE AS THE SONG CHARACTER, "CHLOE" are those television tubes. One manufacturer obtained a supply of envelope blanks from a foreign market. Makers who have been unable to stockpile are buying from hand-to-mouth—and that's no fun!

FIRST OF A SERIES OF 5 RADIO "Town Meetings" will be held in New York's Hotel Astor, Sept. 27, 28, and 29, Harry A. Ehle, chairman of the Town Meetings committee of the Radio Parts Industry Coordinating Committee, has announced. Other meetings: Boston, at Hotel Bradford, Nov. 15, 16, 17; Atlanta, in January; Los Angeles in March, and in Chicago next April.

VISITING DEALERS FROM non-television areas express amazement over the numbers of TV antennas seen at every hand in TV localities. Such sight whets their merchandising appetites; makes them hope that video will soon spread its magic carpet over their own communities.

NATIONAL FARM ELECTRIFICATION meeting will be held Nov. 17-19, in Chicago. With more than 60 per cent of the country's farms electrified, and plans made to increase this total to about 80 per cent, there is unusual interest in the conference this year, and a very large attendance is expected.

BIG INDUSTRY GET-TOGETHER in California, September 30 and October 1-2, the occasion being the 4th annual Pacific Electronic Exhibit, to be staged by West Coast Electronic Manufacturers Association, headed by James L. Fouch. The exhibit will be attended by manufacturers, jobbers, reps and dealers, as well by IRE members. The IRE convention is being held during the trade show.

IN ADDITION TO WORRYING over increased steel prices, manufacturers are gravely concerned with the shortage problem still confronting them.

THE OCTOBER ISSUE OF this magazine will feature all of the merchandising and technical information about all of the TV antennas and accessories. This exclusive feature will provide dealers with valuable information for many months to come.

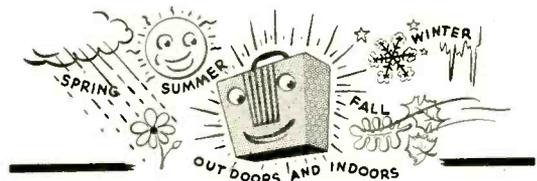
NUMBER OF BIG FIRMS in the industry suing one another in various actions involving alleged infringement, damaging imitation, etc.

AT LONG LAST, THE SHORTAGE of special bulbs, headed by the photographic types, appears to have come to an abrupt end, with supplies now plentiful.

SERVICERS WORKING ON RADIOS in the current crop of automobiles are running into a few new problems due to certain design and operating changes that the motor car makers are presently employing.

NATIONAL ELECTRONIC DISTRIBUTORS ASSOCIATION has reprinted and is distributing the feature article entitled, "The Jobber IS Important", which appeared in the May 1948, issue of RADIO & TELEVISION RETAILING.

"SEASON-END" SALES OF PORTABLES being currently offered at reduced prices by numbers of merchants suggests a "defeatist attitude" says one dealer who has a fairly large stock of the carry-about on hand. Stating that he will be sold out by Christmas, this retailer refuses to lower prices because of the bad effect such technique is bound to have upon those customers



he's already sold at regular list prices. "The portable should be considered a year 'round item. It's versatility should be stressed to the prospective buyer," says this dealer. "The portable should not be looked upon as a summer item. Such sets are naturals for skiers, winter vacationers, and for the back-to-college students," he concludes.

HOW CAN A "DISCOUNT HOUSE" give 40 per cent off to retail buyers? Well, in one instance we know of, the answer is at hand. The firm receives a 60 per cent discount from its suppliers on a certain item.

Appliances, Records and Television

LEAVING THE CUSTOMER ON THE HOOK, or what's wrong with the phonograph record business. Among other things, lousy salesmanship stands out as a prime factor. Here's an example to prove it. Scene, a large record department. Customer: "Have you . . . ?" Clerk: "I don't believe we have." (Stands fast looking at customer, who finally bows out of the picture.)

"OUR COMPETITORS WON'T LIKE THIS, but you will" reads a sign in the show-windows of a big-city dealer who announces a store-wide price reduction on all radio and appliance products.



THE HOT, HUMID SUMMER MOST of the nation has been experiencing will be responsible for a huge increase in demands for air-conditioning stores, homes and offices. From here on, storekeepers will be acutely air-conditioning-conscious due to slumps experienced by owners of erstwhile sweltering establishments who saw folk deliberately patronizing the mechanically cooled places.

ONE OF THE MOST UNUSUAL LOOKING TV antennas is the new indoor job made by Workshop Associates, just put on the market, and described in the Sound and Service Section of this issue. The antenna made its debut at the Chicago "Parts" show where it created quite a sensation.

THE "COLD WAR" AND THE possibilities of having it develop into a hot one is very definitely affecting the market, and the planning of numbers of manufacturers, many of whom are now devoting a considerable part of their facilities to production and experimental work for various governmental agencies.

HOW TIMES CHANGE DEPARTMENT. Used to be a large number of "straight commission" salesmen out pulling doorbells; working on showroom floors. Today, one can, figuratively speaking, count such salesmen on the finger's of one's hand . . . Remember away back when availability of fuels wasn't a factor in selling house-heating devices? Today, many a customer has had a taste of shortages in solid fuels, gas and heating oil, adding considerably to the difficulty in making a choice between gas burners, stokers, oil burners . . . Not too long ago, either, when there was but one "tank" vac on the market. Today's production of tanks is running neck-and-neck with other types.

'48's RECORD STATIC—AND FM. The summer season just closing has been characterized by the worst radio static and atmospherics in many years. Not since 1935, say old-timers, has interference on AM radio been so severe. For the hundreds of thousands of new FM sets in listeners' hands, July and August afforded excellent test and demonstration periods. With AM channels riddled by nature's artillery fire and at times almost useless, listeners turned to FM for relief. Notable example was occasion of the Republican Convention acceptance speeches at Philadelphia in July. Unintelligible on AM, because of a severe lighting storm, the addresses came through crystal-clear to fortunates with quality FM receivers.

"ANY RADIO SERVICED WHILE YOU WAIT" is a plan being put into effect by a Keystone State dealer, and he means to do just that. First, such service will be welcomed by the consumer who is always in a hurry; second, it will encourage owner's to deliver and pick up their own sets, and third, it will speed service revenue turnover. See article in this issue, entitled, "Geared to Greater Profits."

DEALERS' ROLLING STOCK increasing in numbers. Is due to several factors including availability of new trucks, upped delivery demands, and the drop in the number of consumers bringing repair work to the store.

RADIO TECHNICIANS ALL OVER THE COUNTRY — HERE'S GREAT NEWS!

THE NOVEMBER, 1948 ISSUE OF RADIO & TELEVISION RETAILING WILL FEATURE THE

"TOWN MEETING" PLAN

(Through cooperation with the Radio Parts Industry Coordinating Committee—Originators of the "Town Meeting" idea)

What the Radio Town Meeting Can Do for Your Town and You—How to Get the Town Meeting Started in Your Town—How the Town Meeting Operates—How the Plan Can Better Business Conditions, Raise Radiomen to a Professional Level. "Town Meetings" are sponsored nationally by the:

Electronic Parts & Equipment Manufacturers
Radio Manufacturers Association

Sales Managers Club, Eastern Division
West Coast Electronic Manufacturers Association



8V112



711V3



8V7

CONSOLES...

PORTABLES...

AM...

RECORDS...

TABLE MODELS...

TELEVISION...

FM...

There's an RCA VICTOR

8PCS41



730TV2



8V151





75X12



77U



8X521



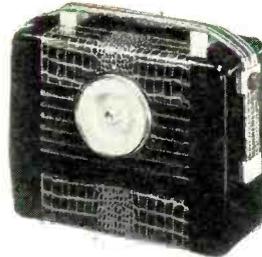
8R71



8X541



8BX6



8BX5



721TS

instrument for every customer

The RCA VICTOR line, backed by intensive advertising, brings you bigger profits through higher turnover

• These models are members of a line of instruments that *can't* be beat! No matter what your customers prefer, there's an RCA Victor model for them.

Whether your customers want a console, table model, or portable—AM, FM, Short Wave, Records or Television—dollar for dollar, these RCA Victor instruments will give them *more* pleasure, *better* performance and a *greater* listening thrill than any other brand.

Appealing advertising constantly reaches your customers . . . sends them to you for the RCA Victor instrument of their choice. Smashing full-color pages in LIFE, COLLIER'S, and SATURDAY EVENING POST with black-and-white advertisements in LOOK reach hundreds

of potential customers of *yours* every month. The RCA Victor Show reaches millions of listeners every Sunday over 163 NBC stations from coast to coast.

Look for the dramatic advertisements in these leading national magazines . . . listen to "The Music America Loves Best" over your favorite NBC station every Sunday at 2:30 P.M., E.D.T.

Cash in on the ever growing preference for RCA Victor instruments. Tie in your advertising and store displays with the national campaign. Let your customers know that *you* have RCA Victor instruments. Only part of this great line is shown here. If you don't have the full line on display, contact your distributor NOW!



FINEST TONE SYSTEM IN RCA VICTOR HISTORY

The "Golden Throat" tone system is bringing a new listening thrill to millions.

RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

ONLY RCA VICTOR MAKES THE VICTROLA
Victrola, T.M. Reg. U.S. Pat. Off.

WHAT'S THE MATTER WITH

Here's a Realistic, Timely Picture of the

Poor Salesmanship



Too many dealers, clerks, still nursing hangovers from the lush seller's market.

• Compared with sales of even a year ago, to say nothing of the few lush years immediately following the war, the phonograph record business can well be described as having taken a more or less serious nose-dive.

The way things look now, platter sales for 1948 will be 20 to 30 per cent lower than 1947, with popular numbers being hardest hit.

This is a situation which needs to be faced with understanding and courage.

It is a problem that cannot be solved by hiding our heads in the sand. The time has come to stop pussyfooting, hush-hush tactics and sugar-coating. We can't grow callouses from sitting around and grow bank accounts at the same time.

We must dig. Dig for that thar' gold, still plentiful in the platter industry. But we must dig deeper and harder.

Overboard Inventories



Poor buying judgment results in further accumulation of shelf-warming numbers.

Right here, let us all agree that the record business is still a good business, and that it will continue to be good.

If and when the Petrillo ban is lifted, the record business is expected to level off at about 225 millions discs a year. This is approximately 100 million units under 1947 when we sold 325 million units. Now, 225 million record sales per year isn't to be sneezed at. It isn't peanuts!

But in spite of this rosy future, the present picture, with which we are im-

Too Many Stores



Glitter of easy market days caused many to open stores. Only strong can survive.

mediately concerned, is gloomy and balled up. There's no use kidding ourselves that it isn't.

Dealers are loaded to the hilt with stagnant merchandise. When thoughts of this mounting pile of shelf-warmers are coupled with the overall decline in business, the dealer's mental approach to the situation is anything but optimistic.

The manufacturers are worried. So are the jobbers. The makers face a very serious condition in the Petrillo ban. Wholesalers are running into more and more sales resistance on the part of the dealer.

Why the Sales Slump?

In order to effectively attack the problem at hand, we must first discover the causes, and such causes appear to stack up something like the following, not necessarily in proper order of importance:

The regular seasonal slump. (Disc sales will climb from here on.)

The Petrillo ban.

Continuing low level of salesmanship. Return to a buyer's market. (Decrease in store traffic; slower response to ad and display appeals.)

Rise in living costs. (Though viewed as a unit, consumers don't think discs are too high-priced. As a matter of fact, while teen-agers know list prices, very few adult buyers do.)

Too many stores.

Television. (Contributing to the situation in TV areas.)

Poor buying judgment.

Mental let-down on part of merchants. "Hidden" record departments.

Crowded housing conditions. (Platters all over the place have bad psychological effect.)

What Can Be Done?

During the lush days, discs sold themselves. Platters were not in competition with other products. The consumer couldn't buy a radio; or scarcely any other durable goods for that matter.

People went about buying records and scads of other things too just for the devil of it. Today, all too many retailers continue to nurse hangovers from yesterday's buying spree.

The glitter of that abnormal market attracted all too many persons to open stores—others to launch record manufacturing firms. Numbers of such enterprises have fallen by the wayside. More record departments will follow suit unless owners are willing to forget traditions of the past and needle themselves into some real two-fisted action.

Fight or Fold Up

For instance:

The dealer must move his record section out in the open.

He must have faith in the industry's present and future potential.

He must better the salesmanship in his store; driving out the drones.

He must know the musical preferences of folk in his community.

The dealer must buy with the utmost caution, but never to the point of being "fresh out" of fast-sellers.

Every effort must be made to get rid of stagnant inventory.

Numbers no longer in the catalog which have dropped out of the active demand brackets must be liquidated. Such discs can be moved at a price just as slow-moving merchandise in other fields is turned into cash via "clearance sales." A procedure of this kind, arranged to conform with fair trade laws, seems to be the only answer and would not constitute price-cutting in the sense that it would be a merchandising evil as is the practice of slashing lists on products currently in demand.

Some merchants sitting around with five thousand dollars or so tied up in dead stock think they have the solution

THE PHONO RECORD BUSINESS?

Situation—and What Can Be Done About It!

Faith in Industry



Faith plus action can move mountains of discs. The record business is big business.

in offering hot numbers at cut prices. This technique doesn't make sense, and will often result in such dealer ending up in an unfriendly game of tag with the sheriff.

Many smart merchants keep everlastingly sorting and re-sorting the slow-movers; promoting them for all they are worth. Now and then a certain one-time dead disc comes alive, being influenced by various factors in entertainment, politics, etc. Some, too, become collector's items.

But the dealer has other problems besides those associated with the heap of dormant discs. He has the task of gearing his business to the lower, withal wholesome, pace of business now that things are settling down.

He has the job of selling every day. If he doesn't sell, he doesn't eat.

The facts are that discs can be sold, and in satisfactory volume. From here on, they won't sell themselves.

They will have to be sold via better salesmanship—better display.

They will have to be bought carefully. The return privilege is valuable only to the skilful buyer.

The time for a thorough housecleaning is at hand—a housecleaning at all

In other words, we must *sell* or be *sold out!*

Good Salesmanship



From here on, discs won't sell themselves. Better sales techniques must be employed.

Hidden Record Department



People will no longer seek out "needle in haystack" platter sections in stores.

levels of the industry. We can no longer hope to *take* business. We must *make* it! We need to forget *yesterday*, facing today's problems realistically.

A good time to start out with a fresh viewpoint, backed up with real action is today. A real shot in the arm to business is almost at hand—the trek back to in-home living, plus the Christmas season. Discs are "naturals" as gifts and they will sell well this year—and make no mistake about it. This bound-to-come upclimb in sales is going to be fine medicine for all of us, but in capitalizing on the peaks we must remember that this record business of ours is a year 'round proposition.

We must sell discs every day—because overhead doesn't drop with sales. It keeps right on going. The only way to prevent rigor mortis from setting in is to keep the record industry *alive*. Earnest, consistent effort can do just that!

Do These Things to Sell More Discs:

- UPGRADE salesmanship
- IMPROVE buying techniques
- KNOW what customers want
- EXPOSE disc department to traffic
- PROMOTE the shelf-warmers
- BELIEVE in the industry
- ADVERTISE and display consistently

DISCOUNTS, PRICE-CUTTING,

The nation's retailers in this field are always faced with problems. In order to survive in good times and in bad ones too, merchants must keep on their toes. Their businesses are often immediately affected favorably or unfavorably by changes in the overall economic picture. They are likewise affected by supply situations. In many instances, certain economic changes in their particular localities present merchants with headaches not shared by their fellow dealers in other communities.

But in spite of the hectic ups and downs which continually confront them, the dealers who keep on the beam are a hardy lot. They continue to do business at the old stand come haves or high-water. Such retailers know what the score is. They know what their immediate problems are, and more often than not they have an uncanny way of seeing what's ahead.

Not only do the alert merchandisers know their immediate problems, but they have well-defined opinions on solving them.

The editors of RADIO & TELEVISION RETAILING have just concluded analyzing the returns of a study made among dealers in sixteen states, covering representative sections of the country—in towns and cities of all sizes.

Certain questions specifically asked the dealers to comment upon such timely subjects as discounts, trade-ins, price-cutting and dumping, consumer trends, cooperation being given by jobbers and manufacturers, sales staffs,

set-ups, wherein discounts are short, *but trade-ins are comparatively few in number* and you'll find that almost as many retailers prefer working with today's short spread as do those who'd like to see a return to former conditions. About eighteen months ago results from a survey we made showed that 54% of the respondents wanted longer discounts, plus pre-war trade-ins; 46% preferred the present set-up. Approximately the same ratio prevails today, the latest poll reveals.

In such a close contest of opinion, two patterns of operation preferred by dealers are seen. Certain merchants, in this case, a small majority, like to have some extra money to "play" with. They believe in the trade-in as a sales tool. In addition, many of them are set up to do a profitable job in handling used merchandise for re-sale. On the anti-trade-in front merchants say they see nothing but a return to dangerous, profit-eating tactics in widespread use of the trade-in as a sales tool.

From any smart merchant's viewpoint, the discount rate itself doesn't mean *anything*. He is only interested in *how much* of the money in the spread he can put in the bank as profit!

At this time the discount picture shapes up like this: The overall rate is "shorter" than it was before the war, but there are *two factors* which *appear favorable* in this short-discount set-up. One is that in spite of increasing competition, goods are more readily sold today than they were pre-war, and

television ones, are lower than pre-war, is a more accurate way of expressing the situation. At the same time the fact that some large companies have returned discount schedules to former "long" rates must not be overlooked.

"We do not like trade-ins," says one California dealer, "but most people want them, and they do increase sales." An Indianapolis retailer states that he would rather go back to the pre-war setup. "I much prefer the longer discount situation. Under it, the dealer has an opportunity to better regulate his operation."

A St. Louis retailer says, "here we are back to pre-war trade-ins, but still working under post-war short discounts."

An important angle is brought out by a Milwaukee dealer who says, "before the war many trade-ins could be re-sold at a profit. Now trade-ins are junk. I'd rather operate under present conditions."

The Dealer Speaks

Most of the respondents who voted in favor of continuing under the present discount set-up did not comment since the question practically answered itself, but some did qualify themselves. For instance, another Milwaukee merchant declares that he "prefers the present conditions," but doubts that they can be continued as competition becomes keener. From Detroit, a retailer declares that trade-ins are coming back fast in his territory, therefore he wants more spread *before* the day comes when trade-ins become "part of every deal."

One Houston, Texas, merchant experiences less cut-price competition under present conditions, but another dealer from Seattle, Washington, believes that there should be a minimum of 40% on all sets; 40 and 5% on receivers selling at more than \$200, and 40% and 10 on sets over \$400.

Reporting that he accepts no trade-ins, and doesn't intend to, a Los Angeles retailer says, "trade-in selling is a weakness displayed by one who is not a salesman."

"People have been educated to expect allowances on radio products, appliances, and automobiles", a Boston merchant says. "If we don't give them something for their old junk they'll go to the competitor. Short discounts eat into the profits."

In commenting on price-cutting, merchandising's Number One evil, dealers blame over-production, "forced" sales, tie-ins, "surprise" launching of new models, preferential discounts, over-board quota systems, erroneous estimates of potential demands, and other factors.

DO AWAY WITH THIS EVIL!

One of the outstanding reasons for price-cutting is the practice of allowing "discriminatory" discounts to favored accounts. RADIO & TELEVISION RETAILING accepts as fair practice the giving of quantity discounts, where quantity is actually involved—but unqualifiedly condemns the sort of deal wherein the buyer receives a quantity discount for small lots, at a rate longer than the competitor is forced to accept when he buys a similar quantity, or even more.

inventories, etc. The returns certainly present a typical cross-section of dealer thinking today, and they bring to light numbers of facts which serve to refute some prevalent beliefs being currently expressed.

Take the matter of discounts. At every hand one hears statements that all of the retailers in the country are griping about the small spreads they are working with today. Such statements are by no means entirely accurate. Look at the whole situation like this: Asked, for instance, if he wants longer discounts, any dealer in his right mind will answer *yes*. Qualify such question, as we did in our recent questionnaire, and ask the merchant whether he prefers working under *present*

second, while trade-ins are increasing, the volume is not nearly as great as it formerly was, nor are trade-ins a "must" with almost every sale.

Unfavorable aspects of the "short" discount are seen in increased operating expenses under which the dealer works today, and in the competition afforded by advertising copy soliciting trade-ins. Another unfavorable aspect is the increasing tempo of door-to-door selling which will force many a dealer to add to his outside salesforce, and to his overhead.

In discussing the discount situation, many people make the mistake of assuming that *all* discounts are shorter than they were before the war. To state that *most* of the set-ups, particularly

TRADE-INS!

Dealers Express Views on Timely Subjects in 16-State Study

As pointed out editorially in the August issue of this magazine, price-cutting is a vicious circle. Price-cutting affects even the profit-minded, ethical dealer when he finds himself "caught" with a stock of merchandise being slashed by his competitors. Which products, of course, he cannot expect to sell to his customers at list prices. Thus, the man who least of all wants to be a list-price-lacerator often finds himself forced to join the ranks of those who practice price-cutting as an established technique.

Following are some statements on price-cutting submitted by dealers questioned in this latest study who were asked how manufacturers can help do away with "dumping":

From Los Angeles: "The manufacturer should control his production by estimating the potential demand. He's cutting his own throat when he dumps merchandise because smart dealers won't continue with a line that's been 'dumped,' and cut-price hurts brand-name."

From Milwaukee: "Stop forcing merchandise on dealers and jobbers."

From Newark, N. J.: "Manufacturers should forbid their distributors to force 'tie-in' sales, or to encourage dealers to cut prices when the latter complains of slow sales."

From Los Angeles: "Dealers should be informed by manufacturers of any impending changes in models and prices."

From St. Louis Mo.: "Quit making so many models, and stop changing models too frequently."

From San Francisco: "Carry over most models to another year. Some manufacturers have been doing this since the war, and it seems to work out o.k."

From Los Angeles: "Have about 30% of the manufacturers in this field go into the breakfast food or candy business. Only incompetents make erroneous estimates of the market."

From Philadelphia: "By not making too many models."

From Seattle: "By going 'fair trade'."

From San Francisco: "Manufacturers unload at big discounts to large outlets who sell at cut-prices. Tie-in sales cause dumping, too."

From Denver: "Keep a close eye on their distributors."

From Cleveland: "By doing away with 'quota' systems, and allowing wholesalers full value on returned, outdated models which have not been sold."

From Los Angeles: "By selecting their distributors more carefully."

Numbers of dealers protested against "back-door" selling by discount houses and similar organizations, and of discounts given certain classes of em-

ployees. One merchant reports "seeing red" over an incident which happened when he visited a jobber, not his regular one, to pick up a home appliance which his supplier did not have in stock. Standing next to him, he reports,

they want too much money for what they furnish." A Pittsburgh retailer says that "the department stores and installment houses get the cream of all the deals and advertising."

An Indianapolis retailer says: "We

PRICE-CUTTING—THE CAUSES AND THE EFFECTS

CAUSES

Over-Production

"Forced" sales—"Tie-in" sales

"Surprise" launching of new models

"Over-board" quota set-ups

Discriminatory discounts

Erroneous estimates of potential demand

EFFECTS

Brand-names injured

Profits reduced

Forces unwilling dealers to cut prices

Slows up "repeat" business from dealers

"Educates" consumers to expect discounts

Antagonizes consumers who paid full list price

was a woman armed with a public utility "courtesy" card in her hand. According to the retailer, he received 35% off—the consumer, 40%!

A small majority of dealers questioned feel that they are not getting enough of the right sort of merchan-

need the personal advice and assistance of manufacturers' sales counsellors—we rarely see their salesmen." This dealer maintains a staff of 7 persons.

"We need more pamphlets, circulars and catalogs; also mailing pieces and postcards," advises a California mer-

Facts About the Dealers Who Participated in This Study

55% want to go back to pre-war discount set-up (see question in article.)

45% are satisfied with present conditions.

27% are now accepting trade-ins.

36% are taking no trade-ins.

23% report taking "some" or "few" trade-ins.

100% who answered operate their own service departments.

One-third of the respondents sell and rent PA systems.

72% report larger salesforces than pre-war.

85% have larger inventories than pre-war (dollar-wise.)

61% are spending more money on advertising than they did before the war.

90% sell batteries.

85% report that customers think prices of their products are too high.

dising help material from manufacturers and jobbers. Numbers of them complain about having to pay for much of the material. "Not enough display cards, banners, etc.," advises a Colorado retailer. "We're getting enough," a Houston, Texas merchant says, "but

chant. "Some manufacturers fail to furnish sufficient servicing data," writes a Cleveland dealer.

"Not enough help" is the verdict of a Los Angeles man. "The distributors have not recovered entirely from their 'war-time independence' attitudes."

Geared to Greater Profits!

Pennsylvania Dealer Sparks Smart Ideas With Action. Opens New Store for TV Exclusively. Makes Service His Firm Foundation



Above: From front to rear, the interior of Gerhard's new store is its own window display. Pictured on opening day, the window area features radios, and large and small appliances. Below: Looking across some of the major appliances towards the small radios and records department.



It didn't take the consumers in and around Glenside, Pennsylvania, long to discover that the new dealer in their midst—G. E. Gerhard—was sincere in backing up his two announced slogans, one "guaranteed service", and the other, "where even the sale is a service." It didn't take them long, either, to realize and appreciate that this merchant had numbers of extras to offer them, as well as ideas that were originated for their benefit.

One of such ideas has developed into a dual-store operation, with one of the establishments devoted exclusively to television sales and service.

Gerhard has a formula designed to click with the buyers in his community, and to prove that it is clicking, and fast, one has but to look at the firm's record.

It was just about three years ago, July 1, 1945, that this dealer opened a store at 321 N. Easton Road. His carefully planned business operation was successful from the start. Proving that his policies are appreciated *materially*, people in his trading area are flocking to the Gerhard store and gave him, for instance, \$280,330 in business during twelve months' ending June 30, 1948. He expects to end 1948 with a total volume of more than a half-million dollars.

The Gerhard Formula

Now, there is nothing "magical" about the Gerhard formula for success. It is based upon simple, well-known fundamental merchandising techniques. And, as Mr. Gerhard points out, such formula can only succeed when it is carried out to the letter.

The Gerhard plan for more volume, more profits and more satisfied customers is laid out something like this: First, design a method of operation, slanted both profit-wise and customer-wise. Second, publicize such plan so that about everyone in the territory will know about it. Third, follow through such plan faithfully and honestly.

Gerhard's method is as follows:

1. The foundation of his entire business is based on having the facilities and the sincere desire to render excellent service. To back up such service one of his own printed guarantee forms goes with each job. (See illustration accompanying this article.) He makes certain that the members of his service organization are skilled technicians; also that they are presentable individuals who know how to please the public. Finally, having such plan in actual operation, he capitalizes on it by publicizing it to the hilt.

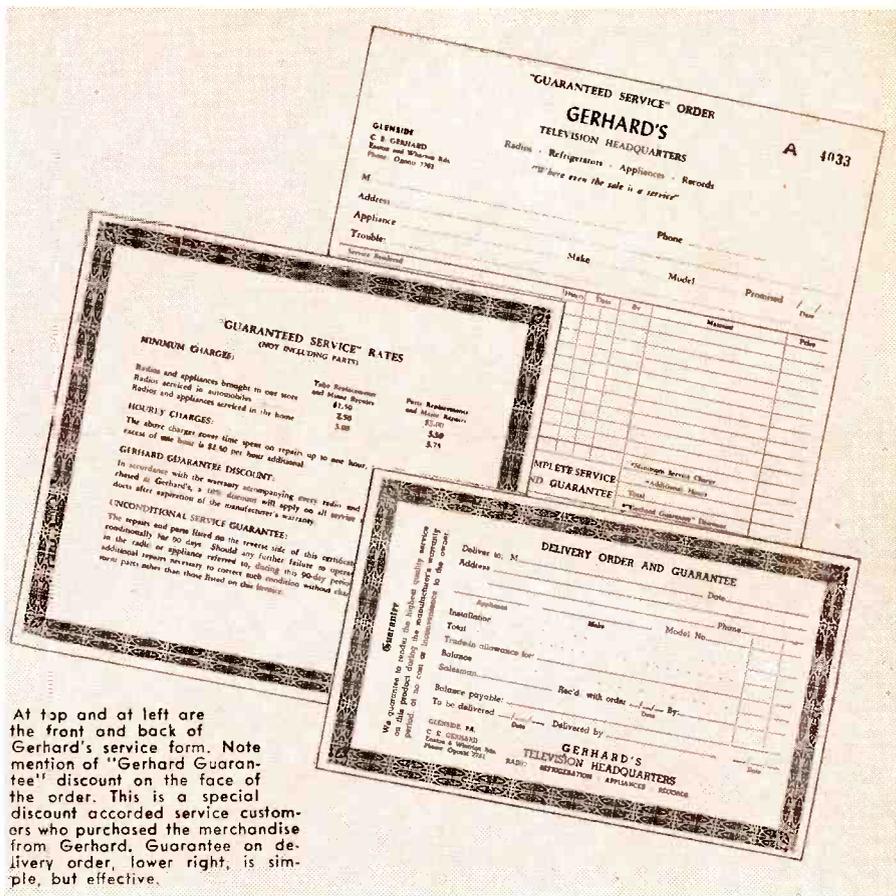
2. Gerhard's stocks a wide variety of well-known radio, record and appliance makes, which he selects carefully, basing such choice upon known local consumer preferences. His two stores—inside and out, are attractively designed, and tastefully decorated. His "Home Appliance Center," a new store at 10 E. Wharton Avenue, is modern without being garish. The "television headquarters" store (a description of which appears elsewhere in this article) presents a home-like atmosphere. All products are attractively displayed, and "live" demonstration is featured.

3. Smart, original ideas are the order of the day at Gerhard's. The ideas which are put into practice are not of the ballyhoo sort, but are customer-attractions nonetheless, because they always offer the buyer some extra service for his money. One of the latest Gerhard ideas, soon to be put into effect, will be to offer customers "service while you wait" on radios. The department will be geared up to handle such rush jobs. Mr. Gerhard instituted this plan because of the well-known fact that "when?" is so important to customers. Too, under such operation, he will get a faster service revenue turnover.

4. A calm, straightforward type of salesmanship, tailored to meet with the approval of the folk in his trading area, is employed at Gerhard's. No high-pressure is used, but the desire to achieve profitable results is deeply instilled into the members of the sales force. Mr. Gerhard lays great stress on the importance of obtaining the services of the right kind of salespeople, and, as a result of careful selection of personnel, he has built up a very large following of satisfied customers.

Television, Exclusively

The opening of a store, devoted exclusively to television, is certainly something new. The Gerhard television headquarters is operating for all purposes as a separate unit. Not only will all video set sales be culminated here, but a separate service department for the sight-and-sound receivers has been set up. Separate sales forces are being maintained in each establishment. In addition to offering better service to customers, Dealer Gerhard feels that he can do more diversified business volume and get more sales attention concentrated on all of the products he sells by such separation.



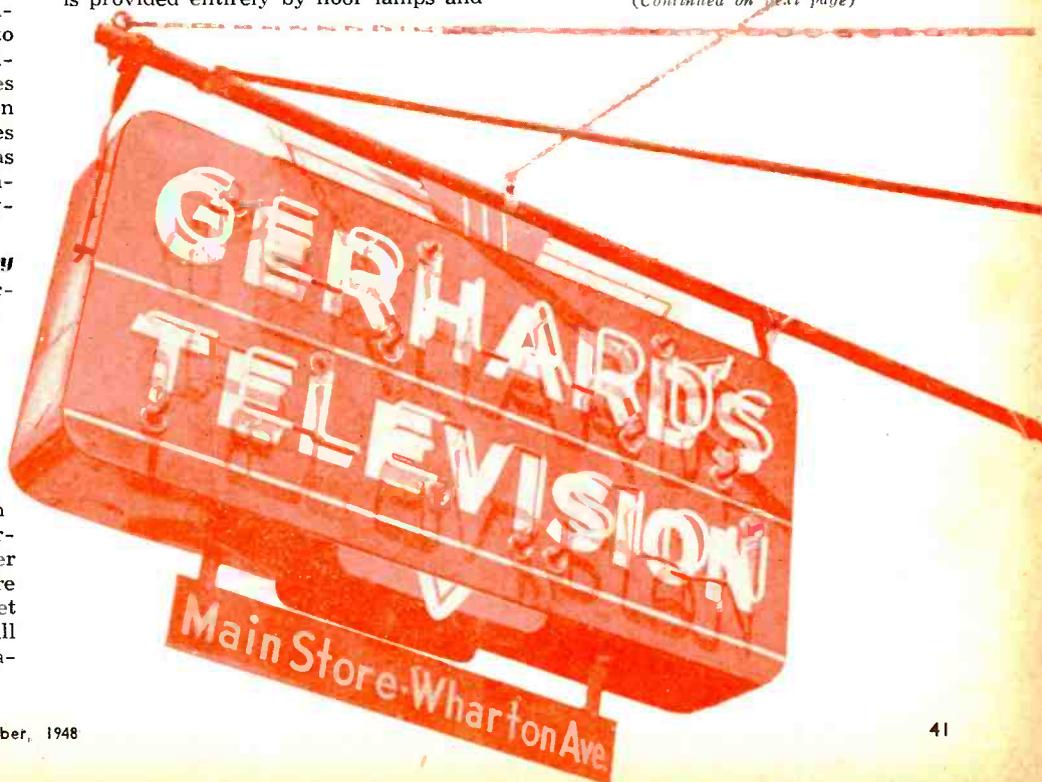
At top and at left are the front and back of Gerhard's service form. Note mention of "Gerhard Guarantee" discount on the face of the order. This is a special discount accorded service customers who purchased the merchandise from Gerhard. Guarantee on delivery order, lower right, is simple, but effective.

Both Gerhard stores feature "live" demonstration set-ups. All of the television sets on display are booked up, ready to operate. Completely renovated, the television showroom, at Gerhard's original address, is about 35 feet wide by 60 feet deep. Home furnishings, rugs, chairs, divans, tables, etc., are used not only for appearance but for the comfort and convenience of customers. Interior lighting for the store is provided entirely by floor lamps and

table lamps to preserve the "living-room effect" and to facilitate proper television demonstrations.

A new maple floor was laid in the video headquarters. The walls are decorated in a pastel shade. An air-conditioned closing room adjoins the service department. Through a glass door, store visitors can see into the maintenance section, where an impressive array of servicing equipment is set up.

(Continued on next page)



Geared To Greater Profit

(Continued from preceding page)

During the planning of the television center, Mr. Gerhard had given considerable thought to the idea of installing a "theatre", but finally decided

that the use of *movable* folding chairs would be better because such arrangement permits him to make use of much more floor space when the showroom floor is not in use for shows. 75 people can be seated at one time.

When special events are being televised, Gerhard's throws open its doors to the passerby as well as to the invited guest. On such occasions, the chairs are set-up, and the visitors are treated to a free show over a big screen built into the wall.

Program cards are displayed in the windows, listing coming TV events, and of course, receivers are always on display in the show-windows. On three of these sets in one of the windows programs from the three Philadelphia stations appear at all times to illustrate program variety.

Situated near Philadelphia, about twelve miles from the center of that city, Glenside and community has many fine homes, and numbers of wealthy residents, but Gerhard's does business with people of all income brackets. So far as television merchandising is concerned, most of the firm's home sales are made on time-payment plans, financed through a local bank. Bar and other commercial sales are sold on a cash basis.

Television lines carried include RCA Victor, GE, Philco, Admiral, Du Mont, Stromberg-Carlson and ITI. Except in cases where manufacturer policy prevents, all installation and service is done by the firm's technicians.

When he recently staged the dual grand opening of the stores, more than 4000 invitations were sent out, and a large crowd attended.

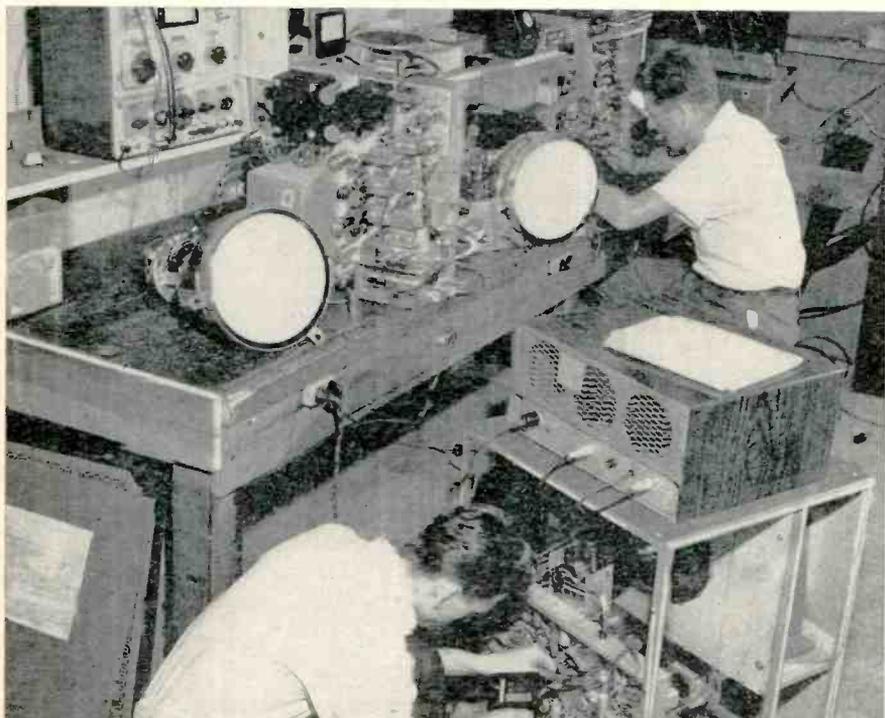
The newly-constructed "Home Appliance Center" building housing radios and appliances (See illustrations) occupies about 3200 square feet of space, and connects with the building next door where a service department, con-

(Continued on page 116)

Left: Around the corner from the Wharton Avenue store, pictured on page 40 and at the top of this page, is Gerhard's television servicing headquarters. At left, the well equipped servicing department is completely separate from both radio and appliance servicing, done at the other store. Below, two views of the TV store show the varied lines carried by this merchandiser.



Above: At the rear of the radio and appliance store is this fully operating kitchen. C. E. Gerhard, store owner, here demonstrates the finer points of an electric range to customers.



Here it is!

... FIRST OF THE NEW WESTINGHOUSE
stratovision line

Here's what your customers have been waiting for—a top quality table model teleset with the sharpest, steadiest picture they've ever seen... a really good looking mahogany cabinet... and engineered by Westinghouse, pioneer in STRATOVISION, today's most talked-about method of Television broadcasting. Demonstrate the amazing Westinghouse 196! Show your customers the outstanding clarity of its big 52-inch-square picture! Then ask them to compare the 196 with telesets at twice its moderate price! Mr. Dealer, you've made a sale!

Note TO RADIO AND TELEVISION DEALERS: More models in the Westinghouse STRATOVISION LINE are coming soon, along with an all-new group of great Westinghouse radios and radio-photographs. If you don't handle the profit-packed Westinghouse line, ask about a franchise now.

HOME RADIO DIVISION
WESTINGHOUSE ELECTRIC CORPORATION
SUNBURY, PA.



You can be sure... if it's

Westinghouse
RADIO TELEVISION



SPARTON



Breathtaking Beauty . . . It's the new Sparton Credenza—Model 4900TV—matchless Sparton television, plus AM-FM radio, plus marvelous new-type phonograph, all in an exquisitely styled breakfront cabinet in especially selected, matched mahogany veneers. Compare it with the very aristocrats of fine furniture and you'll marvel how Sparton was able to produce such sheer beauty at so modest a price. The answer is that Sparton, unlike most radio manufacturers, owns its own cabinet plant, where some of America's finest craftsmen painstakingly create the best in cabinet beauty for Sparton.

And an Engineering Triumph . . . Perfect clarity on television, AM-FM radio, and phonograph. Full 12-inch television viewing tube, with 72-square-inch picture area, viewing level 38" from floor for greater viewing comfort. Exclusive Sparton Automatic Brightness Control* for clear-as-day pictures, always tuned to the same degree of brightness—automatically! Radio has full 10-inch permanent magnet speaker, two built-in antennas for AM and FM reception. Smooth, silent, automatic record-changer plays 10-inch and 12-inch records in any sequence. List **\$694⁹⁵** †
(Plus installation and excise tax.)

* WHAT AUTOMATIC BRIGHTNESS CONTROL MEANS



Not too dark



Not too bright



Always right for easy sight

You've noticed the changing degrees of brightness in other television pictures. When the picture is too bright it washes out. When it's too dark the picture blurs. But with exclusive Sparton Automatic Brightness Control the picture is always tuned to the same degree of brightness automatically. No fading, no over-glare. Think what a sales point that makes!

TELEVISION

... ANOTHER BIG "PLUS" FOR THE FAMOUS SPARTON FRANCHISE

Bigger profits for dealers under time-tested Sparton Co-operative Merchandising Plan

You saw radio retailing history made some years before the war when Sparton *originated* the *direct-to-dealer* SCMP—Sparton Co-operative Merchandising Plan.

And you know how this *direct-to-dealer* way of selling radios—tried and tested through the years—has put money into the Sparton dealers' pockets.

Now you're going to see the same thing happen with the new Sparton Television!

Yes, sensational Sparton television, with amazing new Automatic Brightness Control*, will be sold under the same exclusive franchise as Sparton radio. It will be marketed under the same SCMP—the time-tested plan that cuts distribution costs by *direct* factory shipments to one exclusive Sparton dealer in each community.

Think what this means to you as an exclusive

Sparton dealer! You will have television's hottest offering at a price that challenges comparison—a nationally advertised product at a price that competes with the mail-order chains!

How is this possible? It's simple—

Sparton saves distribution costs by cutting out the "middleman" expense. Sparton saves *production* costs by super-efficient manufacturing methods. Sparton owns its own cabinet plant; it actually *makes* a great bulk of the parts that go into Sparton radios, instead of buying and assembling them.

The result: matchless Sparton quality for your customers, generous Sparton discounts for you!

Why not study the details of the time-tested SCMP? See how it applies to television as well as radio sales. Then be sure and ask if the exclusive Sparton franchise is still available in your community.

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 promotional helps
- Seasonal promotions
- Uniform retail prices
- Cabinets from Sparton's own plant

Sparton

RADIO-TELEVISION'S RICHEST FRANCHISE

THE SPARKS-WITHINGTON COMPANY, JACKSON, MICH.



SPARTON TELEVISION with exclusive Automatic Brightness Control*. Full 54.4 square-inch picture, 38 inches above floor level for easier viewing. Ten-inch picture tube; fewer gadgets to fuss with, yet greater accuracy in selection. All this in a gorgeous, high-style cabinet of choicest, matched mahogany veneers. List... **\$375 †**
(Plus installation and excise tax.)



GORGEOUS AM-FM radio-phonograph, companion to the Sparton television. Sell one and you're bound to sell the other. Lovely cabinet in hand-rubbed veneers—mahogany, walnut, or blonde. Full 10-inch concert speaker; trouble-free record-changer; new scratch filter to eliminate needle talk. Models 1039-40-41. List... **\$2295 †**



COMPARE THIS thrilling AM-FM radio-phonograph with any other within \$50 of the price! Note the piano-finish luster of its hand-rubbed, matched mahogany veneers, its studio-true tone on AM or FM, through full 10-inch speaker. Model 1059—**\$1445 †**
List...



TABLE RADIO with FM at a challenging low price! Yes, this beauty has FM (Frequency Modulation) as well as standard broadcast. Continuous tone control, new slide-rule dial. Finished in choice mahogany veneers, with ebonized front trim. Model 121—List... **\$595 †**

†All prices slightly higher west of the Rockies.



Extra Dollars for Dealers

• Many a merchant is enjoying good volume, and increased profits in selling and installing television accessories, with antennas leading the big parade.

A most interesting financial aspect of the sale of antennas, boosters, interference eliminators, enlarging lenses, filters, tables and so on, lies in the fact that a long discount comes with most of such products, thus providing the dealer with a satisfactory spread.

In addition to selling antennas with the new TV receivers, there is a constant market for replacement aerials, to be sold for the improvement of reception, and to take care of the new high-band stations. While most video accessories are sold on showroom floors, via demonstration, the antenna merchandising technique calls for the use of literature, although it is possible to get additional business through the floor display of at least one attractive aerial array set-up.

Boosters, lenses, filters, and traps lend

themselves well to actual "before-and-after" demonstration. In the case of boosters, they are not only sold outright to consumers but are used by many dealers in making "temporary" installations in order to tie down sales. It is a well-known fact that most customers are in a hurry to enjoy TV in the home, once they make up their minds to buy. "Temporary" installations, using the booster, and a built-to-order indoor antenna, are removed by the dealer when the permanent set-up has been completed.

Enlarging Lenses

Enlarging lenses, of which there are a variety on sale now, can be sold with new sets having small screens, as well as for use with small size video receivers already owned by the customer. Attractive displays of lenses, plus demonstrating facilities, pay off in extra sales, as they do too in the case of various filters designed to eliminate glare, etc.

It is possible, too, to successfully demonstrate interference eliminators, which, in many instances, can be sold as a packaged unit along with boosters, lenses and filters. But, since interference difficulties, and such problems as weak signals nearly always call for the services of a skilled technician, the dealer should, in the interests of good TV reception, suggest a visit by one of his servicers.

Some dealers are doing good business in selling small tables with table models. Such items are not only profitable merchandise, but often offer extra service to the set purchaser, saving him time which he otherwise would have to spend seeking such item elsewhere. In some cases sales of small sets have actually been made only because the dealer showed the customer an ensemble—a table model, plus a matching table.

Of first importance in demonstrating television accessories to prospective customers to be sold as a package, or to be installed by the dealer, is the top performance of the TV receivers in the store. It is the rule, rather than the exception today, that the typical business district presents many reception problems. These problems must be licked by the merchant before he can hope to do a good demonstrating job.

The products on display must always be kept in apple-pie order. Dusty, finger-marked accessories, shown with receivers in like condition, are sales-killers. Since television's first appeal is to sight, it is certainly necessary to keep such merchandise on a peak eye-appeal basis.

Accessories, intelligently promoted, can be made to bring considerable plus-business to the merchant. They can be made to increase sales and service revenue, and to bring greater convenience and more enjoyment to the consumer.

COMING NEXT MONTH!

Complete Merchandising and Technical Information About
TELEVISION ANTENNAS — TELEVISION ACCESSORIES
A GREAT ARRAY OF DATA

Complete — Authentic — Informative — Valuable — Exclusive
Useful for Many Months to Come — And All Packed into
THE OCTOBER ISSUE OF RADIO & TELEVISION RETAILING

Reason ^{#1} 7

why—Du Mont is the most sought after franchise in television

Every Du Mont receiver has the Inputuner* which tunes easily and accurately to *all* 12 television channels and to *all* FM stations. The Inputuner is a Du Mont development—typical of the many technical achievements that lift Du Mont performance far above the competitive field.

DUMONT

First with the Finest in Television

*Trade Mark

TELEVISION RECEIVER SALES DIVISION
Allen B. Du Mont Laboratories, Inc. • 515 Madison Avenue, New York 22, N. Y.

West Coast Trade Show

**Big Industry Get-Together
Expected to Break All Records**

The time: September 30 and October 1-2.
The place: Los Angeles Biltmore
The event: 4th annual Pacific Electronic Exhibit.
The sponsors: West Coast Electronic Manufacturers Association

• The visitors will be manufacturers, sales representatives, wholesalers, dealers, and engineers. On October 1, there will be a combined WCEMA-IRE banquet in Hollywood, where 700 people are expected to attend.

LIST OF EXHIBITORS

Advance Electric & Relay Co., 1260 W. 2nd St., Los Angeles. Booth 55
Altec Lansing Corp., Hollywood, Calif. Booth 2
American Microphone Co., 370 So. Fair Oaks Ave., Pasadena, Calif. Booth 22
Audio Development Co., 2833 13th Ave., So., Minneapolis, Minn. Booth 80
Herb Becker, 1406 So. Grand Ave., Los Angeles. Booth 56 & 57
Burlington Instrument Co., Burlington, Iowa. Booth 65
Burroughs Sales Co., 1406 So. Grand Ave., Los Angeles. Booth 60 & 61
Cinema Engineering Co., 1510 West Verdugo Ave., Burbank, Calif. Booth 17
The Cleveland Container Co., 6201 Barberton Ave., Cleveland, Ohio. Booth 77
George Davis, 1406 So. Grand Ave., Los Angeles. Booth 50
The Allen B. Dumont Laboratories, c/o J. T. Hill Sales Co., 800 West 11th St., Los Angeles. Booth 27
M. D. Ealy Company, 1421 South Flower St., Los Angeles. Booth 71
Eitel-McCullough, Inc., San Bruno, Cal. Booth 13
Electrical Reactance Corp., Franklinville, N. Y. Booth 66

Electro Engineering Works, 6021 College Ave., Oakland, Calif. Booth 21
Essex Wire Corp., c/o J. W. Stuart, 458 So. Spring St., Los Angeles. Booth 68
General Radio Co., c/o Frederick Ireland, 950 North Highland Ave., Hollywood, Calif. Booth 9
Girard-Hopkins, 1000 40th Ave., Oakland 1, Calif. Booth 73
W. S. Harmon Co., 830 Venice Blvd., Los Angeles. Booth 62
Heeger, Inc., 2531 So. Hill St., Los Angeles. Booth 53
Hewlett-Packard Co., 395 Page Mill Road, Palo Alto, Calif. Booth 12
W. C. Hitt Co., 1147 S. Broadway, Los Angeles. Booth 59
Hoffman Radio Corp., Los Angeles. Booth 3
Industrial Products Co., c/o Alfred W. Harris, 3348 W. Compton Blvd., Gardena, Calif. Booth 76
Institute of Radio Engineers, 303 W. 42 St., N. Y. Booth 83
Jennings Radio Mfg. Co., San Jose, Calif. Booth 16
JFD Mfg. Co., 4111 Ft. Hamilton Parkway, Brooklyn, N. Y. Booth 41
Kaar Engineering Co., 2815 Middlefield Road, Palo Alto, Calif. Booth 5

The Kappler Co., 7302 Melrose Ave., Los Angeles. Booth 8
Harold A. Kittleson, 623 Guaranty Bldg., Hollywood 28, Calif. Booth 18
W. Bert Knight Co., 908 Venice Blvd., Los Angeles. Booth 1
Kwikheat Mfg. Co., 3732 San Fernando Road, Glendale, Calif. Booth 38
Lake Manufacturing Co., 2323 Chestnut, Oakland, Calif. Booth 14
Harry A. Lasure Co., 2216 West 11th St., Los Angeles. Booth 24
Leach Relay Co., 5915 Avalon Blvd., Los Angeles. Booth 3
Lear, Incorporated, 110 Ionia Ave. N. W., Grand Rapids, Mich. Booth 3
Lenkurt Electric Co. Inc., 1105 County Road, San Carlos, Calif. Booth 78
Magna Electronics Co., 3709 West Jefferson, Los Angeles. Booth 23
Marshank Sales Co., 672 So. Lafayette Park Pl., Los Angeles. Booth 30
Gerald B. Miller, 1051 No. Havenhurst Dr., Hollywood, Calif. Booth 74 & 75
C. H. Mitchell Co., 1044 So. Robertson Blvd., Los Angeles. Booth 66 & 67
The National Union Radio Co., c/o J. W. Marsh Co., 1517 W. Pico Blvd., Los Angeles. Booth 79
Norman B. Neely Enterprises, 7422 Melrose Ave., Hollywood, Calif. Booth 10 & 11
Newcomb Audio Products Co., 6824 Lexington Ave., Hollywood, Calif. Booth 4

(List of exhibitors continued on page 116)



James L. Fouch
(Universal Microphone Co.)
President, WCEMA



William Hewlett
(Hewlett-Packard Co.)
Vice-President, WCEMA

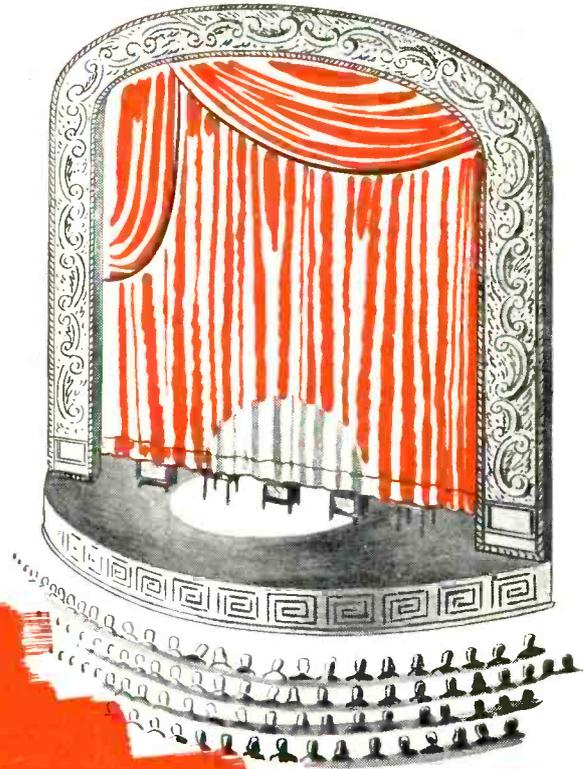


W. Noel Eldred
(Hewlett-Packard Co.)
Secretary, WCEMA



Ed. Grigsby
(Altec Lansing Corp.)
Treasurer, WCEMA

Curtain
Going Up-



on an eye-filling
new line of advanced

Wonder-Window Television

by Stewart-Warner

New faster tuning! New picture realism . . . more of the scene on the viewing screen! New home-size styling! New Stewart-Warner Wonder-Window Television will give every Stewart-Warner dealer in telecast areas a better, clearer picture of profitable television sales.

Stewart - Warner

FM RADIOS AM • RADIO-PHONOGRAPHS • TELEVISION

CHICAGO 14



ILLINOIS



*more telling
means more selling*

Chip follows chip after chip as the sculptor steadily shapes the stone . . . patiently builds his idea.

In the same way, the advertiser can chip away . . . with one advertisement after another . . . to build acceptance, create demand for his product or service in the big, quality Collier's market filled with its millions of eager, responsive customers. For Collier's offers **more continuity**, more repetition . . . for the **same amount of money** . . . than other big weeklies. And continuity . . . or **constant repetition** . . . in advertising chips away resistance, achieves selling results.

For all the facts, write today to any of the Collier's offices listed below.

You can buy

New York, 250 Park Ave.; Chicago, 333 N. Michigan Ave.; Detroit, General Motors Building;
Boston, Statler Building; San Francisco, 235 Montgomery St.

chip



**more
continuity**

... **in Collier's**

New Sets to Spark Profits!

Philco RADIO-PHONO

Model 1615 deluxe console combination housed in mahogany cabinet. Equipped to play both Long-Playing records and standard rec-



ords, having the double tone arm, 2-speed motor and improved automatic record changer. Scratch Eliminator further reduces audible surface noise on standard records. Set has 10 tubes and rectifier. Provides for reception of standard and FM broadcasts. Philco acoustical system a feature of this model. Instrument to retail at \$469.50. Philco Corp., Philadelphia, Pa.—RADIO & TELEVISION RETAILING

Wilcox-Gay TAPE RECORDIO



Tape "Recordio" is a complete electronic recorder-reproducer unit containing its own speaker, amplifier and microphone. Unit incorporates jacks for easy hookup to radio, public address and other audio systems. Continuous recording for 30 minutes possible. Features single control lever; simplified threading and automatic stop; rewinding is speedy; separate recordings may be spliced; recordings are permanent; unit has an erasing feature. Accessory 12-inch extension speaker in matching case available. Unit weighs 40 lbs. Dimensions are: 17½ inches x 15½ inches x 10¾ inches. Wilcox-Gay Corp., Charlotte, Mich.—RADIO & TELEVISION RETAILING

Emerson TELEVISION SET

Model 585 "4-way" period console with FM-AM, phono-radio and television. lists at \$495.00. 10-inch television tube gives 52 square



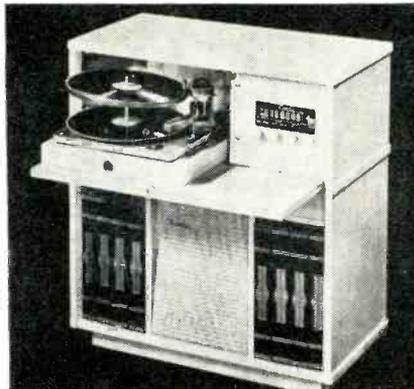
inch picture. Other features include: automatic record changer for continuous playing, crystal pick-up, acoustically constructed cabinet; illuminated slide rule dial. Size: 34 inches wide, 22 inches deep, 36 inches high. Emerson Radio & Phonograph Corp., New York City, N. Y.—RADIO & TELEVISION RETAILING

Capitol CHASSIS

High fidelity 13 tube AM-FM chassis features custom-built features. AM and FM RF stages arranged into sub-chassis tuning unit, mounted to chassis. Demodulation accomplished by use as ratio detector circuit; audio system consists of pair of beam-power 6V6 tubes; two ranges of audio response provided by "fidelity" control on the front panel. Chassis contains built-in AM antenna; folded dipole for internal cabinet mounting included, together with mounting hardware and template drawing for installation. A 10-tube AC-DC chassis for a lower priced field is also available. Capitol Radio Corp., 100 Metropolitan Ave., Brooklyn, N. Y.—RADIO & TELEVISION RETAILING

Remler CONSOLETTA

Combination radio-phonograph available in blonde Avo-dire or walnut-mahogany. Cabinets are 15 inches deep, 29½ inches wide, 31 inches



high. Features: record storage space; 8-inch dynamic speaker; 6 tubes plus 2 rectifiers; roll-out automatic record changer equipped with crystal pick-up and permanent needle. Priced to sell for \$149.50. Remler Co., Ltd., 2101 Bryant St., San Francisco 10, Calif.—RADIO & TELEVISION RETAILING

RCA PICTURE MAGNIFIER

Lower-priced television picture magnifier. to sell for \$36.95. Enlarges images received on 7 or 10-inch picture tube to approximate



equivalent of those produced by 15-inch picture tube. Magnifier features easily adjustable stand and provides pictures free of distortion, halo effects, and other optical imperfections. It measures 14½ inches high, 17½ inches wide, has an optical aperture 12 x 15 inches. RCA Tube Department, Radio Corporation of America, Harrison, N. J.—RADIO & TELEVISION RETAILING

Sparton CONSOLE



AM-FM radio-phonograph priced at \$144.95. Features: two built-in antennas (for AM and FM); large permanent magnet speaker; slide-rule illuminated dial with new-type station indicator. Cabinet in matched mahogany veneers, black plastic knobs. Sparks-Withington Co., Radio & Appliance Div., Jackson, Mich.—RADIO & TELEVISION RETAILING

Magnavox PORTABLE

"Playfellow" phonograph and radio-phonograph combination. Models are all-electric, operate on AC and feature constant speed elec-



tric motor-powered record turntables, 8-inch Magnavox speaker, lightweight pickup. Cases are styled as modern luggage. Phonograph shown weighs 16 lbs., retails at \$29.95. The radio-phonograph weighs 17½ lbs. and retails for \$49.50. Magnavox Co., Ft. Wayne, Ind.—RADIO & TELEVISION RETAILING

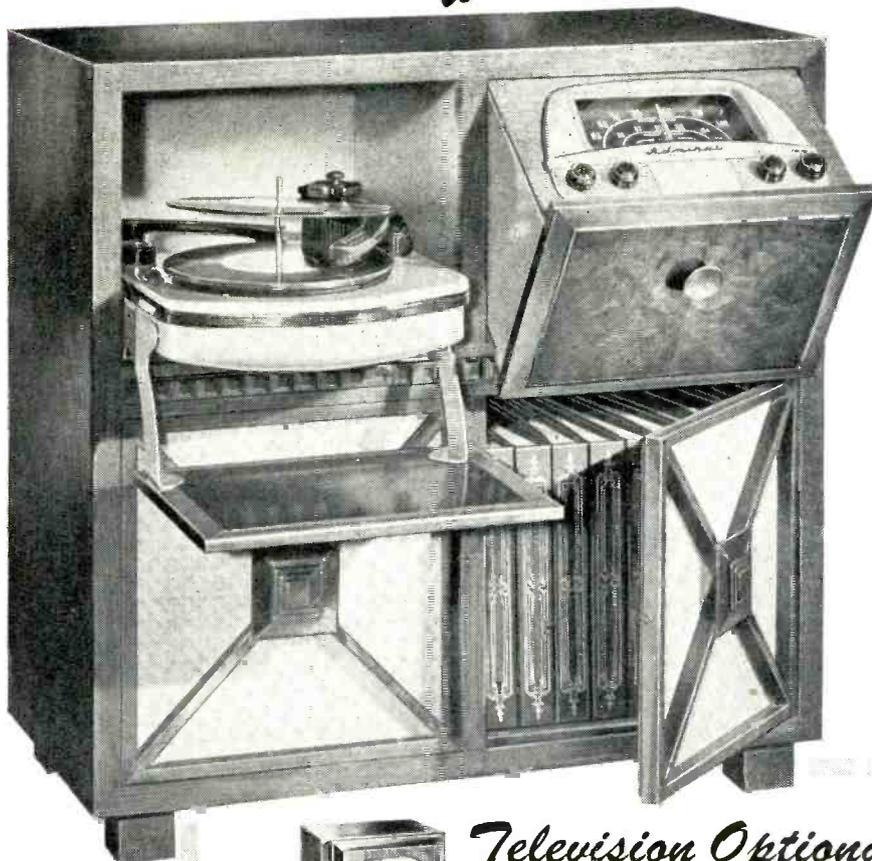
NOW EQUIPPED TO PLAY THE SENSATIONAL NEW L. P. (long-play)

45 MINUTE RECORDS!

Admiral

New 2-speed automatic phonograph now standard equipment on all Admiral console combinations

at no extra cost!



1. PLAYS SLOW . . .

(33 1/3 RPM) for new L.P. (long-play) "micro-groove" records . . . total playing time 45 minutes (both sides)



2. PLAYS FAST . . .

(78 RPM) for standard records

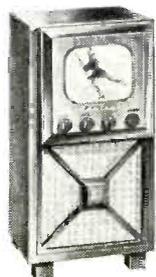
Admiral Leads Again

Another great plus feature *at no extra cost* to help you sell more Admiral radio-phonograph consoles. With interest in record playing being stimulated by extensive promotions now under way for the new L.P. (long-play) records, demand for Admiral radio-phonographs will be greater than ever this fall and winter. The 2-speed phonograph is standard equipment on all Admiral console combinations, priced from **\$169.95** to **\$319.95**

New 2-Speed Replacement Phonograph

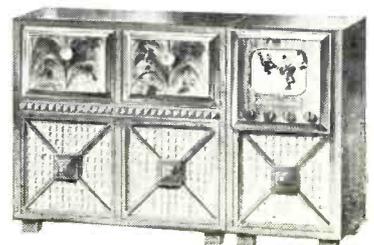
Owners of Admiral console combinations can also enjoy the new L.P. (long-play) records by means of this new 2-speed replacement phonograph. Changeover takes only a few minutes. Unit is economically priced at only **\$25.00**

Another "first" from Admiral to help you sell more console combinations



Television Optional!

Admiral radio-phonographs, both modern and traditional, are styled to match perfectly Admiral's famous Magic Mirror television consoles. Either unit can be purchased first and the other added later. In non-television markets it's the perfect answer for keeping radio-phonographs moving. In any market, it's the perfect answer for the man with a limited budget.



Sets Slanted to Sales

Crosley COMBINATION

Model 9-203B FM-AM radio-phonograph in modern blonde cabinet, to retail at \$289.95. (In mahogany at \$279.95.) Set is 34 inches high,



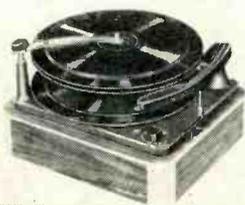
34 7/16 inches wide, 16 13/32 inches deep. Features: deluxe automatic record changer; illuminated twin slide-rule dials; floating jewel tone system for records; continuous tone control; automatic volume control; 10-inch permanent magnet speaker; 7 tubes plus one rectifier. Crosley Div., Avco Mfg. Corp., Cincinnati 25, O.—RADIO & TELEVISION RETAILING

RCA Victor COMBINATION

Model 77U table model radio-phonograph combination in blond mahogany to sell at \$119.50. Cabinet styled in streamlined design; all controls radio and phonograph incorporated in two knobs fixed on the outside of the cabinet. Instrument is 10 1/2 inches high, 17 3/4 inches wide, 18 3/4 inches deep. It has 6 tubes and one rectifier. Mahogany and walnut finish versions available for approximately \$20.00 less. RCA Victor Div., Radio Corp. of America, Camden, N. J.—RADIO & TELEVISION RETAILING

Universal DUO-SPEED RECORD CHANGERS

Three changers, each in two models, available. Model 800-A, features 33 1/3 r.p.m. operation; automatically plays records; tone arm has single knob changer control, one knob for dual speed motor, another knob for changing dual needle reversible cartridge. Priced to retail at \$36.50. Model 801-A has



the same features, plus a walnut and maple base mounting with 6 ft. cord and shielded lead. Unit to sell for \$39.50.

The 400 series models feature: duo-speed operation; single tone arm plays both the 78 and 33 1/3 r.p.m.; dual needle reversible cartridge; 2-speed motor; intermix plays both types automatically; has an automatic shut-off. Model 400-C priced at \$52.50 on wood base; model 401-C, shown, lists at \$58.50; model 402 deluxe, lists at \$57.50 on wood base; model 408 lists at \$62.50. V-M Corp., Benton Harbor, Mich.—RADIO & TELEVISION RETAILING

Westinghouse RADIOS

New receivers which round out current line include an AM table model, model 188, of Chinese Chippendale design in black bakelite cabinet, with four tubes plus rectifier and a suggested retail price of \$24.95; a table model equipped for AM-FM reception, model 204 suggested price of \$59.95, housed in two-tone plastic cabinet and utilizing 6 tubes plus recti-

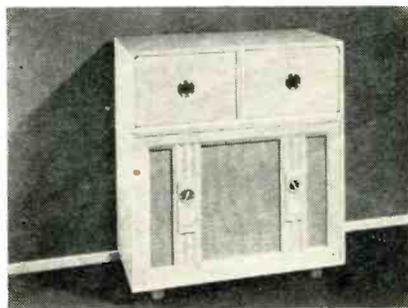


fier; a lightweight portable, three-way model 185 has four tubes plus rectifier, is housed in "Lustrex" case with modern handle and priced at \$29.95 without batteries (weight with batteries is 6 lbs. 4 oz.); and four AM-FM phonograph console combinations.

Of these, model 191 is shown. This Regency cabinet of mahogany veneers features record storage space, automatic inter-mix changer, 7 tubes plus rectifier and retails for \$269.95. Model 187 is available in a modern bow-front cabinet of mahogany veneers. Model 186, a Hepplewhite inspired bow-front cabinet also utilizes 10 tubes plus rectifier and phono-amplifier. Both models retail for \$389.95. Model 190 is a straight-line cabinet of modern design equipped with 7 tubes plus rectifier, retailing at \$195.95. Westinghouse Electric Corp., Home Radio Div., Sunbury, Pa.—RADIO & TELEVISION RETAILING

Jensen FURNITURE UNITS

"Customode," unified matching enclosures for electronic equipment shown. The units are available in four basic models: a medium utility cabinet for large equipment, small tele-



visions sets, etc.; a small utility cabinet, for tuner, amplifier, recorder, record changer, etc.; a reproducer cabinet, bass reflex design for 15-inch coaxial speaker; and a record cabinet, which holds more than 200 records. Units are made to a standard 18-inch depth. Refined functional lines of "Customodes" are designed for maximum utility in all layout arrangements. Finished in blonde or cordovan mahogany. Jensen Mfg. Co., 6601 S. Laramie Ave., Chicago 38, Ill.—RADIO & TELEVISION RETAILING

Brunswick TELEVISION CONSOLES

"Kensington" model 101M, shown, 10-inch television, AM, FM, automatic Panatrophe phonograph combination. Features: 13 channels, 2 speakers and 2 separate audio systems; separate controls for treble and bass. Radio or phonograph may be played while television is



in operation. Available with or without album cabinets. Of African and Honduras mahogany, book match crotch mahogany fronts.

Other models in the line include the "Tibet" corner screen television combination; "Canton," 15-inch straight television hand-decorated unit; "Consort" 15-inch television unit finished in antique leather; "Brighton" 15-inch television combination of mahogany with crotch veneers; "Nanking" 10-inch tube Chinese decorated television unit; "Gascony" 10-inch straight television set of mahogany. Radio & Television, Inc., 244 Madison Ave., New York, N. Y.—RADIO & TELEVISION RETAILING

Ansley TELEVISION SET

"Beacon" model table-television receiver. 10-inch tube model; designed to be sold with matching table. Bellevue, Somerset and Salisbury models with 12-inch television tube, AM-FM radio and automatic record changer also in production. Ansley Radio & Television, Inc., Trenton 9, N. J.—RADIO & TELEVISION RETAILING

Mitchell BEDLAMP RADIO

"Lullaby" radio cabinet of Bakelite. Has adjustable brackets to fit any type bed. Radio features superheterodyne circuit utilizing 4



tubes plus rectifier. Permanent-magnet dynamic speaker. Operates on AC-DC. Bedlamp consists of tubular type lamp and frosted curve lens for maximum glareless light. Units operate separately or together. Size: 9 1/2 inches long, 5 1/4 inches wide, 7 inches deep. Choice of ivory or walnut finishes. Mitchell Mfg. Co., 2525 Clybourn Ave., Chicago, Ill.—RADIO & TELEVISION RETAILING

FADA

Gives your Customers what they expect of **TELEVISION**

Model 799

FADA TELEVISION

with FADA 'SENSIVE-TONE'

Fada Television with "FADA Sensitive-Tone" means clearer and sharper image . . . unsurpassed brilliance even in broad daylight. The FM "Sensitive-Tone" Sound System provides truly authentic faithful, "in person" reproduction. Your customer will revel in these important Television features and you can be assured of quicker sales and greater profits.



Model 799 . . . List \$375 plus tax

- Large 54 Inch Screen
- Full 13 Channel Coverage
- Exceptional picture resolution brightness and contrast.
- Choice of exquisite hand rubbed Walnut or Mahogany Veneer Cabinets.



Model 790 . . . List \$59.95
In Walnut Plastic

Frequency Modulation at its best! AM-FM Standard Broadcast and Frequency Modulation AC-DC Superheterodyne Receivers. Eight tubes plus Ballast in choice of Walnut or Genuine Ivory Plastic Cabinets. GORGEOUS GEM-LOID illuminated dial. Noise-reducing "Sensitive-Tone" R. F. Stage

MODEL 802 Console Combination

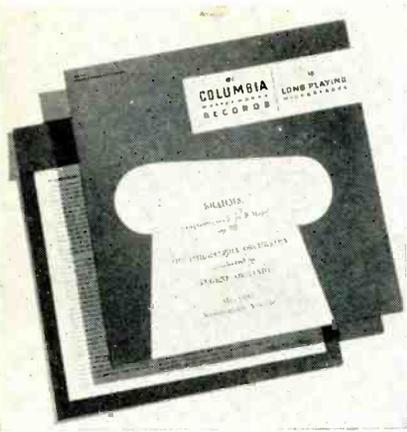
AC Superheterodyne radio and Automatic Record Changer in an eye appealing cabinet of rich mahogany veneers. Cabinet contains ample space for record albums. 6" x 9" Oval P. M. Speaker. A value hit from the house of FADA.



Model 802 . . . List \$109.95

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

Reviewing the



Columbia's Long-Playing microgroove recordings come packaged in attractive color sleeves, with album notes as shown.

CLASSICAL WORKS

ALBENIZ: "Iberia," Claudio Arrau, piano. Columbia M-MM-757

Books I and II of the Spanish composer's impressionistic work presented in its entirety in this album. Piano students will recognize "Triana," the concluding piece. The rest of the work is colorful and skilfully performed.

BEETHOVEN: "Quartet No. 6 in B-Flat Major, Op. 18, No. 6," Budapest String Quartet. Columbia M-MM-754

The three records which embrace the four movements of the string quartet are excellently performed and executed. Work is familiar, although one of the composer's earlier efforts.

BEETHOVEN: "Concerto No. 4 In G Major for Piano and Orchestra, Op. 58," Robert Casadesus, piano, with the Philadelphia Orchestra, Eugene Ormandy, conductor. Columbia M-MM-774. (Also MV-MMV-744.)

Casadesus' interpretation of the concerto is one that belongs in the dealer's Beethoven catalog. The recording is a recent one, and provides for some original work by the pianist.

BORODIN: "Symphony No. 2, In B Minor," Chicago Symphony Orchestra. Desire Defauw, conductor. RCA Victor DM-1225

This stirring Russian music has always found favor with concert goers. Colorfully conducted by Defauw.

DE FALLA: "Three Dances from 'The Three-Cornered Hat,'" Alceo Galliera conducting The Philharmonia Orchestra. Columbia X-MX-297

The music of this popular story is familiar to ballet and concert goers. "The Neighbors," "Dance of the Miller" and "Final Dance" are numbers included in this album.

DIAMOND: "Music for Shakespeare's 'Romeo and Juliet,'" and "Overture to 'The Tempest.'" Columbia M-MM-751

A very unusual album that will appeal to traditional music lovers, as well as devotees of modern music. The music is performed by the Little Orchestra Society, conducted by Thomas K. Scherman.

DVORAK: "Slavonic Dances," The Cleveland Orchestra, George Szell, conductor. Columbia M-MM-756

Dances make for pleasant listening. Dealers in "Bohemian" areas would do well to push this release.

KAPELL, WILLIAM: "Sonetto del Petrarca, No. 105," RCA Victor 12-0342

Pianist William Kapell gives record buyers a chance to get "a good thing in a little package," in his performance on this single.

SMETANA: "The Bartered Bride, Overture," Lawrence Collingwood conducting Sadler's Wells Orchestra. Columbia 72588-D

This orchestra group, noted for its work in bringing operas in English to the public, plays this popular work in a pleasant manner.

STRAUSS: "Salome, Dance of the Seven Veils," Sir Thomas Beecham, Bart., conducting Royal Philharmonic Orchestra. RCA Victor 12-0344

Lush recording, for those who like rich rhythms.

CHILDREN'S

"MAGIC CARPET," Lady in Blue, orchestra and chorus. Mayfair

Two-record album, in colorful package, features the pleasant voiced June Winters as story teller.

"KING COLE FOR KIDS," Capitol DC-89

Capitol continues its "something different for kiddies" series, with Nat Cole's soft-voiced interpretations of "Nursery Rhymes," "Kee-Mo-Ky-Mo," "My Sleepy Head," etc.

"NURSERY RHYMES," Ken Carson. Capitol DBS-90

Slated for the very young, this album of traditional nursery rhymes has approximately 22 familiar verses with delightful music, on four sides.

"PETER RABBIT AND OTHER TALES," Frank Luther. Decca CUS-2

This is another Frank Luther specialty, now available on unbreakable recordings. "Three Bears, Three Little

Pigs" and other favorites included on these two records.

"SONGS FOR CHILDREN," Tex Ritter, Capitol DC-91

This album for youngsters by a popular cowboy balladeer is a bit different. Songs include "Animal Fair," "Big Rock Candy Mountain," "The Green Grass Grows All Around" and "Cactus Jackson Had a Ranch."

"THE LITTLE TUNE THAT RAN AWAY," Peter Lind Hayes. Decca CU-108

An unbreakable record in gaily illustrated wrapper, with Peter Hayes telling an entertaining little story in a style that should appeal to young listeners.

"WINNIE THE POOH SONGS," Frank Luther. Decca CU-109.

Re-release in unbreakable records of one of Luther's most popular children's albums.

"MAGIC CEREAL," Continental 101

One of the firm's unbreakable plastic 50c albums, with colorfully illustrated cover. Story will appeal to parents, as it tries to make kiddies like their cereal.

"THE THUNDER MAN," Continental 102

On unbreakable plastic this release in Continental's children's series a good one to help combat youngster's fear of the unknown elements of thunder, lightning, etc.

Popular Music

"AL JOLSON, VOLUME III," Decca A-649

A follow-up to the two previous best-selling Jolson albums, this package contains "When the Red, Red Robin," "For Me and My Gal," "There's a Rainbow 'Round My Shoulder" and "About a Quarter to Nine" for another Jolson success story.

"THE AMERICAN BANJO ALBUM," Nathaniel Shilkret and orchestra, Rex Schepp, banjo soloist. RCA Victor P-218

Banjo music takes on a different setting in this album . . . featured is the familiar "Old Black Joe," progressing through selections like "Holiday for Strings" to the more serious "Serenade Rhapsodic."

BARRON, BLUE: "Somebody Else's Picture"—"Every Day I Love You." MGM 10237

Barron's music, styled for dancing,

Latest Records

features Clyde Burke and Betty Clark on the first side vocals; reverse is a smooth number from film "Two Guys from Texas."

BASIE, COUNT: "Ready, Set, Go!"—*"Seventh Avenue Express."* RCA Victor 20-3003

A good addition to the dealer's "specialized jazz" record racks. "Seventh Avenue side particularly good in New York locations.

BENEKE, TEX: "A Woman Always Understands"—*"At the Flying 'W'."* RCA Victor 20-3001

A differently paced pair . . . Garry Stevens does vocal on melodic first side; flip has a Western flavor, with Beneke in the vocal lead.

BUDDY KAYE QUINTET: "If There's A Girl for Every Boy in the World"—*"I Ought to Know Better."* MGM 10241

Both tunes were clefted by Buddy Kaye and are played with a deft touch.

BULL MOOSE JACKSON: "Memphis Gal"—*"Moose on the Loose."* MGM 10234

A vocal and instrumental pack each other on this hot and heavy platter.

BROWN, LES: "Sophisticated Swing"—*"Blue Danube."* Columbia 38250

This instrumental pairing combines swing with smooth styling. Some good brass work sparked by sax and trombone solos.

CARMICHAEL, HOAGY — DALEY, CASS: "Fightin' Love"—*"Grandma Teeter Totter."* Decca 24459

An unusual pairing—of performers and tunes. The tunes are lively, clever, and catchy. The rendition spirited and ear-filling. Retailers will find this novelty profitable if they push it enough.

CARSON, MINDY: "Every Day I Love You"—*"I Can't Believe."* Musicraft 578

Two sweet an' sentimental numbers.

CLARK, BUDDY: "Where Flamingos Fly"—*"On the Waterfall."* Columbia 38249

Dreamy ballads styled for smooth dancing, soft humming and easy listening.

COLUMBIA ORCHESTRA: "Fiddle Faddle"—*"Jazz Pizzicato—Legato."* Columbia 38266

These delightful compositions performed by the all-string Columbia orchestra of London should be good sellers on the popular serious side of the music counters.

CUGAT, XAVIER: "Cuanto Le Gusta"—*"Take It Away."* Columbia 38239

"A Date with Judy" movie features these tunes, both of which are gay earfuls . . . especially after receiving the Cugat touch.

DAMONE, VIC: "It Only Happens When I Dance with You"—*"Just for Now."* Mercury 3166

Both tunes are from the films. First side from "Easter Parade," flip from "Whiplash." Popularity of tunes coupled with the Damone appeal should make this a good coupling for retailers.

DAVIS, BERYL: "Don't Blame Me"—*"The Blue Room."* RCA Victor 20-3019

Russ Case's music, always good for dancing and listening, showcases the songstress' tune selling.

ELLINGTON, DUKE: "Mood Ellington." Columbia C-164

"On a Turquoise Cloud," "New York City Blues," "Lady of the Lavender Mist," "Golden Cross," "The Clothed Woman" and "Progressive Gavotte," are samples of the Ellington Mood in this slick collection.

FIELDS, SHEP: "Mist on the Moon"—*"Where Flamingos Fly."* Musicraft 581

The "rippling rhythm orchestra" that was a favorite for so many years, does two romantic songs in the old, familiar style.

FORREST, HELEN: "Ain't Doin' Bad Doin' Nothin'"—*"Help Yourself to My Heart."* MGM 10240

"Ain't Doin' Bad," a neat bit of warbling; backing a sentimental tune.

GAILLARD, SLIM: "Puerto Vootie"—*"Momma's In the Kitchen But*



Gordon MacRae's increased radio listening audience have been paying dividends at the record counters. His current platters are selling, dealers find. MacRae is a Capitol artist.



Leonard Bernstein conducts the RCA Victor Symphony Orchestra in George Gershwin's "An American in Paris," Red Seal release.

"We've Got Pop on Ice." MGM 10231

One of the releases of this label's new "Ebony" series, this speciality disc should be a top-seller in certain localities.

GAYTEN, PAUL: "Stop"—*"Sally Lou."* DeLuxe 3176

Catchy calypso rhythm sparks first side; flip a clever tune.

GODFREY, ARTHUR: "Turkish Delight"—*"Trail of the Lonesome Pine."* Columbia 28246

Godfrey goes in for some fancy tales that will bring chuckles to adult listeners on this first side.

HAINES, CONNIE: "Where Flamingos Fly"—*"Just for Now."* Signature 15193

An appealing ballad pairing.

HAYMES, DICK: "Every Day I Love You"—*"Hankerin'."* Decca 24457

Both sides from film, "Two Guys from Texas," Haymes does the rhythm number and ballad in fine style.

INK SPOTS: "Just for Now"—*"Where Flamingos Fly."* Decca 24461

Slow-voiced tenor takes lead on these sides, done in typical Ink Spots manner.

JAMES, HARRY: "Ev'ry Day I Love You"—*"There's Music in the Land."* Columbia 38245

Top tunes from "Two Guys from Texas," with vocals by Marion Morgan and blitz solos from the James trumpet.

JOHNSON, BILL: "Galway Bay"—*"A Tree in the Meadow."* Columbia 38279

Two English hit parade numbers tastefully performed by the American baritone.

JOHNSTON, JOHNNIE: "Ah! But It Happens"—*"Judaline."* MGM 10240

Popular songs that are receiving good play coupled on this platter by crooner Johnston.

(Continued on next page)

Reviewing Latest Discs

(Continued from page 57)



KYSER, KAY: "Too Much-A-Manana"
—*"Ring, Telephone Ring."* Columbia 38262

A cute coupling, which dealers can use to latch on to Kyser's "Woody Woodpecker" craze.

LEE, JULIA: "Tell Me, Daddy"—*"Until the Real Thing Comes Along."* Capitol 15144

"... Daddy" side typical of the adult fare Julia Lee has been dishing out. Reverse side the torchy ballad.

LEE, PEGGY: "Don't Be So Mean to Baby"—*"Just a Shade on the Blue Side."* Capitol 15159

Accompanied by Dave Barbour sextette, the songstress does two rhythm ballads. These performers are currently making a personal appearance tour, and dealers can plan some good selling windows when they hit local theatres.

"LOUIS ARMSTRONG ALL STARS,"
RCA Victor HJ-14

This "hot jazz" album was recorded during an actual jazz concert. Top sidemen include: Jack Teagarden, trombone; Bobby Hackett, trumpet; Sid Catlett, drums; Dick Cary, piano; plus a number of other top jazz names.

LUTCHER, NELLIE: "Cool Water"—*"Lake Charles Boogie."* Capitol 15148

The piano thumping and vocal antics of La Lutchter is applied to the old western, "Cool Water" and the boogie number.

MacRAE, GORDON: "Hair of Gold"
—*"Eyes of Blue."* Capitol 15178

Starlighters vocal group accompany the singer in a rhythm pairing that is definitely different.

MARTIN, TONY: "This Is the Moment!"—*"Ah But It Happens."* RCA Victor 20-2958

Full-bodied renditions of the two sentimental ballads.

MERCER, JOHNNY: "Love that Boy"
—*"Louisville Lou,"* with the Pied Pipers and Paul Weston's orchestra. Capitol 15152

The talented Mercer puts this coupling across in his usual ebullient way. "... Lou," an oldie, is given the new look.

MONROE, VAUGHN: "If I Could Be the Sweetheart of a Girl Like You"
—*"It's My Lazy Day."* RCA 20-3000

Monroe fans will like "Sweetheart" side; reverse is a re-issue that shows signs of increasing popularity.

PRIMA, LOUIS: "The Sad Cowboy"—*"Bubble-Loo Bubble-Loo."* RCA Victor 20-2982

Novelty ditties that should do well in the wake of Prima's "Thousand Islands" success.

REID, DON: "Just A Girl that Men Forget"—*"Love Is A Dangerous Game."* National 9050

Tenor getting a build-up from the label as "the voice with a heartbeat." This is his introductory platter.

RUSSELL, ANDY: "Sunday in Old Santa Fe"—*"Cielito Lindo."* Capitol 15158

Both sides feature Russell in the Spanish-English songs he has done so popularly in the past.

SABLON, JEAN: "Every Time"—*"Au Revoir Again."* RCA Victor 20-3050

Soft lights and a romantic mood emanate from each side of the French singer's record. Older buyers will find this platter appealing.

SHAY, DOROTHY: "Makin' Love, Mountain Style"—*"Finishing School Was the Finish of Me."* Columbia 38238

The Park Avenue Hillbillie adds another typical pair to her popular repertoire of songs about her relatives and experiences.

SHORE, DINAH: "This is the Moment"
—*"Love that Boy."* Columbia 38260

"... Moment" from film "That Lady in Ermine," shows good promise of being a hit ballad. Flip is a good rhythm number that gives the songstress a good change of pace.

SMITH, GRACE: "Competition Blues"
—*"Baby, You're Just My Speed."* National 9046

For those who like "real blues" this debut disc by the songstress on the National label should be of interest to dealers.

SOLEK, WALTER: "She Married a Clarinet"—*"Crystal Ballroom Polka."* Harmonia 1174

Humorous lyrics were written to this old-world "Clarinet Polka" melody to make a charming side; flip is an instrumental polka.

SMALL, MARY: "My Home, My Home"—*"Lullaby of the Leaves."* Apollo 1125

Familiar to many radio listeners for a number of years, Mary Small delivers an unusual song about displaced people who are longing for home. Backing a lovely standard.

STAFFORD, JO: "This Is the Moment"
—*"Every Day I Love You."* Capitol 15139

Both songs are from movies, "Lady in Ermine," and "Two Guys from

Texas" respectively. The popular vocalist does an all-around good job.

THE CHARIOTEERS: "The Tourist Trade"—*"Run, Run, Run."* Columbia 38261

Timely tune from "Romance on the High Seas," backed by another novelty from same film.

THORNHILL, CLAUDE: "La Paloma"
—*"Arab Dance."* Columbia 55041

A 12-inch record that is definitely "different." Pop record buyers will want this one as part of their permanent collections.

TUCKER, SOPHIE: "Some of These Days"—*"Louisville Lou."* Decca 24289

The Tucker classic "Some of These Days," has been re-recorded by the Red Hot Mama in a voice as memorable as it was 20 years ago. The backing is a relatively new tune which her fans will be pleased to hear.

WAYNE, JERRY: "You Call Everybody Darling"—*"Cuckoo Waltz."* Columbia 38286

"Cuckoo Waltz" another one of those cute old tunes, done with organ accompaniment, which show signs of starting everyone whistling.

WESTON, PAUL: "Clair de Lune, Parts I and II." Capitol 15153

The familiar Debussy music given the popular touch, in a very pleasant-to-listen-to version by Weston.



HAYWARD, THOMAS: "Sylvia"—*"Pale Moon."* RCA Victor 10-1426

Metropolitan Opera newcomer affords listeners a chance to hear him in two favorites... familiar to his radio and concert listeners.

"JOHN McCORMACK SINGS AGAIN,"
RCA Victor MO-1228

Those who remember McCormack for more than "Macushla" and "I Hear You Calling Me" will welcome this collection for its inclusion of these numbers, as well as excerpts from Handel, Mozart, Brahms, Delibes, Puccini and Bizet.

MELTON, JAMES: "The Donkey Serenade"—*"Gypsy Love Song."* RCA Victor Orchestra, Frank Black, conductor. RCA Victor 10-1424

Two perennial favorites that the listening public never seems to tire of hearing. The popular tenor's rendition is another drawing card for this coupling.

PEERCE, JAN: "Bluebird of Happiness"—*"Because."* RCA Victor 10-1451

Peerce's tenor voice is familiar to record buyers... as his "Bluebird" version. Still a popular coupling.

(Continued on page 122)

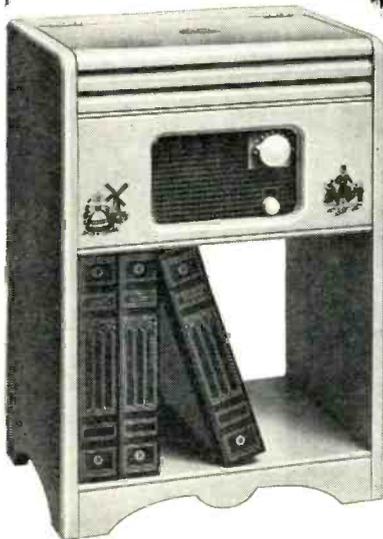
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The White House • WM. T. KNOTT COMPANY, Inc. • EMERY-BIRD-THAYER Co. • MANDEL BROTHERS •
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THE FRANK DRY GOODS & BROS. •
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COMBINATION**
\$37.50 Retail



TABLE MODELS
from
\$11.95 Retail



CONSOLES
from
\$20.95 Retail

**ALL NEW 1949 KIDDIE PHONOGRAPHS
with VOLUME CONTROLS**

- ★ Play all size records.
- ★ Sturdy Solid Wood Cabinets.
- ★ Patented Volume Controls.
- ★ Underwriter's Lab. Approved
- ★ Storage space for all size albums

These fast-selling kiddie phonographs and Radio-Phonograph Combinations come in beautiful pastel enameled finishes, gaily decorated. Cabinets of solid wood made in our own factory. Clear, brilliant tone. Over a quarter century manufacturing phonographs is your guarantee of quality.

**ORDERS NOW BEING ACCEPTED FOR HOLIDAY SELLING.
DEALERS, WRITE FOR 1949 CATALOG!**

RAY-DYNE MANUFACTURING CORP. 141 West 24th Street
 Licensed by Radio Corp. of America New York 11, N. Y.

Model B—Single phase, 4-pole, shaded pole induction motor with squirrel cage rotor. Size 3 3/4" square. Max. weight — approx. 5.6 lbs. AC-115 volts, 60 cycles.



SEE ALLIANCE'S EXHIBIT—BOOTH No. 8. Radio Parts Show, Hotel Stevens, Chicago, May 10-14.

A NEW MOTOR for SOUND RECORDERS

Alliance Model B is designed especially for operating sound recorders. Made in three standard lamination stack thicknesses, Model B has all the advantages found in other Alliance motors. Simple and rugged in construction, it can be mass produced at low cost. The range of power is from 1/100th h.p. up to 1/25th h.p.

Other important advantages for Model B are—economy of operation, low induced hum, low magnetic field, cool running, flexible power range and compactness.

WHEN YOU DESIGN . . . KEEP

alliance motors

IN MIND

ALLIANCE MANUFACTURING COMPANY • ALLIANCE, OHIO

Export Department: 401 Broadway, New York 13, N. Y., U. S. A.

For added sales
(and profits!)



demonstrate

the amazing Shockproof

nylon needle*

by

DUOTONE

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

\$2.50
LIST

*pat. pending



Revolving Displays with

KASSON

Roto-Sho

ELECTRIC TURNTABLES

... Mean More Business

Standard Roto-Sho with 18" steel plate



Whether for revolving merchandise displays or to turn a lighted Christmas Tree, Kasson ROTO-PRODUCTS are unbeatable! Rotate three times a minute, carry up to 200 lbs. Dependable, safe.

Standard the world over!



KASSON
Electric
Xmas Tree
Turner

For winning displays write TODAY for prices and complete ROTO-PRODUCTS catalog.

GENERAL DIE AND STAMPING CO.
Dept. TV, 262 Mott St., New York 12, N. Y.

Introduce Columbia's "LP"

Ludwig Hommel & Co., Pittsburgh, Columbia Records distributors, conducted a series of open house dealer meetings in all parts of their territory to introduce the new Long Playing record to local dealers. "Our dealers are happy about the new record," said Jim Winston, record department manager. "... More than half of Hommel dealers signed orders for the new discs in the first week," he added.

Capitol Consolidates

Four major changes designed to streamline and strengthen domestic distribution of Capitol Records, Inc., were announced by Floyd A. Bittaker, vice-president and general sales manager.

A new company owned branch was opened at Houston, Texas.

At Memphis, New Orleans and Seattle, independent distributors also assumed functions of the company-owned branches.

"These changes are being made as a result of territorial reassignments which will bring faster and more personalized service to a greater number of dealers," Bittaker said.

New Apollo Offices

Apollo Records have moved into offices formerly occupied by Nat Cohn and Modern Records, at 457 West 45 Street, New York City. In addition to consolidating operations, Apollo officials announce, the move is being made to obtain added space and to cut down surplus overhead.

Under the new arrangement, both executive offices and shipping departments will be located in the same building, facilitating and speeding operations.

Ralph Berson, Apollo's general sales manager, has appointed the Chord Distributors, of Chicago, as local jobbers.

RCA Victor Jobbers Push Tunes with Disc Jockeys

Utilizing the distinctive appeal of two young girls dubbed "Ballad" and "Be-Bop," who visit the disc jockeys in the Kansas City area with copies of the new record releases, plus information and suggested promotion angles, the RCA Victor Distributing Corp. reports hypoped air plays of current releases as a result of the novel approach. Both the Kansas City Distributing Corp. and Raymond Rosen of Philadelphia also have devised an effective additional promotion media in a personalized letter to the disc jockeys in their territory.

New NAMM Officials

New officers elected by the National Association of Music Merchants during this year's trade show and convention are: President, Hugh W. Randall, Milwaukee, Wis.; vice-president, Ray S. Erlandson, San Antonio, Tex.; secretary, R. B. Wells, Denver, Colo.; treasurer, E. D. Turner, Jr., San Francisco, Cal.

William R. Gard was elected to the office of executive secretary by the board of directors.

Decca Statement on Suit

Milton R. Rachmil, executive vice-president of Decca Records, Inc., issued the following statement: "The government yesterday filed a civil anti-trust action against Decca Records, Inc. The government is questioning our relationship with foreign companies. Our income from this source is negligible and our operations in this country are in no wise affected.

"These foreign agreements have been in existence since 1934 when our business had barely begun and they have not until now been criticized. The purpose of the government appears to be to require the same freedom of action for us abroad as we enjoy here, and we are hopeful that we shall be able to adjust any allegedly restricted practices which, upon fuller consideration, may be found to exist."

Wins RCA Victor Award



J. Frank McDonnell, left, record department manager for Bickford Brothers Company, RCA Victor distributor in the Buffalo-Rochester area, receives the RCA Victor Record Department's 1947-48 award of \$1,000 in recognition of the company's outstanding performance in promotions connected with appearances of RCA Victor recording artists in the distributor's territory. Presenting the award is James W. Murray, vice-president in charge of the RCA Victor Record Department.

Columbia Press Chief

The appointment of Walter Murphy as director of the press department of Columbia Records Inc. has been announced.

Webster-Chicago Winner



Accepting a Webster-Chicago Model 161 phonograph from a lovely lass is Sam Campbell of La Duca Bros. The prize was awarded to Mr. Campbell in a novel "Match Me and I'll Pay Off" contest held by Webster-Chicago.



Provides Vast New Sales Fields For Dealers and Servicemen

The long-playing micro-groove records have opened a vast new sales field for Servicemen and Dealers. Hundreds of thousands of record enthusiasts are ready to buy the new records, but they must have a new pickup to play them. This is your big opportunity to "adapt" their present sets with the Shure "900MG." It is a tremendous market—an immediate, anxious, impatient market. Here are opportunities, sales, PROFITS! Think of the hundreds of phonograph users in your immediate area. You will render an outstanding service by using a Shure "900MG." It is unsurpassed for the most brilliant reproduction of music you have ever heard.

AVAILABLE AT SHURE DISTRIBUTORS NOW!

Model 900MG Code: RUZUZ List Price — \$12.50

(Shure Patents Issued and Pending. Licensed under Patents of Brush Development Co.)

SHURE

SHURE BROTHERS, INC.

Microphones and Acoustic Devices

255 W. HURON ST., CHICAGO 10, ILL. • CABLE ADDRESS: SHUREMICRO

Money in "Major Midget" Appliances

The market for "major midget" appliances was never better than it is today. The critical housing situation is the chief factor contributing to the situation, wherein so many people are living temporarily in quarters where space is at a premium.

The "major midgets"—small refrigerators, washers, ranges and ironers—can be sold in quantities in towns and cities of all sizes, whereas a few years ago the chief market for such space-saving products existed mostly in the very large cities. Today the picture has changed. Even in the small towns, where people used to have plenty of room, many families are doubled up.

Even though they consider their present quarters temporary, most folk want modern conveniences, provided such conveniences in the form of electrical appliances "fit" two ways; first, that the refrigerator, range, washer or ironer, will fit into a certain space, and second, that it will "fit" the pocketbook of the "transient" who doesn't want to put much money into a temporary home.

Of course, in our larger cities, the more or less permanent residents are always prospects for the "major midgets." The "transients" on the other hand, are plus prospects for the dealer who has the facilities to go out after the business.

On the market today are several very small refrigerators, specialty items, such as are designed to serve as private bars, etc., and, in addition, at least one well-known manufacturer has launched a water cooler, which also freezes ice cubes and provides 2 cu. feet of storage space. In cases where the smallest conventional type refrigerator available will not fit, the midget unit may answer.

Small washers have been sold in large numbers throughout the country, and though some have been sold as "extra" equipment, most of them were bought because the home lacked space for a larger model.

Priced reasonably, the midget washers are broken down into three groups as follows: 1. The washer without wringer. 2. The washer with a manually-operated wringer. 3. The washer using a spin-basket for cleansing and water extraction. When properly presented, midget washers have plenty of sales appeal, because, after all, they do fill the bill, and are much better than no washer at all. In cases where a larger-capacity job just won't fit into available space, the midget is a natural.

The August, 1947, issue of RADIO & TELEVISION RETAILING carried an article entitled, "Sell More Midgets," which gave valuable tips on selling, as well as a roster of manufacturers.

Another good selling item among the "major midgets" is the portable ironing machine. The good

salesman, when selling a midget washer can often write an order for a small ironer at the same time.

Small electric ranges, which do not require special wiring, and take up very little space, not only sell well in territories where no gas is available, but are just what the doctor ordered for multi-family dwellings of all kinds, even where gas service is piped into the house. One model features a full-size oven.

For those dealers who are presently employing outside salesmen, the small major appliances previously mentioned can bring in extra profits. The canvasser can discover numbers of prospects by talking with residents in the various localities. He can find out how many families are living under emergency conditions in what were once one-family homes. He can get leads on homes now undergoing construction changes to provide shelter for additional friends, relatives or strangers. Because of the shortage, a continuous change is going on in the home picture all over the country. All too many of those living in cramped quarters do not know

that there are appliances in the field which will fit into very small places, and will provide them with facilities for washing and ironing clothes, storing food, and for cooking with electricity.

The dealer who plans to go after this business needs to make it known that he carries the small "majors." He can do this through advertising, through effective in-store and in-show window display; and via the outside selling route.

Ad copy, for instance, can be headed, "IS SPACE

A PROBLEM IN YOUR HOME? If it is, you still can enjoy the benefits of ELECTRICAL COOKING, WASHING AND IRONING, and REFRIGERATION. ASK US ABOUT OUR MIDGET APPLIANCES. THEY FIT INTO SMALL SPACES, AND INTO SMALL BUDGETS." The dealer can then go on to describe the products; sizes, prices, etc.

Where resistance is offered to purchase on the grounds that the prospect is living under temporary conditions, and, hence, does not want to spend any money until the "dream home" materializes, the salesman can usually overcome such objection by pointing out that the family does, after all, have to live in the meantime. And that when he does settle down into the home of his choice, he can find a ready sale for the little appliances. Or, the buyer can use them as "extras" in his new home. For example, the small washers can be utilized for "in-between" jobs, to wash a few baby clothes, etc., the little refrigerator and range can be a most welcome addition to any basement playroom.

Never before has the market for "midget majors" been as wide open as it is today. There's extra money and extra profits in it!

The Housing Shortage Ups Market for

- Small refrigerators
- Apartment-size washers
- Portable electric ranges
- Compact ironing machines

FIRST STEP FOR FALL PLANNING!—

The best way to make sure you'll have a big fall-winter season is to plan it that way—NOW. The best way to start planning is to visit the nearest Graybar appliance showroom.

Browse around—look at the latest lines—talk over trends with the Graybar Merchandising Specialist. Graybar can give you an over-all picture of the plans of electrical manufacturers and, as we are familiar with your local market, can help you decide problems of product selection and promotion.

You're welcome any time—but we suggest you make a date with your Graybar Representative and plan your visit. Then you'll be off to a fine start for fall.



NATIONALLY ADVERTISED
APPLIANCES AND RADIOS

recommended by
Graybar

**Make a date
to VISIT
YOUR NEAR-BY
GRAYBAR
SHOWROOM!**



4893

Profits

Ohio Merchant Knows Where to Find Customers — and How to Sell Them

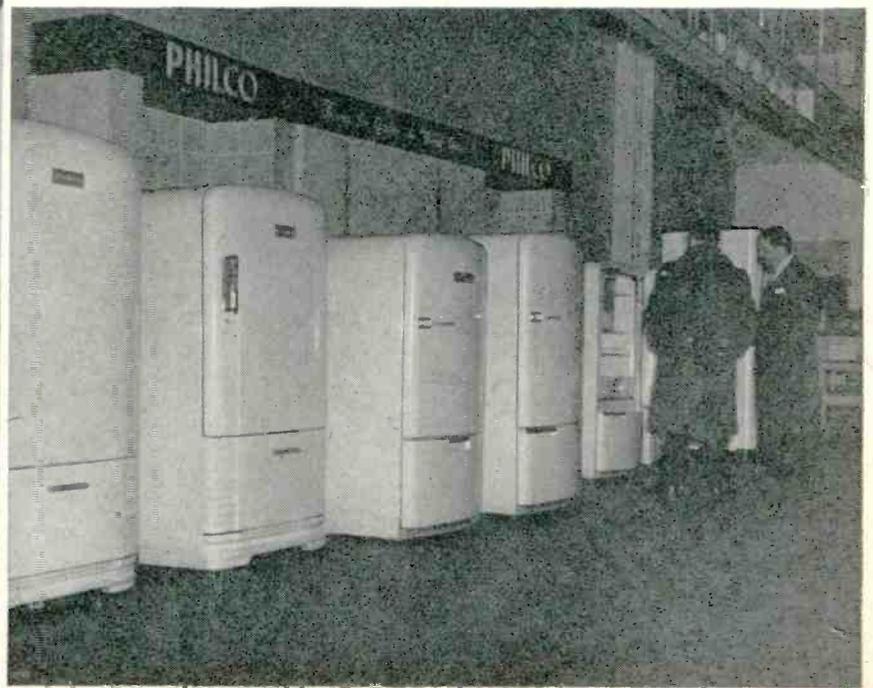
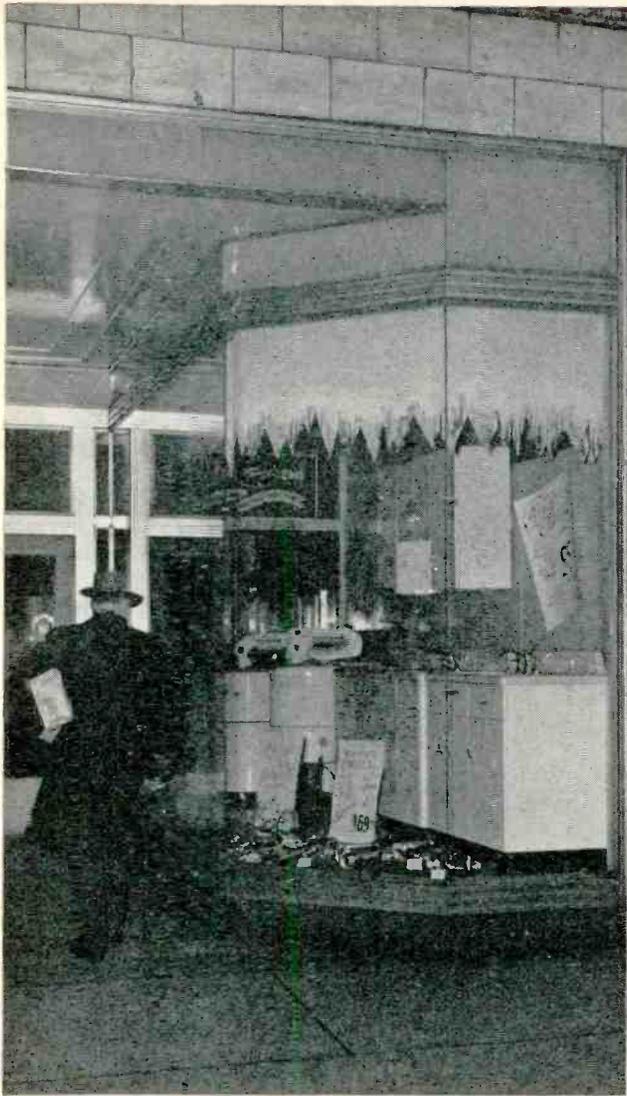
Left: One of Park Supply's several window display sections is always devoted appliances tied in with kitchens

Below, left: Manager Milton Miller shows prospect one of the store's model kitchens.

Below, right: A feature of the Park Supply sales program is this bank of refrigerators for customers not interested in a complete kitchen.

Opposite page, left: Another view of one of this Youngstown, Ohio dealer's custom-built kitchens. Note that it is even equipped with ceiling and light.

Opposite page, right: Maseca displays of major appliances aid considerably in the merchandising of both complete kitchens and individual items.



in Package Kitchens

• Those considering new homes in Youngstown, Ohio, hardly get a blueprint in their laps before they are contacted by a sales representative of The Park Supply Co., Inc., 316-318 W. Federal St.

"We know there's nothing basically new about selling the package kitchen, as some call it," said Milton Miller, store manager, "but we've worked out some embellishments to the idea and find our way sells more kitchens and more in them, meaning more appliances.

"We sell the complete kitchen, under-cabinets and all, even wall covering, and push refrigerator, range, dishwasher and garbage disposing equipment along with it. Our credo is 'custom-built' work, not just a 'package unit'.

"We preach that we don't want homes to fit our kitchens but that we'll fit our kitchens and appliances to the home. This wins them, especially when we present an artist's drawing of what the proposed kitchen will look like. Anyone gets excited about an idea when he gets a concrete picture of it on paper, or, even more realistic, a facsimile reproduction."

The latter reference, as you learn when Miller leads you through his store to a stairway, is to a series of kitchens "in the flesh", the first unit of

which was completed early this year. These model kitchens, from about 12 x 10 x 10' to other sizes for larger homes, are being installed along the wall on the store's second floor.

"There is one big reason for having these kitchens on this floor," explained Miller, who worked out the merchandising program with Samuel, his father and president of Park Supply, and W. Vernon Jones, appliance sales manager.

"Remember that sales of this kind run from \$800 to \$1200, at one fell swoop. We've found that a salesman can do his best job for this kind of money, if there are no interruptions, and there are plenty of them on the first floor. There's always the phone, the customer who dashes up, in a hurry, for only a light bulb or something like that.

"Here you have only the beautiful display, the customer, and yourself, selling, and really concentrating on your work. We work hard to get the person in the store, and we want to do a good job when he is here."

How are prospects lined up? Park Supply uses Dodge reports to learn of new home builders, and these are contacted personally, or by mail. A good job is done, too, through contractors. At present Park Supply is getting up a series of form letters to these con-

tractors, announcing the completeness of their service to builders in planning kitchens, from wall-covering to appliances. Plumbers, too, are being contacted.

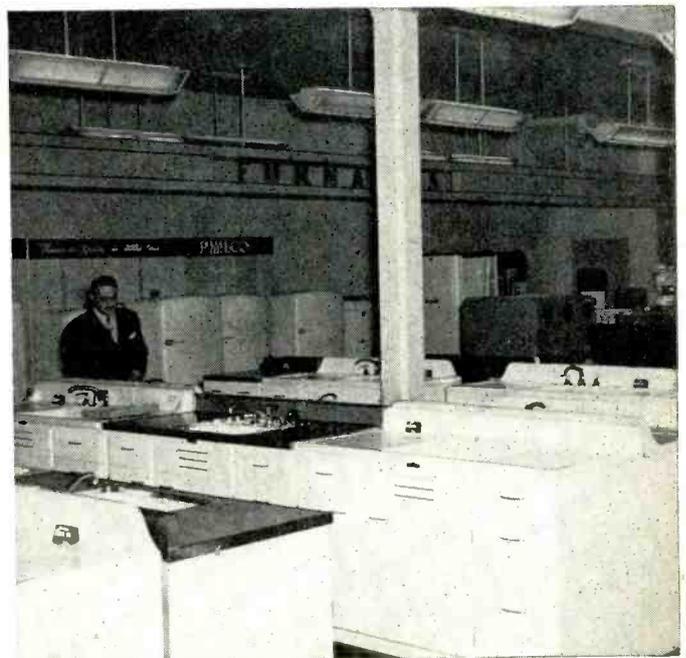
Park Supply is exclusive agent in Youngstown for Kitchen Maid wood cabinets, and this is a big factor in their merchandising program. They assure home owners and contractors that no woodworking or painting, for instance, will be necessary on their part if Park Supply handles the installation.

Walls, Flooring. Cabinets Demonstrated

The series of kitchens will show different styles of wall covering, from time to time, along with many kinds of flooring. Also, different styles of under-cabinets will be demonstrated. The sales talk emphasizes that custom building throughout will give just the right size and style for the customer, with his particular home in mind.

Kitchen Maid "stuffers" are also being mailed to prospects. Wall tile and floor covering pamphlets are used to advantage, too. Even though these items are new in Park Supply selling history, they are working in nicely with kitchen and appliance selling.

(Continued on page 95)



NORGE STILL THE . . .

"Champion of Independent Distribution"

A MESSAGE FROM H. L. (Red) CLARY

Director of Sales

Norge has been in business for twenty-one years. At the beginning, Norge sought out the independent distributor and his dealer, thus launching a policy for which Norge subsequently became famous. Today, twenty-one years later, Norge still markets its products through independent channels. In fact, Norge is today the oldest manufacturer marketing appliances exclusively through the independent distributor.

We do this because we believe in private enterprise, and because this method of distribution has proved successful over a period of many years. We have no branches—nor are we making any "private brand" merchandise—with which to compete with our distributors and their retailers.

This policy has been good business for us and we hope to continue to merit the honorary title, "Champion of Independent Distribution."

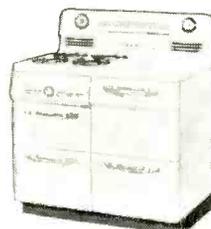
H. L. Clary
Director of Sales



NORGE AUTOMATIC ELECTRIC WATER HEATERS—All models thermostat-controlled. Single and double heating elements, glass-fiber insulation. Cylindrical and table-top models, 12 to 82 gallons.



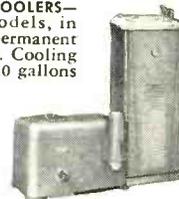
NORGE GAS RANGES—Three Norge gas ranges feature exclusive "Concentrator" surface burners for greater economy, more accurate control. Center oven or regular... divided top burners or side groups.



NORGE HOME HEATERS—Modern oil heat at minimum cost. Four models in all with capacities ranging from 37,000 to 65,000 B.T.U.'s per hour.



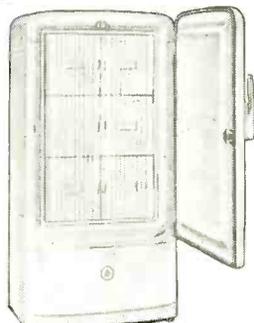
NORGE WATER COOLERS—Two popular models, in portable and permanent installation styles. Cooling capacities up to 10 gallons per hour.



NORGE WASHERS—Four models provide economical "home laundries" for small and large families... triple-washing action, non-splash roll-rim tub, steam-seal cover.



NORGE ELECTRIC RANGES—All surface units on all four models have seven cooking speeds, "Tele-Switch" control. New contour design, balanced oven heat, glass-fiber insulation.



NORGE HOME FREEZERS—One upright 6-cubic-foot model and three chest type models with 10-, 18- and 26-cubic-foot capacities.



NORGE REFRIGERATORS—Eight Norge refrigerators from 6 to 10 cubic feet. Also Commercial Refrigerators and Coolers.

**SEE
NORGE
BEFORE YOU BUY**

A BORG-WARNER INDUSTRY

Norge Division, Borg-Warner Corporation
Detroit 26, Michigan
In Canada: Addison Industries, Ltd. Toronto, Ontario

New Electrical Appliances

Crosley FROSTMASTER

Frozen food cabinet holds up to 100 pounds of frozen foods. Removable wire basket facilitates reaching into bottom of unit, and for keeping soon-to-be used items near top of the



cabinet. Cabinet stands flush to the floor, has recessed toe space; equipped with slip-proof lid. Temperature control permanently adjusted at the factory. Suggested retail price \$156.45. Crosley Div., Avco Mfr. Corp., Cincinnati, O.—RADIO & TELEVISION RETAILING

Coolerator REFRIGERATOR

Model DU 91 standard model provides 9.2 cu. ft. food storage capacity with shelf area 15.4 sq. ft. Shelves readily accessible. Crisp-O-lators provide moist storage for fruits and vegetables. Ice capacity 4 lbs. Temperature control adjustable. The Coolerator Co., Duluth, Minn.—RADIO & TELEVISION RETAILING

Dominion CORN POPPER



Model 1702 popper is made of polished aluminum; handle and feet of plastic construction; standard length cord. Heat proof glass top, separable popping bowl with attractive handle allows for easy removal. Dominion Electrical Mfg. Inc., Mansfield, O.—RADIO & TELEVISION RETAILING

X-Pelzit FAN

Exhaust fan for window mounting, features sliding side panels. Extra long panels available. 10-inch blades expel fumes and kitchen odors. Entire unit including panels, guard and motor is coated with cream color baked on enamel finish. Retail for \$13.95. Thomson and Bishop, Takoma Park, Md.—RADIO & TELEVISION RETAILING

Floormaid FLOOR POLISHER

Polisher designed specifically for household and small office use, for polishing all types of



floors. Unit consists of a 4 1/2 inch bristle brush driven by a 1/9 hp. AC-DC high speed motor. Unit is handled like a vacuum cleaner, and can be used with all types of wax. Weight 11 lbs. Price \$39.75. Dumore Co., Racine, Wis.—RADIO & TELEVISION RETAILING

GE WATER HEATER

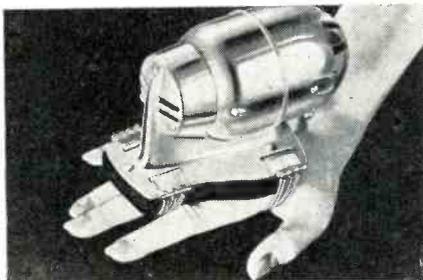
40-gallon table top electric water heater, designed for use in kitchens of small houses without basements. Enclosed in rectangular steel shell with white porcelain-enamel top that is resistant to acid and heat. Size: 24 inches wide, 24 1/2 inches deep, 36 inches high. Water is heated by improved Calrod units which encircle the tank. Available with either one or two heating units. Each unit has its own thermostat. General Electric Co., Bridgeport 2, Conn.—RADIO & TELEVISION RETAILING

Capitol WAFFLE IRON-GRILL

Model 405, features indicator to tell when done; heavy gauge steel construction; chrome plated; waffle grids detachable; either AC or DC. Capitol Products Co., Inc., Winsted, Conn.—RADIO & TELEVISION RETAILING

Gilbert VITALATOR

Machine offers user muscle toning and relief of muscle fatigue. Can be slipped over



fingers as shown. Unit produces kneading, rubbing action. Made with die-cast frame that is rubber cushioned where it fits on the back of the hand. Held on by two flexible spring straps that slip over the fingers. Finished in blue gray. Retail for \$15.00 complete with cord and plug. A. C. Gilbert Co., Erector Square, New Haven, Conn.—RADIO & TELEVISION RETAILING

Norge NEW APPLIANCES

Refrigerator, gas range, two electric ranges, a water heater, a beverage cooler and a milk cooler added to line. Model M-848 refrigerator, shown, brings to seven the number of models in the line. The model incorporates many new



features. The freezer holds up to 24 lbs. of frozen food. Net storage space is 8.37 cu. ft.

The gas range, model N-208 has four burners, a standard size oven and slide-out broiler. The fully automatic electric range, model E-458, is equipped with a warming drawer, deep-well cooker and utensils. It features a deep-well receptacle for surface cooking when the cooker is not in use. (Model E-448 features the surface heating elements at the left.) The standard electric range, E-408, provides all essential services and features, and is the lowest priced range in the line. The table-top water heater introduced is especially designed for installation in kitchen or laundry room. 30 or 40 gallon capacities available with either single or double thermostatically-controlled heating elements. A beverage and milk cooler for commercial use is announced as well as three models of milk coolers, two of which will hold four ten-gallon cans and the other six. Norge Div., Borg-Warner Corp., Detroit 26, Mich.—RADIO & TELEVISION RETAILING

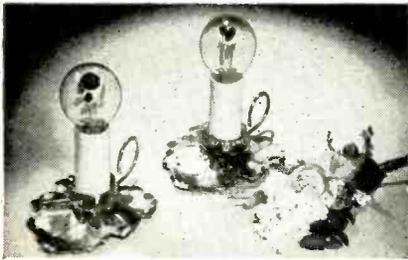
Pyr-O-Tube HEATER



Model F-1 fan-type, portable electric space heater, equipped with concealed fan that forces air; reaches maximum heat in 15 seconds. Pyrex tube enclosures protect elements. Stainless steel reflector and grill. Light weight with handle for portability. Measures 16 x 13 x 12 inches. Specialty Div., Swanson Tool & Machine Products, Inc., 810 E. 8 St., Erie, Pa.—RADIO & TELEVISION RETAILING

New Appliances for Autumn

Aerolux LITES



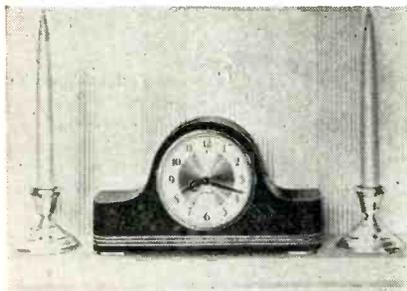
Model 221, maple leaf, shown. Embossed replicas of flowers in miniature, arranged in bouquets inside these electric bulbs. Bulbs light up in delicate colors. A wide variety of flower designs, as well as Scotty dogs, terriers, lamps, emblems and ecclesiastical designs available. Lights are 2-watt bulbs. Aerolux Light Corp., 653 Eleventh Ave., New York, N. Y.—RADIO & TELEVISION RETAILING

Westinghouse AUTOMATIC WASHER

Model L-4 Laundromat features "water-saver" control, "look-in" door, buoyant power suspension, and new styling. "Water-saver" control saves both hot and cold water by limiting the amount used. The control is mounted directly below the operating dial. National retail price is \$299.95. Westinghouse Electric Appliance Div., Mansfield, O.—RADIO & TELEVISION RETAILING

Seth Thomas Clocks

"Preston" model shown is available with self-starting electric movement or 8-day pendulum strike movement. Clock features inlays and matched veneers. It measures 6 13/16



inches high, 12 3/4 inches wide, and 4 1/4 inches deep. Priced at \$37.50, plus tax.

"The Plaza" wall clock is designed to be used in modern rooms. It is produced in genuine walnut or blond birch, and priced at \$42.50 plus tax. "The Echo" occasional clock can be used on cabinet, desk, or in the boudoir. It is an electric alarm clock which comes in plain or luminous dial. Priced at \$12.50, and \$13.95 respectively, plus tax. Seth Thomas Clocks, Div. of General Time Instruments Corp., Thomaston, Conn.—RADIO & TELEVISION RETAILING

Titan FAN HEATER

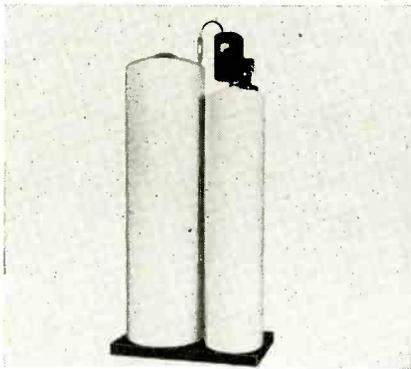
Model 506, 1600 watt portable fan heater. Features baked hammertone enamel finish case, equipped with plastic carrying handle, guarded indicator type switch, unbreakable rubber cord and plug. Fine wire mesh screening for added safety. Case size 4 inches deep x 10 inches high x 14 inches wide. Titan Mfg. Co., Inc., Buffalo 2, N. Y.—RADIO & TELEVISION RETAILING

Frigidaire WATER HEATER

Electric water heater series is equipped with magnesium rods and backed by a ten year replacement plan in the event of tank failure. Called the EKM series, each tank, in both table top and standard cylindrical sizes is protected from corrosion by a magnesium rod. All models are equipped with either one or two Radiantube heating units. Present listed models with suggested retail prices include a 30 gallon table top at \$129.75, 40 gallon table top at \$154.75, 32 gallon single unit at \$119.75, 32 gallon double unit at \$129.75, 40 gallon single unit at \$132.75, 40 gallon double unit at \$139.75, 52 gallon single unit at \$142.75, 52 gallon double unit at \$149.75, 64 gallon double unit at \$172.75, and an 80 gallon double unit at \$194.75. Frigidaire Div., General Motors Corp., Dayton, O.—RADIO & TELEVISION RETAILING

Sorto-O-Matic WATER SOFTENER

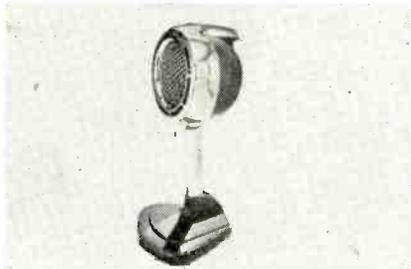
Fully automatic water softener features time-clock control mechanism. It may be set at the time of installation and the mineral is regenerated automatically, every 24 hours, or



from one to seven times weekly, depending on individual requirements. No manual attention necessary. The mineral or softening agent used removes iron from water, and the daily regenerating process prevents contamination from accumulating in the mineral for long periods. All parts are manufactured from corrosion-proof metals, and are fully warranted. Base dimensions: 26 x 15 inches; height is 60 inches. Soft-O-Matic Corp., Plymouth, Mich.—RADIO & TELEVISION RETAILING

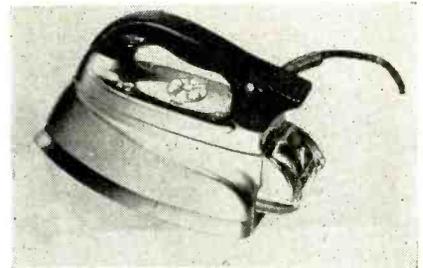
Heat King HEATER

Torpedo design fan-type electric heater, finished in Hammerloid brown and chromium.



Features: exclusive directional heat control with adjustable height and tilting head; column may be raised or lowered to permit fan-forced heat at desired level. Model is 23 inches high, weighs 8 pounds. Priced to retail at \$23.95. National Die Casting Co., Touhy Ave. at Lawndale, Chicago 45, Ill.—RADIO & TELEVISION RETAILING

Feather-Way STEAM IRON



Automatic steam iron, model 130, can be used as a steam iron or dry. Features: visible heat selector that gives correct heat for various types of fabric, safety-valve that opens at 8 to 10 lbs. pressure; large water capacity, bakelite handle shaped to fit hand. Priced at \$16.95. American Thermo Appliance Co., Grafton, Wis.—RADIO & TELEVISION RETAILING

Sylvania FLUORESCENT LIGHT

Peabody CSG-120 and CSG-140, glass shielded, single lamp fluorescent fixture which provides soft, diffused illumination, for commercial and residential use. The unit is built around the company's unshielded single lamp 20-watt and 40-watt fixtures, to which ribbed, opaque glass panels and end caps have been added. Sylvania Electric Products, Inc., New York, N. Y.—RADIO & TELEVISION RETAILING

U.S. Electric POPPER, WARMER

Model 10 corn popper shown, comes in four color combinations, with cord attached. Removable seamless popping pan is easy to clean,



convenient for serving. Plastic handle; lid grip; agitator knob.

Model W5 food warmer, also comes in four color combinations. Food warmer attractive enough to be used for serving. Features vent holes in top which may be closed for freshening, or opened for warming. Handles, cover grip and legs are heat resistant plastic. Outside diameter is 13 inches. U.S. Mfg. Corp., Decatur 70, Ill.—RADIO & TELEVISION RETAILING

Johnson FLOOR POLISHER

Electric floor polisher, light in weight, with all-aluminum construction. High speed motor drives cylindrical brush at a speed of 3,000 revolutions per minute. AC or DC. Scientifically placed air vents in the cover keep motor cool. Polisher comes equipped with a 22 1/2 foot cord. Retail price is \$44.50. Johnson's Wax Corp., Racine, Wis.—RADIO & TELEVISION RETAILING



Rheem
brings you the "New Look"
in Water Heaters!

ALL DRESSED UP TO HELP YOU SELL

Designed to stand out on your show floor like a French bathing suit at Coney Island, the new Rheem Royal Deluxe is the handsomest water heater in America—designed to help you sell.

Comes complete in all sizes for all fuels and made by the world's biggest manufacturer of automatic water heaters.

And their beauty isn't just skin deep. You get the famous Rheem-Processed Tank, Dow Magnesium Anode Rod, Grayson Control, Fiberglas Insulation, guarantees from Rheem and Good Housekeeping, and fast factory shipments to your wholesaler.

SELLING-HELPS, TOO, TO HELP YOU SELL

These new heaters can do everything but talk. But don't worry. Rheem national advertising does. To 3 out of 4 home owners in your community! And the Rheem "Design For Better Business" offers you complete direct mail programs, local ads and displays to clinch presold prospects.

*Call your wholesale supplier now,
and specify Rheem.*

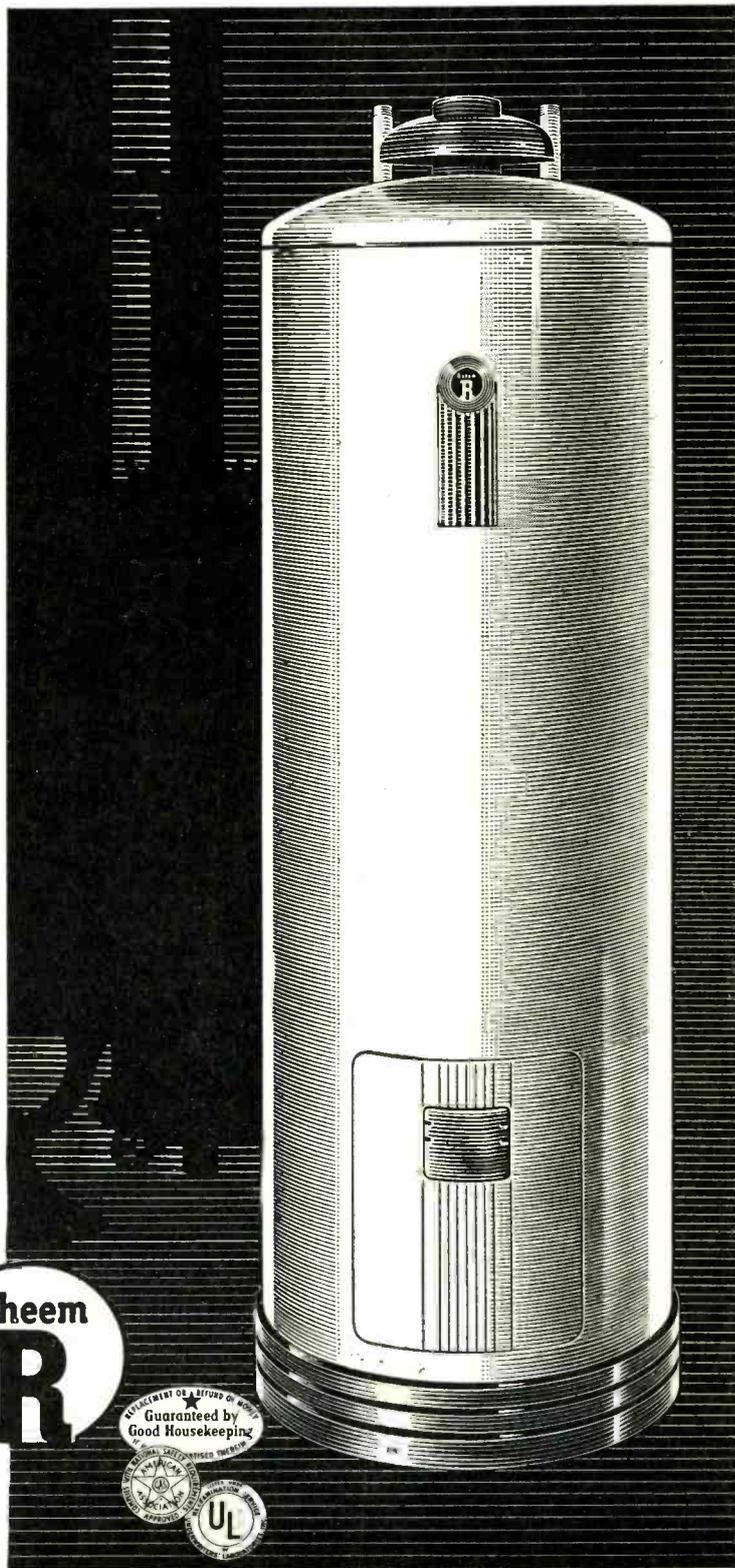


Rheem Manufacturing Company
570 Lexington Avenue
New York 22, N. Y.

- AUTOMATIC WATER HEATERS**
- ALL SIZES FOR ALL FUELS**
- SOFT WATER APPLIANCES**
- HEATING APPLIANCES**
- DOMESTIC STORAGE TANKS**



MEMBER OF A GROUP OF COMPANIES
Guaranteed by
Good Housekeeping



Foreign affiliated companies in Brisbane, Melbourne, Sydney,
Rio de Janeiro, Singapore, and Hamilton, Canada.

Rheem Executive Changes

Clifford V. Coons has been appointed vice-president in charge of sales and G. M. Greenwood has been named vice-president and treasurer of Rheem Manufacturing Co., it has been announced by R. S. Rheem, president.

Joining the Rheem company in 1934 as a timekeeper at the Richmond (California) plant, in 1939 Mr. Coons rose to the rank of manager of the Houston (Texas) plant. In 1941 he went to New York as manager of container sales and since 1945 has been general manager of sales. He will continue to make his headquarters in New York.

Mr. Greenwood, who joined the Rheem company in 1941 as treasurer, was made a member of the board of directors later that year. He will continue to be located in the company's San Francisco offices.

Eureka Branch Manager



Robert E. Franzen, above, has assumed duties as manager of the Eureka Williams Chicago branch, according to A. L. McCarthy, executive vice-president, Eureka Williams Corp.

Stewart-Warner Jobber

Stewart-Warner Co., Chicago, has appointed the Allied Appliance Co., Boston, as its distributor in eastern Massachusetts and New Hampshire.

Universal Officials Discuss Electric Blanket Campaign



W. J. Cashman, director of advertising, promotion and publicity at Landers, Frary & Clark, briefs his colleagues on Universal's advertising and promotion for the fall advertising campaign on electric blankets prior to their departure for distributor meetings throughout the country. (L. to r.): E. F. Powers, E. J. Van Buskirk, A. S. Bross, S. G. Fisher, and Mr. Cashman.

Mitchell Lighting Line

Mitchell Mfg. Co., Chicago, has issued a new Catalog No. 330, which has been designed to serve as a buying guide to "America's Leading Lamp Line." Consisting of 20 pages, this attractive four-colored catalog completely illustrates and describes the 1948-9 line. Each lamp standard and shade is richly reproduced in full natural color which brings out the finest details and highlights of each model shown.

The line features certified lamps with and without the new circline fluorescent tube, beautiful floor lamps of many styles and periods, decorative table lamps, tall graceful torchiers and many other popular models.

Northeastern Remodeling

Northeastern Distributors, Inc., 588 Commonwealth Ave., Boston, Mass., announced the completion of its redesigned wholesale selling floor. Each of the departments has been separated by a semi-wall on both sides of the 80 foot display space, and the smaller appliances have been displayed, for the purposes of "live demonstration", on island units, running through the center of the floor.

The color scheme is royal blue and pink, and harmony is maintained by a valance of fluorescent signs, indicating the nationally known manufacturers of each of the products.

Named by Borg-Warner

Earle R. "Duke" Bridge has been appointed sales manager of the Detroit Vapor Stove division of Borg-Warner Corp., it has been announced by Howard E. Blood, president of Borg-Warner's D. V. S. and Norge divisions. In this position he will be in complete charge of sales of the White Star line of gas ranges produced by the D. V. S. division.

Hotpoint Water Heater Dealer Aid Booklet

A new Hotpoint "plan book and market supplement," analyzing four major markets for electric water heaters, is available for dealers as part of a follow-up campaign on this appliance launched earlier this year, Hollis C. Doss, sales planning manager, announced.

The market supplement points out these four major markets for electric water heaters: Of 33 million homes having electric service, only 10 million have adequate automatic water heating facilities; more than one million new homes will be completed in 1948—all of them new prospects for automatic electric hot water service; more than 2 million outmoded water heating units will need replacing in 1948, while many homes will be remodeled; the rural and suburban market is important because the majority of rural prospects now have automatic electric water pumping systems.

The plan book also outlines a five point support program being carried on by Hotpoint to aid dealers in increasing water heater sales.

Up Dealer Margins on GE Heating Pads

Suggested dealer margins have been increased on the new line of General Electric heating pads, D. C. Spooner, Jr., manager of the company's automatic blanket and sunlamp division, has announced.

The line has been redesigned to increase its "cosmetic" appeal to women. It will feature covers in attractive pastel shades with harmonizing colored cords. Plug and switches are finished in soft ivory tones.

To merchandise the new package, a lazy-Susan type of revolving metal display will be offered without charge to retailers with an initial order of a dozen pads.

The top-of-the-line three-heat, wetproof pad, which may be used with wet applications in cases where wet heat is recommended for the relief of muscular aches, strains and bruises will be fair traded at \$8.45, including tax.

Other recommended retail prices on the line are: three-heat moisture resistant pad, \$7.45 and the three-speed model, \$6.45.

Electromaster Jobber

Gerald Hulett, vice-president Electromaster Inc., Mount Clemens, Mich., manufacturers of electric ranges, announces the appointment of The Buckeye Appliance and Sports Equipment Co., Toledo, and of the D. & H. Distributing Co. Inc., Baltimore, as distributors for its line.

Admiral Regional Head

George H. Deacon was appointed regional manager of Admiral Corp., Chicago, according to announcement by W. C. Johnson, general sales manager. Mr. Deacon will represent the Admiral Corporation in southern Ohio, Indiana, West Virginia and Kentucky.

Gibson

YOU CAN PROFIT NOW

FROM RANGES AND
FREEZERS TOO!



Yes—you too can profit from Gibson Ranges and Freezers NOW, as well as from Refrigerators.

Consumer advertising in famous magazines is telling millions about Gibson each month—Saturday Evening Post, Good Housekeeping, Ladies Home Journal and Better Homes and Gardens—all building greater sales for Gibson dealers.

UPS-A-DAISY

A Gibson FIRST—4 surface cooking units or 3, plus deepwell—all on the same range!

FREEZ'R LOCKER— FRESH'NER LOCKER

The double feature refrigerator — another FIRST by Gibson. The handiest refrigerator they ever used, say thousands of Gibson owners.



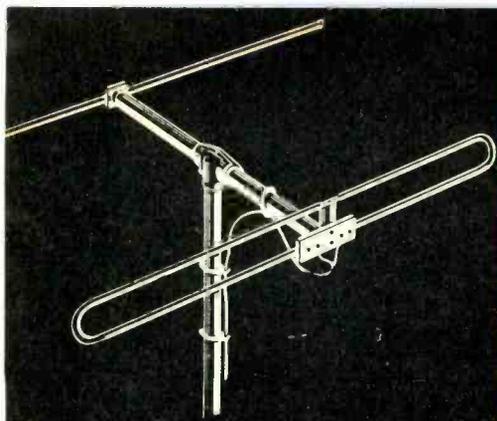
HOME FREEZER

Upright, convenient. Saves floor space. Freezes and stores all kinds of frozen foods, for months.

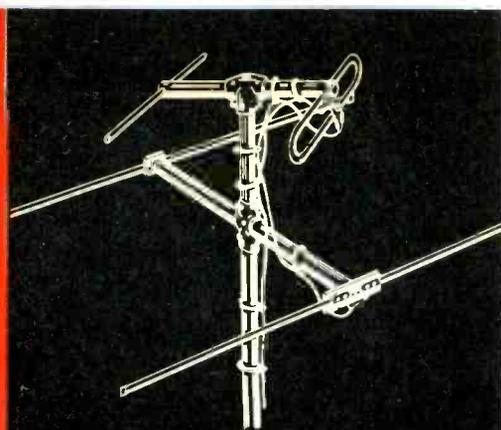


GIBSON REFRIGERATOR COMPANY
GREENVILLE MICHIGAN

Copyright 1948, Gibson Refrigerator Co.



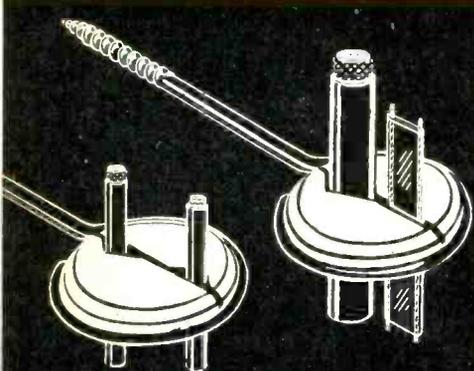
FOLDED DIPOLE/REFLECTOR
MODEL FDR-4



HIGH-LOW WAVEMASTER
MODEL HL-A

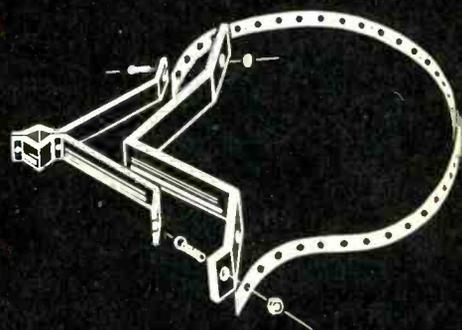
YOUR

BEST



STEEL STAND-OFF
MODEL SSO-3

MOVE



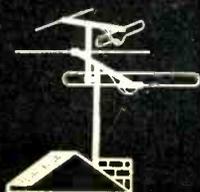
CHIMNEY WALL MOUNT
MODEL CWM-4

It's good business to sell or use the finest antenna equipment. And, it pays to use the Oak Ridge TV and F.M. line... there's none better! Oak Ridge also offers a complete, single source for all your needs.

More and more Oak Ridge products are used everyday! Experience has proved - Oak Ridge products are soundly engineered and sturdily constructed. Send for your FREE catalog today!

Write Dept. 107

OAK RIDGE ANTENNAS



239 East 127th St.,
New York 35, N. Y.

Mfg. Division of
Video Television, Inc.

ANTENNAS and ACCESSORIES

In TV and F.M., for high or low frequencies... in good or bad reception areas - there's an Oak Ridge antenna to bring in the maximum signal. Models range from single dipoles to "lazy H" arrays.

Accessories: Universal Mounting Clamps; 4-Way Clamps; Steel and Rubber Stand-Offs; Wall Mounts; Chimney Mounts; and, Flat or Coaxial Cables. Oak Ridge accessories make installations easier, quicker and better!

SERVICE & SOUND

Section of **RADIO & TELEVISION RETAILING**

Installing Television Antennas

• To date, more than fifty per cent of TV service calls have involved the antenna system rather than the chassis, even when the customer's complaint suggested the latter. Since the prospect for the next two or three years is that the number of new installations each year will greatly exceed the number of sets already in service, this situation is likely to continue. The aggressive dealer will see to it that careful initial installation reduces these calls to a minimum, keeping his men free for new installations.

After-installation service calls comprise such tasks as orientation to improve reception, relocation to improve reception, repairs on loose or broken lines, rerouting of lines to reduce interference pickup, removal of violations, etc.

Location of the antenna must usually be a compromise between what existing conditions permit, and what is most desirable.

In every dwelling not owned by the customer, the landlord or his representative should be consulted unless the customer can convince the dealer that permission has been granted. This avoids location or routing in a manner unsuitable to the owner.

Water towers, fire escapes vent pipes and the like should be avoided even

though the simplification of installation makes them attractive. Dipoles should be at least eight feet above the roof so as not to create a physical hazard, and lines should not be run in mid-air where people can run into them. Careful attention to all these details will obviate later complaints.

Phones Are Useful

Effort should be made to locate every antenna with the aid of a telephone system between the roof and the set. The use of sound-powered phones connected with television transmission line reduces the carrying of extra equipment to a minimum. Careful consideration given at this time to the selection of the most applicable antenna (dipole, dipole with reflectors, double dipole, folded dipole, "combination" array jobs, etc.) will assure the best reception without future alteration.

Masonry bolts, lag screws, and stand-off insulators should be securely mounted in the brick and tested by hand to assure long service. Special attention must be given to installations mounted in wood, as wood screws pull out most easily under strain.

Line runs are best made in the most protected spots possible, for instance in courts, down corners, under eaves,

etc. Sufficient standoff insulators to prevent swaying or whipping in the wind are necessary, since the plastic ribbons in most common use will stretch under such conditions, causing undue slack and often pulling out stand-offs.

In private dwellings, lines are best run down to the basement and up through the floor. Where entry through windows is necessary, careful channeling of the window, or drilling through the frame is recommended to avoid chafing.

Inside the home, lines should be concealed as much as possible, and all possible exposure to damage avoided. Where it is necessary to go through doorways, it is recommended that the saddle be lifted and the line threaded underneath. Through the whole line run, all obvious sources of interference should be avoided where possible. Laying the line loose in the projected route will often reveal sources not otherwise obvious. In cases where line runs across rough or sharp edges, cable should be protected with tape or loom to avoid chafing.

The use of coaxial cable is, of course, more expensive, but often warranted in cases of extreme interference pickup, or on long runs which would sub-

(Continued on page 116)

COMING—in the OCTOBER ISSUE OF RADIO & TELEVISION RETAILING

All Merchandising and Technical Data on

TELEVISION ANTENNAS

Plus information on TV Accessories: Boosters, Enlarging Lenses, Interference Eliminators, Filters.

The Reader Will Consult This Valuable Material for Many Months to Come.

Choosing Amplifiers

Part II of Series Covers Fundamentals

• A previous issue of RADIO & Television RETAILING has covered several factors in the planning and selling of a PA system to institutions and industrial organizations, including the selection of the pickup device. The next item to consider is the amplifier.

As pointed out previously, the amplifier is the heart of the sound system;

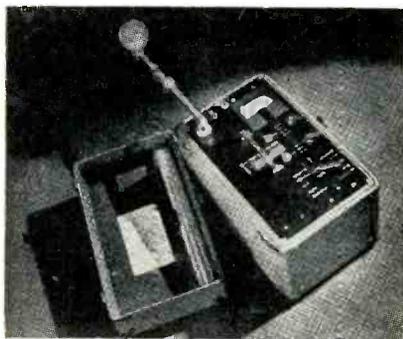


Fig. 1—Portable sound level meter

therefore great care should be taken to select the correct amplifier for the customer's needs. This is done on the basis of a concrete survey made right on the spot.

The purpose of this survey is to determine exactly who is to be reached

with sound, where he is situated, and how much noise of what characteristic must be overcome at each location.

To accomplish this, the dealer should be equipped with a large sheet of graph paper upon which the outline of each part of the building has been drawn, and a pad of data sheet paper for taking notes on each location. While for ordinary purposes the ear is a fair judge of noise, large installations should be surveyed with the aid of a portable sound level meter, such as shown in Fig. 1, calibrated in decibels.

This quickly and unmistakably determines how much noise must be overcome, at each person's location. Some idea of the values to be expected may be had from Fig. 2.

During the survey, attention should also be paid to the nature of the wall surfaces and sound absorbent materials within the area, and the general reverberation qualities of the space. A little critical listening to voices, footsteps, a short quick whistle or some artificially-created noise will provide a close-enough approximation to the "liveliness" of the room or area.

With the noise values noted, the type and placement of speakers should be roughly estimated. Since detailed consideration of this subject will be given later in this series, we will presume for the present that the dealer has had enough actual experience or training to properly choose the required speakers. The simple addition of the power requirements of all the speakers will provide a rough estimate of the minimum "cold" operation output rating of the power amplifier or amplifier bank.

EDITOR'S NOTE

We would like to correct a typographical error made in the microphone selection chart found on page 66, of the July, 1948, issue.

The items listed in the first column were transposed; should read, from top to bottom, Dynamic, Crystal, Velocity.

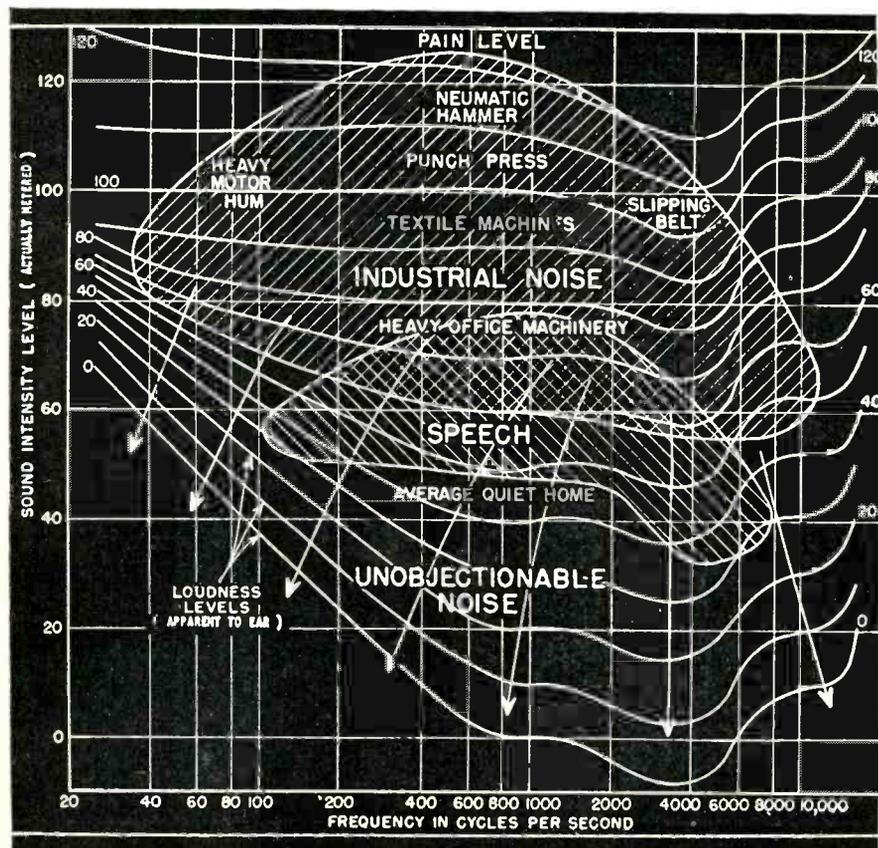
Whether this figure is a realistically practical thing depends largely upon the "block diagram" of the system—a matter known as zoning. Zoning consists simply of the wiring of the entire sound system into sectional groups, such as speaker groups or amplifier groups. Generally, the purpose is to provide a means of piping sound to one particular place and not to another, although the idea of zoning is also used in innumerable other variations, such as stereophonic sound, safety alarm, multi-channel-selection systems, and such.

Since the huge majority of sound installations consist of simple, straightforward setups where all speakers are attached to the same amplifier output, the entire matter of zoning is usually obviated, and the consequent switching requirements involve only the input end of the system. In fact, all inputs in a small system generally enter through the two to four microphones and phono jacks and volume controls which are made part of the single amplifier. In such an instance, the total speaker power calculated previously is all that is needed from the amplifier.

Requirements Vary

In other cases, however, such as school, hospital, hotel, amusement park, and hundreds of other types of installations, the total power must come from not one amplifier, but from two or more. However, amplifiers are rated at certain standard outputs, and for any particular zone the amplifier which most closely "clears" the required power may be quite a bit more powerful than needed. Thus, the sum of the outputs of the zoned amplifiers may

Fig. 2—Metered Decibel values of some of the noises the PA installer must surmount with his sound system.



for Sound Installations

of PA Work for the Dealer

be far greater than the simple sum of the speaker power requirements.

Basically, there are three types of amplifiers: power, pre-amplifier or voltage, and booster. In small systems, these are generally combined all in the one power unit. The pre-amplifier or voltage amplifier cannot drive a speaker, while the booster amplifier requires a high-voltage input. In larger systems, especially where turntables, microphones or speakers are far from the amplifiers, pre-amps and boosters are very useful.

Additional Controls

For example, areas of varying noise level may require a control placed near the speaker or bank of speakers covering that area. This is best accomplished by having a booster amplifier feed only those speakers, with its input coming from the power amplifier or pre-amplifier, and with its input

level varied by a control which has no effect upon the volume in other areas. It is also possible to use a resistance pad to vary the power transmitted between the single centralized amplifier and the speakers to be varied. This arrangement, however, is very wasteful of power losses in the resistances, and is intolerable in higher-power work.

Another alternative is to run leads doubling back from the control point to the amplifier input . . . a method which gives rise to a great deal of feedback, hum pickup and other troubles. The use of a booster amplifier also avoids the power losses due to long speaker supply leads. When such long leads are necessary, certain facts must be kept in mind—these will be studied in a future article of this series.

Somewhat similar factors come into the use of pre-amplifiers. For instance, where low-output microphones or

phono pickups must be piped over long distances to the amplifier, the signals may be affected by hum or noise pickup in the connecting wire, or loss of high frequencies due to capacity of the shielded cable.

By passing the pickup signal through a stage or two of amplification and lowering the circuit impedance before piping it to the amplifier, little trouble of this type is encountered. This is because the slight noises picked up in the leads are no longer passed through such high gain amplifiers, and because the distributed capacity of the lines has little effect upon high frequencies in a low-impedance circuit.

Generally speaking, the uses and conditions of operations of an amplifier vary so greatly that the choice of a unit must be made on the basis of the requirements of the job. In thinking about it, the installer should refer to a check list such as the following:

- 1—Durability
- 2—Safety
- 3—Fidelity

(Continued on page 94)

APPLICATIONS	8-12 WATT AMPLIFIER			17-20 WATT AMPLIFIER			25-40 WATT AMPLIFIER			50-60 WATT AMPLIFIER			75-80 WATT AMPLIFIER		
	AREA SQUARE FEET	NUMBER OF SPEAKERS	TYPE OF HORN OR BAFFLE	AREA SQUARE FEET	NUMBER OF SPEAKERS	TYPE OF HORN OR BAFFLE	AREA SQUARE FEET	NUMBER OF SPEAKERS	TYPE OF HORN OR BAFFLE	AREA SQUARE FEET	NUMBER OF SPEAKERS	TYPE OF HORN OR BAFFLE	AREA SQUARE FEET	NUMBER OF SPEAKERS	TYPE OF HORN OR BAFFLE
ARMORIES AND AUDITORIUMS	500 TO 2,000	1 TO 2 12" PM	WOODEN WALL BAFFLE	2,500 TO 4,000	2 12" PM	WOODEN WALL BAFFLE	4,000 TO 15,000	4 TO 6 12" PM 4 12" PM	WOODEN WALL BAFFLE 4 PROJECTORS	15,000 TO 30,000	4 TO 6 DRIVER UNITS	4 TO 6 RE-ENTRANT HORNS	30,000 TO 40,000	4 TO 6 DRIVER UNITS	4 TO 6 RE-ENTRANT HORNS
BALL ROOMS DANCE HALLS BANQUET HALLS	500 TO 1,500	1 OR 2 10" PM	WOODEN WALL BAFFLE	1,500 TO 3,000	2 12" PM	WOODEN WALL BAFFLE	2,500 TO 7,000	2 TO 4 12" PM	WOODEN WALL BAFFLE	7,000 TO 24,000	4 TO 6 12" PM	WOODEN WALL BAFFLE	NOT RECOMMENDED		
CARNIVALS FAIRS OUTDOOR MEETINGS	500 TO 1,500	1 OR 1 12" PM	WOODEN WALL BAFFLE	500 TO 1,800	2 12" PM 1-PM DRIVER UNIT	2 PROJECTORS 1 RE-ENTRANT HORN	1,800 TO 4,000	2 12" PM 2-PM DRIVER UNITS	2 PROJECTORS 2 RE-ENTRANT HORNS	4,000 TO 30,000	2 TO 4 DRIVER UNITS	2 TO 4 RE-ENTRANT HORNS	8,000 TO 30,000	4 TO 6 DRIVER UNITS	4 TO 6 RE-ENTRANT HORNS
CHURCHES AND FUNERAL PARLORS	500 TO 1,500	1 OR 2 10" PM	WOODEN WALL OR GLASS BAFFLE	1,500 TO 4,000	2 TO 4 12" PM	WOODEN WALL OR GLASS BAFFLE	4,000 TO 12,000	4 TO 6 12" PM	WOODEN WALL BAFFLE	FOR CHURCH TOWER SOUND DISTRIBUTION 2 TO 4 DRIVER UNITS 2 TO 4 RE-ENTRANT HORNS 2 TO 4 DRIVER UNITS 2 TO 4 RE-ENTRANT HORNS NOT RECOMMENDED FOR INDOOR USE					
NIGHT CLUBS AND TAVERNS	500 TO 1,500	1 12" PM	WOODEN WALL BAFFLE	1,500 TO 4,000	2 12" PM	WOODEN WALL BAFFLE	8,000 TO 8,000	2 TO 4 12" PM	WOODEN WALL BAFFLE	NOT RECOMMENDED			NOT RECOMMENDED		
PLANT BROADCASTS ROLLER SKATING RINKS VOICE-MUSIC (HIGH NOISE LEVEL)	NOT RECOMMENDED			500 TO 1,500	2 12" PM	2 PROJECTORS	1,500 TO 4,000	2 TO 4 12" PM	2 TO 4 PROJECTORS	4,000 TO 10,000	2 TO 4 DRIVER UNITS	2 TO 4 RE-ENTRANT HORNS	10,000 TO 40,000	4 TO 6 DRIVER UNITS	4 TO 6 RE-ENTRANT HORNS
STORES OFFICES CLASS ROOMS PAGING	500 TO 2,000	1 OR 2 8" PM	WOODEN WALL BAFFLE	2,000 TO 4,000	2 TO 4 8" PM	WOODEN WALL BAFFLE	4,000 TO 10,000	4 TO 6 10" PM	WOODEN WALL BAFFLE	FOR INDIVIDUAL CLASSROOM USE, AVERAGE SIZE 1200 SQ. FT., USE 2-10" PM SPEAKERS IN WOODEN BAFFLES			NOT RECOMMENDED		
STADIA ATHLETIC FIELDS RACE TRACKS	NOTE: AREAS INDICATED COVER BLEACHERS OR GRAND STANDS						1,500 TO 4,000	2-PM DRIVER UNITS	2 TO 4 RE-ENTRANT HORNS	4,000 TO 15,000	4-PM DRIVER UNITS	4 RE-ENTRANT HORNS	15,000 TO 30,000	4 TO 6 PM DRIVER UNITS	4 TO 6 RE-ENTRANT HORNS

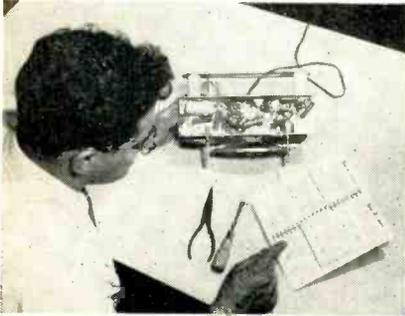
Courtesy Mark Simpson Mfg. Co., Long Island City 3, N. Y.

This chart offers general suggestions for handling the average type of installation, performing as a basis for the selection of correct components. It must be remembered, however, that conditions and requirements may vary, and the directions given here may not always fully apply.

New Service Products

RCA "TRIPLE PINDEX"

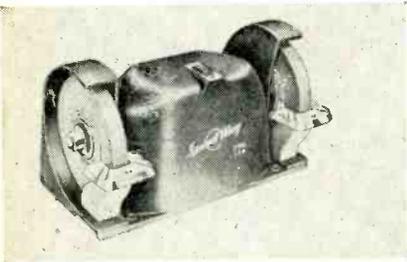
An invaluable new tool for quick identification of electron tube connections designed to permit radio servicemen to instantly locate and study simultaneously any two or three tube base diagrams out of over 475 types, is now available in a unique booklet known as the RCA "Triple Pindex", prepared by the RCA Tube Department. The RCA Triple Pindex, so-called because of its design, provides three complete and separate base-diagram booklets, joined in a single cover with a spiral



wire binding. To locate the base diagram of a particular tube, the serviceman need only flip over the pages of one of the booklets. If a second base diagram is desired, it may be as quickly located in the second booklet without disturbing the first. A third diagram may also be independently located in the same way. All three diagrams are thus available on the same three-in-one "page" for quick and easy checking, without the necessity of continual back-and-forth thumbing of pages. The new RCA Triple Pindex is now available from RCA Tube Distributors at a price of 75 cents. RCA Tube Department, Harrison, N. J.—RADIO & TELEVISION RETAILING

Speedway BENCH GRINDER

Model 128, is a $\frac{1}{4}$ HP tool employing 6" x $\frac{3}{4}$ " grinding wheels. The tool rests are not only fully adjustable to compensate for wheel wear but have built-in side guides of pre-set angles that simplify proper grinding of tools. The motor is a two-pole shaded pole induction



type (AC only). Approximate input, 600 watts; output, 200 watts. No load speed 3500. Housing is cast aluminum; feet are rubber grommets. Grinding wheels: One 6" x $\frac{3}{4}$ " with $\frac{1}{2}$ " hole, 46 grit. One 6" x $\frac{3}{4}$ " with $\frac{1}{2}$ " hole, 60-80 grit. Priced at \$29.95. Speedway Mfg. Co., Cicero, Ill.—RADIO & TELEVISION RETAILING

Loge PA SYSTEM

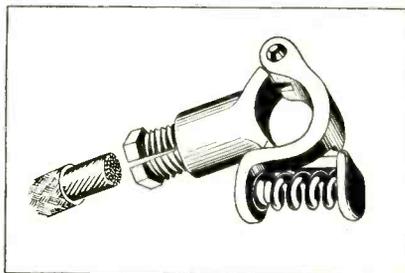
Designed and assembled by a sound engineer to meet an immediate need for a flexible public address system, this unusual combination of a speaker's lectern and an audio amplifier provides channels for a record player, and adjustable lectern microphone and two extension



microphones that may be used on either side of the lectern for debates. Extension cords permit these "mikes" to be carried around the room, if desired. The plywood lectern cabinet is designed for correct height and proper contour for visibility; a built-in lamp illuminates the speaker's papers. Two 10-in. loud speakers are employed and these are mounted inside the cabinet at a 25-degree angle for wide range coverage. A 1 $\frac{1}{2}$ in. thick Celotex partition absorbs possible rumbles within the lectern. The record player is a slide drawer unit that can be placed beside the cabinet for convenient operation. Two spaces are provided in the lectern cover, one to hold 12 records and the other for small parts and cords. The total weight of the portable unit is 65 pounds; it can be set up in about 2 minutes. J. M. Loge, 986 So. Western Ave., Los Angeles 6, Calif.—RADIO & TELEVISION RETAILING

Stanley SPRING BATTERY TERMINAL

The manner of installation is simple. It will be noted that the nut is nearly cut in two. The first step is to finish splitting the nut by pushing screw driver into the slot and tapping it until the nut breaks into two pieces. The next step is to measure along the cable the length of the nut piece allowing for about $\frac{1}{4}$ " of cable to stick out ahead of the nut, then skinning that much of the insulation off the



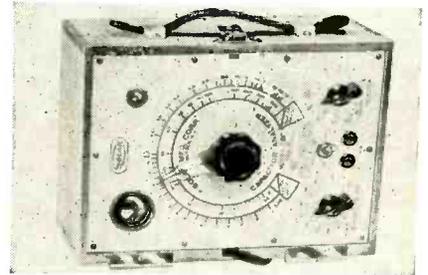
cable. The bare cable is sandwiched between the two halves of the nut, and the body of the clamp is then screwed into the nut. The clamp can be readily removed from the battery post by compressing the spring with pliers. The terminal is made of two cast aluminum pieces hinged on an aluminum pin, a cadmium plated steel nut, and a cadmium plated 122 lb. pressure steel spring. James A. Stanley Co., 277 Broadway, New York 7, N. Y.—RADIO & TELEVISION RETAILING

Telvar MOBILE AMPLIFIER

Model BMP-25, complete with tubes and phonograph top, lists at \$119. Model BM-25 complete with tubes and plain top sells for \$99. A complete description of the Telvar mobile amplifier appeared in our August issue. Audar, Inc., Argos, Indiana.—RADIO & TELEVISION RETAILING

Solar CAPACITOR ANALYZER

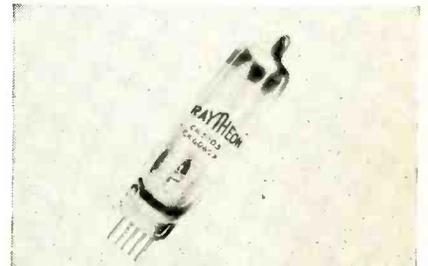
The new Solar model CBC analyzer measures capacitances from 10 mmf to 800 mf, using a "quick-as-a-wink" "magic eye" indicator for capacitance bridge balancing. Power factor measurements on electrolytic capacitors are made by the bridge method. It also incorporates simplified neon lamp test circuits for visual checks of the insulation resistance of paper and mica capacitors and of the leakage current of electrolytic capacitors. The instrument also incorporates a line frequency resis-



tance bridge covering a range of 100 ohms to 7 megohms. A complete description of the new Solar analyzer is given in Solar Catalog IN-3, available upon request. Solar Mfg. Corp., 1445 Hudson Blvd., North Bergen, N. J.—RADIO & TELEVISION RETAILING

Raytheon SUBMINIATURE TUBE

Subminiature type CK5703/CK608CX is now available for immediate delivery. This is a heater cathode triode with rated mutual conductance of 5,000 micromhos and amplification factor of 25. It is suitable for a wide variety of applications and gives extremely good high frequency performance. It has a 3-watt plate dissipation and is capable of an



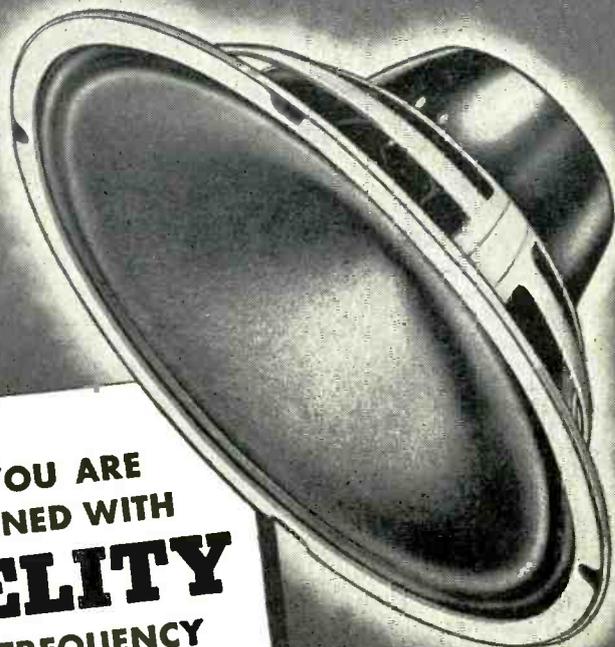
output of nearly 1 watt at 500 megacycles with usable output at even higher frequencies. This type may be soldered into the circuit or plugged into commercially available sockets of which there are now over one million in use. Raytheon Mfg. Co., Newton, Mass.—RADIO & TELEVISION RETAILING

Specify the



1201

**DELUXE ALNICO 5
LOUDSPEAKER**



WHEN YOUR
JOB DEMANDS
POWER

25 WATTS
POWER HANDLING
CAPACITY

WHEN YOU ARE
CONCERNED WITH
FIDELITY

BROAD FREQUENCY
CHARACTERISTIC
50-13,000 CYCLES

EQUIPPED WITH
THE FAMOUS
GENERAL ELECTRIC
ALUMINUM FOIL BASE
VOICE COIL



POWER, fidelity and a price that will amaze you for a speaker of this exceptionally high quality—it's the G-E 1201.

It's a wide range speaker with the frequency response stretched out at both ends of the curve to give intense realism, smooth, full lows and "high fidelity." A curvilinear cone is employed to provide this extended frequency response. Alnico 5, 14½ ounces of it, gives high sensitivity and smooth response.

The moving parts in the speaker assembly are ruggedly designed to take high power without damage to the speaker in any way.

Note: Frequency response 50-13,000 cycles.

For complete information on this outstanding speaker write: *General Electric Company, Electronics Park, Syracuse, New York.*

GENERAL  **ELECTRIC**

160-33

Technical New Products

Du Mont OSCILLOGRAPH

The Type 250 has three different channels through which signals may be applied to the vertical deflection plates; these are: (1) a high gain, capacitively coupled amplifier, (2) a medium gain, directly coupled amplifier, (3) direct connections to the deflecting plates. The choice of connections is made with a switch on the front panel. A built-in voltage calibrator for calibrating the sensitivity of the vertical amplifier circuits is put into use by a second switch which connects the calibrator to the inputs of the Y-axis amplifier; no leads must be disconnected for the calibration procedure. Signals are applied to the horizontal deflection plates through a similar choice of channels, and a fourth position of the horizontal selector switch connects the sweep-circuit output to the amplifier input. A high-impedance probe is provided as an alternative to the terminals on the panel for input to the amplifiers. The recurrent range of the linear time base is 1 cps to 150 kilocycles per second, and the duration of the driven sweep is continuously variable from 1 second to 20 microseconds.

The sinusoidal frequency response, identical for vertical and horizontal axes, is: a-c amplifiers—uniform within $\pm 10\%$ from 5 cps to 200 kilocycles per second; down less than 60% at 500 kilocycles per second; DC amplifiers—uniform within $\pm 10\%$ from d-c to 200 kilocycles per second; thus this instrument is particularly valuable for studying low-frequency phenomena. The cathode-ray tube used in the new Type 250 is the Type 5CP-A which, with intensifier, operates at a total accelerating potential of 3,000 volts. The combination of this accelerating potential with the high beam current of the Type 5CP-A provides a very intense screen pattern well suited for visual and photographic work. The Type 250 is 15 inches high, 11 inches wide, 19 inches deep, and weighs 68 lbs. Power consumption is 200 watts. Allen B. Du Mont Laboratories, Inc., Clifton, N. J.—RADIO & TELEVISION RETAILING

Fisher SUPPRESSOR-AMPLIFIER

The new Fisher Dynamic Noise Suppressor-Wide Range Amplifier features 20-watt output with less than 1% distortion. Response is rated uniform within 1 db from 20 to 20,000 cycles. The phono circuit is compensated for use with the new magnetic pickups, made by



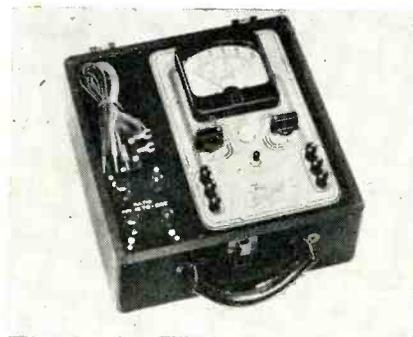
GE and Pickering. Equipped with bass and treble controls, as well as means for regulating band width and noise suppression on records and radio. This Suppressor-Amplifier has 17 tubes including two tuning indicators and rectifiers. Fisher Radio Corp., 41 E. 47th St., New York, N. Y.—RADIO & TELEVISION RETAILING

Simpson WAVEMETER

Model 380, the new pocket-size instrument produced by Simpson Electric Co., Chicago is a control unit complete in itself. Designed for use by hams, ships, police radio, etc., it is an all-purpose instrument that makes it possible to accurately monitor quality of transmission, spot a transmitter at any point on the band desired, and keep constant check on percentage modulation. Durably encased in cast aluminum, the Wavemeter serves also to plot antenna field patterns, indicate changes in actual radiated power output, and search the region between bands for harmonics and parasitics. Separate coils for the 10, 20, 40, and 80 meter bands, and hand-drawn calibration curves are supplied. For coverage of all possible field strength conditions, the 2-foot long antenna that is furnished can be plugged into the panel jack provided. Range of the instrument covers bands up to and including 420 megacycles. Simpson Electric Co., Chicago.—RADIO & TELEVISION RETAILING

Hickok VOLT-AMP-WATTMETER

The new Hickok 900B Volt-Ampere Wattmeter is designed for testing all AC appliances from clocks to 200 volt electric ranges. Incorporates a current transformer for additional ranges of 5000 and 10,000 watts, and 65 and 130 amperes. Tests appliances under actual use conditions. Shows wattage consumption, amperes and line voltage. A new continuity test consisting of a neon lamp connected between line and load binding posts provides a simple but



accurate test for shorts in power circuits. A large $3\frac{3}{4}$ meter scale is clear, legible and most accurate. The low range of 0-100 watts will measure power consumed by the smallest of appliances. Technical characteristics: AC watts—0-100-500-1000-200 (5000-10,000 extended range with C-105 current transformer; AC amperes—0-1.3-6.5-13-26-65-130; AC volts—0-130-260; AC milliamperes—0-260. Hickok Electrical Inst. Co., Cleveland 8, Ohio.—RADIO & TELEVISION RETAILING

EICO VOLTMETER KIT

Firm offers its model 221 VTVM in disassembled form for the servicier interested in putting together his own set for use in testing FM and television. Electronic Instrument Co., 377 Blake Ave., Brooklyn 12, N. Y.—RADIO & TELEVISION RETAILING

Astatic COMPACT MIKES

The new Cardinal microphone with ceramic element, is a multi-purpose, compact unit streamlined for hand-held use like an electric razor. A felt padded back lets it lie flat on desk or table, where it may be talked across. Accessories include a sleek, squat base that serves as a desk stand; a special adapter for attachment to all conventional floor stands; a hang-up bracket for mobile communications, etc. The heat-immune feature of the ceramic element is of obvious importance in the latter



applications, due to high temperatures of car interiors in summer months. An off-on switch adds its own degree of convenience to the Cardinal's wide utility. The Cardinal has substantially flat response from 30 to 10,000 c.p.s. Output level is -62 db. Recommended load impedance, 5 Meg. Somewhat less universal but also a convertible type is the Astatic Velvet Voice microphone. Case and handle lift from a circular, desk-stand base for hand use or attachment to floor stand. The Velvet Voice model will be recognized by many as one of the most popular Astatic products in crystal and dynamic types. The same smooth, even response that prompted the name of the original units is claimed for the new ceramic model. Frequency response of the Velvet Voice Ceramic also is 30 to 10,000 c.p.s. The firm's new model "QC" pickup cartridge with ceramic element is announced as offering a new level of physical ruggedness, in addition to its other advantages. It has a frequency range of 50 to 10,000 c.p.s., a needle pressure of one ounce. Immediate availability on all three products is offered by the manufacturer. Astatic Corp., Conneaut, Ohio.—RADIO & TELEVISION RETAILING

Reiner H. V. M. LEADS

New H.V.M. high voltage multiplier leads convert any low voltage multimeter into a high voltage instrument. This also holds true for any vacuum tube voltmeter. Reiner H.V.M. leads have special high-voltage type of resistors built into the prod handles so that practically the entire voltage drop takes place before the wire lead of the cord is reached and the instrument end or tip is relatively "cold." Special voltage ranges and sensitivities for vacuum tube voltmeters can be supplied upon request. Detailed information is given in bulletin free on request. Reiner Electronics Co., Inc., 152 W. 25 St., New York 1, N. Y.—RADIO & TELEVISION RETAILING

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This colorful display will help you get your share of the high-profit radio battery replacement business... estimated this year at many millions of dollars.

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FLAT CELL "B" BATTERIES
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This eye-catching window streamer measures 25 x 10½ inches, printed in 3 brilliant colors. Especially designed for high visibility. It will attract and invite customers into your store. NOTE! We show the WINCHESTER-OLIN Window Streamer. A similar BOND-OLIN Window Salesman is also available.

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NOTE... THESE SENSATIONAL

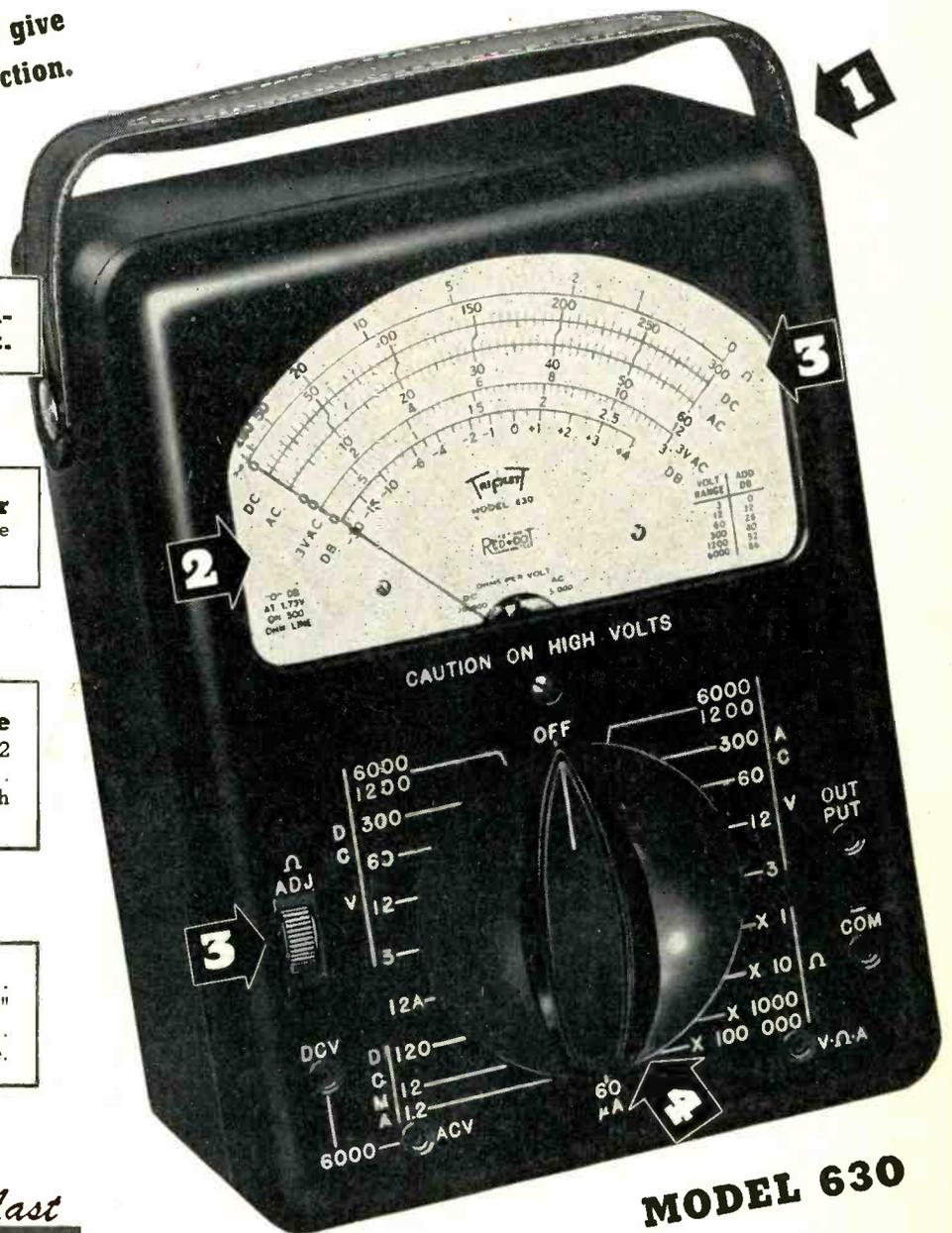
A COMPLETELY NEW VOLT-OHM-MIL-AM-METER that does more . . . has proved components . . . and will give a lifetime of satisfaction.

1 Beautiful Stream-lined Instrument.

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4 Only one Switch . . . Has Extra Large Knob 2 1/2" Long . . . Easy To Turn . . . Flush With Panel Surface.



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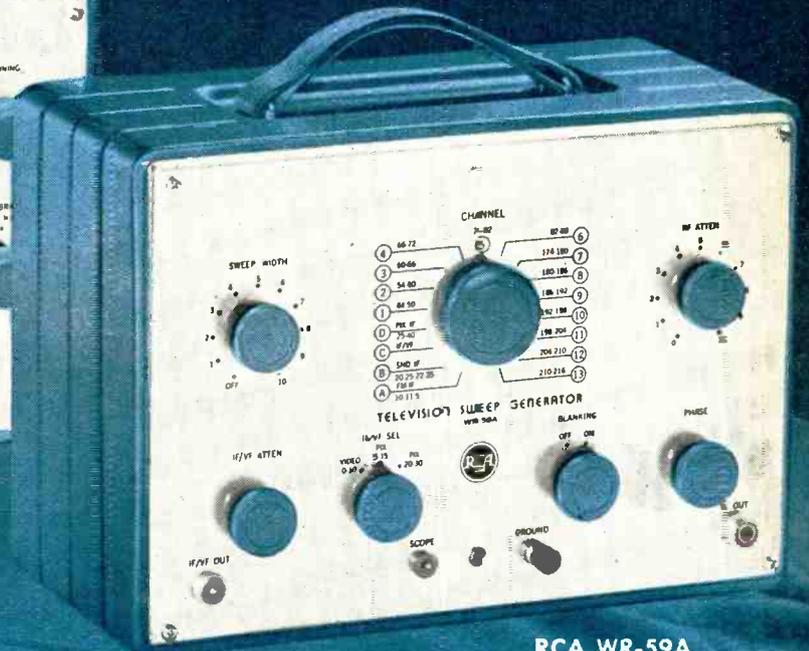
TRIPLET ELECTRICAL INSTRUMENT CO.

In Canada: Triplet Instruments of Canada, Georgetown, Ontario.

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RCA WR-39A
Television Calibrator



RCA WR-59A
Television Sweep Generator

The RCA TV DUO... your answer to precision television servicing

• The RCA WR-39A Television Calibrator and WR-59A Television Sweep Generator are brand-new additions to RCA's comprehensive line of matched test units for modern AM, FM and TV servicing. They incorporate advanced design features reflecting the wide experience of RCA engineers in the field of television.

These companion units furnish *all basic signals* necessary for the rapid, precision servicing of television receivers. Flexibility, versatility, and accuracy are outstanding characteristics of each instrument individually and in combination. For alignment, the TV Duo can be used with any good oscilloscope.

The WR-39A Television Calibrator has two crystal oscillators for establishing the calibrator frequency. The marker oscillator operates on fundamental frequencies

in all bands, and provides markers at all TV frequencies. An easy-reading scale enables quick, crystal-harmonic identification, and a built-in speaker is provided for zero-beat indication.

The WR-59A Television Sweep Generator covers all broadcast television channels, TV- and FM-if bands. All ranges employ fundamental signals, are pre-set, and can be quickly selected by means of a band switch. Sweeps are provided for both 10.7-Mc. and 25.75-Mc. if bands, and for video channels to 10 Mc. Amplitude variation is less than 1 db. The piston attenuator has a maximum ratio of 20000/1.

See your RCA Test Equipment Distributor today for the full technical details or write RCA, Commercial Engineering, Section IX 57, Harrison, New Jersey.



Now — a complete service set-up... with RCA matched test units of your choice!

This beautifully finished all-steel laboratory-type rack is designed to accommodate any combination of six RCA matched test units you choose... to meet your various service requirements. Plenty of chassis room below for closeup work... or any unit can be readily removed for outside jobs. Six units in rack illustrated provide *complete* AM, FM and TV servicing set-up.

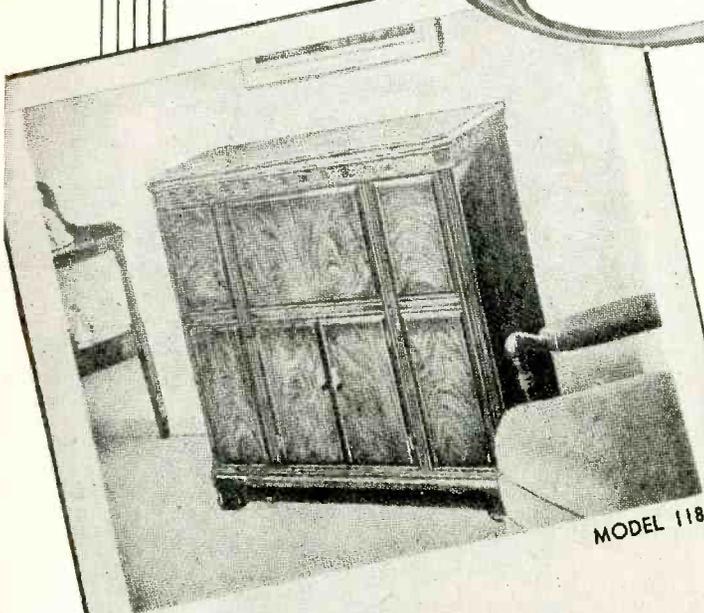
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TEST AND MEASURING EQUIPMENT

HARRISON, N. J.

WHERE QUALITY
AND RESULTING PRESTIGE ARE
PARAMOUNT, LEADING MUSIC
MERCHANTS PROFITABLY
FEATURE THE INCOMPARABLE
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MODEL 118

A NEW
Capehart RADIO-
PHONOGRAPH
\$795

Capehart distinction is well exemplified in the newly-designed Georgian. In addition to unexcelled cabinet beauty, this superb model embraces every feature of advanced Capehart engineering. It is equipped with:
(1) the famous Capehart record changer that turns records over, playing BOTH sides of sixteen 10-inch or 12-inch records, intermixed, without interruption; (2) the new Variable Reluctance Pickup and Coaxial Speaker system with cross-over network, giving unbelievable reality to voice and music by record or radio; and (3) both AM and FM to satisfy every listening preference. See and hear this delightful instrument at Steinway Hall, home of fine music for almost a century. Terms if desired.

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Reproduced from a recent
issue of "The New York Times"

Farnsworth TELEVISION & RADIO CORPORATION,
FORT WAYNE 1, INDIANA

New Products

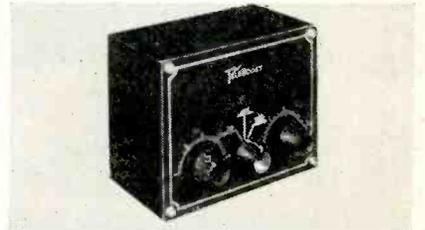
Wilcox-Gay RECORDETTE

Chairside model 8150 "recordette" portable. Instrument contains a home recorder, a radio and a phonograph in a modern cabinet. The unit is finished on all four sides, and is readily



adaptable to varying room arrangements. Recording and playback arm conveniently accessible from any side of the instrument. Dimensions: 19 inches wide, 13 inches deep, 26 inches high. Available with or without albums. Wilcox-Gay Corp., Charlotte, Mich.—RADIO & TELEVISION RETAILING

Teleboost TELEVISION PREAMPLIFIER



Model TV-3 preamplifier permits use of indoor installations, aids reception in low signal areas, eliminates internal oscillations, cuts down off-channel interference. Priced at \$29.95. Sonic Industries, Inc., 2999 Third Ave., New York 55, N. Y.—RADIO & TELEVISION RETAILING

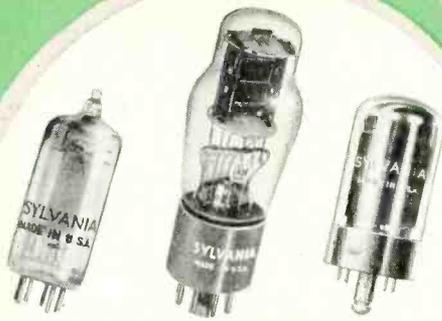
Sentinel TELEVISION MODELS

Model 405 TV table television set has a 7-inch screen, 11½ x 15½ x 17½ inches, priced

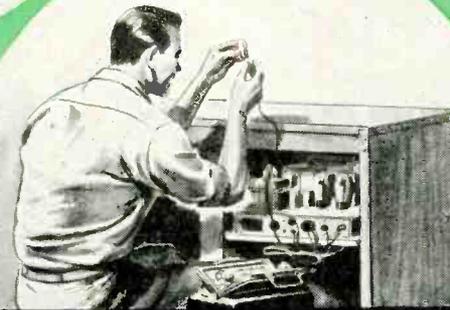


at \$189.95. Picture is 26 square inches in size.

Model 402-CB television model shown, comprises two matching mahogany, period style consoles, one with a 10-inch viewing screen, the other, with complete FM-AM radio and record player. Size of each is 18 x 21 x 35 inches. Both sets have full 12 channel coverage, with simplified tuning. Sentinel Radio Corp., Evanston, Ill.—RADIO & TELEVISION RETAILING



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RADIO TUBES...**



**... MAKE THE SERVICE
DEALER HAPPY ...**

Whether a replacement job calls for miniatures, standard tubes or the famous Lock-Ins, you can install Sylvania Tubes with complete confidence. You *know* they'll give the kind of performance that builds good will among your customers!

And... don't fail to cash in on Sylvania's national advertising. Make full use of the Radio Serviceman's decal—*your* decal—featured in every single one of Sylvania's national ads!



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BRINGS CUSTOMERS
TO YOU!



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Radio Tube Division
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Gentlemen:

Please send, FREE, the following quantities of the Sylvania Serviceman's decals:

.....8-inch size 12-inch decals

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Company

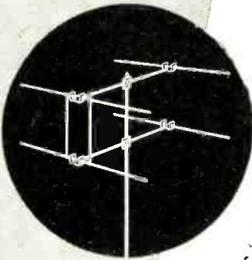
Street Address

City..... Zone #.....

State

Flexibility makes

"the Service Man's Line"



Brach antennas . . . long known for dependability . . . maximum reception . . . trouble-free operation . . . durability and ease of installation . . . now feature an added extra . . . Flexibility. Unique construction features aid the service man in making a more rapid installation to which future additions or modifications can be easily made.

1. FLEXIBILITY A complete line designed with basic antenna parts which are convertible to more complex arrays as required by location and reception problems.

2. COMPLETE KITS Each antenna model is independently designed and furnished in a completely packaged kit containing all necessary hardware, downlead (when desired) and the Universal Base Mount . . . ready for installation.

3. PRE-ASSEMBLY Each antenna is factory pre-assembled as far as possible, ready to erect. Complete and simple installation instructions. Saves valuable man-hours on the roof.

4. MECHANICAL STRENGTH Weather - tested for durability, Brach Antennas feature a husky steel mast, rigid connections, sturdy base mount, neat appearance. All parts corrosion resistant.

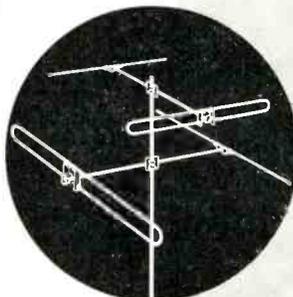
5. SUPERIOR RECEPTION Designed with engineering "know-how". All Brach antennas are factory pre-tuned, matched for 300 ohm transmission line with large diameter aluminum elements for better signal pick-up. Directivity patterns and standing wave ratios available upon request.

New! Tops in TV! HI-LO ROTATABLE Antenna

Here it is! A rotatable antenna to provide peak performance with any station at any time. Brach introduces the new "Superview" Rotatable, covering both high (174 MC to 216 MC) and low (88 MC to 108 MC) TV bands. High band extension available for easy addition to standard dipole array for separate orientation. No more multiple images. No more "weak" stations. Brach's Superview HI-LO assures television reception that's tops. Make sure and investigate the new Superview line today.

Write for Free Brach catalog showing complete line of TV and FM antennas and accessories.

Send for Catalog No. RR 304




L. S. BRACH MFG. CORP.

200 CENTRAL AVENUE, NEWARK, N. J.

WORLD'S OLDEST AND LARGEST MANUFACTURERS OF RADIO ANTENNAS AND ACCESSORIES

New TV Products

Garod TELEVISION SETS

12-inch table model, LA-1000TV shown has a 75 square inch screen, standard broadcast and FM reception, and phono connection. Retail at \$425.00 plus installation. Available with a 10-inch direct view tube, model 900TB for \$375.00 plus installation and tax. The 901TVP includes the 10-inch table receiver,



plus a specially designed table cabinet which incorporates a record changer and speaker, to retail at \$475.00. This lower cabinet available for the 12-inch table model television set, both selling complete for \$525.00 plus installation.

The 12-inch console model 3915TVFHP offers a 75 square-inch screen, standard broadcast, FM reception, automatic record changer and album compartment in an 18th century cabinet, retailing at \$795.00 plus installation. Garod Electronics Corp., Brooklyn 1, N. Y.—RADIO & TELEVISION RETAILING

Major TELEVISION SETS

"Ringsider" model provides 7-inch x 9-inch projection television picture, and is listed at \$2195.00; "Spectator" model has 15-inch direct view, designed in mahogany veneer style, and lists at \$795.00; "First Nighter" model is a 10-inch direct view set, listing at \$375.00; "Champion" model is a multiple 10-inch unit adaptable to plug into any television receiver; "Life View" model, with 7-inch tube, is a unit listing at \$179.95. Major Television Co., 2500 David Stott Building, Detroit 26, Mich.—RADIO & TELEVISION RETAILING

Tel-Craft TELEVISION CABINET

Highly polished cabinet, 29½ inches wide, 21 inches high, 20 inches deep for television kit-workers. Features: cloth covered baffle



board, hardwood frame, Lucite mask, safety glass, 8-inch speaker, Lucite printed dial; onyx Catalin knobs; Masonite backboard, caution labels with space for name, etc., screws, nuts, bolts, etc. Available for both 5 and 7 shaft chassis. Priced at \$79 in walnut and mahogany; \$89 in blond mahogany. Tel-Craft Co., 108 Havemeyer St., Brooklyn 11, N. Y.—RADIO & TELEVISION RETAILING

NEW...the Roto Ranger

—automatically rotates one of 18 separate scales into position as you select the range.

SIMPSON MODEL 221 ROTO-RANGER
HIGH-SENSITIVITY A.C.-D.C. VOLT-OHM-MILLIAMMETER

Here is the only multiple scale test instrument of its kind in the world. It definitely reduces the possibility of errors by providing a single scale for each range of this finest of volt-ohm-milliammeters. As the selector switch is moved to the range desired, an ingenious gearing mechanism rotates a drum, bringing into place behind the meter window the proper scale for that range. Here is the equivalent of 25 separate instruments combined in one sturdy and compact unit. (18 scales; 7 additional direct reading ranges; through use of high voltage and output jacks.) The patented Roto-Ranger principle eliminates the confusion of numerous readings on one scale, and the multiplying factors common to ordinary multi-range testers, by providing a separate scale for each range. There are no cramped calibrations in these full sized Roto-Ranger scales. Each is designed as it would be for a separate instrument.

Simpson
INSTRUMENTS THAT STAY ACCURATE

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In Canada: Bach-Simpson, Ltd.,
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Ranges

20,000 Ohms per Volt D.C., 1,000 Ohms per Volt A.C.
Volts, A.C.: 2.5, 10, 50, 250, 1000, 5000
Volts, D.C.: 2.5, 10, 50, 300, 1000, 5000
Milliamperes, D.C.: 10, 100, 500
Microamperes, D.C.: 100
Amperes, D.C.: 10
Output: 2.5, 10, 50, 250, 1000
Ohms: 0-2000 (12 ohms center), 0-200,000 (1200 ohms center), 0-20 megohms (120,000 ohms center)
Size: 12-4" x 10-1/8" x 5-3/8"
Weight: 8 lbs. 9 oz.
Price, complete with test leads and 28-Page Operator's Manual..... \$69.85

High voltage probe (25,000 volts) for TV, radar, x-ray and other high voltage tests, also available.

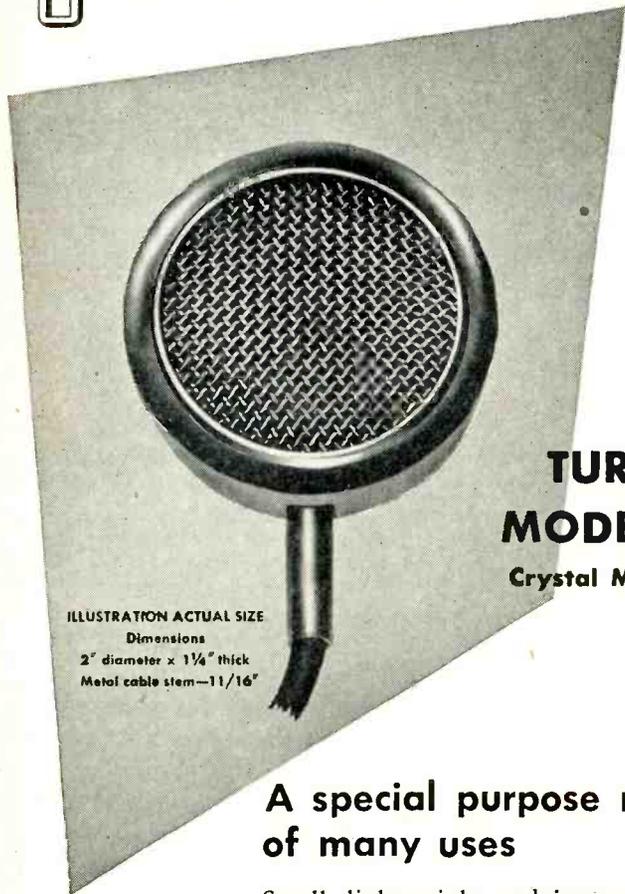
Ask your Jobber, or write for complete descriptive literature



A separate scale for every range—automatically!

Large 5 1/2" meter, with 18 separate full length scales!

3 OZ. OF SMOOTH PERFORMANCE



**TURNER
MODEL L40
Crystal Microphone**

ILLUSTRATION ACTUAL SIZE
Dimensions
2" diameter x 1 1/4" thick
Metal cable stem—11/16"

**A special purpose microphone
of many uses**

Small, lightweight and inconspicuous, the Turner Model L40 can be worn in the lapel, held in the palm of the hand, or concealed. Highest quality moisture sealed crystal produces high signal level. *Engineered by Turner* to give crisp, clear speech reproduction. Widely used for sales demonstrations, public address, call systems, sound re-inforcing, and recording systems. Also used in dictographic and detective work. Comfortable to wear. Alligator clip secures unit to clothing. Finished in satin chrome. Complete with 20 ft. of attached flexible cable.

Model 3H—L40

• The Turner "third hand" and L40 microphone. A special combination for mobile sound work and call systems where operator must have both hands free. Ideal for sales demonstrators. The 3H slips over the head. Holds microphone close to mouth! Adjusts to any position. Also available with microphone switch at extra cost.



Ask your dealer

THE TURNER COMPANY

903 17th Street N. E., Cedar Rapids, Iowa



Microphones **BY TURNER**

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 Company.

New Products

Twin-Trax RECORDER

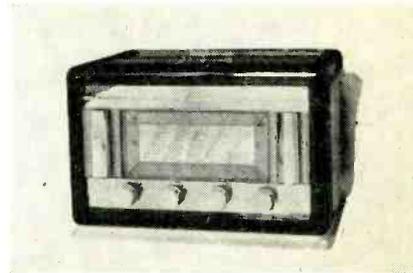
Model 910-B recorder features four hours of recording and playback at the standard RMA tape speed of 7 1/2 inches per second. Easily portable, reinforced cabinet weighs 55 pounds, measures 20 1/2 inches wide, 17 inches high, 15 1/2 inches deep. Houses specially designed



recording and playback amplifiers. Doubled playing time accomplished through newly developed principle of two-way dual-channel operation, whereby one sound track of the tape records in the forward direction, and a second track records during reverse travel. Special accessory equipment has been designed to increase convenience of operation. Magnephone Div., Amplifier Corp. of America, 398 Broadway, N. Y.—RADIO & TELEVISION RETAILING

Art Luxe & Technique TABLE RADIO

Model C 502 table radio designed of choice woods, luxuriously decorated with painted and



carved white or rosegold mirror. AC superhet set, two short wave bands, automatic volume control. Sells for \$99.95. Art Luxe & Technique, 220 W. 42 St., New York, N. Y.—RADIO & TELEVISION RETAILING

Dictaphone DICTATING MACHINE

"Time-Master" model electronic dictating machine records on a small, endless plastic belt made of ethyl cellulose, called a "Memo-



blet." The unit is streamlined, and weighs 20 lbs. The "Memoblet" is easily mailable, fileable, and is permanent. Each "Memoblet" holds 15 minutes of clear dictation. Dictaphone Corp., 420 Lexington Ave., New York 17, N. Y.—RADIO & TELEVISION RETAILING

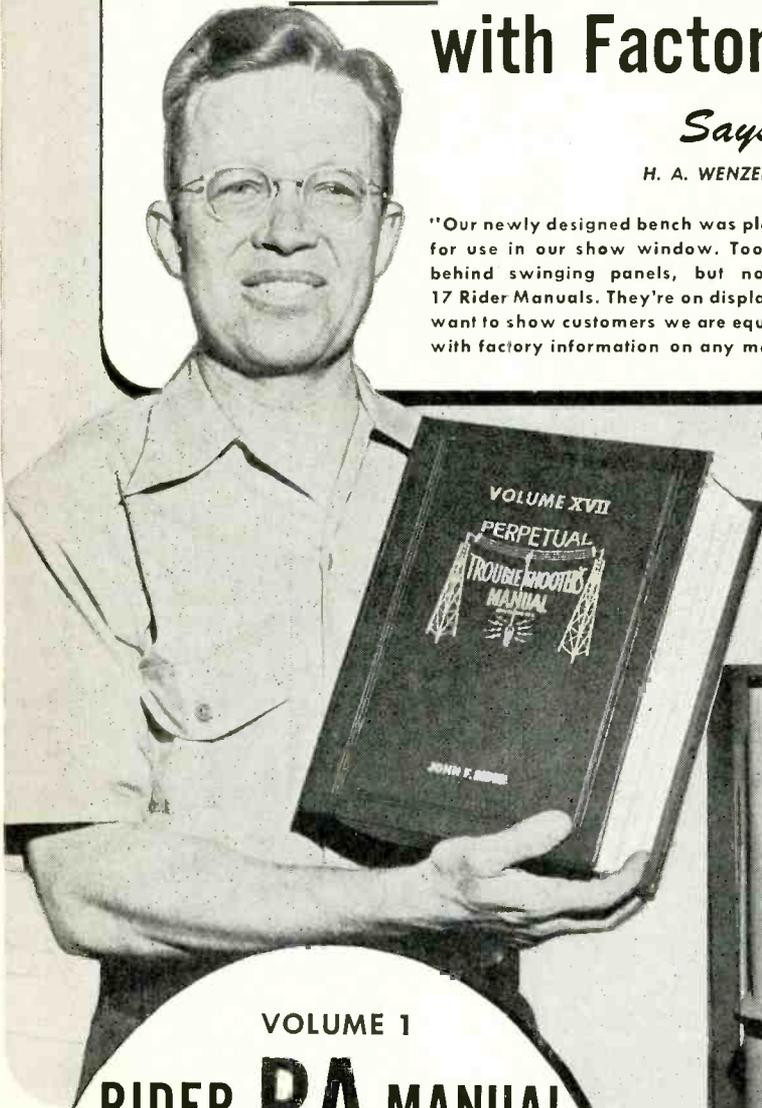
"We show customers we're equipped with Factory Information"

Says: H. A. WENZEL

H. A. WENZEL RADIO SERVICE, Quincy, Ill.

"Our newly designed bench was planned for use in our show window. Tools are behind swinging panels, but not our 17 Rider Manuals. They're on display. We want to show customers we are equipped with factory information on any make or

model receiver they bring us for repair. "We keep our Rider Manuals at our fingertips as they are an important part of our servicing procedure. Speeding up diagnosis, they're important to our servicing profits too."



You NEED ALL 17 RIDER MANUALS

Volume XVII . . .	\$16.50	Abridged Manuals I to V (one vol.) . . .	\$19.80
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The first industry-wide service manual covering amplifying systems produced from 1938 to date, by more than 135 manufacturers. Schematics, voltage data, resistance values, capacity values, parts lists, etc. Separate "HOW IT WORKS" book explains the theory of various designs employed in different types of amplifier systems, the servicing of PA systems, using sine wave and square wave means of checking, methods of rapidly locating faults. Everything you need.

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RIDER

Television MANUAL

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Contains circuit descriptions, adjustment of various trimmers, traps, transformers, etc., voltage and resistance readings, alignment instructions, parts lists, schematics, patterns, chassis views, wave forms. Everything needed.

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



OVER 1400 PAGES
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If television is not yet in your area, it will be soon. Here is theory you want. 208 pages . . . \$2.70

RIDER MANUALS Mean SUCCESSFUL SERVICING

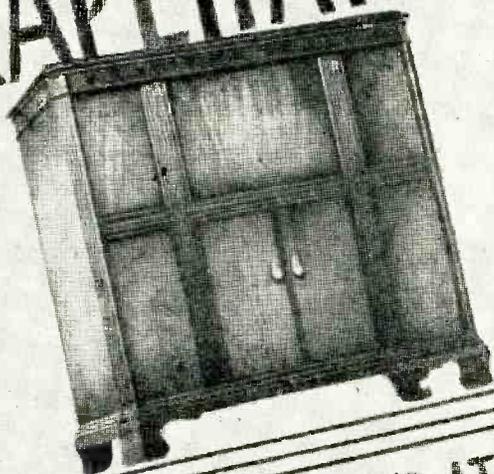
JOHN F. RIDER PUBLISHER, Inc., 404 Fourth Avenue, New York 16 Export Agent: Rock International Corp., 13 E. 40th St., N.Y.C. Cable ARLAB.

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

WHERE QUALITY
AND RESULTING PRESTIGE ARE
PARAMOUNT, LEADING MUSIC
MERCHANTS PROFITABLY
FEATURE THE INCOMPARABLE
CAPEHART

You'll find the new 1949
TURN OVER CHANGER

CAPEHART



SENSIBLY PRICED AT \$795

For the first time since the war - a Capehart with the famous turn-over changer (playing 16 records on both sides automatically) for less than a 4-figure price. Wonderful new features....noise eliminator for quieter, smoother record performance....new variable reluctance pickup for the ultimate in resonance and clarity....dual coaxial speakers for tone that's magnificent from deepest bass to highest treble....and FM, of course, standard equipment. Custom-quality cabinet has new refinements of design, beautiful detail. You owe it to yourself to hear the new 1949 Capehart at Bissell-Weisert today. Other Capeharts priced to \$1595.

LIBERAL ALLOWANCE
BISSELL  **WEISERT**
530 NORTH MICHIGAN AVENUE

Reproduced from a recent
issue of the "Chicago Daily News."

Farnsworth TELEVISION & RADIO CORPORATION,
FORT WAYNE 1, INDIANA

New Products

Tri-Boro TELE-BAR

Combination television receiver and electrically cooled bar, compactly housed in a handsome console cabinet. Designed for home



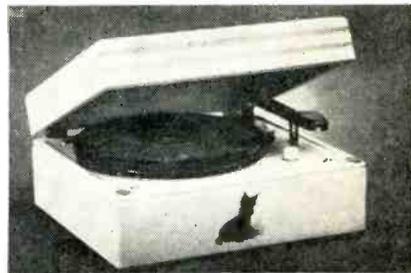
and office use. Television set available with 10-inch or 15-inch video tube. Beverage compartment is electrically cooled, and offers over 4 cu. ft. storage space. Available in walnut, mahogany or blond finish. Tri-Boro Enterprises, Inc., Corona, N. Y.—RADIO & TELEVISION RETAILING

Television Assembly PROJECTION SET

Projection television assembly projects a full 520 square inch flat picture on screen. Assembly consists of 36 RCA tubes. Features: perfected 13-tube pre-wired, pre-tuned IF picture and sound strip; DuMont Inputuner, having 3 continuously tunable circuits; true FM sound; 3-stage audio amplifier; heavy duty PM speaker; 30 KV power supply; special folded dipole and reflector; complete with rack for proper throw; two low voltage power supplies. Television Assembly Co., 540 Bushwick Ave., Brooklyn 6, N. Y.—RADIO & TELEVISION RETAILING

Ray-Dyne PHONOGRAPH

Deluxe table model amplifier children's phonograph with cover. Suggested retail price



\$21.95. Solid wood baked in attractive color combinations. Plays all size records up to 12-inches. Size: 11¼ inches deep, 12½ inches wide, 5½ inches high. Ray-Dyne Mfg. Corp., 141 W. 24 St., New York 11, N. Y.—RADIO & TELEVISION RETAILING

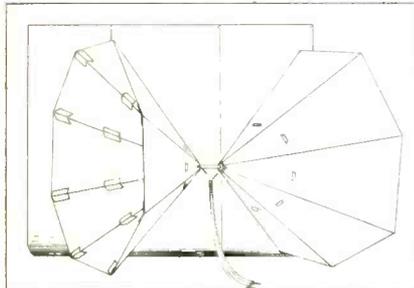
Walco LENS

Model M-70 "Tele-Vue" lens lists at \$12.95. This model specifically designed for use in front of small screen sets, having three, five and seven inch tubes. Lens is thin and lightweight, facilitating easy handling. Rests on small base which slides under set. Walco Sales Co., 76 Franklin St., East Orange, N. J.—RADIO & TELEVISION RETAILING

New Products

Workshop BI-CONICAL ANTENNA

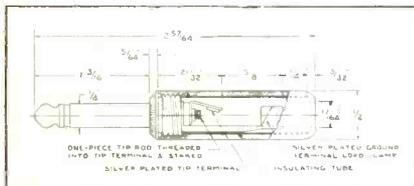
Designed for indoor use, in attics, under garage roof or in an unused room. Easy to assemble the die-cut pieces. Aluminum foil laminated to heavy corrugated board reinforced



for strength and rigidity. High gain performance on all channels including FM. Manufacturer says such high gain is more than sufficient to offset loss resulting from indoor location. List price, \$19.95. The Workshop Associates, Inc., Newton Highlands, Mass.—
RADIO & TELEVISION RETAILING

Switchcraft PHONO PLUG

The "Little-Plug" is especially adaptable for use in recorders, radio, public address systems, communications equipment, testing equipment, motion picture sound projectors, electro musical equipment and others. The design features a unique dual-purpose sleeve terminal which can be clamped over the metal braid of shielded wire cables, and provides a dependable cable anchor; it is easily soldered for a



perfect electrical connection or, can be clamped over outer insulation of unshielded 2-conductor cable; an extra lug is provided in the terminal for wire connection. A one-piece tip rod threads into the tip terminal and is staked to insure tightness, eliminating probability of tip disassembling during use. Is available in red or black Tenite handles or bright nickel plated handles for shielding. All exterior metal parts bright nickel plated. Fit 1/4" diameter jacks. Body and handle only 1/2" outside diameter. Switchcraft, Inc., 1328 N. Halsted St., Chicago 22.—RADIO & TELEVISION RETAILING

RCA Tube Catalog

"Schematic for Bigger Profits and Better Servicing" is the name and theme of a completely new sales-aid catalog presenting the comprehensive 1948 line of merchandising and servicing aids prepared by the RCA Tube Department for radio servicemen and dealers.

Now available from RCA tube distributors, the new and colorful 12-page sales-aid "Schematic" illustrates and describes many up-to-the-minute display, promotional, and business aid items.

New Majestic Executive

E. A. Tracey, president of Majestic Radio & Television Corp., announced the appointment of Loyd Dopkins as vice-president in charge of sales, succeeding Parker H. Ericksen who has resigned.

Ansley Sales Reps Named

C. A. Clinton, sales manager of Ansley Radio and Television, Inc., Trenton, N.J., has announced the appointment of the following sales representatives for the new Ansley Dynaphone Radios, Dynavue television receivers, and television tables:

Louis R. Goldman and Arthur J. Hirsch, covering Metropolitan New York; Ken Williams and Henry B.

Esterly, covering Philadelphia, Baltimore and Washington; R. A. Adams for Michigan; Fred A. Wiebe, covering Missouri, Nebraska, Kansas, Oklahoma and Iowa.

New Webster-Chicago Division Sales Managers

W. S. Hartford, general sales manager of the Webster-Chicago Corp., Chicago, has announced the appointment of Allen S. Johnson as sales manager, manufacturer division, and Norman C. Owen as sales manager, distribution division. Both Al Johnson and Norm Owen have been members of the Webster-Chicago sales department.

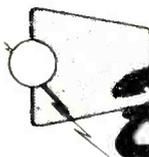


**BACE
SETS THE
PACE**

DR. LEE DE FOREST says "I consider BACE Engineers have made a great contribution to Television with the perfection of the Bace Multi-Unit sets."

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

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



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

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



More Profits For You

THE ORIGINAL AND GENUINE TELEFILTER

Now you can cash in on this remarkable high quality filter that every television owner needs. It sharpens the image, reduces glare, makes television viewing comfortable hour after hour. Yet TELEFILTER is so reasonably priced that everyone can afford it.

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 glaring 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.

TELEFILTER is made of heavy Plexiglas with beveled and polished edges, scientifically tinted and optically correct. Easily installed in 15 seconds with self-backed adhesive.

SMARTLY PACKAGED PLUS COUNTER DISPLAYS for easy sales.

DISTRIBUTORS and DEALERS

Find out about the generous profits
in TELEFILTER.

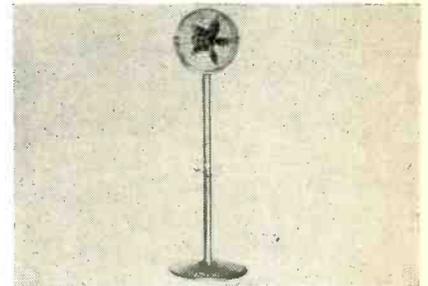
Size	List Price
7" tube models	\$3.95
10" tube models	\$4.95
12" tube models	\$5.95
15" tube models	\$6.95
20" tube models	\$9.95

THE HOUSE OF TELEVISION
430 HUDSON STREET NEW YORK 14, N. Y.

New Appliances

Roto-Beam AIR CIRCULATOR

Pedestal type air circulator features scientifically designed propeller, molded of Bakelite. Designed to move air by induction, the unit creates twin air beams. The differential in



pressure between the air currents causes the air in the room to move. Action is silent, and provides draftless ventilation. Light weight and ease of movement. Rotor-Beam Corp. of America, Inc., 1757 N. Keeler Ave., Chicago, Ill.—**RADIO & TELEVISION RETAILING**

Waring BLENDOR

New model blender designed to retail at \$34.95, including tax. It will accommodate the same glass container as the deluxe model. The new unit is encased in a white baked enamel shell with chromium band. Lower overall height permits easy storage. Unit has an efficient cooling system, resilient mounted motor and drip-proof case. Waring Products Corp., New York, N. Y.—**RADIO & TELEVISION RETAILING**

LaSalle WALLAMP

Wallamp features new decorators' colors and materials. Lamp is made with the patented



"stay-straight hangers", which prevent tipping or scraping against the wall. Finished in two-tone colors. Some of the models have special handy push switches built right in. La Salle Lighting Products, Inc., Buffalo, N. Y.—**RADIO & TELEVISION RETAILING**

Lightco MIXER

Food and drink mixer and liquefier features two agitators; agitator a stainless steel coil with two opposed paddles which produce a blending and aerating action; 1/10 hp. AC-DC motor; fan keeps motor cool. Diecast aluminum alloy base with baked white enamel finish. Also available in black enamel. Three speeds. Weighs 9 lbs. Western Die Casting Corp., Oakland, Cal.—**RADIO & TELEVISION RETAILING**

For the Sharpest, Clearest Pictures INSTALL A WORKSHOP RECEIVING SYSTEM

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

Here's what users say:—

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

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

Write for Free Television Catalog



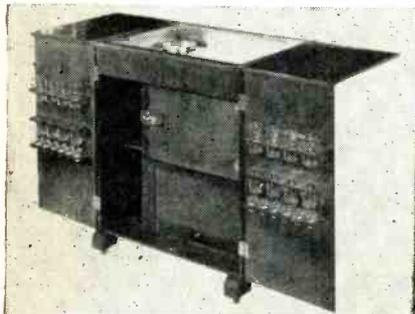
THE WORKSHOP ASSOCIATES, INCORPORATED

57 Needham Street, Newton Highlands 61, Mass.

New Appliances

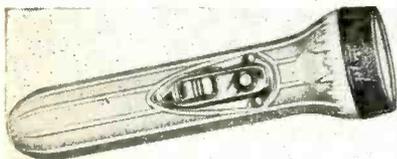
Nemes PORTABLE BAR

Combination liquor cabinet and bar, with built-in refrigeration unit. Refrigerator has 8 cu. ft. capacity, 2 ice-cube trays and 1 extra large ice-cube tray. Dimensions: 42 inches



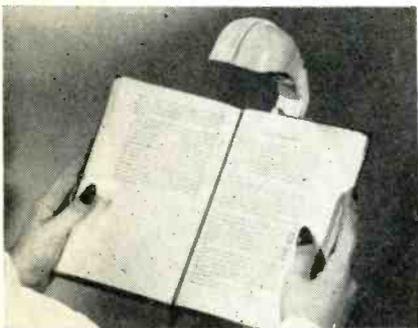
high, 26 inches deep, 36 inches wide. Comes complete with glasses as shown. Top section lined with stainless steel. Exterior made of walnut and veneers, or of oak, or mahogany. List price is \$800 to \$1000, depending on the model. S. Nemes, 2631 Lehmann Court, Chicago 14, Ill.—RADIO & TELEVISION RETAILING

Gits FLASHLIGHT



Model 200 "Plastic Eye" flashlight, ideal for pocket use. Molded of unbreakable Dow Ethocel, the flashlight holds two of the small "size C" dry cells and delivers the same 3-volt power as the larger models. Durable 3-way switch; lens encased in safety ring. Molded in colors of red, blue, ivory and green, plus black and transparent amber. Length of flashlight is 6¼ inches, with lens diameter 1¾ inches. Retail for \$1.00 without belt clip, and \$1.20 with belt clip. Gits Molding Corp., 4600 W. Huron St., Chicago 44, Ill.—RADIO & TELEVISION RETAILING

Klip-On LAMP



Lamp for reading; to clip on binding of book, or other surface. Push switch and light goes on; pages can be easily turned. Each lamp equipped with 8 foot cord, molded plug, luminous push-button switch, bulb, and clip. Priced at \$2.29. Stapleton Industries, Inc., 261 The Arcade, Cleveland 14, O.—RADIO & TELEVISION RETAILING

Dealers, Distributors "ROLL IN CLOVER"

STEPPING UP PROFITS WITH THIS NEW LEADER!



RADIO-PHONOGRAPH
PENTRON
Astra-Sonic
WIRE RECORDER
PUBLIC ADDRESS SYSTEM

List \$199.50
slightly more west of Rockies



PORTABLE

WIRE RECORDER

RADIO

PHONO-GRAPH

P.A. SYSTEM

POWERFUL 4-IN-1 SALES COMBINATION!

Quicker turnover with this 4-prospect item! Only Pentron offers you four prospects instead of one, with this amazing new portable combination of wire recorder, radio, phonograph and public address system. In addition, Pentron has exclusive features never before seen in any wire recorder priced under \$500.00! Tremendous "plus" sales values . . . nothing like it on the market for big dealer-profits!

Featuring the SYNCHRONIZED TIMING METER. No more guesswork. You find your program on the wire by the numbers.

Only PENTRON has all these selling features at this price!

- Precision-built, 7 tube, high fidelity wire recorder that records and plays back its own radio, phonograph or microphone
- Matchless recording head guaranteeing absolute, one-time erasure
- High speed, 6 to 1, rewind
- Neon recording level light
- Two-way automatic shutoff, prevents wire tangle, or breakage, makes personal attendance unnecessary when recording
- Wide, low loss recording . . . 70 to 7,500 cps.
- Highly selective superheterodyne radio, built-in antenna
- Approved by Underwriters' Lab., Inc.
- Tru-tracking phono arm, plays 10" or 12" records, Astatic L70 cartridge
- Medium gain public address system
- The Pentron Wire Recorder is fully covered by product liability insurance

Plus jacks for: External amplifier. Extension speaker. F.M. tuner (This jack also used for quality piano recording, P.A. system and any high fidelity input).

Complete with: Long life phono needle. Two spools recording wire. Crystal mike, sturdy, sensitive. Handsome accessory case for mike and wire. 9 foot line cord. Beautiful, simulated alligator-leather carrying case.

Accessory items for additional profits. Complete advertising and promotional material to help you build bigger sales

"ROLL IN CLOVER" . . . SELL PENTRON!

PENTRON CORPORATION Dept. RTR 98
611 West Division St., Chicago 10, Illinois

Please send full details on profit opportunity for dealers-distributors.

Dealer

Distributor

Name

Company

Street

City State



VERTROD OFFERS THE BEST VALUE IN THE HISTORY OF TELEVISION!

*A very high gain, wide band all-channel
TV and FM antenna*

Antenna employs a new, highly efficient 3-element high channel beam covering channels 6 to 13 inclusive, offering much higher gain than conventional 2-element array.

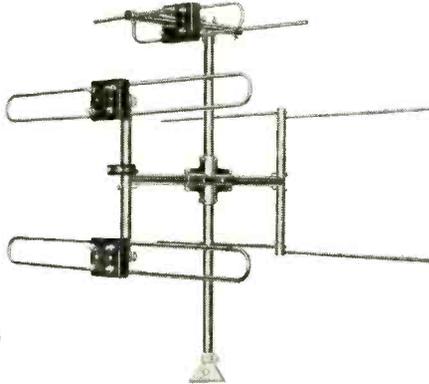
Double stacked (Lazy H) high gain low channel array covering channels 2 to 6 inclusive. Each array can be oriented independently.

BUILT FOR LIFETIME USE!

All elements and mast material are of tempered aluminum alloy. Insulators are of ceramic.

Dealers price **22.50**

See your distributor first. If he cannot supply you, mail your order direct. Please mention name of your regular distributor.



Model LHB List 37.50

Complete catalogs available on request

Dept. R-108
11 Park Place
New York 7, N. Y.

THE FIRST AND ONLY ONE OF ITS KIND! DE LUXE COMBINATION

Tube Tester
Set Tester
Signal Generator

RCP Model 8573

\$99⁹⁵

at this record-smashing price only

Every square inch solid-packed with value! Look what you get in this phenomenally low-priced tester: (1) A complete tube tester with over 800 listings in its famous Rollindex roll chart, (2) A battery tester, (3) A capacitor tester, (4) An AM-FM signal generator, (5) An audio oscillator; and a dozen additional features.

Readable scale divisions on the ohmmeter start at 0.05 ohm to 25 megohms

DC Volts: 0, 2.5, 10, 50, 250, 1000, 5000

AC Volts: 0, 10, 50, 250, 1000, 5000

DC Milliamps: 0, .5, 2.5, 10, 50, 250, 1000

DC Amps: 0, 10

Ohms: 0, 250, 2500, 25000

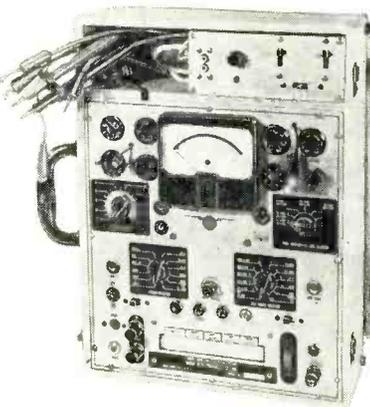
Megohms: 0, 2.5, 25

Decibels: -8 to +15, 15 to 29, 29 to 49, 32 to 55

Output Voltmeter: 0, 10, 50, 250, 1000, 5000

Complete with tubes, batteries and test leads, output leads, etc., housed in natural finish oak case; hammertone gray panel. See this outstanding buy at your jobber today—or write for full details.

RCP Instruments—Best for Every Test



RADIO CITY PRODUCTS CO., INC.

152 West 25th Street,



New York 1, N. Y.

Choosing Amplifiers

(Continued from page 75)

- 4—Number of inputs
- 5—Number of controls
- 6—Overall gain
- 7—Power output
- 8—Distribution
- 9—Hum
- 10—Wiring
- 11—Replaceability of parts and tubes
- 12—Internal and external ventilation
- 13—Ruggedness of construction in general
- 14—Construction of the transformers in particular

Amplifier chassis should be enclosed on the bottom and the incoming power line cord fused. High fidelity may be extremely important in some cases, such as for musical work, while quite unnecessary in others. Of greater general importance is to have tone controls for both bass and treble frequencies provided for each speaker group or zone.

Total harmonic distortion at rated load should be less than 5%, and in addition, the amplifier should be operated at much less than the rated load in order to be well below the maximum distortion figure.

Power amplifiers should have a flat or uniform frequency response within a given frequency range, except where the response is deliberately altered in order to overcome local acoustic conditions. For example, where excessive room reverberation occurs the bass should be reduced in proportion to the treble, since high frequencies "bounce" off reflecting surfaces far less readily than the lows.

While this will adversely affect musical quality, it will improve speech intelligibility under such a circumstance. If inexperienced personnel are to operate the equipment, it may be desired to wire into the system a low-cut-off or high-pass filter with a cut-off below 250 cycles. This should not be done where musical quality is important.

In certain cases, such as institutional installations, the loudness of music or speech must be kept within certain limits. This is done by means of *volume compression*. Its principle of operation is this: as a signal entering the amplifier increases in volume, the gain of the amplifier decreases very much in the same manner as AVC in a radio receiver.

While it has been pointed out that each installation requires separate consideration, in deciding upon power requirements, a certain amount of generalization may help as a check on the dealer's own findings. Figure 3 is a chart prepared by Mark Simpson Mfg. Co., Inc., of Long Island City, New York, on the basis of averaged experiences.

The next article in this series will take up the question of the control point, program considerations, and speaker considerations.

Packaged Kitchens

(Continued from page 65)

"The whole kitchen merchandising setup is backed up by three of us here in the store," stated Miller. "Like other firms, however, we'll be using an additional force on the outside in the future.

"Currently, one of us is on the outside practically all the time anyway, usually for measuring details of a kitchen we're selling, presenting a sketch, or something along these lines.

"Incidentally, we must emphasize that this idea of making measurements and getting up a sketch is an outstanding aid to the selling program. Practically any salesman, we've found, can become adept at sketching a kitchen floor plan, with appliances in place, for instance.

"This gets the prospect excited, and the sale is practically closed. Another thing, we're getting together a 'before and after' booklet, taking pictures of kitchens we put in for remodeling customers, before and after, and also taking pictures of completely new kitchens. We're getting names and addresses of these kitchen owners, and asking permission to use the same in our advertising. We think the personal touch will have great appeal."

In the sketching of custom built kitchen from measurements, Park Supply has received aid from various manufacturers.

In addition to Kitchen Maid cabinet work, Park Supply sells such lines as Philco, Universal, Crosley and General Electric refrigerators, ranges and garbage disposal equipment. Others include Apex, General Electric and Universal washers; Crosley and Philco radios; Rheem, Troop, Hubbell and Toledo, electric, gas and fuel oil water heaters.

Attractive Display

"We find that most customers, when sold on our custom built kitchen, appliances and all, think of the hot water heater as included, and we do a good job with them. We have all kinds to suit the individual taste and facilities."

Park Supply has plenty of show window space, and keeps one section always occupied with appliances and kitchen items; and although the second floor kitchen series is the focal point in appliance sales for kitchens, massed displays of major appliances, sinks, radios and domestic lines of various kinds are artfully arranged to catch the interest of store traffic.

Types of sinks sold along with Kitchen Maid cabinets are Berger, American Standard, Acme and Palley, but the Tracy sink top is generally displayed with the kitchen series. Parsons Pureaire kitchen sink tops are available, too, in formica, linoleum, porcelain or stainless steel.

TRANSVISION

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

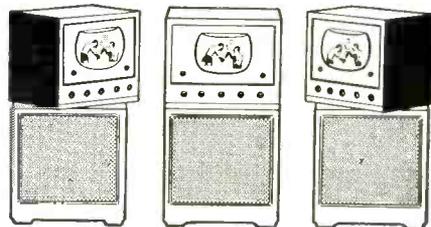
Kits Engineered for EASE of ASSEMBLY and Top Performance.
Cabinets designed and built for Beauty, Utility, Durability.
NO TECHNICAL KNOWLEDGE REQUIRED for ASSEMBLY.



Consolette Model 7CL



MODEL 10BL
Gives 115 Sq. In. Picture



Roto-Table for full 180° Visibility

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

MODEL 10BL, TV/FM Kit, gives 115 sq. in. picture; complete FM Radio; receives all channels; streamlined cabinet **NET \$299.00**
Roto-Table for Model 10BL, gives full 180° visibility **NET \$ 24.95**

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

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

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



— FREE —

Fascinating BOOKLET On Television

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

"SERVICE NOTES"

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

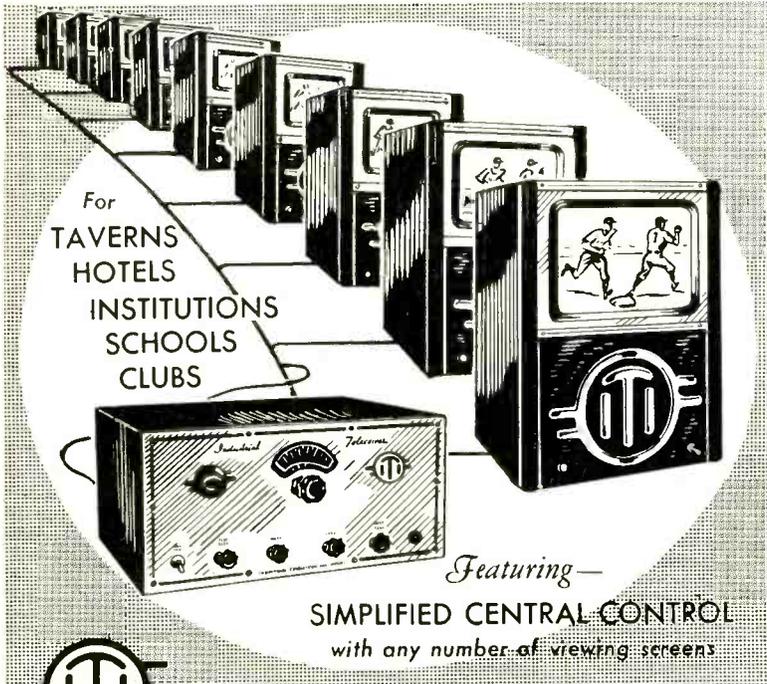


All prices 5% higher west of Mississippi; all prices fair traded.
For further information see your distributor, or write to:

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

For TELEVISION, it's TRANSVISION—the complete line of High Quality Kits, Cabinets, Antennas, Lenses, Filters, Boosters, Components—Ask your distributor!

INDUSTRIAL TELECEIVERS



For
TAVERNS
HOTELS
INSTITUTIONS
SCHOOLS
CLUBS

Featuring—
SIMPLIFIED CENTRAL CONTROL
with any number of viewing screens



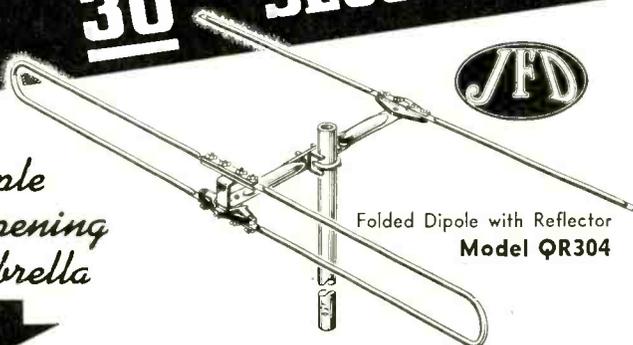
INDUSTRIAL TELEVISION, INC.

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

THE FASTEST TV ANTENNA ASSEMBLY

**YOU + JFD "QUIK-RIG" =
30 SECONDS!**

*As Simple
As Opening
An Umbrella*



Folded Dipole with Reflector
Model QR304

- ★ The simplest — fastest — easiest antenna assembly on the market today!
- ★ Completely pre-assembled.
- ★ No special tools or knowledge required.
- ★ Cuts installation time to the bone.

JFD Super-Beam Quik-Rig Antennas are available in a wide range of models to fit all requirements. Write for complete Quik-Rig catalog.

Ask your jobber to show you the new JFD Quik-Rig Antenna line.



MANUFACTURING CO. Inc.

4119 Fort Hamilton Parkway Brooklyn 19, N.Y.

Tele-tone Appointee



Bert M. Druckman, has been named assistant advertising and sales promotion manager of Tele-tone Radio Corp., it was announced by John S. Mills, vice-president.

Arvin Selling Staff

A newly revised executive and field setup designed to spur selling, promoting and merchandising of Arvin Products throughout the United States has been into effect by Gordon T. Ritter, director of sales, Arvin division, Noblitt-Sparks Industries, Inc., Columbus, Ind.

Paul W. Tamer has been named sales manager of the appliance division and will have complete charge of electric iron, heater, Letric Cook and other appliance sales, while Raymond P. Spellman takes over post of sales manager of the radio division. Both will be stationed in the company's executive offices. Tanner and Spellman were acting as assistant sales manager under Mr. Ritter.

Consolidation of Arvin's field efforts has been effected by appointment of Lester M. Graham as field sales director. Graham will supervise the work of Arvin district managers in aiding distributors and dealers with promotional plans, sales training and merchandising at the local dealer level.

Turner Names Thompson

Renald P. Evans, Turner Company president, announced that Paul Thompson has been named chief electronic engineer of the Turner Company, Cedar Rapids, Iowa.

Antle with Berthold Sales

Glen M. Antle has joined the Berthold Sales Co., Dallas, Texas, factory reps of electronic lines in the Southwest territory. Mr. Antle was formerly associated with the T. C. Ruhlman Co., Weston Instrument representatives and is well known to distributors throughout the territory.

Graybar Branch Manager

Herbert Metz, eastern district manager, Graybar Electric Co., New York, N.Y., announces that J. P. McCarthy has been appointed as Newark branch manager. Mr. Metz also announced that Harry Coughan has been named sales promotion manager for the Eastern district.

Du Mont Official Warns Against Price-Cutting

"At this time when there is considerable discussion about price-cutting on television receivers and tie-ins with radio, DuMont wishes to point out that it does not manufacture radio sets but is exclusively concerned with the manufacture of television equipment, and therefore there is no reason for a dealer to be forced to tie in radio sales with DuMont television receivers," Ernest A. Marx, general manager of the television receiver division, Allen D. DuMont Laboratories, Inc. declared.

"It has been DuMont's policy," said Marx, "to act instantly and effectively in all cases where evidence of price cutting or transshipment is concerned. This policy will be continued and, in fact, intensified should there be any increased tendencies in this direction.

"Even those dealers who are not franchised DuMont dealers and by some means gain possession of a DuMont receiver," continued Marx, "and attempt to sell or advertise same below list price will be immediately prosecuted under the Fair-Trade Act where such evidence can be found."

Wilcox-Gay Winner



Leopold Alexander, (left) winner of the national award in the Wilcox-Gay home demonstration program contest receives a \$100.00 check from Jim Parks of the J. George Fischer & Sons distributor organization, Saginaw, Mich., A. Heitner, owner of the store in which Mr. Alexander is employed, looks on approvingly.

Galvin Says Radio Demand Will Continue

Paul V. Galvin, president of Motorola Inc., Chicago radio and television manufacturing firm, speaking of the effect television receivers said, "Although the sale of television receivers has affected the sale of large console radios in markets now being served by video broadcasting, we are of the opinion that a strong demand for home radios will continue."

New Olson Condensers

The Olson Radio Warehouse, Inc., 73 E. Mill St., Akron 8, O., has notified radio servicemen that "Akrad" condensers of high capacity, high voltage have been added to the line. New values include: 20 Mfd. 450 volts; 30 Mfd. 450 volts; 40 Mfd. 450 volts as well as the small size -50-50 Mfd., 150 volts tubular.

NOTE: No damage can result to the transformer as long as these electrodes are used with same care exercised with the use of any other wire or electrode.

**PATENTED
SOLDERING IRON TIP**

Heating Time 9 Seconds • Guaranteed 6 Months

● Now better than ever, with newly designed longer neck to reach more tight spots. Amazing variety of uses for long period of time without breaking or "eating through". Sufficient heat generated to handle average soldering needs... eliminates need for heavier irons. Each electrode guaranteed for six months, except against misuse or breakage caused by carelessness.

Soldering iron tip (chrome plated to prevent heat loss)
65¢ each

At dealers and jobbers from coast to coast

**CAL-PERRY
CORPORATION**

62 Franklin Street
East Orange, N. J.

ASTATIC PIONEERED THE FIRST CRYSTAL DEVICES

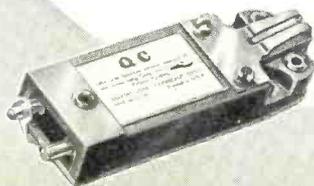
Again Astatic takes the lead

**with MICROPHONES
and PHONOGRAPH PICKUPS**

**Employing the AMAZING PIEZOELECTRIC
CERAMIC ELEMENTS**

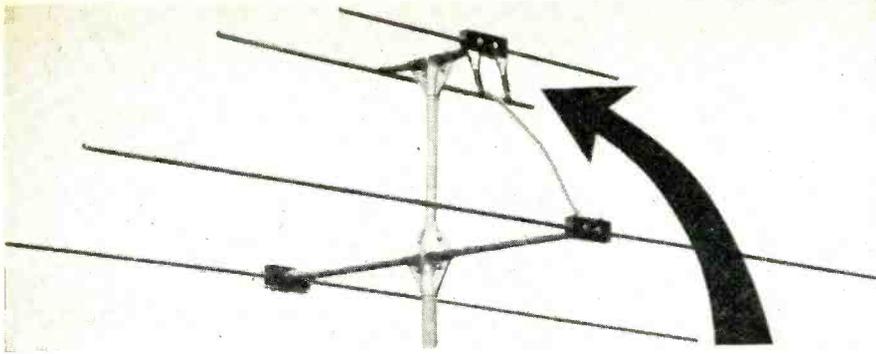
Astatic again assumes a pioneer role . . . in making available, for the first time, the unique physical advantages of the amazing, piezoelectric ceramic element, in a microphone and phonograph pickup cartridge of advanced quality and fidelity. Unaffected by heat, moisture or dryness, they can go virtually anywhere . . . provide transcription quality reproduction, troublefree service, in tropical climates, under exposure to direct sunlight, heat from klieg lights or automotive interiors, when subjected to the many other conditions that threaten damage or impaired performance to other type instruments. These, plus other important advantages, combine to assure an immediate, enthusiastic reception for Astatic ceramic devices.

NOW AVAILABLE Astatic has incorporated ceramic elements in two of its most popular product designs—the convertible "Velvet Voice" Microphone and the "Quiet Talk" series pickup cartridges. Now moving through Astatic production lines, they are immediately available.



Write for prices,
specifications





The all-important "Divider Coils," featuring television antennas licensed by AAK, prevent interference and interaction between sections by suppressing third harmonics. This feature, plus excellent frequency response on all channels, is a vital factor in good TV reception, especially in the higher channels.

Antenna Manufacturers—For information about license, write to AAK, Inc.

AMY, ACEVES & KING DIVIDER COILS

The Outstanding Development
In TV Antenna Design

AAK Patents Nos. 2,282,292 and 2,422,458

**LEADING SET MAKERS
USE ANTENNAS
Licensed by
AMY, ACEVES & KING, Inc.
CONSULTING ENGINEERS**
11 WEST 42nd STREET, NEW YORK CITY

Typical Licensees

Collins Machine Co.
Electronic Indicator Corp.
Vertron Corp.
Channel Master Co.
Video Television, Inc.
Premax Products

Philco Executive



Appointment of James M. Skinner, Jr., shown, as vice-president, Service Parts Division, Philco Corp., was announced by James H. Carmine, vice-president.

Crosley TV Sets in Hotel

Modern distributing Co., Cincinnati distributor for the Crosley Div., Avco Mfg. Corp., furnished television sets for a modern 400 room hotel in Cincinnati. Television sets were installed in cocktail lounges, restaurants, and private dining rooms. In addition, all rooms in the hotel are equipped with television antennas and guests can be provided with Crosley table sets with 10-inch picture tubes.

New Steelman Phonographs

Steelman Radio Corp., 742 E. Tremont Ave., Bronx 57, N. Y., announced additions to its present line of phonographs to meet the requirements of the new LP records. Among the new products is a de luxe model to sell for less than \$50; featuring a 5-watt, dual channel amplifier; a 6½-inch speaker, dual speed motor and two arms. A similar model will be available with an AC-DC amplifier for less than \$40. The firm also plans a record-player attachment with a microgroove arm, and a 33 1/5 speed motor to sell for about \$19.95.

Easy on the Eyes!



At recent Times Appliance Company's 3-day dealer showing in N. Y., the Transmirror Products Corp. makers of TV accessories, introduced Christy Lange, model, who will be featured in Transmirror advertising.

VISION does it again!

TELE-
Model TVA
Channels 2-13



VISION BOOSTER
A Preamplifier for
Better
Television Reception

\$28.50
LIST
Prices slightly higher
on the West Coast.

At a New Low Cost!

FEATURES

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

A NEW MODEL

— Specifications —

- A three tube booster.
- Two stages R.F. for super gain on high and low channels for the difficult areas.
- Plus all the other VISION features.

\$37.50
LIST
Prices slightly higher on the West Coast.

TVX

Also Complete Line of Television Test Equipment.

WRITE FOR PARTICULARS

VISION RESEARCH LABORATORIES
87-50 Lefferts Blvd., Richmond Hill, N. Y.

Sold through leading jobbers in all present television areas.



Advantages of Using Soft Water Stressed by Rheem

That there is a growing awareness to the numerous advantages of using soft water in cooking, washing, heating, and so forth, is evidenced by the fact that numbers of dealers are doing good jobs selling water softeners. Some excellent sales pointers are contained in the following statement by Rheem Manufacturing Co., 570 Lexington Ave., New York, makers of all-fuel water heaters, soft water appliances and home heating equipment:

"Soft water washing saves 25 per cent annually in clothing replacement alone. The improved taste of foods cooked with soft water is recognized by authorities. Soft water eliminates soap wastage. Skin irritations caused by hard water vanish when soft water is used.

"Lime deposits which result from calcium in hard water are responsible for the expensive annoyances of clogged pipes. These deposits also act as insulation against heat in water coils and require an estimated 25 per cent increase in fuel costs. Hard water is irritating to baby's tender skin. It irks the man of the house when he shaves. It is responsible for the ring around the bath tub and greasy scum in the dishpan. Hair shampooed in hard water becomes wiry and unmanageable. Despite the housewife's best efforts with carefully selected soap her hard water laundry is persistently 'tattle tale gray'."

Planning New Plant

Remington Radio Corp., White Plains, N. Y., is planning to erect a plant, providing about 25,000 square feet of space, according to information received from an official of the company.

RCA Tubes Up in Price

RCA replacement tubes have been increased ten to fifteen per cent in price. The increase went into effect about the middle of August.

Lyte Opens New Plant

Lyte Parts Company, Plainfield, N. J., is opening a new plant in Dubuque, Iowa, to take care of increased demands for its line of TV antennas.

Ups TV Tube Output

National Union Radio Corp., Orange and Newark, N. J., is well under way with a program of expansion to meet the growing demand for direct-view and projection type TV tubes. It is expected that the company will have a production capacity of 20,000 tubes by the latter part of 1949.

New Credit Control Law

As we go to press, a new law controlling credit buying has been sent into effect. Similar to the one-time Regulation W, it will require substantial down payments, and will limit length of time over which installments may be paid.

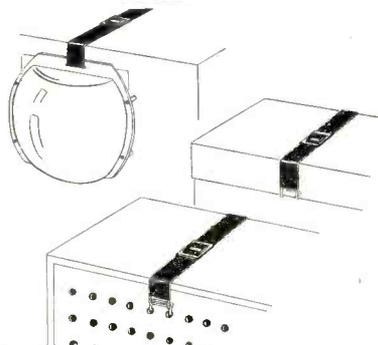


HUNTON PLASTICS COMPANY

presents

HUNTON MAGNIFYING LENSES

... SENSATIONALLY NEW
MAGNIFYING LENSES



All of our lenses are of the Broadview type which affords the viewer a wide range of vision. These lenses are available in crystal clear and also, for those who prefer, in a soft blue tint.

This product is produced by mastercraftsmen from an acrylic plastic, either "Lucite" or "Plexiglass". It is much stronger and clearer than fine glass. It is weatherproof and with ordinary care it will sparkle like crystal for a lifetime.

10" LENS LIST PRICE

Broadview # 10... \$20.95
Regular # 10... \$21.95
Azure # 10... \$22.95

7" LENS LIST PRICE

Broadview # 7 \$18.00
Azure # 7... \$18.95
Made in U.S.A.

are optically engineered liquid lenses that enlarge the picture from a 10" tube to the size of a 15" tube and a 7" tube to the size of a 10" tube.

In addition, our magnifying lenses sharpen contrast, introduce depth, or third dimension and allow a wide viewing angle without distortion. Equally important, the HUNTON LENS is a low-priced—high quality lens.

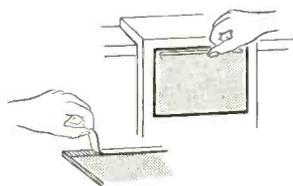


THE MAGNIFYING LENS IS PRICED FOR QUICK SALE AND TURNOVER!

For your protection these lenses are insured under Product Insurance Coverage by the manufacturer, who firmly stands behind any claims.

Aside from lower price, it's neat design and mounting go well with fine cabinetry. It's bigger, brighter, clearer picture is easier on the eyes. Here is an enlarging screen with both price and quality appeal. Each Magnifying Lens is individually packed and comes equipped with a universal strap mounting for all table model receivers and most consoles. Attachment is made in two minutes without need for tools, brackets, special mountings for different models, or extra-large supporting tables.

And HUNTON AZURE FILTERS



These filters are produced from non-inflammable Plastic polished to a high optical finish. They sharpen contrast, reduce glare and reduce eye-strain. They are very easily applied:

1. Peel off the paper backing of adhesive as shown in the diagram.
2. Apply the filter over your television set as illustrated.
3. Caution: Clean with soap and water, and avoid the use of kitchen scouring powder and similar abrasives. Noxon silver polish can be used.

PRODUCED IN THE FOLLOWING SIZES

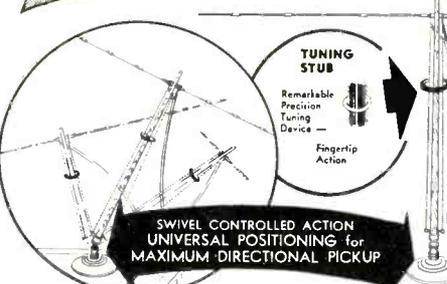
# 7-5 1/8" x 6 3/4"	\$1.50
# 10-7" x 9"	1.95
# 12-12" x 9 1/4"	3.45
# 15-14" x 17 1/2"	5.75

Made in U.S.A.

Distributor and dealer inquiries invited

HUNTON PLASTICS COMPANY • 11 SO. VAN BRUNT STREET • ENGLEWOOD, N.J.

NOW! Indoor Television Antenna



TELEBEAM

TRADEMARK

GREATER SALES • MORE PROFITS!

Increase your television receiver sales by using this unit where normal TV outdoor installation is unsatisfactory or impossible. Completely adaptable to all 13 channels, with exclusive "Swivel-Controlled Action" and "Finger Tip" control tuning stub.

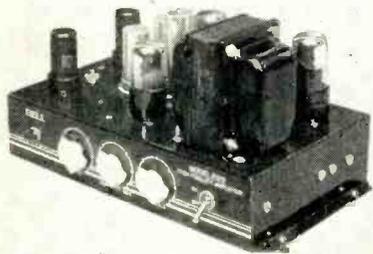
Literature available—Sample Order **\$14.95** List
50% off. Order yours today.

JOBBER'S CHOICE TERRITORIES STILL AVAILABLE

MARINO RADIO CO. 203 Greenwich Street
New York 7, N. Y.

BELL RADIO-PHONO AMPLIFIER

with built-in compensating pre-amps



Front View

New high fidelity with all types of pickups



Rear View

- Four Separate Inputs
- Individual Equalization
- Bass and Treble Boost

Sound out more profits with this advanced BELL Model 2122 High-Fidelity Amplifier. It provides one input each for radio tuner and any crystal pickup, plus two special inputs for the various new magnetic pickups.

Built-in pre-amplifiers and individual equalization assure proper match and response from magnetic pickups (the ideal for the new Micro-Groove recordings). Bass and treble boost, plus attenuation, gives full tone control. Adjustable output impedance matches most speakers.

And this medium-priced unit matches the market for the finest in Radio-Phono Amplifiers. Write for details.



BELL SOUND SYSTEMS, INC.

352 MARION RD., COLUMBUS 7, OHIO
EXPORT OFFICE: 4900 EUCLID AVE. CLEVELAND 3, OHIO

Transmirra Distributors

Transmirra Products Co., 1650 Broadway, New York City, manufacturers of "Transmirra image definer" for television sets, announces the following distributors: In New York City, the General Electric Supply Corp., and Times Appliance Co.; for New Jersey, Aaron Lippman & Co., Newark; in Pennsylvania, the General Electric Supply Corp., and Radio Electric Service Co., Phila.; for Illinois, Atlas-United Co., Chicago; for Michigan, General Electric Supply Corp., Detroit; for Washington, D. C., Motion Merchandising. Other General Electric Supply Corp. distributors for Transmirra are located in Boston, Bridgeport, Buffalo, Cincinnati, Indianapolis, Richmond, St. Paul and Toledo.

Fada Jobber Head



Ed Berliant, shown, is general manager of the new distributing organization, Fada of New Jersey, Inc., with headquarters at 525 Main St., Belleville, N. J.

Capchart Dealers Meet

Dealers from 47 counties in central Indiana and Illinois attended an open house held at Indianapolis by the home appliance division of the Kiefer-Stewart Co., distributor in that area for Capchart and Farnsworth radios, phonograph-radios and television receivers.

Stress Sales to Jobbers

Organization of a distributor sales department is announced by Erie Resistor Corp., Erie, Pa. This newly formed department will handle sales to parts jobbers, of the company's products.

OUR BEST ADS ARE NOT IN PRINT

THEY'RE IN USE



COMPLETE WITH TUBES AND 2-3 FT. TRANSMISSION LINES

\$24⁷⁵ LIST

CONTACT YOUR DEALER OR WRITE US DIRECT

- All Channels
- Uses Three Tubes
- Extremely Hi-Gain
- A Must in Fringe Areas
- Sharper Pictures
- Make Indoor Antenna Highly Efficient . . .

SONAR
RADIO CORPORATION
59 MYRTLE AVE., B'KLYN 1, N. Y.



"Sweeny! Get out'a that television!"

DATES AHEAD

Future Events of Interest to Readers

- Sept. 14-19: Midwest Electrical Exposition, Coliseum, Omaha, Neb.
- Sept. 16-18: Electrical Home Appliance & Television Show, DuPont Hotel, Wilmington, Del.
- Sept. 18-26: National Television & Electrical Living Show, Chicago Coliseum, Chicago.
- Sept. 20-24: National Lighting Conference, Illuminating Engineering Society, Hotel Statler, Boston.
- Sept. 27-29: FM Association, Annual Convention, Sheraton Hotel, Chicago
- Sept. 27-29: Radio Parts Industry Coordinating Comm., "Town Hall" meeting, Hotel Astor, N. Y.
- Sept. 29-Oct. 2: Annual Conference International Association of Electrical Leagues, Mayflower Hotel, Washington, D. C.
- Sept. 30-Oct. 2: Fourth Annual Pacific Electronic Exhibit, Biltmore Hotel, Los Angeles
- Sept. 30-Oct. 2: Coast Annual Convention, IRE, Biltmore Hotel, Los Angeles
- Oct. 4-7: International Municipal Signal Assn., 53rd Annual Meeting, Hotel Statler, Buffalo, N. Y.
- Nov. 14-20: National Radio Week
- Nov. 15-17: Radio Parts Industry Coordinating Committee, "Town Hall" meeting, Hotel Bradford, Boston

Continental Introduces Low-Priced Disc Line

Donald Gabor, head of Continental Records, New York City, and a group of investors, have brought out a popular 35c record release, issued on the "Broadway Records" label; an unbreakable disc issued on the "Lenox" label, with particular appeal in race locations, selling for 75c; a line of unbreakable plastic records for children, retailing at 50c; and a classical pure Vinylite red-color record, selling at 75c for the 10-inch size, and \$1.25 in the 12-inch size.

Associated with Mr. Gabor is Bill Simon, who heads the group as president and general manager. The low-priced records were made possible, according to Gabor, by a new method which replaces the use of shellac. Selling will be done on a direct basis, in another effort to maintain the low cost policy.

RCA Victor Merchandiser

An attractive counter album offering strong merchandising incentive for a set of ten authentic International recordings has been provided for display and sales purposes by RCA Victor. In line with the consistent demand for recordings of the familiar melodies of foreign countries, the ten-pocket album merchandiser is an eye-catching device for continued promotion of International discs.

ANOTHER
Rembrandt
REG. U. S. PAT. OFF.

1950 Masterpiece!

TABLE MODEL TELEVISION RECEIVER AND FM RADIO

\$495 LIST

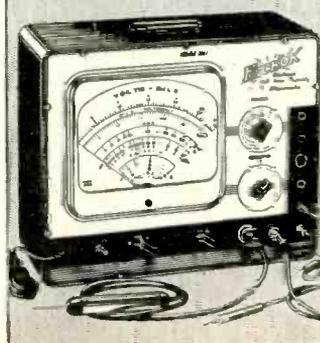


- **SCREEN SIZE** 78 square inch direct-vision view screen with 12 inch Dumont Picture Tube.
- **CONTINUOUS TUNING** Dumont Inputuner provides continuous tuning for all 13 Channels and entire FM Bands.
- **PICTURE STABILIZER** Remington Automatic Picture Stabilizer provides Steady, Clear, Bright reception.
- **SAFETY SHIELD** Shatter-proof glass protects Picture Tube. Easily removed for cleaning.
- **DISTINCTIVE APPEARANCE** Hand rubbed cabinets of finest natural woods—Mahogany, Blonde Mahogany, Knotty Pine, Curly Birch, Maple, Oak or attractive Chinese Pastels.
- **SIZE** 24" wide, 18 3/4" deep, 20 1/4" high.

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

Remington Radio Corporation
WHITE PLAINS • NEW YORK

Ask For Model 209



THE
Hickok

World Famous
Electronic
**VOLT—OHM—CAPACITY
MILLIAMMETER**

Large laboratory size with giant 9-inch meter. Measures resistance (1 ohm to 10,000 megohms), capacitance, inductance, current, voltage, both AC (30 cycles to 300 megacycles) and DC. A universal test instrument for all radio and electronic service work.

See Your Jobber Today or Write for Literature
THE HICKOK ELECTRICAL INSTRUMENT CO.
10523 Dupont Avenue • Cleveland 8, Ohio

How BURGESS Makes Flashlight Battery Sales EASY FOR YOU!

NEW ADVERTISING
STIMULATES SALES

Yes! You profit by this new Burgess advertising campaign! New, full-column ads . . . new 70-line ads . . . new 35-line ads every month sell Burgess Batteries to over 70 million readers of 9 nationally famous magazines — SATURDAY EVENING POST . . . BETTER HOMES AND GARDENS . . . COLLIER'S . . . COUNTRY GENTLEMAN . . . AMERICAN MAGAZINE . . . PROGRESSIVE FARMER . . . SOUTHERN AGRICULTURIST . . . PATHFINDER and FARM JOURNAL!



Burgess Flashlight Batteries are manufactured under laboratory controlled conditions from only the highest grade raw materials. Yes! Burgess quality is recognized by millions! Order Burgess Flashlight Batteries today from your distributor in attractive counter vendors of 12 or 48 batteries!

SALES PROMOTIONAL
HELPS

Counter and window cards, streamers, enclosures, and newspaper ads, are offered FREE to dealers to help build Burgess Flashlight Battery Sales. Ask your Burgess distributor.

BURGESS

BATTERY COMPANY

FREEMONT ILLINOIS

Air King TV Receiver



"Spotlite Brite", model A-1000, is a 30 tube, 10" direct view table model featuring 13 channel coverage. Cased in hardwood with a handsome mahogany veneer, the set has complete FM audio circuit, and is operated by means of seven front panel controls.

Tele-tone Distributors

The Tele-tone Radio Co., 540 W. 58 St., New York City, has named the following jobbers: Hub Cycle, Boston; Mutual Appliance, Buffalo; Electronic Sales, New Haven; Nor-Rich Distributors, Richmond; Electrical Specialties, Detroit; Buckeye Appliance Co., Toledo; Goldhammer, Cleveland; Cardinal Distributors, St. Louis; Radio Specialties, Los Angeles; Kentworth, Louisville.

Royal Electric Labs

J. G. Riesman, president of the Royal Electric Co., Inc., Pawtucket, Rhode Island, announces that his company is represented in the Southeast by Fulwiler & Chapman, with main office and warehouse at 702 Whitehall Street, S. W., Atlanta, Georgia, and offices and warehouses at 213 South Front Street, in New Orleans, Louisiana, and 1563 O. R. D. Broad Street, in Greensboro, North Carolina.

Hytron Prize-Winner Receives Award



Winner of the first month's prize in the Hytron Radio & Electronics Corp. contest for radio servicemen is Harry L. Smith, Long Island City, N. Y. Shown (l. to r.), are: Bill Harrison of Harrison Radio Corp., New York; Everett B. Boise, Hytron commercial engineer, congratulating Mr. Smith, who is receiving the first prize of a Du Mont type 274 5-inch oscillograph. There are still many worthwhile prizes to be won. Grand prize in the contest is a \$200 U.S. Savings Bond. Second and third prizes are \$50 and \$25 bonds. Interested technicians may obtain details from their Hytron jobber, or write direct to the company.

Du Mont Headquarters

The Television receiver sales division of Allen B. Du Mont Laboratories, Inc., has completed moving to new and enlarged quarters at Du Mont's 515 Madison Avenue, New York headquarters, Ernest A. Marx, general manager has announced. The division which was formerly located in a section of the second floor now occupies the entire 41st story of the building.

Arnold Corp. Installs New Conveyor System

The Arnold Wholesale Corporation of 5209 Detroit Avenue, Cleveland, Ohio, a wholesale distributor of major appliances and radios, has completed the installation of a system of mechanized belt and roller type conveyors in its warehouse. It has proved most satisfactory in solving many of the problems presented by heavy and bulky appliances.

After careful analysis, a completely engineered system of conveyers was installed. Use of elevators has been completely discontinued. For ease in handling, five foot lengths of 24 inch width roller conveyers were selected. These are used in conjunction with 45° and 90° curved sections. They are placed directly on the floor without additional supports of any kind. Appliances move on the rollers from the receiving dock to the permanent floor to floor belt conveyers, either to second floor or basement storage areas where they again continue by the portable floor conveyers to final storage space. The process is reversed to deliver them to the truck loading dock.

Gopher "Reps" Meeting

The Gopher Chapter of "The Representatives" of Radio Parts Manufacturers, Inc., with headquarters in Minneapolis is sponsoring the Fifth Annual Radio Tour. The tour is open to members of the chapter and the manufacturers whom they represent. Merrill K. Franklin is president of the chapter: The group meets Sept. 13, Hotel Spaulding, Duluth; Sept. 15, Hotel Graver, Fargo, N.D.; Sept. 17, Hotel Cataract, Sioux Falls, S.D., Sept. 21, Hotel Andrews, Minneapolis.

Sams' Men Address Radio Technican Group

W. D. Renner and W. W. Hensler of Howard W. Sams & Co., Indianapolis, spoke at the Radio and Television Service Engineers Association, Inc., of Anderson, Ind., on the subject of television installation and signal distortion. Basing his talk on data developed in the extensive Photofact program of television receiver installation and servicing analysis, Mr. Renner pointed out that successful reception of a usable signal at points as far as 150 miles from the telecasting antenna may bring about a modification of the previously considered requisite of line-of-sight limitations for satisfactory television receiver installations. Mr. Hensler spoke on the technical aspects of some of the present television receivers and trends in design.

Bendix TV Receivers



"Pageant", above, has 10" direct-view tube; automatic record player; 21 tubes, 12 push buttons. Built-in TV, AM, FM antennas. 18th Century mahogany veneer cabinet.



"Fiesta", above, receives TV on 12 channels. 10" tube. Has built-in Tele-wave antenna. Modern table cabinet in select mahogany. Table base optional.

In Territory Shift



An intensified distribution service has been planned by the D. W. May Corp., distributors for Metropolitan New York and New Jersey, announced D. W. May, president of the corporation, shown in photograph. The firm has relinquished some of its territory, and will concentrate activities on the fourteen counties of northern New Jersey and that part of New York State contiguous to it.

Firm Issues Booklet

Industrial Television, Inc., Clifton, N.J., announced the publication of a free booklet entitled "What to Look for in Tavern Television."

Magnavox Television Line

Frank Freimann, executive vice-president Magnavox Co., Ft. Wayne, Ind., in appraising the Magnavox television models ranging from table sets to elaborate combinations, for Chicago dealers, stated: "Four fundamental improvements which we have achieved are better picture quality, fine furniture styling, high fidelity sound reproduction and the elimination of eye fatigue."

Mr. Freimann stressed the development of the "Magnascope," as a "real technical improvement in picture quality. . . . The Magnascope screen," he said, "gives a sharper black and white contrast . . . it eliminates picture glare and eye strain . . . it eliminates or reduces flicker and disturbing snowstorm effects caused by some types of static."

The furniture styling of the line was also stressed. Ample choices are available in both period and modern decor.



"You may notice, I fastened some of the loose wires together with gum."

13

CHANNEL TELEVISION RECEPTION

PLUS FM

HIGH-LOW
BAND
ANTENNA

TYPE No.
465

★ Definitely a "must" with television set owners who want to see ALL the available TV programs. TACO Type 465 High-Low Band Antenna handles TV Channels 7 to 13 as well as the easier 1 to 6. Also top-performance FM. Separate top section, adjustable for any direction, does the trick. Quarter-wave length jumper automatically applies either antenna to receiver. Aluminum sectional mast and clamps for mounting. Biggest value yet!

★ Ask Our Jobber . . .

Get this or any other TACO antenna that best suits your TV, FM, AM, or SW needs. Ask for latest TACO catalog—or write us.

TECHNICAL APPLIANCE CORP.
SHERBURNE
N. Y.

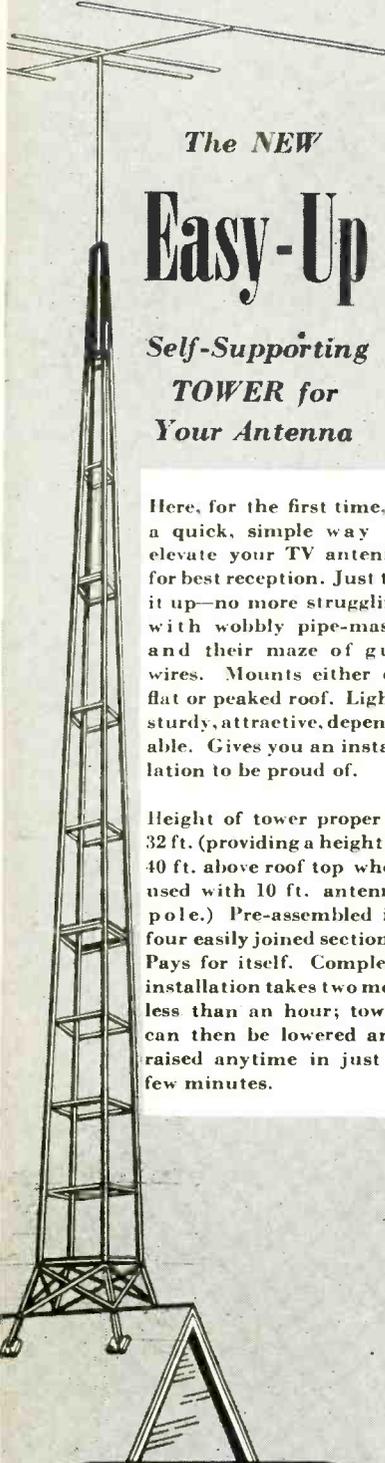
TACO

Radio and
Electronic Equipment

In Canada: Stromberg-Carlson Co., Ltd.
Toronto 4, Ont.

Television Installers

HERE'S WHAT YOU NEED!



The NEW

Easy-Up

Self-Supporting
TOWER for
Your Antenna

Here, for the first time, is a quick, simple way to elevate your TV antenna for best reception. Just tip it up—no more struggling with wobbly pipe-masts and their maze of guy wires. Mounts either on flat or peaked roof. Light, sturdy, attractive, dependable. Gives you an installation to be proud of.

Height of tower proper is 32 ft. (providing a height of 40 ft. above roof top when used with 10 ft. antenna pole.) Pre-assembled in four easily joined sections. Pays for itself. Complete installation takes two men less than an hour; tower can then be lowered and raised anytime in just a few minutes.

Write for full details

Easy-Up Tower Co.

3800 Kinzie Ave.
Racine, Wis.

Greater Profits

(Continued from page 42)

taining 1800 square feet has been installed. Adorning the front are large plate glass windows extending almost from the sidewalk to the ceiling. Overhead are huge stainless steel letters spelling out the firm's name, and featuring the products carried.

The floor of the new store is covered with asphalt tile, and the walls are painted a light peach color. A model kitchen, completely hooked up, flanks a rear partition behind which is the firm's office. Electric convenience outlets, and plumbing facilities are liberally installed. Water connections have been set up in the show windows so that live washer demonstrations may be made there.

All of the store fixtures, even including those in the large record section, are movable, so that the entire floor set-up may be changed speedily and readily.

The record department, carrying an inventory of about \$10,000 is managed by nineteen-year-old Margery, daughter of the owner.

As previously stated, the two stores, which are but a short distance apart, operate as separate units. Thus, if a customer comes into the radio and appliance store to inquire about television, he is taken to the video headquarters and turned over to a salesman there, and vice versa.

14 men are employed in the service department, and there are seven salespeople at the present time. Though salesmen work inside and outside the store, no cold turkey canvassing is done since the firm has built up a large list of prospective customers. Leads, resulting from response to direct-mail or newspaper advertising, or through visits to the store, are promptly followed.

The dual opening was thoroughly publicized in the local newspapers, where in addition to an advertisement, a large front-page write-up appeared.

Pioneer Sales Campaign

The Pioneer Scientific Corp., Empire State Building, New York City, manufacturers of the Polaroid television filter are offering dealers a chance to participate in a unique "sales maker" plan. Under this plan dealers receive, with the initial shipment of merchandise, a supply of two-color consumer folders; a sales letter and order card to send to customers who have bought television sets, printed on the dealer's letterhead; newspaper mat service of tested advertisements; counter display card; a Polaroid sales manual for each salesman; and a special gift offer of Polaroid sun glasses, plus a Polaroid picture for dealers and sales staff who participate in the selling plan. In addition, The Pioneer Corp., is pre-selling customers by engaging in programming and spot announcements on local television stations.

THESE ARE PHALO TRANSMISSION LINE CABLES!

Designed to Provide
Definite Electrical
Characteristics

Insulated to insure maximum operating efficiency, resistance to ultra violet and weathering—especially adaptable to applications requiring high, very high and ultra high frequencies.



300 OHM PARALLEL TWIN CONSTRUCTION



Catalog No. 22007

Best impedance match for rM receivers. Efficient over broad band television operations. 500 or 1000 ft. spools.

Catalog No. 22004

75 OHM Parallel Twin line—For amateur operation in narrow frequency bands or individual frequencies. 500 or 1000 ft. spools.

Catalog No. 22006

150 OHM Parallel Twin line—for special applications and experiments. 500 or 1000 ft. spools.

100 OHM LINE



Catalog No. 22008

Two flexible stranded bare copper conductors, parallel twin-lead construction; low-loss polyethylene insulation; tinned copper braid shield; vinyl plastic jacket.

COAXIAL CABLE



Also 72 OHM coaxial cable, nominal attenuation, stranded conductor (Inner conductor #22-7/30 B.G.) and 73 OHM coaxial cable, solid copperweld conductor (Inner conductor #22 solid conductor copperweld)

Send for PHALO Catalog

PHALO
Plastics Corporation
GRAPHIC ARTS BLDG. WORCESTER 8, MASS.
Manufacturers of Insulated Wire, Cables, Cord Sets and Thermoplastic Tubing

SOLD TO ENTHUSIASTIC THOUSANDS!



TWIN-TRAX TAPE RECORDER

RECORDS 2 TRACKS ON STANDARD 1/4" TAPE

ONE FULL HOUR OF HIGH FIDELITY RECORDING

TWIN-TRAX promotion has the solid foundation of a superior product—and glowing recommendations of pleased users. With negligible sales resistance towards this already widely accepted recorder you can't miss! — Get on the TWIN-TRAX bandwagon now and get your big share of easy profits.

unique features make TWIN-TRAX a lucrative selling proposition

- 2 tracks on a single tape! Doubled playing time means half the cost.
- Professional Results Assured—a perfectly engineered recorder that anyone can use.
- Can play disc records. Has monitoring facilities and provision for convenient accessories.
- Compact, sturdy — the ideal recording-playback instrument for home, school, laboratory, industry, or broadcast studio.

Send for free literature which gives full technical details and capabilities of this remarkable new recorder.

Priced to Sell —
\$285.00
less microphone

*Trademark

DEALER INQUIRIES INVITED...

AMPLIFIER CORP. OF AMERICA

396-7 Broadway, New York 13, N. Y.

GOT AN EYE FOR PROFITS?

then **STOCK** and **SELL** the



WALCO TELE-VUE FILTER

LIST \$2.95 to \$6.95 (according to screen size)

New, improved "camera-type" filter gives real EYE-EASE. A sure sale to television owners who want

- GLARE-FREE RECEPTION
- CLEARER IMAGES
- RESTFUL VISION

Sold with money-back guarantee
Write for nearest distributor

WALCO SALES CO. 76 FRANKLIN STREET, EAST ORANGE, N. J.

New!

Beautiful!

A "Television Console" Adaptable 3 Ways



- As a record cabinet
- Liquor service bar
- For custom radio and phono installations

Dimensions:

Height 27" (eye level view)
Width 29"
Depth 20"

Modern Design

In Genuine Mahogany or Walnut

Built To Accommodate Available Table-Model Television Sets

The quality-assured sales of this indispensable piece of radio furniture guarantee added profits to the wide-awake television dealer. Selling points: *permanence and beauty*—solid construction with nine coats of heat-resistant finish, hand-rubbed and polished to piano quality. *Design*—ultra-modern to blend with the most luxurious of homes. *Adaptability*—the spacious multi-purpose interior is adapted by us for whatever use you prefer. Complete with program drawer.

\$69 retail price

When ordering please specify "Console" type desired.

TEL-CRAFT COMPANY

108 HAVEMEYER STREET, BROOKLYN 11, N. Y.

Television 'HOW IT WORKS'

Just out. Here is practical theory on the biggest development since the introduction of radio. Deals with transmission and reception of television signals, giving clear overall picture. Goes into frequency standards, antennas, and describes the various portions of a television receiver. Covers alignment and servicing. This book is part of Vol. 1 Rider Television Manual. If you order the Manual (\$18.00) you automatically get this book. Even if television is not yet in your area it will be soon. You need to know about it now.

• Manufacturers: Here is the textbook you can use in training your servicemen.

Over 200 pages Illustrated... **\$2.70**

UNDERSTANDING VECTORS AND PHASE

Provides easy understanding of vectorial presentations so you will get more benefit from radio articles and books.

160 Pages Cloth bound... **\$1.89**
Paper bound... **99c**

BROADCAST OPERATORS' HANDBOOK

by H. E. Enns, Station Engineer, WIRE
Tells how to operate a radio station and keep it in operation. Covers transmitter operation and maintenance, what to do and how to operate control room, master and remote controls.

288 Pgs.—Profusely Illus.—**\$3.30**

LEARN RIGHT WITH RIDER!

FM TRANSMISSION & RECEPTION

by John F. Rider and Seymour D. Uslan

Included among the "100 Best Technical Books of 1947 and early 1948" by the "Library Journal" this book has been adopted with equal enthusiasm by schools, colleges, engineers and radio servicemen.

Latest in theory, method of operation, high and low power, antennas, methods of alignment, solutions of servicing problems—everything needed.

416 Pages Cloth Cover, **\$3.60**

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Servicing by Signal Tracing 360 Pgs. **4.00**

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Export: Rocke-International Corp.

13 E. 40th Street, New York 16, N. Y.

American Beauty

dependable



durable efficient

ELECTRIC SOLDERING IRONS

are sturdily built for the hard usage of industrial service. Have plug type tips and are constructed on the unit system with each vital part, such as heating element, easily removable and replaceable. In 5 sizes, from 50 watts to 550 watts.

TEMPERATURE REGULATING STAND

This is a thermostatically controlled device for the regulation of the temperature of an electric soldering iron. When placed on and connected to this stand, iron may be maintained at working temperature or through adjustment on bottom of stand at low or warm temperatures.



For descriptive literature write

111-1

AMERICAN ELECTRICAL HEATER COMPANY
DETROIT 2, MICH., U. S. A.

West Coast Show

(Continued from page 48)

Park Metalware Co. Inc., 2-28 Bank St., Orchard Park, N. Y. Booth 52
 Perlmutt-Colman & Associates, 1335 South Flower St., Los Angeles. Booth 49
 Reeves Instrument Corp., 215 East 91st St., New York 28, N. Y. Booth 69 & 70
 Rauland Corp., c/o J. T. Hill Co., Los Angeles Booth 27
 Remler Company, Ltd., 2101 Bryant St., San Francisco. Booth 25 & 26
 John F. Rider, Publisher, Inc., 404 Fourth Ave., New York 16, N. Y. Booth 46
 E. V. Roberts, 5014 Venice Blvd., Los Angeles. Booth 63
 V. T. Rupp Co., 1150 West Olympic Blvd., Los Angeles. Booth 58
 Sangamo Electric Co., Springfield, Ill. Booth 54
 Walter L. Schott Co., 9306 Santa Monica Blvd., Beverly Hills, Calif. Booth 51
 Standard Coil Products, 932 No. Western Ave., Los Angeles. Booth 48
 Stephens Mfg. Co., 10416 No. Western Ave., Los Angeles. Booth 6
 Stolle Eng. & Mfg. Co., 3970 So. Grand Ave., Los Angeles. Booth 47
 Carl A. Stone, 3832 Wilshire Blvd., Los Angeles. Booth 32 & 33
 Conrad R. Strassner Co., 5108 Melrose Ave., Los Angeles. Booth 81 & 82
 Sylvania Elec. Prod. Inc., c/o Ed Gilbert, 210 West 7th St., Los Angeles. Booth 40 and 1/2 of 39
 Tartak Speakers, Inc., 3120 East Pico Blvd., Los Angeles. Booth 42
 Thermador Electrical Mfg. Co., 5119 District Blvd., Los Angeles. Booth 64
 Transformer Engineers, 389 So. Arroyo Parkway, Pasadena, Calif. Booth 37
 Triad Transformer Mfg. Co., 423 No. Western Ave., Los Angeles. Booth 7
 Ungar Elec. Tools, Inc., 615 Ducommun, Los Angeles. Booth 34
 Universal Microphone Co., 424 Warren Lane, Inglewood, Calif. Booth 15
 J. C. Van Groos, 1406 So. Grand Ave., Los Angeles. Booth 19 & 20
 Westline Electronics Co., c/o Don C. Wallace, 1206 Maple Ave., Los Angeles. Booth 35
 Westinghouse Elec. Corp., 410 Bush Street, San Francisco. Booth 44 & 45

TV Antennas

(Continued from page 73)

ject 300 ohm ribbon to undue strain.

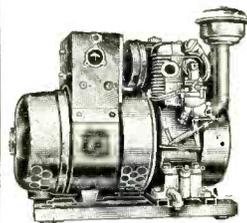
Careful observation of all details will eliminate about 80% of repeat calls on installations. Since most installations are guaranteed by the installer, this means money saved. Of course there will always be orientation problems for the reception of new stations, and often the installation of a new antenna where one will not receive all stations.

Remember that an antenna installation is a monument of your work for all to see. Train your men to make neat and workmanlike jobs with masts straight and dipoles level, lines run straight horizontally or vertically with right angle turns, all tight and well tied.

On apartment buildings it is recommended that antennas be labeled so that in the case of future calls the correct one can easily be identified. In the end it will be found that neat and efficient installations not only eliminate costly calls, but also serve as a recommendation to your establishment.

A. C. ANYWHERE

with Katolight Plants and Rotary Converters.



500 watts to 175 K.W.

Also Mfgs. of D. C. Motors,

1/4, 1/3 and

1/2 Horsepower;

single phase Motors 1/2, 2 and 3 horsepower, and high frequency Generators and Motor-Generator Sets.

Write today for latest information on Katolight Products.

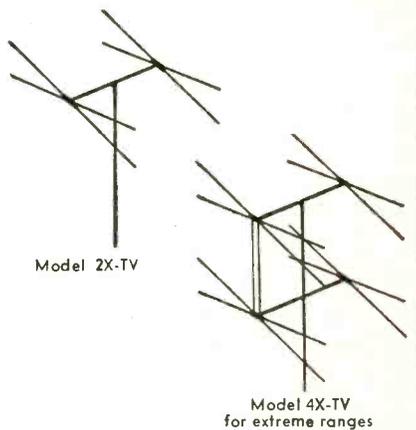


Katolight Converters change D.C. to A.C., suitable for 24 hour day operation. For operating radio, phonographs, television sets, amplifiers, sound movies, recorders, etc.

KATO ENGINEERING COMPANY

1403 First Avenue

Mankato, Minnesota, U.S.A.



Features

- ... High gain and broad band.
- ... Reception 13 channels.
- ... High front-to-back ratio all frequencies.

**8 x 10
FEET
FRONT
PROJECTION**

and
3 x 5 REAR
with the new

TruVue

PROJECTION TELEVISION

In public place or pretentious home, TruVue is more than a fine example of television projection. It is at the same time a superb receiver. It has all R C A components and selector, tuning all channels. Latest TV circuit provides proper contrast intensity, and high definition. Individual controls make for easy operation. A 12-inch speaker is used.

Mounted on casters, the cabinet is made of solid walnut and the chassis is sub-divided for convenience and accessibility. The lens system may be tilted from 0° to 45°. The overall size is 45" high, 26½" wide, 20" deep. Unit includes specially treated beaded screen. Reasonably priced to sell and engineered to stay sold.

Distributor and Dealer Inquiries Invited
MANUFACTURERS TELEVISION CO.
99 Featherbed Lane, Bronx 52, N. Y. TRemont 2-4778



Improve the picture

* with
AMPHENOL

TV ANTENNA
and genuine
**TWIN LEAD
TRANSMISSION LINE**

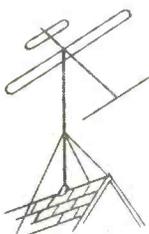
All Channels

HIGH AND LOW BAND

You are really a picture producer . . .

customers expect a perfect picture when they purchase a TV set. Why not protect yourself and customer from expensive service and repair calls by installing the finest antenna at the start? Amphenol's TV Antenna and Twin-Lead Transmission Line have been carefully engineered to fill all demands made by modern television.

Sturdy and rugged to withstand the rigors of winter weather. Amphenol antennas also are ultra sensitive and so assure perfect reception of both high and low bands and in all channels. All unbiased tests show Amphenol's 114-005 to be by far the finest TV antenna available.



Engineered Electrically and Mechanically in the
Amphenol Antenna Development Laboratories.

AMPHENOL

AMERICAN PHENOLIC CORPORATION

1830 South 54th Avenue, Chicago 50, Illinois
COAXIAL CABLE AND CONNECTORS, INDUSTRIAL CONNECTORS, FITTINGS AND
CONDUIT, ANTENNAS, RADIO COMPONENTS, PLASTICS FOR ELECTRONICS

ELECTRO
ELECTRICAL AND RADIO EQUIPMENT

Announcement



OUR SALES STAFF HAS BEEN EXTENDED TO SERVE THE ENTIRE UNITED STATES AND CANADA. ONE OF THESE MEN IS AS CLOSE TO YOU AS YOUR TELEPHONE:

Art Cerf & Co.
Newark, New Jersey
Harry Halinton
Chicago, Illinois
Dave M. Lee
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Edw. B. Lundgren
Kansas City, Mo.
W. Clif McLoud
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Norman B. Neely
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S. Sterling
Detroit, Michigan
Ernest L. Wilks
Dallas, Texas
Roy Magnuson
Chicago, Illinois
Les A. Morrow
Cleveland, Ohio
Henry M. Kreuger
San Francisco, Calif.

Canada

Atlas Radio Corp.
Toronto, Canada

Each of these representatives is fully qualified to render prompt and helpful service in connection with the complete Electro line of Battery Eliminators, Power Supply Units and other electronic products. Take advantage of their experience and specialized knowledge.

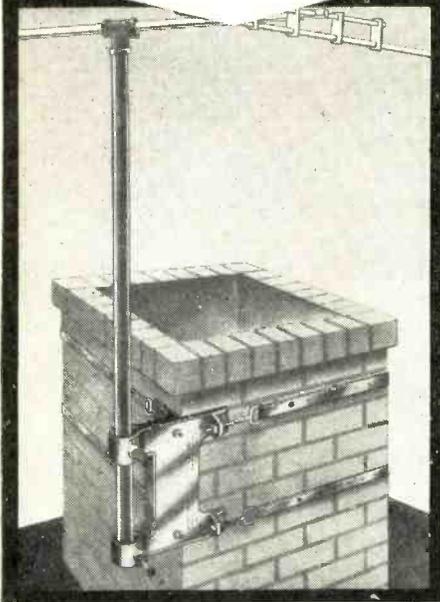
ELECTRO PRODUCTS LABORATORIES

Pioneer Manufacturers of Battery Eliminators

549 West Randolph Street

Chicago 6, Illinois

THE MOST DESIRABLE ANTENNA MOUNT EVER MADE!



Pat. Pending

Chimney Mount Antenna Base

- for TELEVISION
- FM • AMATEURS

List Price: **\$7.50**

Cost to Retailer: \$4.50

Installed in 10 minutes • Permits Use of Several Mounts on One Chimney

Chimney Mount is by far the fastest selling product of its type in the radio and television fields. It can be installed in ten minutes without the use of special tools or drilling of holes. Several mounts can be strapped to one chimney—to pole, 2 x 4, side of house or to any rectangular roof extension. Fastens aerial to highest point with galvanized steel bands having a combined tensile strength of more than 3,000 lbs. Made of corrosion-resistant aircraft-type aluminum alloy. Weight: 3 lbs.

Available Through All Leading Jobbers and Dealers or Write to:

South River Metal Products Co.
South River, New Jersey

Sonar Pix Boost



Designed to improve all-channel TV reception. Has 3 tubes, including rectifier. Tubes are hi-gain miniatures. Channels tuned in two steps. Also recommended for use as a 2 and 6 meter pre-amp for ham receivers. List price, \$24.75. Manufactured by Sonar Radio Co., 59 Myrtle Ave., Brooklyn 1.

Manufacturers' Rep

The Lund-Hansen Co., Chicago, is a new organization to represent electronic part manufacturers who had previously been represented by the Ralph T. Brengle Sales Co. The lines carried include: Precision Apparatus, University loudspeakers, Marion Electrical Instruments, Potter & Brumfield Mfg. Co., Premax Products, Special Products Co., Montgomery Mfg. Co.

The change in the organizational set-up was made to enable Ralph Brengle to devote his entire time to national sales for Potter & Brumfield Mfg. Co. and Montgomery Mfg. Co.

Farnsworth Shows Line

Farnsworth Television & Radio Corp., presented the new 1949 Capehart phonograph-radios and television-phonograph-radio combinations at a private showing held for 200 northern California dealers by the J. N. Ceazan Co., Capehart-Farnsworth distributor for that area. Eustace Vynne, regional manager, explained the company's marketing program. Other speakers included J. N. Ceazan, president of the Ceazan Co., B. T. Rowe, vice president and general manager of the distributing firm; Ralph W. Christie, sales manager of the Appliance and radio division of Ceazan's San Francisco office; and John F. Conger, Capehart-Farnsworth district manager.

Ray-Dyne Phono Player

Ralph Count, president, Ray-Dyne Mfg. Corp., New York City, announces that his firm has ready a new three-way portable amplified phonograph, which will play records at 33 1/3 r.p.m., as well as at 78 r.p.m. The unit also has a plug-in arrangement which automatically turns off the amplifier and becomes a wire record player for use with any external phonograph or radio. The phonograph has a high fidelity 3-tube amplifier with volume and tone control, is housed in a two-tone simulated leather case, and retails for under \$50.00.

SHOOTS TROUBLE FASTER! Makes more money for you on job or at service bench!



PRICE \$9.95

at distributor or postpaid, direct, Sorry no COD's. Ohioans add 3% State Sales Tax.

Signalette

MULTI-FREQUENCY GENERATOR

In radio service work, time means money. Locate trouble faster, handle a much greater volume of work with the SIGNALETTE. As a trouble shooting tool, SIGNALETTE has no equal. Merely plug in any 110V. AC-DC line, start at speaker end of circuit and trace back, stage by stage, listening in set's speaker. Generates RF, IF and AUDIO Frequencies, 2500 cycles to 20 Megacycles. Also used for checks on Sensitivity, Gain, Peaking, Shielding, Tube testing. Wt. 13 oz. Fits pocket or tool kit. See at your dist. or order direct.

Clippard Instrument Laboratory, Inc.

Dept. R 1125 Bank St., Cincinnati 14
Qualified Jobbers write, wire for details.

PRINT YOUR OWN POST CARDS

COMPLETE OUTFIT

only

\$7.50

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. Every Gem is fully GUARANTEED FOR LIFE!

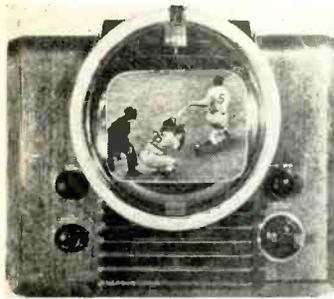
Free Trial Offer: Try it before you buy it! Write or use coupon below and a GEM OUTFIT will be sent you postpaid. After 10 days, send only \$7.50 or return the GEM, no questions asked. The GEM must sell itself; you be the judge.

SEND NO MONEY • FREE TRIAL OFFER

BOND EQUIPMENT CO. • Dept. 125
513 Olive Street, St. Louis 1, Mo.
Rush me the GEM as outlined above:

NAME _____
ADDRESS _____
CITY _____ STATE _____

Introducing A NEW IDEA IN TELEVISION LENS FIELD "FILTERED MAGNIFICATION"



The TELE-DOME LENSES by C and R

A QUALITY PRODUCT AS LOW AS \$14.95. A GUARANTEED TRIED AND TESTED PRODUCT

Check These Features

- ★ Enlarges Picture 2 1/2 times original size.
- ★ Combination Lens and Filter.
- ★ No Eye Strain due to Special Filter.
- ★ Crystal Clear Picture. No Distortion.
- ★ Wide Angle View. 80° Direct.
- ★ Simple Installation — Flexible Wire Bracket. Takes but 2 Minutes.
- ★ Three Dimension Depth.
- ★ Pre-focused. No Adjustments are necessary.

Tele-Dome Standard-Lens (Clear) for 7-in. screen.....\$14.95
 Tele-Dome Standard-Lens (Clear) for 10-12-in. screen....\$24.95
 Tele-Dome Magni Filter DeLuxe Model for 7-in. screen....\$16.95
 Tele-Dome Magni Filter DeLuxe Model for 10-12-in. sc...\$29.95

FITS ALL POPULAR MODELS AND TABLE CONSOLES OPTICALLY CLEAR AND PERFECT LENS

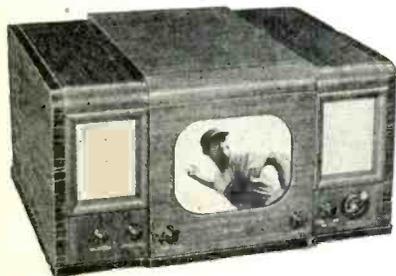
Complete information will be forwarded upon request, including Distributors and Dealer Discounts

C and R PLASTIC CO.

251-R FOURTH AVE. BROOKLYN, N. Y.

UL 7-4910

Exclusive National Sales Agency:
 AIM INDUSTRY, 41 UNION SQUARE,
 NEW YORK 3, N. Y.



MODEL BT-100

It's DeWALD in TELEVISION just as in RADIO

As always, traditional excellence—backed by more than a quarter century of proven quality.

REPRESENTATIVES: Some choice territories still available.

DeWALD RADIO MANUFACTURING CORP.

LONG ISLAND CITY, 1, N. Y.
 35-17 37th AVE.

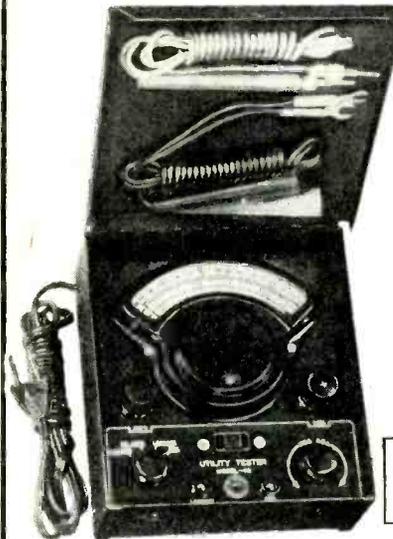
If You Want SOMETHING BETTER Demand

DEWALD RADIO SINCE 1921

A FAMOUS NAME IN

Great News for Electrical Contractors, Maintenance Men, Motor Repairmen, Appliance Men, etc.

THE NEW MODEL 40 UTILITY TESTER



A NEW KIND OF INSTRUMENT FOR TESTING ALL ELECTRICAL CIRCUITS AND APPLIANCES SUCH AS—

- Ranges
- Shavers
- Heaters
- Ironers
- Washers
- Fans
- Vacuum Cleaners
- Air Conditioners
- Refrigerators
- Sun Lamps
- Toasters
- Washing Machines
- and Motors

ALL MOTORS — single phase, multi-phase, universal, squirrel cage, induction, in fact every type of motor from fractional H.P. to 2 H.P.

THE MODEL 40 UTILITY TESTER:

- Will measure the actual current consumption of any appliance or utility either A.C. or D.C. and will measure it while the unit is in operation. The reading will be direct in amperes. The appliance or utility may be plugged directly into the front panel receptacle. A special pair of insulated clip-end leads is included for motors, etc.
- Incorporates an ultra-sensitive direct-reading resistance range which will accurately measure all resistances commonly used in electrical appliances, motors, etc. This range will enable continuity checks and tests for shorts and opens. Will read from a fraction of an ohm to 25,000 ohms.
- Will indicate when a three phase motor is running erratically due to a "blown" fuse.
- Will indicate excessive leakage between a motor and a line up to 10 Megohms.
- Will indicate whether the voltage is 110 volts or 220 volts, if the current is A.C. or D.C. and if the frequency is 25 cycles or 60 cycles.
- Will test Thermostats under actual working conditions.
- Is the ideal trouble-shooter as it will instantly locate opens, shorts and grounds.
- Will test all bulbs, radio tube filaments, pilot light lamps, all fuses including cartridge, screw, etc., fluorescent bulbs, etc.
- Will test condensers for both opens and shorts.
- Will accurately check and locate the exact cause of failure in 3 way heat control switches.
- Will check field coils for opens and shorts.
- Will indicate when one side of an appliance or motor connected to the line under test is "grounded."

The Model 40 Utility Tester comes housed in a rugged crackle finished steel cabinet with portable cover, complete with all test leads and operating instructions —only

\$15⁷⁵

GENERAL ELECTRONIC DISTRIBUTING CO.

98 PARK PLACE NEW YORK 7, N. Y. DEPT. RR-9

30,000 SUCCESSFUL RADIO SERVICE- TECHNICIANS READ



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Westinghouse Financing Plan for Products

The Westinghouse Electric Corporation has launched a comprehensive program covering wholesale and retail financing of electrical appliance and radios, it has been announced by L. H. Lund, vice-president and treasurer of the company.

The "Dealer Retail Equity Plan" consists of a suggested self-insuring arrangement designed to permit any bank a good safety margin of 50% over the average repossession expectancy.

For the convenience of banks, Westinghouse has also developed a dealer retail equity agreement which is furnished without cost. This agreement covers the entire retail financing arrangement between the bank and the dealer.

Disc Review

(Continued from page 58)

"SONGS OF THE AUVERGNE," *Madeleine Grey, soprano, with orchestra.* Columbia MM-758

This album has been popular with listeners for a number of years. Dealers would do well to call its availability to customer's attention.

STRAUSS: "Vocal Waltzes," *Miliza Korjus, soprano, RCA Victor Orchestra, Antal Dorati, conductor.* RCA Victor MO-1221

Four well-known Strauss waltzes for those who want to listen, rather than dance.

TRAUBEL, HELEN: *Schumann's "Liederkreis, Op. 39."* Columbia M-MM-752

The operatic soprano offers her fans a fine collection of Schumann songs. Included are: "Waldesgesprach," "Mondnacht," and "Frueblingsnacht."

TUCKER, RICHARD: "Rachel! Quand du Seigneur"—"Recitative and Romanza (The Pearl Fishers)." Columbia 72577-D

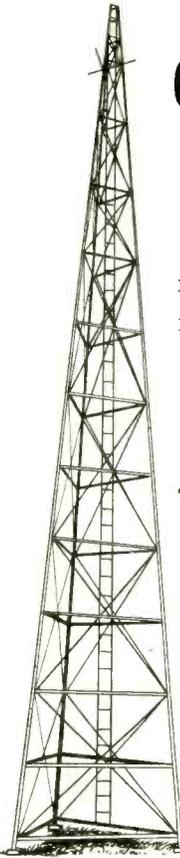
The two dramatic arias from Halevy's "La Juive" and Bizet's "The Pearl Fishers" are thrilling listening. The fact that neither opera is included in the Met repertoire should induce opera lovers to grab this single.



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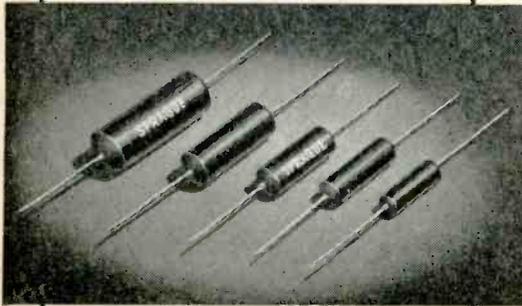
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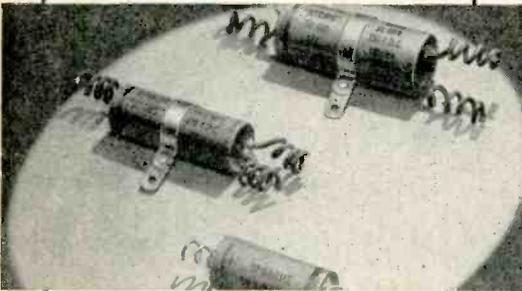
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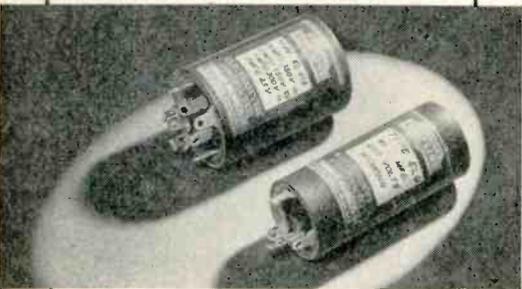
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